

MEDIA

KIT

2023



Professional  
Beauty  
Association

Connected by Passion. *United by Beauty.*<sup>®</sup>



THE PROFESSIONAL BEAUTY ASSOCIATION EXISTS TO

# UNITE, ELEVATE & SERVE

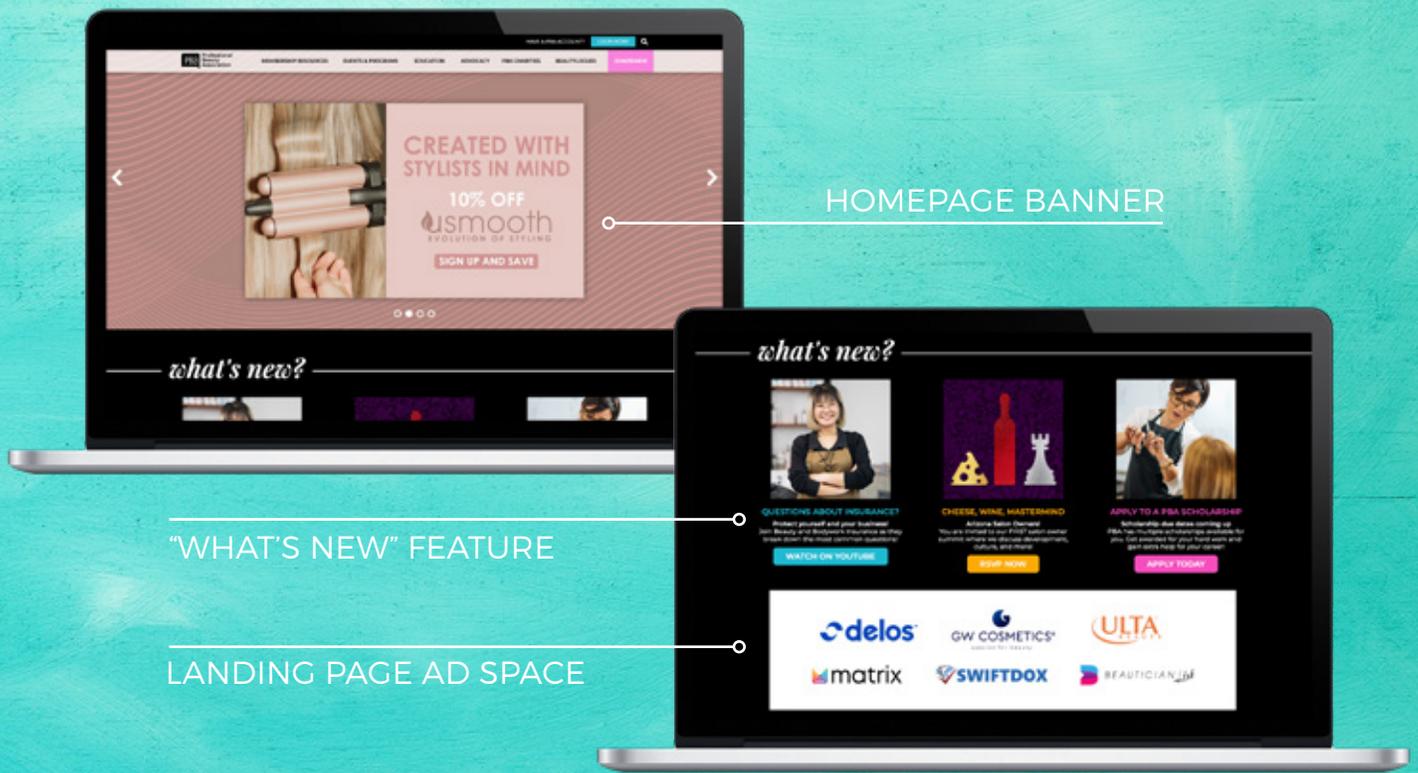
THE BEAUTY INDUSTRY AND THE PROFESSIONALS  
WHO IMPROVE PEOPLE'S LIVES.



Opportunities to reach over 450,000 qualified  
professional beauty audiences including segments such as:

MANUFACTURERS | DISTRIBUTORS

LICENSED PROFESSIONALS | STUDENTS | SCHOOLS



# WEBSITE OPPORTUNITIES

Our website is a **central hub** where we house all news, research and the latest industry information and resources.

Reach the professional beauty professionals who visit **probeauty.org** annually with our **premium ad space**.

## AVAILABLE PLACEMENTS INCLUDE:

- Home Page Banner
- "What's New" Feature
- Landing page ad space

**STARTING @ \$500**

WITH CUSTOM PACKAGES AVAILABLE.

## KEY STATS



56% TRAFFIC ON MOBILE



2:30+ MINUTES SPENT ON SITE PER VISIT

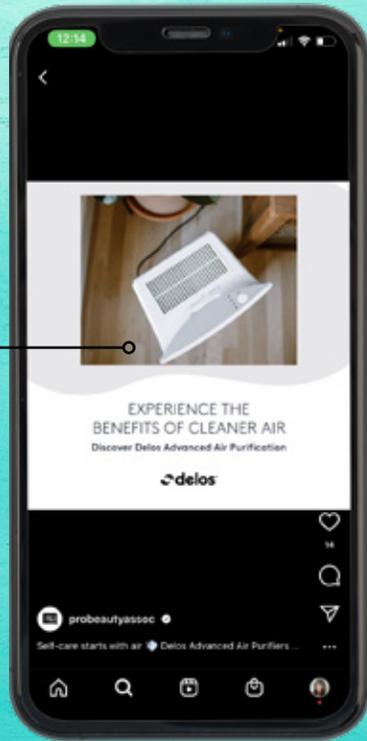


PRIMARY AUDIENCE: 25-34 YR. OLD FEMALES



330K+ UNIQUE USERS

STORY  
FEATURES



FEED POST



# SOCIAL MEDIA

Partner with us on social! Whether you're interested in unique posts, reposts, stories or highlights, we can create a **custom package** that is sure to meet your needs and reach our **highly engaged audience!**

## AVAILABLE PLACEMENTS INCLUDE:

- Story Features
- Feed posts
- Custom campaigns

POSTS RANGE  
FROM \$500 -  
\$2,000

DEPENDENT ON  
PLATFORM.

# KEY STATS



176K+  
FOLLOWERS



8+ MILLION  
ORGANIC IMPRESSION



TOP AUDIENCE BETWEEN  
18-44 YEARS OLD

AD  
PLACEMENT

Clients—Kendall, Hailey, Jennifer Lopez, Kim Kardashian and more—sculpted but fresh skin. [READ MORE >](#)

**INTRODUCING THE beSPOKE™ TRIMMER**

- METAL ALLOY BODY**  
Sleek, strong housing
- PREMIUM GTX 2 SLADE**  
Precision for fades and designs
- ELEVATED DESIGN**  
Contoured edition
- WIRELESS CHARGER**  
Quick, convenient power
- SOFT-TOUCH GRIP**  
Comfortable, creative control
- MADE IN U.S.A.**  
of domestic and foreign parts

**SHOP NOW**

Use code **PBA15** to get **%15 OFF** and **Free Shipping** on your next online Andis order.

**14 Beauty Trends That Will Be Everywhere in 2023**  
Glamour

If you like to stay ahead of the trends, you've come to the right place. We love a little

**premiere ANAHEIM**  
THE ULTIMATE BEAUTY EXPERIENCE  
APRIL 2-3, 2023  
ANAHEIM CONVENTION CENTER

**Aveda Appoints Luis Gonzalez Color Director on Hair Care Brand's North America Artistic Team**  
Aveda

Luis Gonzalez has been named the color director on Aveda's North America Artistic Team. "I am beyond honored to be North America Artistic director for hair color," said Gonzalez. "My goal in this new role is to inspire artists to express themselves through hair color by elevating their artistry and expanding their skills." [READ MORE >](#)

**PBA NABA NORTH AMERICAN BEAUTY TRENDS AWARDS**  
**FINALISTS ANNOUNCEMENT**  
f LIVE  
**FEBRUARY 1ST, 11AM PT**  
WITH SPECIAL GUEST MICHAEL SHUN COBBY

**ECRU NEW YORK**  
SPONSORED BY

**Get Polish With 60-Second Removal?! CND Launches All-New Shellac Luxe™**  
behindthechair.com

It's official. Removing gel polish just got way easier...seriously, nail pros are now able to remove Shellac in only 60 seconds! CND just

FEATURED  
ARTICLE OR  
CONTENT

# PBA CONNECTION NEWSLETTER

Reach our **engaged Membership**. Advertising options include **banner ads, highlights and features**.

## AVAILABLE PLACEMENTS INCLUDE:

- Ad placement
- Feature article or content

**STARTING  
@ \$1500**

FOR A SINGLE AD UNIT.

PACKAGES AND FEATURES ALSO AVAILABLE.

PREMIUM PLACEMENTS ADDITIONAL.

## KEY STATS



NEWSLETTER 40%  
AVERAGE OPEN RATE



MEMBER MONDAY 35%  
AVERAGE OPEN RATE



1.5% CLICK  
THROUGH RATE

**Matrix Exclusive 4D Foilayage Class**  
Elevate your skills beyond balayage!

Monday, August 22  
10:00AM - 1:00PM  
At Select SalonCentric Stores  
Interactive Digital Experience

Learn from Matrix Ambassador/Celebrity Colorist, George Papanikolas, and Matrix Technical Director, Lenny Strand, in this hands-on interactive workshop!

Discover tips & techniques to create dimensional, high-contrast blondes, and more!

**REGISTER NOW**

**National Balayage Week**  
Presented by L'Oréal Paris Matrix  
August 15-21  
Ready. Set. Mark Your Calendars!  
7 Days of FREE Matrix Live Education

TARGETED SEND (ON-TIME)  
OR TARGETED CAMPAIGN  
(MULTIPLE SENDS)

# DEDICATED EMAIL

Create a customized email to drive Members to **engage and interact with your brand.**

Work with our experienced design and email team to bring your email communication to life!

## AVAILABLE PLACEMENTS INCLUDE:

- Targeted send (one-time)
- Targeted campaign (multiple sends)

**STARTING  
@ \$2500**

## KEY STATS



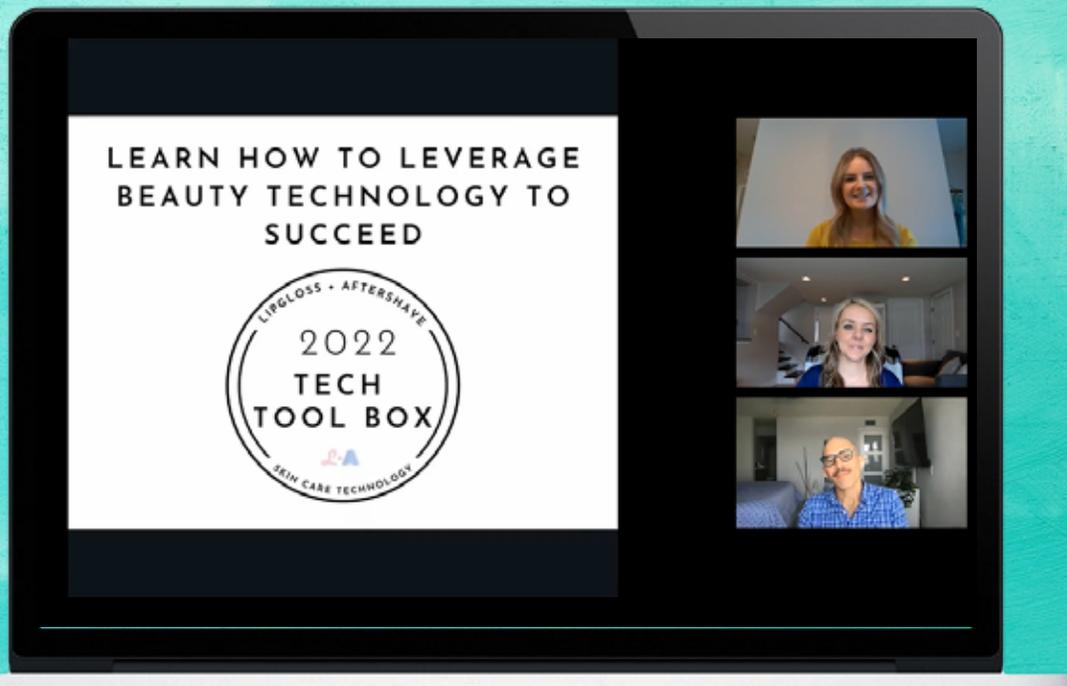
REACH OVER 350K  
MEMBERS



TARGET YOUR  
COMMUNICATIONS



CUSTOMIZABLE AND  
DESIGN AVAILABLE



# VIRTUAL EDUCATION OPPORTUNITIES

**Ongoing education** is a great way to bring your brand to life. Our interactive platform enables your brand to be **visible at every touchpoint** from registration to presentation.

Put your brand at the forefront of our education with our custom **virtual education packages**.

## PLEASE CONTACT

[EDUCATION@PROBEAUTY.ORG](mailto:EDUCATION@PROBEAUTY.ORG)  
FOR SPONSORSHIP DETAILS  
AND PRICING.

## KEY STATS



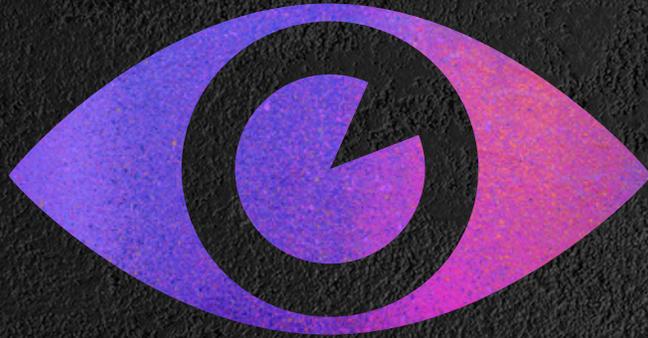
BRAND VIDEOS AND PROMOTIONS INCLUDED



AVERAGE 50 REGISTRANTS FOR VIRTUAL EDUCATION SERIES



EMAILED TO OUR 350K+ DATABASE



# VISIONARY MEMBERSHIP

INCLUDES A CUSTOM MARKETING PACKAGE  
THAT CAN HAVE ANY MIX OF THESE OPPORTUNITIES  
DEPENDING ON THE LEVEL.

CONTACT [INFO@PROBEAUTY](mailto:INFO@PROBEAUTY) FOR MORE DETAILS.

# SPECIAL THANKS TO OUR **VISIONARY** *members*

## VISIONARY ELITE

all about  
**curls**

**ALTERNA**

aquage

**AUTHENTIC  
BEAUTY  
CONCEPT**

*Babe*  
HAIR EXTENSIONS

**BIG** BEAUTY  
INDUSTRY  
GROUP

**BIG** beautyquestgroup

**BELLAMI**

**BETTER  
NATURED.**

**BIOLAGE**  
PROFESSIONAL

**BIOTERA**

**delos**

**donna bella hair**

hairtalk  
extensions

**HALOCOUTURE**

**H**  
HOTHEADS

**JOICO**  
the joy of healthy hair

**KENRA**  
PROFESSIONAL

**KÉRASTASE**  
PARIS

**L'ORÉAL  
USA**  
Professional Products

**matrix**

**MIZANI**

**#myidentity**  
evolve together

**one'n only**

**PRAVANA**

**PULPRIOT**

**PUREOLOGY**  
PROFESSIONAL COLOR CARE

**REDKEN**  
5TH AVENUE NYC

**RUSK**

**SalonCentric**

**Schwarzkopf**  
PROFESSIONAL

**★ sexyhair**

shu uemura  
art of hair

**STUNT**  
GROOMING GOODS

**ZOTOS**  
PROFESSIONAL

## VISIONARY PLUS

**ANDIS**

**ARMSTRONG McCALL**  
PROFESSIONAL BEAUTY SUPPLY

**AVEDA**  
THE ART AND SCIENCE OF PURE FORMULA PLANT-BASED

**BIO:IONIC**

**CONAIR**

**Cosmo Prof**

**GW COSMETICS**  
passion for beauty

**JCPenney Salon**

**JOHN PAUL MITCHELL SYSTEMS**

**KEVIN.MURPHY**

**LANZA**  
HEALING HAIR COLOR & CARE

**M**  
MUNEVA

**MOROCCANOIL**  
ONE BRAND. A WORLD OF OIL-INFUSED BEAUTY

**Ouidad**  
THE CURL EXPERTS

**SWIFDOX**

**TRUSS**  
PROFESSIONAL

**ULTA**  
BEAUTY

**WAHL**  
PROFESSIONAL

**WELLA**  
COMPANY

**Wet**  
brush-pro

## VISIONARY

**BEAUTICIAN list**

**BRIDGETTE**  
INTERNATIONAL LLC

**Bumble and bumble.**

**davines**  
beauty • sustainability

it's a **10**  
haircare

**K18**  
BIOMIMETIC  
HAIRSCIENCE

**kao**  
SALON DIVISION

**Living proof.**

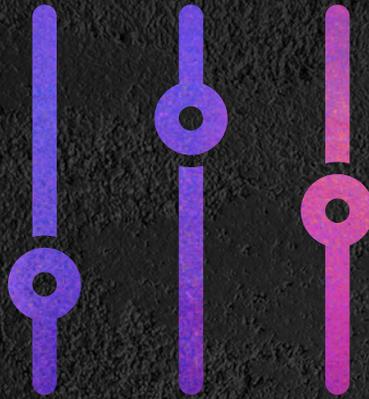
**PRORITUALS**

**SalonClouds+**

**Sweet's**  
professional

LEARN HOW OUR COMPREHENSIVE  
VISIONARY MEMBERSHIP CAN HELP ELEVATE YOUR BRAND.

CONTACT [INFO@PROBEAUTY.ORG](mailto:INFO@PROBEAUTY.ORG)



# CUSTOMIZED PACKAGES

LOOKING FOR A MORE CUSTOMIZED  
SPONSORSHIP OPPORTUNITY?

## WE CAN DO THAT!

Contact us for more details on putting together  
your custom opportunity today!



480.281.0424



INFO@PROBEAUTY.ORG



PROBEAUTY.ORG



7755 EAST GRAY RD  
SCOTTSDALE, AZ 85260



Professional  
Beauty  
Association

Connected by Passion. *United by Beauty.*®