

hair & beauty

YOUR COMPLETE GUIDE TO GREAT HAIR & BEAUTY

Industry Trends

The Indian beauty and wellness market would be Rs. 80,370 Cr by 2018

(Source: Mr. Digamber Sethi, CEO, Trade & Technology Expositions, Franchise India Exhibition in Delhi, November 7th & 8th 2017)

GDP is 2074 units (USD billion) & GDP annual growth rate is 7.1 units

(Source: mordorintelligence.com)

2,500-crore INR is the hair colour market

(Source: beautynewsindia.com)

Beauty market is expected to grow by 15-20%

(Source: CII report FMCG road map to 2020)



A young man with a large, voluminous afro hairstyle and a woman with a similar afro hairstyle and glasses are standing in a bus. The man is wearing a green bomber jacket, and the woman is wearing a black top with a white graphic. The background shows the interior of a bus with red seats and overhead luggage racks.

Market Trends

The recent market research report, “Hair Care Market in India Forecast to 2020”, depicts the current and future scenario of all the segments in Indian hair care industry.

(Source: rncos.com)

Study narrates the hair care players continuously change lifestyle, demographic, and even economic considerations. The increasing affluence among the young and changing lifestyles are driving the demand for the emerging hair care segment. Anti-dandruff shampoos and conditioners; hair fall therapies; products for shine, strength and length; and anti-ageing hair care products are few variants that are fuelling the Indian hair care market.

Research and analysis revealed that the share of hair care market is maximum in the cosmetic industry, with hair oil being the dominant segment as there is a surge in the Indian market with the variants in the segment like perfume oil, light oil, and many more. In future, although hair oil is expected to remain the leading market, but hair color will attain the fastest growth rate in the segment.(Source: rncos.com)



About **hair** & beauty

HAIR, UK's biggest selling hair magazine is published in India by Spenta Multimedia under an exclusive licensing arrangement with Haversham Publications Ltd.

The Indian edition is the only specialist magazine dedicated to hair and beauty for consumers as well as professionals

This monthly magazine, with a print-run of 78,645 has a readership of 700,000.

What's in it?

Content of HAIR & BEAUTY is insightful & thought provoking.

Real Life : Reader makeovers and monthly beauty horoscope

HAIR/SKIN Hot list - A full page visibility with product snapshot and write up. New launches of a product the readers should to look out for!

Hair & Beauty Buzzword - Bringing you up-to-speed with the latest hair & beauty trends or product innovations

Expert advice - Style tips & solutions to hair & beauty woes by some of India's top stylists.

Style inspiration - Features such as 'The Style Guide' (a complete guide to the latest cuts, colours, textures & trends), 'Celeb's Style' (latest styles of celebrities decoded)

Experiential/Service Reviews/Makeovers





Reader Profile

Hair & Beauty magazine is for consumers & professionals.

Readership profile is 64% women & 36% men

Age group is 16 years to 50 years.

36% readers are SEC A, A1, 24% are SEC A2 and remaining are SEC B1 and SEC B2.

Presence

Subscription Offer

Salons and Academics pan India

Dermatologists and trichologists

Crossword and Bookmark

Airports

Online presence:

www.hairmag.in

Facebook

Twitter

Instagram

Other Digital Platforms:

www.getscoop.com

www.ezinemart.com

www.readwhere.com

www.readly.com

www.dailyhunt.com

Jio App





Print Innovations

Product Sampling

Inserts (perforated or loose)

Bookmark

Front Reverse Gate Fold

Co-Branding

Belly Band

French Window

False Cover

Screen Fragrance UV

Scented UV

Thick Paper with Tab

Spot UV + Gold Stamping on

Texture Paper

Florescent Ink + 3D effect

Advertorial Tie-ups



Trend stories: Talk about the latest hair trends as seen on leading fashion runways and link them back to products from the brand, guiding readers on how to create the looks using the brand's products

Editor's Pick: This will be like the Hotlist page, where the product is reviewed by the editor. The piece will include key benefits of the product and what it promises to deliver

Get The Look: Breakdown of celeb hairstyle looks using products from the brand. This can be a one/two pager, depending on the images that we can use

Interviews with the brand's experts or the brand ambassador: This can include questions pertaining to the product, its benefits and formulation. For the brand ambassador, we can also include generic questions which will interest the reader more

Special Men's Section: Create a 2/4 page section specially dedicated to men's hair styles & care. This feature can focus on men's products that the brand has to offer, along with look breakdowns as well

Contests on Facebook, Twitter and Instagram in association with the brand: The hash tag will complement the product/variant and will be in line with its USP. It can be a co-branded activity such that it benefits the growth and promotion of both the brands

Advertorial web articles (preferably for new launches): We can dedicate an entire web article to the product in focus from your brand. The emphasis will be on the USP of the product, the benefits, new technology used, etc. This will be accompanied by promotional posts on social media as well

Interviews: Exclusive interviews can be published on the site with individuals associated with the brand. These can be with the product developers, experts, senior stylists, upcoming stylists or even the brand ambassador

Twinterviews (Twitter interviews) with the brand

Ambassador/Expert: Day-long Twitter interviews can be conducted on our page with your brand's experts, ambassadors, stylists or artists. This will be a real-time interview. Questions will be invited from followers for

this and shortlisted ones will be answered live
Fan interaction on social media: This can be in the form of Q and A's. Reader questions will be invited on our platforms on topics that are relevant to your brand and product. Your experts can answer select lucky questions from these directly on our page

Reviews of the product/service: Editors can try the products/service and share reviews on the website

Event coverage: Launches and similar events will be spoken about on the website in our 'Events and Launches' section

Guest Editors: The experts/stylists can share an exclusive piece written by themselves, which will be featured in our 'Guest Editor' section



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Create a style statement with Hair & Beauty

Thank You

