

nhf

national hairdressers' federation

MEDIA PACK 2012

SALONFOCUS

THE ESSENTIAL MAGAZINE FOR SALON OWNERS

NHF Inspire announced winners of the 2011
'Image of the Year' competition

IMAGE
of the year
2011



lovehair.com

2011
BEST PRACTICE
AWARDS

Trade Association Forum
WINNER
Publication of the Year

MEDIA SALES

Mainline Media Ltd

The Barn

Oakley Hay Lodge Business Park

Great Folds Rd

Great Oakley

Northants, NN18 9AS

T: +44 (0)1536 747333

F: +44 (0)1536 746565

E: tricia.mcdougall@mainlinemedia.co.uk



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:

January/February 2012

- New year, new salon – refresh your salon interior on a budget
- Focus on the face – how to make facials and face treatments work for your salon
- Back to basics: scissors

March/April 2012

- Supporting clients suffering from hair loss
- Pension planning and selling up
- Back to basics: electrical goods

May/June 2012

- Bridal long hair/extensions
- Insurance: are you adequately insured?
- Back to basics: backwash chairs

July/August 2012

- The colour consultation
- Focus on barbering/male grooming
- Back to basics: uniforms/salonwear/footwear

September/October 2012

- How to make a success of social media
- Working on cruise liners
- Back to basics: brushes, combs and clippers

November/December 2012

- Salon software – how functionality is changing
- The glamorous side of hairdressing, working in films/TV/advertising
- Back to basics: hairsprays and mousses

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.



NHF Inspire announced winners of the 2011
'Image of the Year' competition

IMAGE
of the year
2011



lovehair.com
your

Mainline Media Ltd
The Barn
Oakley Hay Lodge Business Park
Great Folds Rd, Great Oakley
Northants, NN18 9AS
T: +44 (0)1536 747333
F: +44 (0)1536 746565

Media sales - Tricia McDougall
E: tricia.mcdougall@mainlinemedia.co.uk

SALONFOCUS

Production - Craig Barber
E: craig.barber@mainlinemedia.co.uk

FULL COLOUR	SPECS	RATE
OBC	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 addition to magazine advertising

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

ISSUE	AD DEADLINE	PUBLICATION DATE
Jan-Feb 2012	9 Dec 2012	9 Jan 2012
Mar- Apr 2012	10 Feb 2012	27 Feb 2012
May-Jun 2012	12 Apr 2012	30 Apr 2012
Jul-Aug 2012	13 Jun 2012	29 Jun 2012
Sept-Oct 2012	10 Aug 2012	28 Aug 2012
Nov- Dec 2012	15 Oct 2012	31 Oct 2012

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.

Testimonials

"It's important for ghd to reach the widest possible audience with our advertising. For specific messages and at certain times SalonFocus provides us with a useful channel in achieving maximum reach." - **Liz Bryne, ghd UK Marketing Manager**



"For us it's important to support industry publications that broadcast our messages correctly, publish our images beautifully and are professional to work with. This is why we continue to work with SalonFocus." - **Samantha Field, PR Manager, Goldwell UK**



"I consider SalonFocus to be an engaging, business-focused trade journal which deals with the real issues affecting salon owners and managers. The content is detailed, informative and targeted at key salon decision-makers. We admire the NHF as an organisation and consider SalonFocus to be an excellent reflection of its aims and objectives. It offers quality professional brands like Denman the opportunity to connect with these industry leaders." - **Jonathan King, Marketing Manager, Denman International Ltd**



"We have used SalonFocus magazine for advertise for some time now. We choose to advertise on a regular basis as we find the salons respect the fact that it is the NHF's magazine. The feedback has been valuable to us and the response is far superior to others." - **Salon Hair Supplies Ltd**



"SalonFocus has been highly instrumental in growing our business, we have tried several media forms previously in order to contact salon owners and none have had the success of SalonFocus."

"SalonFocus is a great magazine for focusing on the issues that salons face on a daily basis. Our product is aimed at providing insurance solutions for salons and therefore we feel SalonFocus is the ideal partner for ourselves."

- **Ross Wilkes, Sales Manager, Coversure Insurance Services**



"In SalonFocus you have a guaranteed access to NHF members."

"The professional and friendly manner, the advertising is handled, makes it easy to get your exposure in the magazine just right."

"I have no qualms in recommending them." - **Albert Ewan, Albert Ewan Design**



"We at Salon Master choose to advertise with SalonFocus as their readers are the heart of the industry who demand to be informed and inspired with the latest products and techniques, add to this with a great looking magazine and its no wonder SalonFocus is one of the most subscribed magazines in hairdressing."

- **Carl Axon MD Salon Master hot water systems Ltd**



"Here at WBX we choose SalonFocus magazine to advertise within because unlike a lot of other publications the content is news-based and there is always some useful information in the magazine that will encourage the salon owners to keep the copy much longer than a normal advertising-based publication. This, we believe, sets SalonFocus apart from the others." - **The WBX TEAM**

