

Combing your way through Beauty. Style. Life.

THE COMB

MEDIA KIT 2016



Feature

Combing through
2016

**NEW
LAUNCH IN
TEXAS!**

Demographics

Publication Stats on the Rise

Reach Target:

Beauty Pro's & Consumer
Friendly

Affordable Ad Rates

Shining A Light On
The World Of Beauty!



thecombmagazine.com

Combing your way through Beauty. Style. Life.

THE COMB

YOUR MULTIMEDIA SOURCE FOR BEAUTY. STYLE. LIFE.

Talking through my Wide Tooth Comb



Editor In Chief

NEW LAUNCH IN TEXAS JUNE 1 2016

MISSION

BE MORE RECOGNIZED

THE COMB is a beauty industry magazine, designed to give the individual beauty professional, a platform to display their artistry in a world where only a chosen few are seen or recognized in the beauty industry.

Reach

Feature Independent beauty professionals including but not limited to Cosmetologist, Barbers, Nail Technicians, Make up Artist, Students, Beauty Schools, Models, and Salons and Salon owners. Also new product lines and tools, platform artist, educators, manufacturers, distributors, hair shows, fashion shows, small boutiques, fashions designers, entrepreneurs, etc.

Our direction is to target beauty professional but be consumer-friendly.



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DEMOGRAPHICS

BE MORE RECOGNIZED

Audience

Female 82.63%

Male 17.37%

Age: Female

13-17 2.3%

18-24 17.7%

25-34 27.25%

35-44 19.3%

45-54 6.1%

55-64 2.3%

65+ 1.3%

Age: Male

13-17 .6%

18-24 6.3%

25-34 7.2%

35-44 5.3%

45-54 2.25%

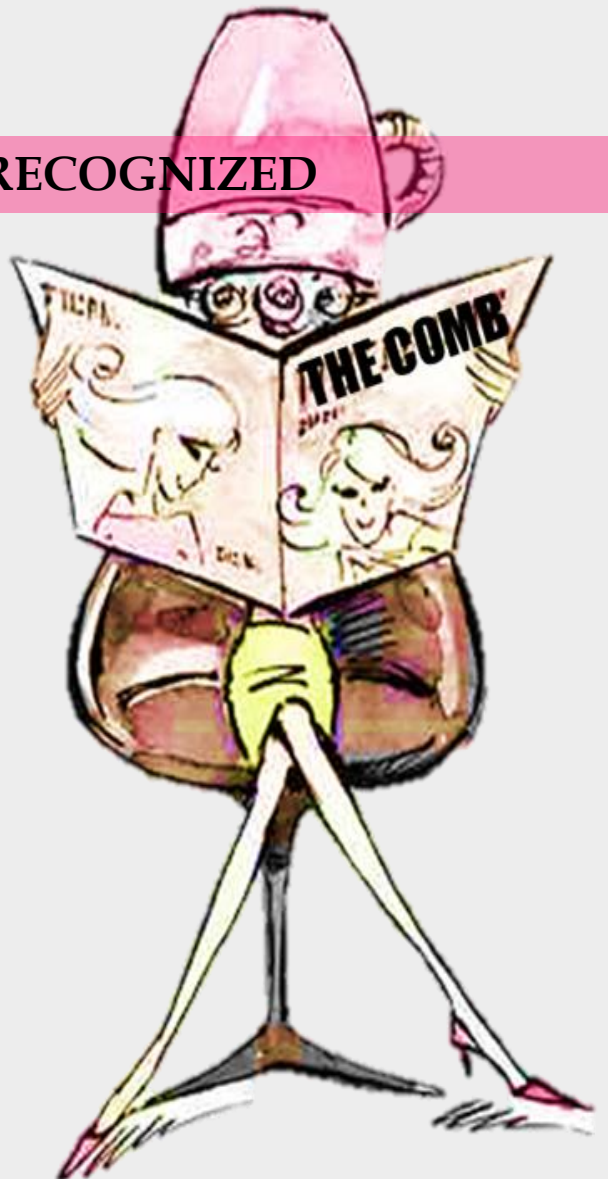
55-64 1.1%

65+ 1.0%

Readers

Readers: 165000

Cover Price: 8.99, Anniversary 11.99



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ADVERTISE

BE MORE RECOGNIZED

2016 Rates

Rate Base: 88000*

Introductory Rates.

Full Page	\$ 150
Half	\$ 100
Quarter	\$ 55
Business Card	\$ 35
Cover	\$ 1100
2nd Cover	\$ 770
Center Spread	\$ 995
3rd Cover	\$ 660
Back Cover	\$ 880

This is per issue pricing. There is 4 issues per year.

Mechanical Method: Digital offset. Perfect Bound.

Issuance Date: On or about the 25th of the month preceding cover date.

Closing Date: For receipt of the materials in the Kansas City office.

Cover & ROP Advertising: On the 5th of the 3rd month preceding cover date.

Digital files are archived for 6 months and then destroyed.

Discounts

Cash discounts: Required with order unless credit has been established prior to issue closing date.

Publisher's Discount: Any national publisher of magazines or books is eligible for a discount of 5% for 2-5 pages & 10% for 6 or more pages.

Specs

300dpi for photos. PNG, PDF, JPG format.

Bleed: 8.5x11

Trim: 8.25x10.75 (allow .375 from trim for live matter)

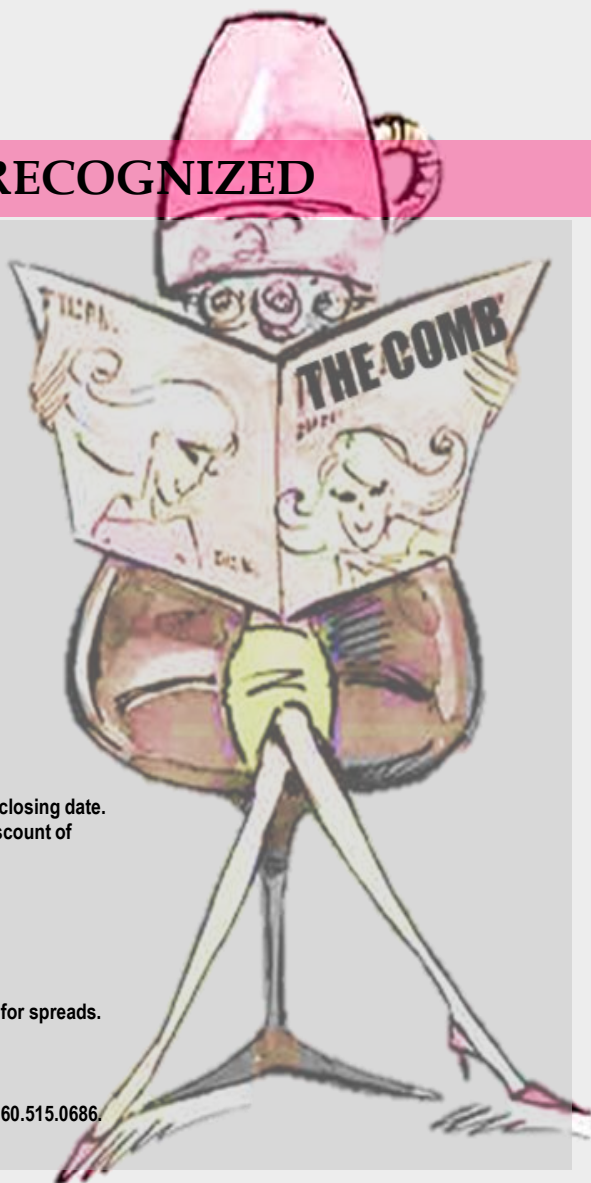
Gutter safety: Headlines/Body text .25 each side of gutter to provide .5 total separation for spreads.

No mirror images without prior approval.

Digital files type: PDFX1A or PDF 1.3 or later.

For questions on material extensions, file format, specs and Ad portal please contact 660.515.0686.

*In 2016 we will distribute to 165000 customer base



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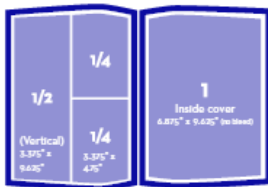
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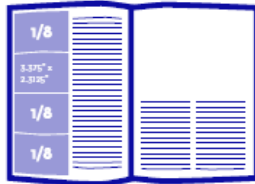
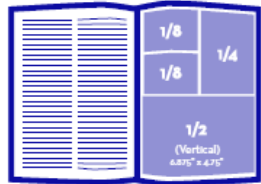
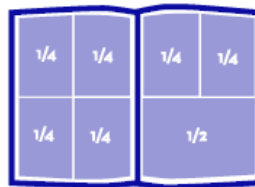
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ARTWORK SPECIFICATIONS & SIZES

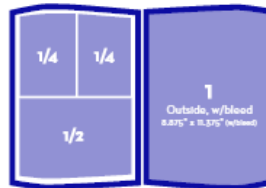
Inside front cover



Sponsorship section



Inside back cover Back cover



EMAIL LOGO

Size and format

- Vector-based file preferred (.ai, .eps, .pdf), or
- Minimum 104 x 60 pixels, JPG or GIF files, 72 dpi resolution

DEDICATED EMAIL

Format

- HTML file for email body (an intro paragraph from THE COMB will precede your content)
- Provide email subject line, which will be preceded by "From our sponsor:"

Message content

- Please follow all strategic partnership criteria guidelines (at right)
- THE COMB reserves the right to reject content that does not uphold the organization's mission and values

WEB

2 SCREEN ANIMATED WEB ADS

Size and format

- 220 x 80 pixels
- Provide 2 JPG or GIF files (1 for each screen)
- We will create the animated screen to screen file
- Plus design requirements below...

LOGO

Size and format

- 104 x 60 pixels
- 72 dpi resolution
- JPG or GIF files
- Plus design requirements below...

BOTH AD + LOGO

Design Requirements

- Save in RGB color format
- Type should be rasterized/outlined
- Provide desired URL for link (in body of email)
- The simpler the better. Your name will be most visible if it's clean, clear, and takes up most of the space provided
- Please no complicated backgrounds (photos)

THE COMB STRATEGIC PARTNERSHIP CRITERIA

THE COMB seeks to engage in strategic partnerships with sponsors that match and enhance the organization's mission and values.

A strategic partner

- is committed to being socially and environmentally responsible;
- works toward goals of being anti-sexist, antiracist, adhering to fair labor practices, betterment of all beauty professionals, and promoting healthy lifestyles;
- works to develop common goals and create profound social impact to change the unequivocal beauty industry balance;
- recognizes the benefits of the partnership for THE COMB, themselves and their constituents or customers.

THE COMB reserves the right to decline partnerships with businesses or organizations that fall outside of this value system, or that we believe may offend our readers or promote organizations, products or opinions that do not match the organization's values and mission. We also reserve the right to reject partnerships with businesses or organizations that may visually, verbally or by reputation promote ideas or information that is: patently false, libelous, exploitative, hateful, that fails to meet the visual and production standards of our publication, or that THE COMB staff or Board of Directors determine would be detrimental to the social responsibilities of the organization.

COMING SOON PODCAST!

NEW LAUNCH IN TEXAS JUNE 1 2016



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THE COMB SPONSORSHIP

THECOMB's mission is to provide and encourage creativity to beauty professionals

Sponsorship of THE COMB offers opportunities for visibility in *THE COMB* magazine, on thecombmagazine.com, and across all of our media formats. Sponsorship is much like advertising, except that, we are selective about our sponsors—because you are partners in fulfilling our mission!

Sponsorship with THE COMB offers opportunities for dynamic, multi-layered relationships with a fast-growing audience of thought-leaders and engaged readers. Through Sponsorship with THE COMB, you'll have the chance to communicate your message to readers in *THE COMB* magazine, to monthly visitors online at thecombmagazine.com, through email subscribers, via robust social media audiences, including Facebook fans and Twitter followers.

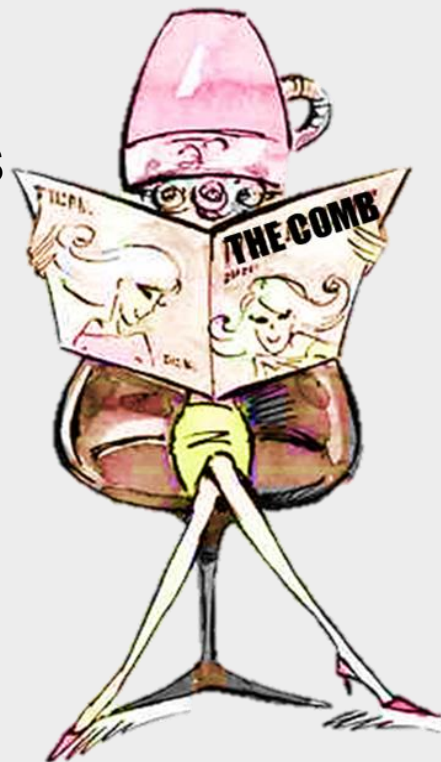
We prefer Sponsors rather than Advertisers because what we promote is as important to us and as an independent, beauty industry media organization, we're selective about who we work with. Sponsors are among an exclusive group of Combed Through-approved and recommended businesses, organizations, products, tools, professionals and more!

We'll help you put together the right package on any budget, and we'll evaluate your campaign's success through rigorous analytics every step of the way.

If you're ready to jump in, get in touch at info@thecombmagazine.com

A LA CARTE SPONSORSHIP BENEFITS

Sponsors can select individual media formats or combine à la carte benefits to create custom packages. Benefits and packages are discounted progressively based on the value. Contact us to help you create the perfect package—we can work with *any* budget and we'd love to help!



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PRINT ADS	1 ISSUE 3 MOS	4 ISSUES 12 MOS
BACK COVER & FULL PAGE	\$824	\$3090
INSIDE FRONT & ½ PAGE	\$696	\$2610
INSIDE FRONT & ¼ PAGE	\$660	\$2475
INSIDE BACK & ¼ PAGE	\$572	\$2145
INSIDE BACK & 1/8 PAGE (BUSINESS CARD)	\$556	\$2085
2 FULL PAGES ADS	\$200	\$600
LOGO/URL/MSG ON SPONSOR PAGE	\$175	\$525
NAME LISTING ON SPONSOR PAGE	\$150	\$450

WEB	3 MOS	12 MOS
PREFERRED PLACEMENT ANIMATED AD/LINK	\$1500	\$4800
ANIMATED AD/LINK	\$1250	\$4000
LOGO/LINK	\$600	\$1920
NAME LISTING LINK	\$300	\$960

EMAIL	
DEDICATED EMAIL	\$720
ANIMATED AD/LINK	\$1250
LOGO/LINK	\$600
NAME LISTING LINK	\$300

PACKAGES

EMAIL & EVENT SPONSORSHIP

\$2000

EVENT EMAIL

Logo/link to website in events email for one year

DEDICATED EMAIL

2 dedicated emails to THE COMB events email list

NATIONAL HAIR SHOW EVENT

Sept – print & digital visibility

KC COUTURE BALL EVENT

May – print & digital visibility

\$1800

EVENT EMAIL

Logo/link to website in event email for six months

DEDICATED EMAIL

2 dedicated emails to THE COMB events email list

NATIONAL HAIR SHOW EVENT

Sept – print & digital visibility

EMAIL

\$1300

EVENT EMAIL

Logo/link to website in events email for one year

DEDICATED EMAIL

2 dedicated emails to THE COMB events email list

\$1000

EVENT EMAIL

Logo/link to website in events email for six year

DEDICATED EMAIL

2 dedicated emails to THE COMB events email list

\$700

EVENT EMAIL

Logo/link to website in events email for six months

DEDICATED EMAIL

1 dedicated email to THE COMB events email list

\$550

EVENT EMAIL

Logo/link to website in events email for six months

DEDICATED EMAIL

1 dedicated email to THE COMB events email list

Events Email

Visibility in 1-2 events announcements/month

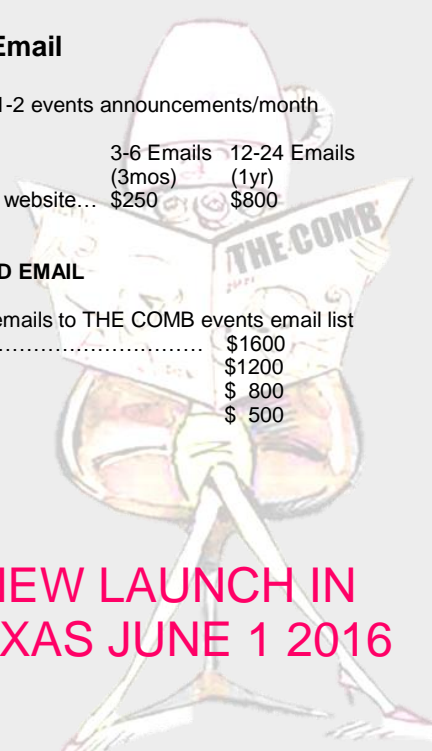
	3-6 Emails (3mos)	12-24 Emails (1yr)
Logo/link to website...	\$250	\$800

DEDICATED EMAIL

Dedicated emails to THE COMB events email list

4 emails.....	\$1600
3 emails	\$1200
2 emails	\$ 800
1 email	\$ 500

**NEW LAUNCH IN
TEXAS JUNE 1 2016**



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EDITORIAL

BE MORE RECOGNIZED

Calendar 2016

Jan

Career Images Model & Talent Agency

Aquage

Fitness for 2016

Apr

Spring Forward

FEATURE: SS 2016 Hair, Make up & Fashion Looks

Jul

Look Back at 2015

FEATURE: Anniversary Issue

Oct

National Hair Show Review

Fall Fashion 2016

FEATURE: Holiday Looks

2016 Close & On Sale Date

Issue Month Ad-Material Close On Sale Date

January

Nov 30

Dec 25

April

Feb 28

Mar 25

July

May 31

Jun 25

October

Aug 31

Sep 25



Shining a Light on the World of Beauty!

Advertisers certify that all material for advertising complies with all U.S and state laws including, but not limited to copyright, licensing, and trademarks. Furthermore, Advertisers agree to indemnify and hold harmless **The Comb** LLC, including its officers, partners, employees and affiliates against all liability, claims, and expenses relating to this contract.

Advertisers agree to pay **The Comb** LLC the amount of chosen Ad Rates upon execution of contract and to provide all artwork and information necessary for this contract no later than the ad & material close(see page 5). Artwork must be at least 300 dpi (If not at least 300dpi artwork will be rejected) and in jpeg, png or pdf formats only and artwork can be emailed to: info@thecombmagazine.com.

The Comb Media Kit

Date of Ad	Page Size	Qty.	Price	Subtotal
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Order total: _____
Tax: _____
Shipping: _____
Total: _____

Name _____
Address _____

Phone _____

Method of Payment

Name on Card _____

Visa, MasterCard, Discover, American Express (CIRCLE ONE) Bill address of card _____

PayPal Invoice will send to your email address: _____

Bill Me (Established Credit Accounts Only) CVV _____ Zip Code _____

Credit Card # _____ Exp. date _____

Signature _____

For Office Use:

Date Received ____/____/____ Processors Initials _____ Date of Ad ____/____/____

Bill Me: Invoice Sent ____/____/____ Date Invoice Paid _____

CC Approval Code _____ \$ _____

Notes:

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Junior Issue with 80 pages

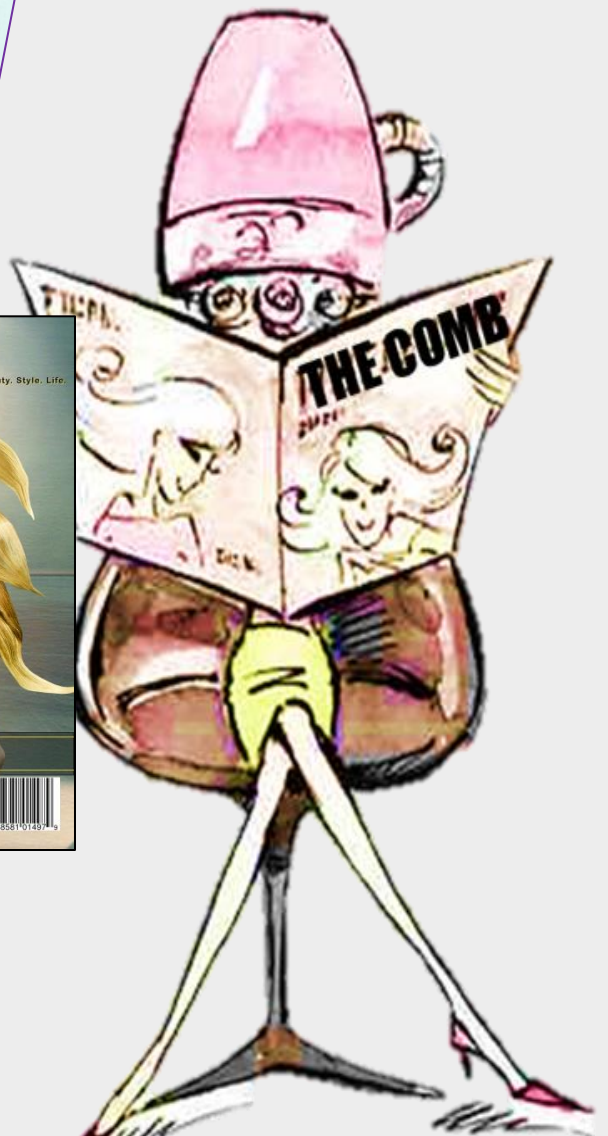
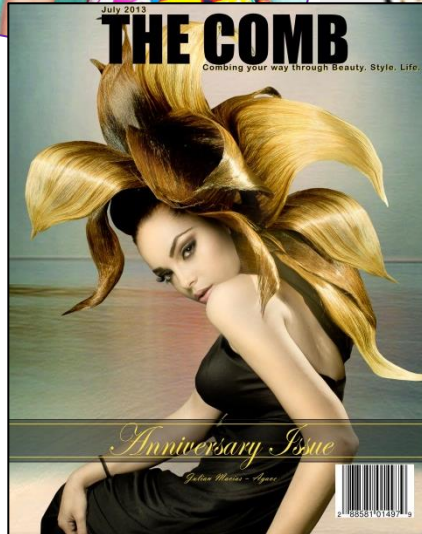


Senior Issue



NEW LAUNCH IN TEXAS JUNE 1 2016

Anniversary Issue 120 pages



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linkedin.com/in/jeanciel



pinterest.com/thecomb

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