


# MEDIA KIT



# 2024



Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY

**THE PROFESSIONAL BEAUTY  
ASSOCIATION EXISTS TO  
UNITE, ELEVATE  
AND SERVE  
THE BEAUTY INDUSTRY AND THE  
PROFESSIONALS WHO IMPROVE  
PEOPLE'S LIVES.**

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Opportunities to reach over 350,000 qualified professional  
beauty audiences including segments such as:

MANUFACTURERS | DISTRIBUTORS

LICENSED PROFESSIONALS | STUDENTS | SCHOOLS

# 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

*Limit 24 total available placements per year.  
No more than 2 sponsored per month.*

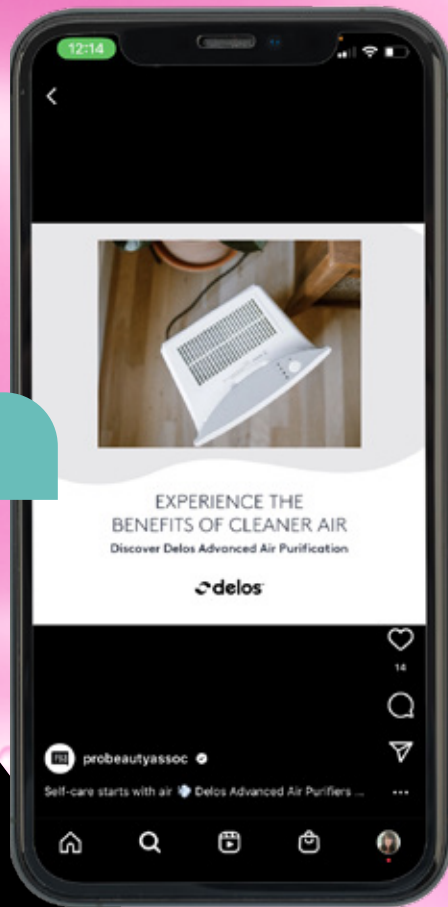
**NON-MEMBER PRICING STARTS @  
\$5,000**

DEPENDING ON PLATFORM

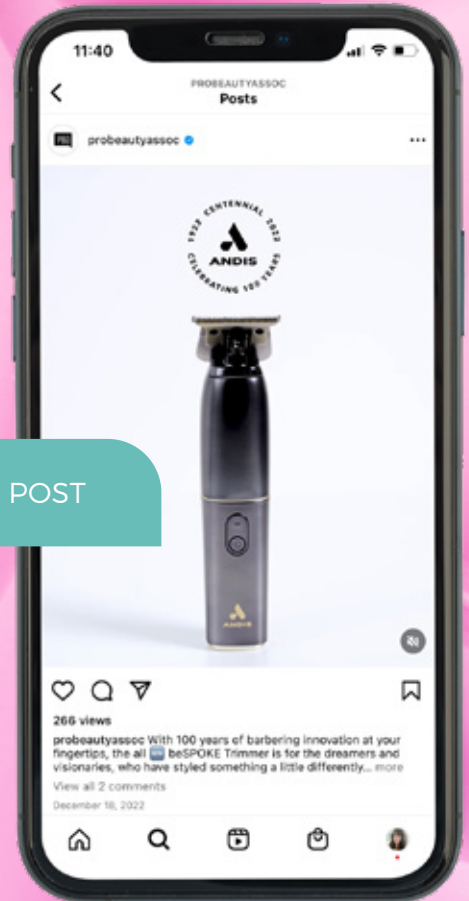
**MEMBER PRICING STARTS @  
\$1,000 - \$5,000**

DEPENDING ON PLATFORM

STORY  
FEATURES



FEED POST



176K+  
FOLLOWERS



8+ MILLION  
ORGANIC IMPRESSION



TOP AUDIENCE BETWEEN  
18-44 YEARS OLD

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



@georgepapanikolas

## 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**



# 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 or multiple sends)

*Limit 10 total available dedicated emails per year.  
No more than 1 sponsored per month.*

**NON-MEMBER PRICING STARTS @**

**\$6,000**

**MEMBER PRICING STARTS @**

**\$3,000**

Interested in our newsletter? Ask marketing @  
[MARKETING@PROBEAUTY.ORG](mailto:MARKETING@PROBEAUTY.ORG)



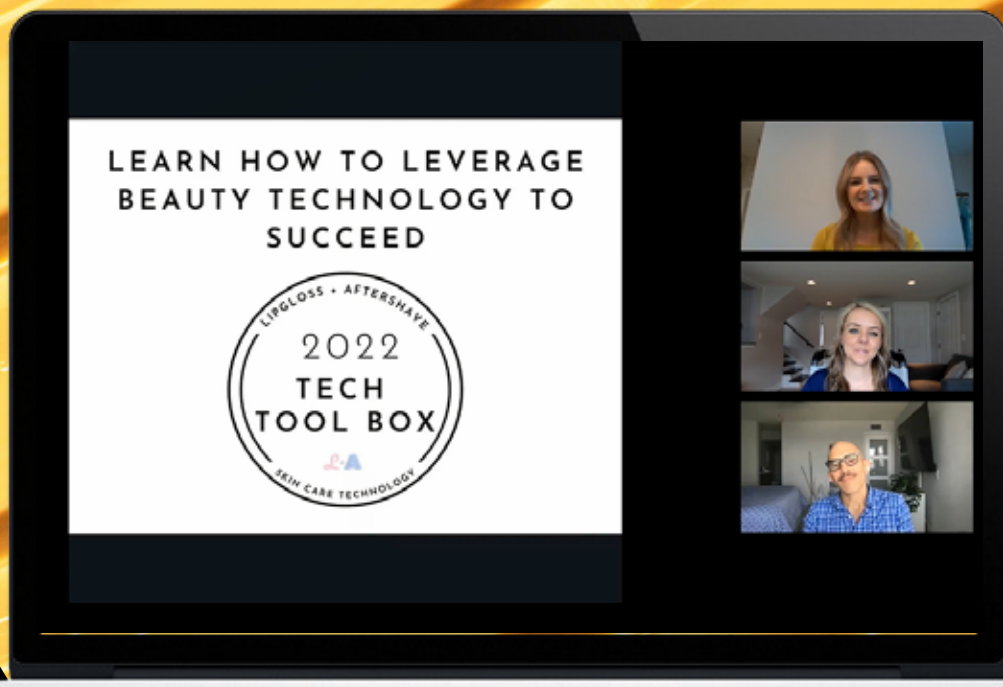
REACH OVER 350K  
MEMBERS



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**.

*Limit 10 total available webinars per year.  
No more than 1 sponsored per month.*

**NON-MEMBER PRICING STARTS @**  
**\$7,500**

**MEMBER PRICING STARTS @**  
**\$5,000**

**PLEASE CONTACT** [EDUCATION@PROBEAUTY.ORG](mailto:EDUCATION@PROBEAUTY.ORG) FOR SPONSORSHIP DETAILS



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.

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Total sponsored opportunities available per year in the media kit do not include Visionary marketing materials. Visionary members receive preferred placement and custom multi-channel approach.

CONTACT [JODY@PROBEAUTY.ORG](mailto:JODY@PROBEAUTY.ORG) FOR MORE INFORMATION





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# SPECIAL THANKS TO OUR VISIONARY MEMBERS

## VISIONARY ELITE



## VISIONARY SELECT



## VISIONARY PLUS



## VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

# CONTACT

JODY@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



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SCOTTSDALE, AZ 85260



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