

# MEDIA KIT

ONLINE AND PRINT ADVERTISING  
OPPORTUNITIES.

Hair by: Australian Hairdresser of the Year 2011  
Jayne Wild, Wild Life Hair

**hairexpo**  
AUSTRALIA  
educate • motivate • inspire

# EVENT PROGRAM

The Hair Expo Event Program puts your brand directly into the hands of top salon professionals. Distributed to all visitors at Hair Expo, this annual publication is more than just a directory. It brings the world of hair and beauty together with editorial features, event highlights and exhibitor information.

The Event Program is a high quality 58 page magazine. It is a definitive event guide, covering what's on and where, new and cutting edge, floor plans, product and exhibitor listings.

## Print Run

10,000 distributed at Hair Expo to qualified salon professionals

## Readership

22,695<sup>†</sup>

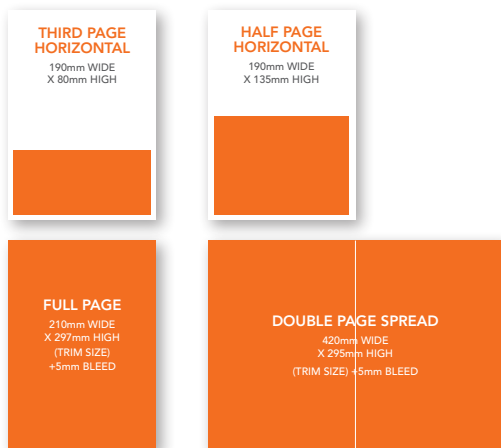
## Quick facts<sup>†</sup>

- 62% use the Event Program to contact exhibitors after the event
- 85% pass the Event Program to their colleagues
- 23% keep the Event Program for 9 months or more

<sup>†</sup>Micromex Research – Salon Melbourne Visitor Survey 2011



## ADVERTISING SPECIFICATIONS



## RATES

Double Page Spread	\$4,617 inc GST
Inside Front Cover	\$5,340 inc GST
Back Cover	\$3,330 inc GST
Inside Back Cover	\$2,795 inc GST
Full Page Ad	\$2,430 inc GST
Two Third Page	\$1,707 inc GST
Half Page	\$1,274 inc GST
Third Page Ad	\$1,070 inc GST

**BOOKING DEADLINE: 28 March 2012**  
**ARTWORK DEADLINE: 13 April 2012**

Accepted Files: PDF  
 Resolution Minimum: 300dpi  
 Colour Mode: CMYK  
 Fonts Embedded

SEND VIA EMAIL TO:  
 wayne.mcewen@reedexhibitions.com.au

BY POST:  
 Wayne McEwen  
 Hair Expo  
 Locked Bag 7777, Chatswood DC, NSW 2067

# HAIREXPO AUSTRALIA.COM

Hairexpoaustralia.com delivers an audience of more than 22,000 salon professionals who use the site to plan their visit, identify companies and products to see, and to register for Australia's pinnacle hair and beauty trade event.

## Quick facts

- 37,200 visits\*
- 23,100 unique visitors\*
- 216,200 pages viewed\*
- 10,000 qualified email addresses

\*Source: Google Analytics. March-July 2011



## WEBSITE & EMAIL ADVERTISING

	DIMENSIONS (W X H)	MAX FILE (W X H)	RATES (inc GST)
Email Advertising	300 x 250 pixels	40kb	\$779.63 per email
Website Advertising – Peak (Apr-Jul 2012)	300 x 250 pixels	40kb	\$2,762 per month
Website Advertising – Off Peak (Jan-Mar, Aug-Oct 2012)	300 x 250 pixels	40kb	\$942 per month

## WEBSITE ADVERTISING SPECS

- All advertisements link directly to your specified URL
- File format: jpeg or gif file, 72dpi
- Animation max. 3 frames
- Click through and other metrics are available upon request
- Send via email to [wayne.mcewen@reedexhibitions.com.au](mailto:wayne.mcewen@reedexhibitions.com.au)



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# WEB MARKETING PACKAGES

Extend your reach beyond 3 days and increase your exposure to over 28,000 industry professionals through the new Hair Expo online packages.

Pre-event exposure is an essential for driving customers to your stand at the event while post-event exposure ensures you are visible to those customers looking to place orders after the events.

Simply select the right level of exposure for your company budget and objectives.

## Enhanced Exposure \$371

Stand out from the crowd and showcase even more products. The Enhanced package includes your entry in online **exhibitor directory**, up to 25 **product listings**, 10 **documents** (e.g. brochures, press releases etc.) **enquiry capture** and a profile in the printed directory.

## Premium Exposure \$1251

As much extra visibility as you can get. Includes entry in online **exhibitor directory**, 50 **product listings**, 25 **documents** (e.g. brochures, press releases etc.) **enquiry capture**, download **leads**, web **statistics** and an entry and **full page advertisement** in the **printed directory**.

## BOOK NOW

To book your advertising space or package contact your account manager:

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Account Manager

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