

nhf

national hairdressers' federation

MEDIA PACK 2011

SALONFOCUS

THE ESSENTIAL MAGAZINE FOR SALON OWNERS

MEDIA SALES

Mainline Media Ltd

The Barn

Oakley Hay Lodge Business Park

Great Folds Rd

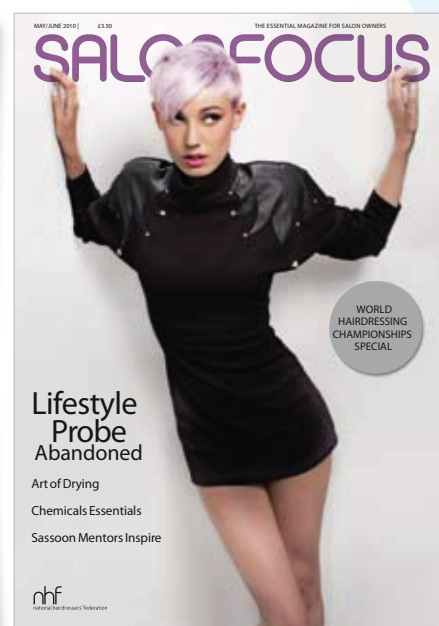
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SalonFocus is the essential read for salon owners published by the **National Hairdressers' Federation**

- Carrying your message to **10,000 Salon Owners** with excess of **14,000 Salons** whose combined annual turnover exceeds **£2.5bn**
- The Premier Organisation within the **Hairdressing** and **Beauty Therapy industry**
- Reliable News and Views on changes to the laws and regulations affecting their businesses
- nhf members are solely responsible for annual purchases of more than **£350m** across a wide spectrum of products and services
- Keeping up to date with styles and trends in products, services and fashion
- Mixing hard news with informative business features that help members in the day-to-day running of their salon



NEWS

Cutting-edge, not-to-be-missed, exclusive, incisive intelligence

FEATURES

The hottest practical content around including:

March/April 2011

- Establishing and maximising your treatment room
- Male grooming
- Focus on computer systems

May/June 2011

- Improving your laundry processes
- Focus on tanning/fake tanning
- How manufacturers can work more closely with salons and vice versa.

July/August 2011

- Maximising margins through selling/retailing products
- Boilers/hot water systems
- Focus on nails

September/October 2011

- Focus on Afro/Ethnic services/Afro-Caribbean/carving out a specialist "ethnic" niche.
- Maximising margins through beauty treatments
- Eco/natural products

November/December 2011

- Focus on the Face (eyebrow shaping, nose hair etc)
- Extras to offer at Christmas
- Getting/refreshing the furniture for your salon (backwash, chairs etc)

INSPIRED

Sizzling styles from the **NHF's** own art team

BEAUTY

Essential advice for boosting salons' beauty offers

REGULARS

The inside track from expert columnists

MEET THE TEAM



Nic Paton is the editor of *SalonFocus*. He has written extensively for the national, regional and trade press.



Hairdressing icon **Beverly C** has twice won the **British Hairdresser of the Year Award** and she was the first female hairdresser to be awarded an MBE. She is a brand ambassador for **Goldwell** and **Babyliss**, and she is a regular face on TV and in the press.



Rae Palmer is former **Southern Hairdresser of the Year** and is owner of **Rae Palmer Hairdressing**, Southsea and **Rae Palmer Hair Boutique**, Chichester. She is a brand ambassador for **Schwarzkopf**, for its **BlondMe** and **Essensity** brands.



Gillian Dowling works for **Croner** as employment technical consultant



Jackie Lang has been managing director of **Regis UK** since 2008. She is responsible for 450 salons that include **Regis's UK** branches and **Sassoon** salons in the UK, Germany and USA.



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SALONFOCUS

FULL COLOUR	SPECS	RATE
OB C	183mm x 260mm	£1,495.00
IFC	183mm x 260mm	£1,395.00
IBC	183mm x 260mm	£1,395.00
Full Page	183mm x 260mm Full Bleed: 216mm x 303mm Trim: 210mm x 297mm	£1,295.00
Half Page	Horizontal: 183mm x 128mm Vertical: 89mm x 260mm	£795.00
Quarter Page	89mm x 128mm	£495.00
Inserts (up to 10gsm) Rate per 1,000 or prices on weights above 10gsm please contact Tricia McDougall at tricia.mcdougall@mainlinemedia.co.uk		£95.00
Website "Standard"	198 pixels wide by 37 pixels high	* Rate of £95 per month – In addition to magazine advertising
Website "Premium"	198 pixels wide by 128 pixels high	* Rate of £150 per month – In additional to magazine advertising

All rates exclude VAT, which will be charged at the rate in force

ISSUE	AD DEADLINE	PUBLICATION DATE
Mar-Apr 2011	11 Feb 2011	25 Feb 2011
May-Jun 2011	12 Apr 2011	30 Apr 2011
Jul-Aug 2011	14 Jun 2011	30 Jun 2011
Sept-Oct 2011	12 Aug 2011	27 Aug 2011
Nov-Dec 2011	14 Oct 2011	31 Oct 2011

TECHNICAL DATA

We accept files in the following formats:

- Press (high resolution) CMYK composite PDF with all fonts embedded. These should ideally be saved as PDF/X-1a.
- For assistance in creating PDF/X-1a refer to www.pass4press.com
- Illustrator CS1, CS2, CS3 & CS4 AI/EPS with fonts converted to outlines. Indesign CS1, CS2, CS3 & CS4 with all links and fonts supplied.
- Any images used must be saved at a minimum of 300dpi at 100% scale. Line art saved at a minimum of 1200dpi.
- Colour=CMYK/Bitmap/Greyscale. Acceptable image formats=psd, jpg, tif.
- Text to be supplied in MS Word format. Images should NOT be supplied within the word document.
- Files can be sent on CD or DVD disk. Files under 10 Mb in size may be emailed by arrangement.
- Please phone for information regarding transfers via ftp.
- A hard copy and colour guide/proof must be supplied.