

Engage with over

232,971

UK & Irish Beauty and
Hairdressing Professionals

We are
In Touch



beauty
& Hairdressing

Irish
beauty

We are
In Touch

UK

Ireland



Associated
Beauty Therapists

UK's Leading Insurance Provider

www.abtinsurance.co.uk

Associated Beauty Therapists is the UK's leading membership and insurance provider who support therapists, salon owners and students in their careers and businesses. ABT engages with insured, trained and verified professionals as well as accrediting training schools across the country.

beauty
& Hairdressing

ABT's industry News and Membership website

www.beautyandhairdressing.co.uk

BeautyandHairdressing.co.uk is here to assist you in strengthening your brand's marketing strategy. The very nature of our database means we can identify and extract your key clients more efficiently to ensure your marketing campaign engages with the people most beneficial to your company.



Associated
Irish Therapists

Ireland's Number One Insurance Provider

www.aitireland.com

Associated Irish Therapists is Ireland's number one membership and insurance provider, offering cover to professionals and training schools across the country as well as accreditation within the industry.

Irish
beauty

Leading Beauty Trade, News, Website and Event

www.irishbeauty.ie

Statistically proven to be Ireland's largest, most attended annual trade beauty event. The Irish Beauty Show is the only beauty show to verify with industry identification to know exactly who walks through the doors. This explains why Irish Beauty has 11 years' heritage reaching an ever growing, highly targeted database as well as a trade beauty website which is updated daily with the latest trade beauty news for the industry.

We are In Touch with 232,971 UK & Irish Professionals

UK & Ireland
£795
Per Month

4 MONTH CAMPAIGN

8 x Email Newsletter Adverts

Monthly Contacts: 310,248

8 x Social Media Posts

Monthly Likes/Follows: 313,436

4 x Months' Banners

Monthly Impressions: 308,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

4 x Months' Buttons

Monthly Impressions: 308,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

8 x News' Stories

Monthly Digital Circulation: 308,242

- beautyandhairdressing.co.uk
- irishbeauty.ie

Educational Video Content

Bespoke to the Client

- BeautyandHairdressing.co.uk

Additional Opportunities

Available upon Request

UK
£495
Per Month

4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Total Contacts: 176,100

4 x Social Media Posts

Total Likes/Follows: 166,772

4 x Months' Banners

Total Impressions: 227,000

- BeautyandHairdressing.co.uk

4 x Months' Buttons

Total Impressions: 227,000

- BeautyandHairdressing.co.uk

4 x News' Stories

Total Digital Circulation: 227,000

- BeautyandHairdressing.co.uk

Educational Video Content

Bespoke to the Client

- BeautyandHairdressing.co.uk

ADDITIONAL OPPORTUNITIES

Beauty Businesses Company Profile Page

£45 per month

(£540 per year payable in a single invoice)

Bespoke Eshot

Contacts: 44,025

£895

Member Portal Special Offer

Bespoke to the Client

BeautyandHairdressing.co.uk

EPOA

Tailored Lead Generation

Client Specific

EPOA

Ireland
€495
Per Month

4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Total Contacts: 134,148

4 x Social Media Posts

Total Likes/Follows: 146,664

4 x Months Banners

Total Impressions: 81,242

- IrishBeauty.ie

4 x Months Buttons

Total Impressions: 81,242

- IrishBeauty.ie

4 x News Stories

Total Digital Circulation: 81,242

- IrishBeauty.ie

Educational Video Content

Bespoke to the Client

- IrishBeauty.ie

ADDITIONAL OPPORTUNITIES

Beauty Businesses Company Profile Page

€45 per month

(€540 per year payable in a single invoice)

Irish Beauty Bespoke Eshot

Contacts: 33,537

€795

Member Portal Special Offer

Bespoke to the Client

AITireland.com

€POA

Tailored Lead Generation

Client Specific

€POA

Total Engagement: 232,971 per month

Total Engagement
142,458 per month

Total Engagement
90,513 per month

UK & Ireland
£945
Per Month

1 MONTH CAMPAIGN

2 x Email Newsletter Adverts

Total Contacts: 77,562

2 x Social Media Posts

Total Likes/Follows: 78,359

1 x Months' Banners

Total Impressions: 77,060

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x Months' Buttons

Total Impressions: 77,060

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x News' Stories

Total Digital Circulation: 77,060

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Educational Video Content

Bespoke to the Client

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

UK
£595
Per Month

1 MONTH CAMPAIGN

1 x Email Newsletter Adverts

Total Contacts: 44,025

1 x Social Media Posts

Total Likes/Follows: 41,693

1 x Months' Banners

Total Impressions: 56,750

- BeautyandHairdressing.co.uk

1 x Months' Buttons

Total Impressions: 56,750

- BeautyandHairdressing.co.uk

1 x News' Stories

Total Digital Circulation: 56,750

- BeautyandHairdressing.co.uk

Educational Video Content

Bespoke to the Client

- BeautyandHairdressing.co.uk

Ireland
£595
Per Month

1 MONTH CAMPAIGN

1 x Email Newsletter Adverts

Total Contacts: 33,537

1 x Social Media Posts

Total Likes/Follows: 36,666

1 x Months' Banners

Total Impressions: 20,310

- IrishBeauty.ie

1 x Months' Buttons

Total Impressions: 20,310

- IrishBeauty.ie

1 x New' Stories

Total Digital Circulation: 20,310

- IrishBeauty.ie

Educational Video Content

Bespoke to the Client

- IrishBeauty.ie

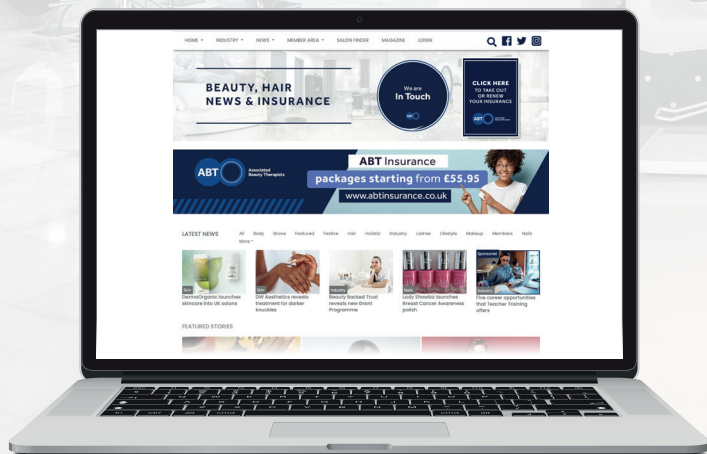
Total Engagement: 232,971

Total Engagement
142,458

Total Engagement
90,513

UK & Ireland Banners

- 292,112 Monthly Impressions
- Featured Articles
- Member Portal Special Offers
- Business & Career Advice
- Salon Finder
18,000 Contact Database
- Accredited Training Provider Finder
Over 1000 Contact Database



Native Advertorials

218 x 150px

Positioned within the daily news feed and Featured News sections, native advertorials allow you to promote your brand, product or service in more detail. Advertorials can be up to 500 words in length with images and links, and provided pre-written by yourself (subject to editorial approval) or compiled by our editorial team. These can also be positioned on our e-newsletter.

Native Newsfeed ads

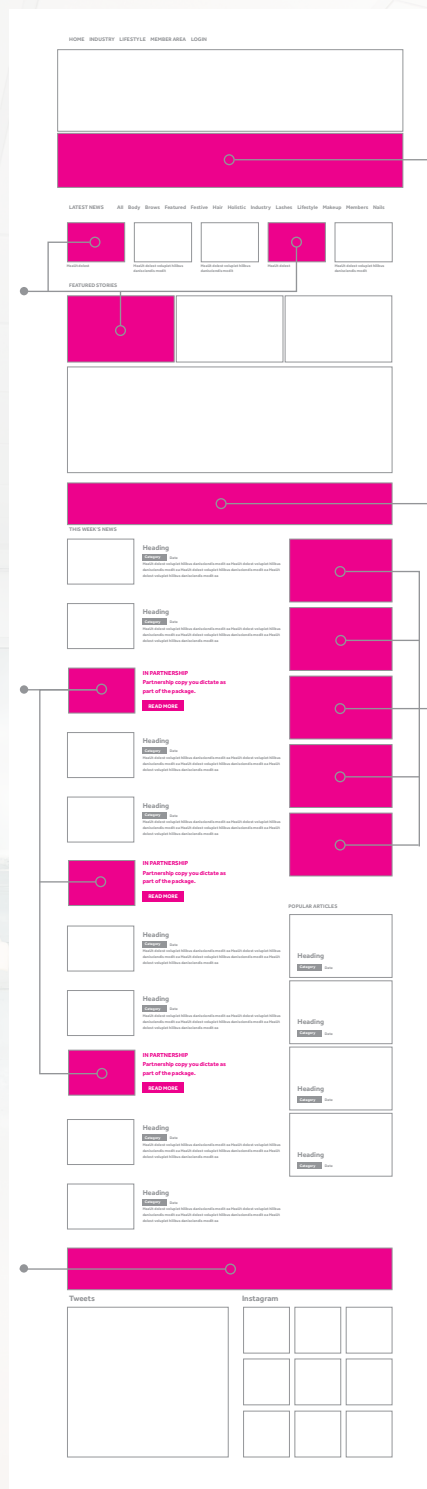
218 x 150px

Our constantly changing News Stream ensures website visitors scroll down the homepage. With this in mind, we have introduced Native News Feed Ads within our This Week's News stream, ideal for adverts with a strong CTA.

Footer Banner

1164 x 200px

Bookend your message with a further iteration in the footer and/or position your message alongside our social media updates.



Home Page Header Banner

1164 x 200px

Ensure maximum exposure. This position ensures your advertisement is the first to be seen each time the homepage is loaded.

Banner Adverts

1164 x 200px

There is a variety of Banner Advert space available on our homepage and all in popular positions, appearing below our online video content, and also above our social media streams. These spaces are particularly effective if you wish to promote multiple brands.

Sidebar Button / 5 Button deep Skyscraper

356 x 220px

Up to 5 static advert positions are available within the Home Page Side Bar. These positions can be booked for individual adverts, or should you so choose, as an extended Tower advert to fill the full space or a section of it.



UK & Ireland WEB

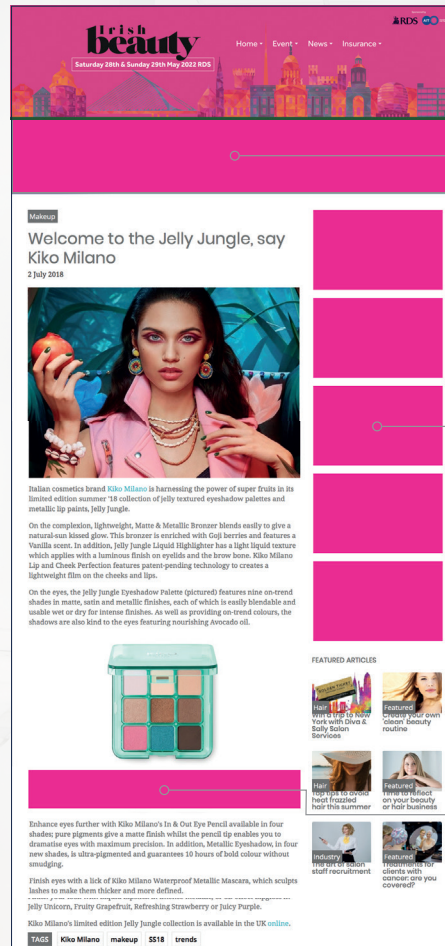
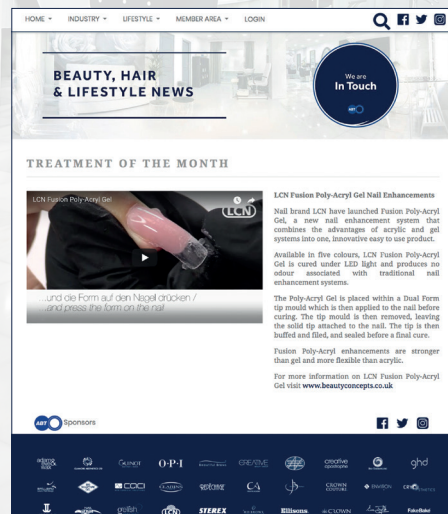
Premium Screen Real Estate

- Members Registration Login
- Accredited Trainers
- Insured Members & Salons
- Member Offers
- Treatment of the Month
- News Pages
- Competition Pages
- Video Content

Treatment of the Month

Do you have a treatment that you would like to promote to industry professionals and students through step by-step video tutorials? Our Treatment of the Month section offers you the opportunity to showcase your treatment on

a dedicated page, by providing your completed video file to us. You also have the option to have your video tutorial supported on ABT (Beauty and Hairdressing) and Irish Beauty's (AIT) Facebook, Twitter & Instagram pages.



Header Banner (rotating)

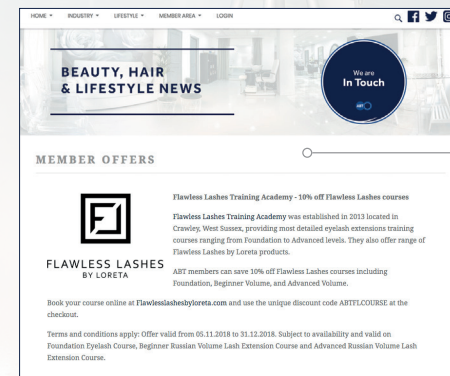
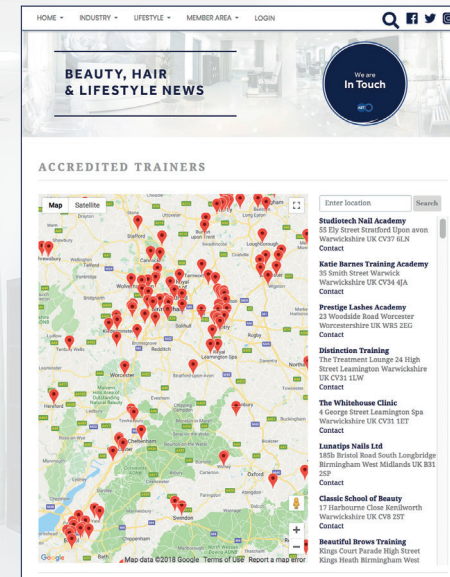
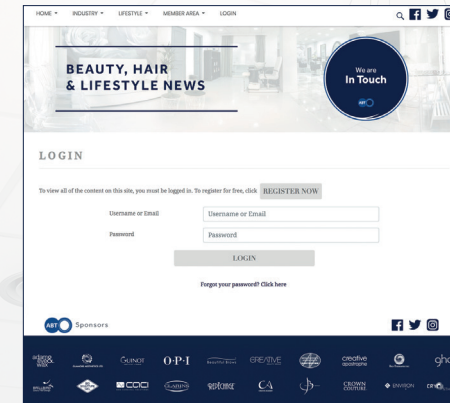
1164 x 200px

Side Bar Buttons / Skyscrapers

356 x 220px

Banner

1164 x 200px



Member Registration Login

To view all of our members website content, visitors have to register for free.

Accredited Trainers & Salon Finder

There are over 1000 accredited training schools and over 18,000 live ABT and AIT members who will initially check they are visible. Visitors are joined by a combination of consumers looking to source insured salons and clinics, alongside professionals looking to further their education at accredited training establishments.

Member Offers

We encourage partnerships with brands that provide benefits to our 18,000-strong membership. We are happy to discuss any ideas you have and we will promote these offers on our website and in our newsletters.

UK & Ireland WEB

Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR - compliant database of beauty and hair professionals and students, along with educators and trainers. Our database includes the details of 23,002 individuals working or studying within the UK and Ireland beauty or hair sectors. Because of the way we capture our compliant data, we are able to dissect our database using several criteria including:


- Salon size / number of treatment rooms
- Level of qualification
- Geographical location
- Types of treatments offered
- Annual turnover
- Number of staff
- Future purchase interest Promote your brands, products or services to an extensive, relevant database whilst remaining GDPR-compliant through sponsorships or advertising on our e-newsletter

HOME NEWS INSURANCE STAY IN TOUCH

BEAUTY, HAIR & LIFESTYLE NEWS


In Touch

FEATURED ARTICLES



Fed up of traditional festive nails? Check out our alternatives


Try our alternative Christmas nail designs that will keep nail looks fresh from now until the New Year.



ABT accredit MASCED skin cancer detection programme


The MASCED Programme has now been accredited by ABT, enabling members to gain accredited training in detecting early warning signs of skin cancer.

LATEST BEAUTY AND HAIR NEWS




Level 2 beauty & hair students most employable

Beauty and hair courses cited as most likely to lead to employment according to research into Level 2 study programmes.




Finishing Touches Group launch VYTAL Skin Needling treatment

Finishing Touches Group has launched the VYTAL Skin needling machine, available to any Level 3 trained Beauty Therapist to perfect and hone their skin needling skills.




Jessica gets festive with nail gift packs

Garnier International has introduced Jessica festive nail gift packs, perfect for adorning salon shelves this Christmas.




MUA Lisa Eldridge debuts lipstick line

Celebrated makeup artist Lisa Eldridge has launched her first lipstick line with a limited edition collection.



Nail Gags announce two new nail educators


ABT-accredited nail training provider Nail Gags has appointed new educators in Blackpool and Wales.




Expert offers salon-specific stress workshops

Salon owners are being offered help in dealing with everyday stress caused by working in your busy beauty or hair business.

LATEST MEMBER NEWS



DLB Nail & Beauty Academy
Free Nail & Lash Training Kits
When you book onto a selected ABT accredited course in January.
Terms & Conditions apply.
BeautyandHairdressing.co.uk




Francesca's Creative Nail & Beauty Academy
£100 off all courses booked in December and January
Beginner courses:
• Precision & Professional Systems Diploma
• Creative Nail Design & Nail Art Techniques
• Advanced Nail Design & Nail Art Techniques
Advanced courses:
• Entry Level Certificate in Nail Technology
• Advanced Diploma in Nail Technology
• Advanced Diploma in Nail Technology
Terms & Conditions apply.
BeautyandHairdressing.co.uk

Irish Beauty
Saturday 28th & Sunday 29th May 2022 9.00


Home Events News Insurance

FEATURED ARTICLES



Knock knock! It's Beauty Advent calendar time!


Increase your salon revenue & add some Christmas cheer with our round-up of this year's beauty advent calendars for the skin, face, body and nails.



You're hired! How to get your dream job in beauty


Jo Clarke of Jobs in Beauty tells you how to make yourself more employable and find your dream position.

LATEST BEAUTY AND HAIR NEWS



MASCED helps identify skin cancer concerns

Would you know how to advise clients if you spot a worrying mole? A new training course explains what to do.



Guy Tang unveils new #myidentity hair colours

Creative hair colourist Guy Tang has expanded his #myidentity range of hair colours, available exclusively at Sally Salon Services.

- Available positions
- Header Banner
- Banners
- Native News Feed Adverts
- Native Advertorials

UK & Ireland

Additional Services Individually Priced

2 x Bespoke HTML Eshots

Contacts: 77,562
One to the UK
One to Ireland

£1,585

2 x Specific and Targeted Digital Lead Generation

Contacts Bespoke to the Client
• BeautyandHairdressing.co.uk
• IrishBeauty.ie

£7,000

Direct Mails to Membership Database via Controlled Matrix

Subscribers and Members: up to 23,002
• Associated Beauty Therapists
• Associated Irish Therapists

£13,000

Student Initiative Sponsorship Package

• Associated Beauty Therapists
• Associated Irish Therapists

£7,990

UK

Additional Services
Individually Priced

1 x Bespoke HTML Eshots

Contacts: 44,025

£895

1 x Specific and Targeted Digital Lead Generation

Bespoke to the Client

£3,500

1 x Direct Mail to Membership Database via Controlled Matrix

Subscribers and Members: 19,007
• Associated Beauty Therapists

£6,500

Student Initiative Sponsorship Package

£3,995

Ireland

Additional Services
Individually Priced

1 x Bespoke HTML Eshots

Contacts: 33,537

€795

1 x Specific and Targeted Digital Lead Generation

Bespoke to the Client

€3,500

1 x Direct Mail to Membership Database via Controlled Matrix

Subscribers and Members: 3,395
• Associated Irish Therapists

€6,500

Student Initiative Sponsorship Package

€3,995

We are In Touch and up to date and the above services are available on request

Technical Specification & Contact Details

Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR-compliant database of beauty and hair professionals and students, along with educators and trainers. Our database includes the details of 23,002 individuals working or studying within the UK and Ireland beauty or hair sectors.

What we need:

Banner advert size and technical specifications – for website

- Header Banner/ Banner Adverts/ Footer Banner: 1164 x 200px
- Native Newsfeed Banner: 218 x 150px
- Sidebar Button: 356 x 220px
- Button: 356 x 220px
(all adverts to be supplied ready to place)
- 5 Button deep Skyscraper: 356 x 220px
(all adverts to be supplied ready to place)

Newsletter advert size and technical specifications – for e-newsletter

(all adverts to be supplied ready to place)
1000 x 253px

Business Profile

- 1 x high res logo
- List of brands / products
- Contact email address
- Website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- 100 word company profile

Special offers – details of offers available to ABT (UK members) and/or AIT (Ireland Members)

- Name of company
- Client's name
- Business's website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- A few words about your company, e.g. what types of products you offer, how long have you been established, which brands you work with
- What is your offer
- Offer start and end date
- How do ABT/AIT members take advantage of the offer
- Any terms and conditions applied to the offer
- High res logo and product image

Instastories, FB and social pushes

- Social media handles
- Hashtags
- High res image or video
- The URL link you would like us to link to
- What your offer is
- Offer start and end date

How often can adverts be changed / resupplied?

Depending on which package has been purchased, adverts can be supplied and resupplied twice within a four month campaign.

Contact Details:

Dave Horton
Managing Director
dave@abtinsurance.co.uk
+44 (0)1789 773434

Amelia Black
Head of Brand and Marketing
amelia@abtinsurance.co.uk
+44 (0)1789 773434

Melissa Dennis - Casement
Editorial and News
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+44 (0)7948 421284

Darren Hassett
Graphic Designer
darren@abtinsurance.co.uk
+44 (0)1789 773434

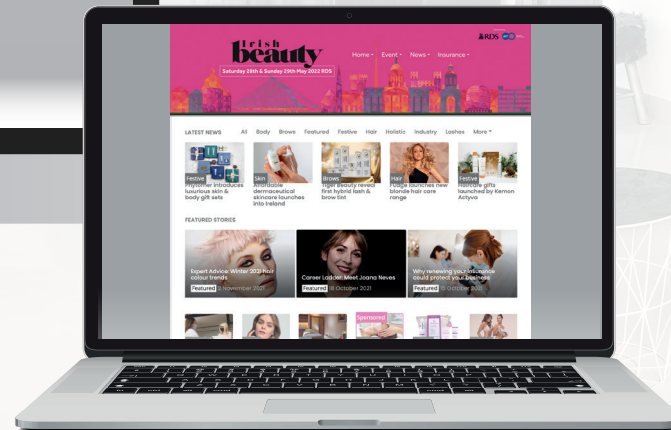
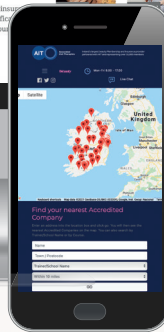
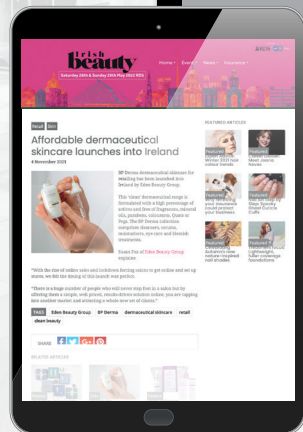
Tracey Board
Accounts
tracey@abtinsurance.co.uk
+44 (0)1789 773434

Oliver Laschke
Videographer
oliver@abtinsurance.co.uk
+44 (0)1789 773434

UK



Ireland



Banner advertising to all web traffic

77.5k

Newsletters

Direct mails to membership
database via controlled matrix

Specific and targeted digital
lead generation per month

78.4k

Social Media Following

Bespoke eshots

Newsletters to your target audience

Student initiative sponsorship packages

Engage With Over

232,971

**UK & Irish Beauty and
Hairdressing Professionals**

We know our Insured,
Trained & Verified clients
more than they do

We know how to talk to them
every single month

We are In Touch

Advertising options in the UK & Ireland

23.1k

Subscribers and Members

Special Offers delivered
directly to our members

292.2k

Page Impressions per Month

Insta stories, Facebook and social pushes
included free for offers to members
and subscribers

Business profiles and directories

99.15%

Satisfaction Survey of Clients

With pinpoint
accuracy, we are
In Touch

UK & Ireland Media Solutions



Prices Start
From £395
Per Month