



NEW AGE SALON & SPA

The Complete Beauty, Hair, Skin, Nail & Spa Magazine

A MAGAZINE BEYOND HAIR, BEAUTY & STYLE

New Age Salon, a bimonthly publication & India's first ever fresh concept in print that will offer a multicultural perspective to the hair and beauty industry. Specializing in diversity and style, **New Age Salon** will showcase the talents from across the globe. The magazine will cover all aspects of beauty. It aims to attract the readership of an upscale audience by featuring diverse styles from various ethnicities.

Every issue would be packed full of inspirational styles, expert know-how and practical step-by-step guides, all of which will keep the professional abreast on the developments in this industry.

In **New Age Salon** you would find anything you can imagine about Hairstyles & Coloring; Skin & Hair Care; Makeup & Make-over techniques. It would be packed with information of latest Products available in the market both local and international. Latest & Trendy Hair color, Hair style, hair cut, hairdo and hair care with information on special courses in hairdressing, beauty therapy and aromatherapy.

For the first time in India a magazine beyond hair, beauty & style is being launched with a direct mailing to over 10,000 recognized salons in India and with over 38,000 copies.

With today's publishing houses and suppliers conducting business on a global basis, we have continued to target developing topics around the world with a broader content on fresh topics for readers here in India.

Our expertise in marketing popular international titles from Milady's, Patrick Cameron, Mahogany on hair dressing & beauty therapy and variety in print medium has helped us establish rapport with beauty professionals across the country.

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READERSHIP PROFILE

- **PROFESSIONALS-70%**

New Age Salon targets the decision makers in the salon industry, or to be more specific, the people who are directly involved when it comes to purchasing products and services. From years of experience in the publishing field, it is our opinion that these decision makers hold the following job functions; Salon Consultants, Salon owners, Makeup Artists, Beauticians, Beauty Experts, Celebrities, High-end consumers....

- **CONSUMERS- 10%**

Another segment of readers for **New Age Salon** is the consumer.

The modern day consumer is well aware of the need to look and feel beautiful. And they can go to any extent to achieve the good look.

This is evident in the boom of hair and beauty salons all over the country and the overflow of beauty products in the market.

- **TRADE- 20%**

This is yet another major segment of readers; these are the people who are responsible to reach the product directly to the end user.

Dealers/ Distributors/ Stockiest are the main people who bridge the gap between the manufacturer and the end user.

Make these readers of **New Age Salon** your brand champions and drive the market for your product.



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MAGAZINE CONTENTS

Many of the so called professionals in the hair and beauty industry are mainly skilled persons with little or no formal education on this subject. It is our endeavor to reach out to the professionals with latest technical developments in this subject, thus helping them to keep abreast of new technology and products to meet the demands of the highly conscious and exposed clientele.

Our aim is to create a complete awareness of the beauty/style brands available in the global market with a special focus on newly launched products and services.

New Age Salon will feature:

- * Complete make over ideas and tricks for the professional and also the end user.
- * Distinct features on complete head to toe makeovers.
- * New hairstyles, trends and coloring techniques for the hair.
- * Beauty and makeup tips from professionals.
- * Skin Care and treatments
- * Nail products & Nail Art
- * Brand showcases.
- * Current information on latest developments in the beauty and salon industry.
- * Information on Herbal and Ayurvedic products developed in our country
- * Massage and Aromatherapy techniques
- * Beauty Events, Seminars and more...

ADVERTISING TARIFF (Color)

Front Cover Gatefold	₹ 1,50,000	Back Cover Gatefold	₹ 1,25,000
Back Cover	₹ 1,00,000	Inside Front Cover	₹ 90,000
Inside Back Cover	₹ 80,000	Regular Full Page	₹ 60,000
Double spread	₹ 1,20,000	Half Page	₹ 30,000
One Column	₹ 20,000	One Sixth Page	₹ 15,000
(Strip)			
Market Place	₹ 3,000		

Advertisement Size:

Full Page	Non-Bleed	18.5 cms X 25 cms ht.
	Bleed	21.5 cms X 28 cms ht.
Double Spread	Non-Bleed	40 cms X 25 cms ht.
	Bleed	43 cms X 28 cms ht.
Half Page:		18.5 cms X 12.5 cms ht.
One Sixth Page: (Strip)		18.5 cms X 6.5 cms ht.
Quarter Page:		10 cms X 12.5 cms ht.

*We know that offering a premium advertising medium doesn't have to mean budget-breaking prices. You will find our ad rates to be realistic and affordable. We will work with you to develop an advertising campaign that will meet your budget requirements and maximize your company's exposure in the beauty and style industry.



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DISTRIBUTION CHANNELS

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PAN India Distribution.

National level distribution will be done through 2 agencies. These agencies together cover all major and mini metros across India. These agencies promote magazines like India Today, Manorama etc. They have a wide network; the distribution is mainly through newspaper vendors and bookstalls. We also participate in various exhibitions to promote our magazines.

New Age Salon would be circulated to every recognized salon across India. With the regular circulation and sales at various book stalls and stores, **New Age Salon** would be promoted through Cable TV, News Prints, Direct mailers and super subscription campaigns and offers.

New Age Salon is available in All Beauty Events across India with special subscription offers in both segment (Print edition Rs. 500/- per year & Online Rs. 250/- per year edition)

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New Age Salon Circulation Breakup Regional wise

Regionwise breakup (these figures are approximate from the distributors)

Print Run : 38,000 copies

Subscriptions : 24,800

Free Distribution : 6,000

Stand Circulation : 8,000

North: (40 Cities & 16,000/- copies)

Agra, Allahabad, Amristar, Ajmer, Ambala, Aligarh, Bareilly, Bhatinda, Bhopal, Chandigarh, Delhi, Dehradun, Ferozabad, Faridabad, Ghaziabad, Gurgaon, Gwalior, Haldwani, Hissar, Jalandhar, Jammu, Jhansi, Jaipur, Kanpur, Karnal, Ludhiana, Lucknow, Moradabad, Meerut, Muzaffarnagar Noida, Patiala, Pathankot, Panchkula, Panipat, Rohtak, Rudrapur, Simla, Sonapat, Yamuna Nagar

West: (39 Cities & 9,000/- copies)

Aurangabad, Ahmedabad, Amravati, Baroda, Bardoli, Bhaunagar, Bilaspur, Dhule, Gandhinagar, Vasco Indore Jodhpur, Jamnagar, Kota, Kolhapur, Kalyan, Mumbai, Navi Mumbai, Morbi, Margoan, Mapusa, Nagpur, Nasik, Panjim, Pune, Raipur, Ratnagiri, Rajkot, Ratlam, Sholapur, Satara, Sangli, Shri Ganga Nagar, Surat, Thane, Udaipur, Ujjain, Valsad, Vapi

South: (40 Cities & 6,500/- copies)

Belgaum, Bangalore, Bellary, Chennai, Coimbatore, Cochin, Calicut, Cannannore, Changanachery, Dindigul, Erode, Ernakulam, Guntur, Hyderabad, Hassan, Hubli, Kannur, Kakinada, Kottayam, Mysore, Mangalore, Madurai, Manargudi, Mayavaram, Nellore, Nagercoil, Ooty, Pondicherry, Palghat, Quilon, Raichur, Secundrabad, Salem, Trivandrum, Trichur, Trichy, Vijayawada, Vizag, Vellore, Warangal,.

East: (29 Cities & 3,500/- copies)

Aizawal, Agartala, Bhubaneswar, Barauni, Bokaro, Cuttack, Dibrugarh, Dhanbad, Guwahati Gangtok, Gorakpur Haflong, Imphal, Itanagar, Jorhat, Jamshedpur, Jalpaiguri, Kolkatta, Kathmandu, Mariani, , Patna, Ranchi, Rourkela, Silchar, Shillong, Siliguri, Sib Sagar, Tatanagar, Tinsukia,