



Publicity Pak
publicity pak | **2005**



Editorial & Sales Office

editorial & sales office:

Nail Biz Magazine

23202 Haggerty Rd.
Farmington Hills, MI 48335
(248) 374-0388 ph
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Mission

mission

A business-wise publication for professional nail techs, *Nail Biz* ignites and heightens the nail profession by featuring business, fashion, lifestyle and technical dialogue designed to inspire and inform nail techs and salon owners.

Targeted Circulation

targeted circulation

Our targeted circulation allows you to reach your choice market: nail techs and salon and spa owners. By advertising in *Nail Biz*, your products end up in the hands of professionals who buy nail products day in and day out. And, our circulation includes bonus distribution at the industry's top trade shows.

Nail Biz is distributed to more than 30,000 nail professionals who actively purchase nail care products.

An estimated circulation breakdown for *Nail Biz*:

- 82%** **Nail Techs**
- 18%** **Salon and Spa Owners**

Nail Biz Fast Facts

nail biz fast facts

Circulation: +30,000

Frequency: Bi-monthly

Established: 2003

Target audience: Nail techs and salon/spa owners

Target advertiser: Manufacturers of nail, skincare, hair removal and beauty products; pedicure spas; electric files; and body jewelry

Content: Business solutions

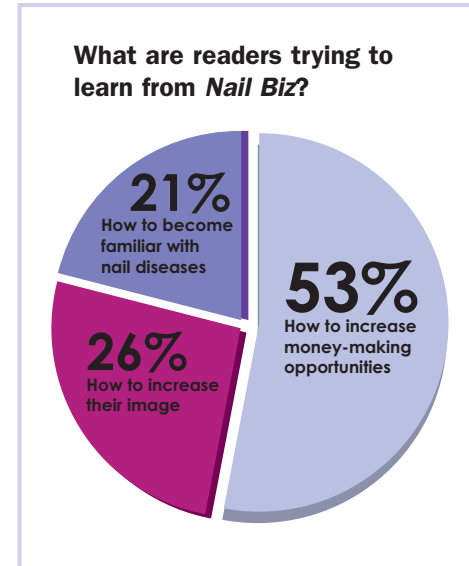
Publishing office: Farmington Hills, Michigan

Web site address: www.nailbizmag.com

Phone: (248) 374-0388

Fax: (248) 347-3351

Email: editor@nailbizmag.com





Average visitors per day	100
Average visitor session length	10 minutes
International visitor sessions	5%
Visitor sessions from United States	80%
Visitor sessions of unknown origin	15%

additional statistics*

63% of subscribers read *Nail Biz* from cover to cover.

Nail Biz is the most preferred industry magazine.

The top two reasons readers enjoy *Nail Biz*: content and new products.

**Results are based on a 2004 subscriber survey.*

Regular Editorial Features

regular editorial features

Readers count on *Nail Biz* to ignite and heighten the nail profession through business, fashion, lifestyle and technical dialogue.

message in a bottle

The featured supplier shares their views on the industry and provides a backstage pass into their business.

foot fetish

Dennis Arnold, DPM, discusses foot conditions their symptoms, treatments and cures.

get testy

Nail techs go head-to-head in this controversial column devoted to hearing both sides of the story.

the circuit

Manufacturers showcase their latest and greatest wares.

trends

Seasonal polish collections.

techs talk

Nail Biz polls nail techs from around the globe.

my point of view

Industry leaders share their points of view on industry-related issues.

your space or mine

Utilizing space for the greatest impact.

tattlers

Industry icons share their point of view on the industry - where it has been and where it's going.

brand news

Advertisers' PR showcase.

virtual reality

Hardware and software solutions that give you the edge.

life coach

Inspirational advice.

Reader Testimonials

reader testimonials

“*Nail Biz* is such an asset to the nail industry. If a nail tech cannot afford continuing education, all he/she needs to do is read!! *Nail Biz* has articles on how to build your clientele, creative ways to sell more retail, what products to use and who to contact. Just reading the magazine will educate, motivate and give you a raise!”

TONYA W. FANNING
LIL' B'S HAIR & NAIL SALON
FARMINGTON HILLS, MI

“I like their international presence.”

LEILA RUFAT
LE' ESTETIQUE
HUMACAO, PUERTO RICO

“I really appreciate your magazine! It has given me so much useful information. Keep up the good work!”

ALANA GIBBS
STUDIO U
BRIDGEVILLE, PA

“*Nail Biz* provides information that I can't get anywhere else. The magazine has also taught me the importance of socializing more with my clients, which has increased my revenue.”

TERIKA MOYER
FRENCH TIP NAILS
ERIE, PA

“I enjoy the articles about getting the most from your products and increasing your bottom line through retail. Marvelous magazine!”

ANN-MARIE KEENEY
ADVANCED NAILS AND HAIR
WINCHENDON, MA

“I love the look!”

DONNA LUX
BEAUTIFUL PEOPLE SALON
CROMWELL, CT



Reader Testimonials

reader testimonials continued

"I love *Nail Biz*! It is so much more exciting to read than the other magazines. The articles are very informative without being too technical."

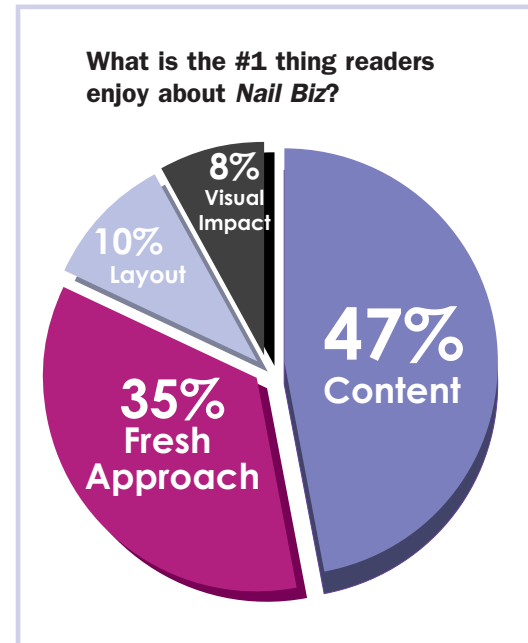
CARMELA AIDE
CARMELA'S SALON AND SPA
CHICAGO, IL

"Don't change a thing!"

DEBBIE RAWDIN
NAILS BY DEBBIE
MATTOON, IL

"*Nail Biz* allows nail techs to have a voice without having to be bombarded with too many ads."

MAUREEN SLOAN
MOES NAILZ
ST. JOHN, IN



Advertiser Testimonials

advertiser testimonials

“I receive 7x more leads from my ads placed in other industry trades, however *Nail Biz* generates more than twice the amount of sales. *Nail Biz* continually provides me with qualified leads.”

PAUL DIMEGLIO
OWNER
TETRA CORPORATION

“I really like the look of this magazine. It's different from most other trade magazines. The matte finish paper gives the pages a nice, clean finish and makes them easy-to-read. I also like the weight of the paper and the eye-catching fonts. I find the articles to be interesting and upbeat.”

REBECCA REED
MARKETING COMMUNICATIONS MANAGER
EUROPEAN TOUCH

“I think the ad (you designed for us) is beautiful.”

SHERYL LENZKES
VICE PRESIDENT
ELEGANT GLASS

“*Nail Biz* delivers on its promise. It is *The Business Publication for Nail Techs*. Every issue includes timely and practical articles presented in a concise format. The magazine also presents current business articles regarding a businesses vision, strategy, and planning in a way that is relevant to the salon environment. The contemporary design and layout makes it easy to scan for quick tips, not just in business but also lifestyle, seasonal fashion, color trends and health news. I also enjoy the contributions from your Advisory Board. I feel their diverse backgrounds provide a fresh, well rounded perspective on the industry.”

JACQUIE JOHNSON
V.P. MARKETING
CREATIVE NAIL DESIGN

Editorial Calendar

2005 editorial calendar

JANUARY | FEBRUARY

Editorial Focus - Fingerprints: Marketing Issue

Ad closing date: October 25, 2004

Materials due: November 1, 2004

Publish date: January 8, 2005

MARCH | APRIL

Editorial Focus - Technology Issue

Ad closing date: December 20, 2004

Materials due: December 27, 2004

Publish date: March 8, 2005

MAY | JUNE

Editorial Focus - Shape Up: Get Fit Issue

Ad closing date: February 14, 2005

Materials due: February 21, 2005

Publish date: May 8, 2005

JULY | AUGUST

Editorial Focus - Free: Annual Money Issue

Ad closing date: April 11, 2005

Materials due: April 18, 2005

Publish date: July 8, 2005

SEPTEMBER | OCTOBER

Editorial Focus - Asset Management: HR Issue

Ad closing date: June 6, 2005

Materials due: June 13, 2005

Publish date: September 8, 2005

NOVEMBER | DECEMBER

Editorial Focus - Get Real: 100% Customer Success Issue

Ad closing date: August 1, 2005

Materials due: August 8, 2005

Publish date: November 8, 2005

rates & specifications

2005 AD RATES

4-Color Rates	1x	6x	12x	18x	24x
Full Page	\$2,200	\$2,000	\$1,850	\$1,700	\$1,600
1/2 Page Horizontal	\$1,350	\$1,215	N/A	N/A	N/A
1/3 Page Vertical	\$1,000	\$850	N/A	N/A	N/A

2005 COVER RATES

Inside Front Cover	Ad rate + \$300
Inside Back Cover	Ad rate + \$200
Back Cover	Ad rate + \$350

PRINTING SPECIFICATIONS

Binding: Perfect bound

Printing: Heat-set web offset

Paper: Cover - 100# Focus Matte Web Plus; Body - 70# Focus Matte Web Plus

Screen: Color proofs are required on all four-color ads. Color cannot be guaranteed unless a color proof is provided.



rates & specifications continued

MECHANICAL SPECIFICATIONS

Full-page bleed:	9 1/4" x 11 1/8"
Full-page trim:	9" x 10 7/8"
Full-page live area:	8" x 9 7/8"
Two-page spread bleed:	18 1/4" x 11 1/8"
Two-page spread trim:	18" x 10 7/8"
Two-page spread live area:	7 3/4" x 9 7/8"
Two-page gutter bleed:	1 1/2"
1/2 page horizontal bleed:	9 1/4" x 5 11/16"
1/2 page horizontal trim:	9" x 5 7/16"
1/2 page horizontal live area:	7 3/4" x 4 7/16"
1/3 page vertical bleed:	3 1/2" x 11 1/4"
1/3 page vertical trim:	3 1/4" x 10 7/8"
1/3 page vertical live area:	2 1/4" x 9 7/8"

all bleeds 1/8" minimum

Rates & Specifications

rates & specifications continued

MAXIMUM-VALUE PRICING

15% New Advertiser Discount: New to *Nail Biz*? Receive 15% off your first advertising campaign of three ads or more!

Early Bird Rate: Beat inflation! Submit your insertion order for 2005 by December 10, 2004 and receive 15% off your campaign for the year.

FREQUENCY BONUSES

With a 6x commitment or more for the year you save \$200 per ad per issue.

INSERTS + CUSTOM PUBLISHING

Special rates apply. Contact Editor for details.

PUBLICATION + CLOSING DATES

Nail Biz is published every other month (January/February, March/April, May/June, July/August, September/October and November/December).

SEND AD MATERIALS TO:

Wendy Woodward, Senior Editor
Nail Biz Magazine
23202 Haggerty Rd.
Farmington Hills, MI 48335
(248) 374-0388 ph
(248) 347-3351 fax
editor@nailbizmag.com



2005 insertion order

COMPANY	CONTACT		
COMPANY ADDRESS	CITY	STATE	ZIP
() CONTACT PHONE	EMAIL		

2005 RATES

FOUR-COLOR	24x	18x	12x	6x	1x
FULL PAGE	\$1,600	\$1,700	\$1,850	\$2,000	\$2,200
1/2 HORIZONTAL	n/a	n/a	n/a	\$1,215	\$1,350
1/3 VERTICAL	n/a	n/a	n/a	\$850	\$1,000

AD SIZE FULL PAGE 1/2 HORIZONTAL 1/3 VERTICAL

MARK # OF ADS NEXT TO CORRESPONDING ISSUES:

JAN/FEB MARCH/APRIL MAY/JUNE JULY/AUG SEPT/OCT NOV/DEC

PREFERRED PLACEMENT BACK COVER (\$350) INSIDE FRONT (\$300) INSIDE BACK (\$200)

PICKUP AS IS FROM _____ **ISSUE**

COLOR PROOF MUST BE SUPPLIED

The publisher reserves the right to reject or omit any advertising. The advertiser warrants the truth of all factual assertions and implications therefrom in the advertising published hereunder; is entitled to advertise the business, product or trade name described; and assumes complete liability for all claims, damages or causes of action based upon the advertising. The advertiser agrees that any and all liability including that arising from breach of contract or negligence, resulting from the omission of any advertisement, the wrong location or quality thereof, or any error or omission therein is hereby limited to and shall not exceed the amount of the charges payable by the advertiser in respect of advertisement. It is understood and agreed that the publisher may institute new advertising rates at any time but that such new rates shall be announced to the advertiser at least 45 days prior to their effective date. If the advertiser chooses to cancel the contract at that time he will be surcharged at existing rates for the actual rates for the amount of space used.

All ads produced by the publication remain the property of the publisher. Cancellations will not be accepted after deadline. Should the advertiser not fulfill this contract, actual advertising used will be surcharged at the prevailing rate card prices. Account is due and payable when invoice is rendered. Non-payment of account when due may at the option of the publisher be accepted as cancellation of this contract at the rate earned in its behalf. The above terms constitute and express the whole agreement of the parties hereto. I have reviewed the *Nail Biz* Digital File Preparation Checklist. Advertising is non-commissionable.

ADVERTISER'S NAME (PLEASE PRINT)

ADVERTISER'S SIGNATURE

DATE

CONTACT:
Wendy Woodward
23202 Haggerty Rd. • Farmington Hills, MI 48335
(248) 374-0388 ph • (248) 347-3351 fax
editor@nailbizmag.com

TECHNICAL CONTACT:
(248) 347-7700 x 313

Center for Industry Excellence

center for industry excellence

Nail Biz has partnered with the Center for Industry Excellence (CIE) to provide you with the most innovative business solutions available today. CIE stands behind their mission to provide 100% customer success through one-of-a-kind solutions designed to make you the star.

Following is a list of projects we can undertake through CIE:

- Create/design ads
- Create/design business cards
- Create/design marketing materials
- Create/design product packages
- Create/design business logos

For more information or to obtain a quote, contact Wendy Woodward at 248-374-0388 or Liz Mace at 248-347-7700 x407.



★ making you the star

Digital Ad Requirements

digital ad requirements

All ads must be provided on CD or downloaded from **YOUR** FTP site.

Accepted File Formats

- Quark Press 5.0 or earlier
- High resolution PDF (Acrobat 5.0 or earlier)
- Illustrator 10 or earlier
- Photoshop 7X or earlier

Images

- EPS, JPG, PDF or TIF
- Minimum resolution is 300 DPI for photos, 1200 DPI for line art and can only be sized between 50-150%
- Photos/Artwork
- Rotated, sized and cropped before imported
- Color images are CMYK
- Bleeds are at least 1/8" on all sides

Colors

- All colors are CMYK and set to process separation and spot color box not checked **OR** PMS colors set to CMYK in model and spot color box not checked
- Black is set to overprint
- White type is set to knockout
- Set elements on top or in front to knockout
- Delete all unused colors from color palette to avoid variations

Fonts

- PostScript printer **AND** screen fonts are included (**NO** system fonts or True Type fonts)
- Actual bold, italic, bold italic fonts are used and included

Terms terms

1. Advertiser/agency has read, understands, and agrees to all rates and conditions stated in media kit.
2. Advertiser and agency agree to be jointly and severally liable for the payment of all bills and charges incurred.
3. Orders for inside advertising containing restrictions or specifying positions, facings, editorial adjacencies, or other requirements may be accepted and inserted at the Editor's discretion.
4. Cancellation of contracts must be in writing and received no later than one month preceding the ad close date. Failure to publish specified number of ads automatically nullifies any rate discount. Ad rates will be adjusted as needed.
5. The advertiser/agency assumes all liability for all content of advertisements printed and will also assume responsibility for claims arising therefrom made against the Publisher. Acceptance of advertising copy is subject to the Publisher's approval.
6. In the event of errors in or omissions of any advertisement(s), *Nail Biz's* liability shall not exceed a refund of the amount paid for the advertisement(s).
7. Advertiser agrees to pay for all reasonable pre-press/production work necessary to make the ad in question printable. Advertiser agrees to pay the cost of any late fees incurred by *Nail Biz* if artwork arrives after deadline.
8. *Nail Biz* reserves the right to reject any advertising.
9. *Nail Biz* does not honor agency commissions.
10. Invoices are payable upon receipt and are applicable toward open invoices. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severely liable for money due and payable to the Publisher.



Magazine Staff

magazine staff:

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Dana Lang

Designer

Heather Heiderer

Designer

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