

MODERN SALONmedia

2019 MEDIA KIT

DIGITAL | PRINT | SOCIAL

EVENTS • CUSTOM CONTENT • INFLUENCER PROGRAM • DATA • RESEARCH • VIDEO • MORE!



Photo:
Roberto Ligresti for
MODERN SALON
December 2017

YOUR **REAL PARTNER** IN BEAUTY
IS YOUR FIRST CHOICE TO
REACH AND INFLUENCE ANY SALON AUDIENCE
ON ANY SALON PLATFORM



**DATA
EXPERTISE**



**MARKET
KNOWLEDGE**



**CUSTOM CONTENT
EXPERTISE**



**TURNKEY
PROGRAMS**

REAL INFLUENCE

To influence and grow salon business, you need a **real partner in beauty**: an industry advocate who will deliver **real data** and **engagement** to support **custom content solutions** that connect your brand with **targeted salon audiences**.

Ideally, you do all this across a compelling mix of **relevant platforms and experiences**.

You might even need help with **sampling, influencer marketing, events, lead gen** and **recruitment**, too. With consistent, easy-to-review **reporting** on all campaigns.

Real simple, right? It can be.

MODERN SALON Media has the influence and expertise to deliver all these capabilities and more.

Turn to MODERN SALON Media **first** for marketing ideas and content options from a partner ready to help you brainstorm, problem solve and **get things done**.

REAL CHAMPIONS OF BEAUTY



*“What salon marketers and audiences want now is **authenticity**.*

***Content performs** so much better when it*

*comes from **real passion***

for a professional product, education or brand.”

- Alison Alhamed, MODERN SALON Editor in Chief

REAL FOCUS, REAL REACH

Our product mix is strategic. Whatever the category, audience segment or opportunity, MODERN either has or can create a dedicated program to align with your target market or goals.



Hairstylists and
Salon Owners

Owners and
Managers of the
Nation's Top Salons



Colorists

Trichologists, Hair
Loss Specialists,
Extension
Professionals



Cosmetology
Students
& New Stylists

In Person Events:
Salon Digital
Summit, Hair+
Summit, Data-
Driven Salon, Artist
Session



MODERN
SALON
ARTIST CONNECTIVE

Influencer
Programs

Recognition
Programs

salon today
200



salon today
SALONS
2018
OF THE YEAR

Custom Content



Industry
Research

REAL INNOVATION, REAL RESULTS

As part of Bobit Business Media and a trusted, innovative leader in professional beauty, MODERN SALON Media is **always evolving our menu of brand services** and salon business-driving special projects and events.

What's New? In addition to our core brands of MODERN SALON and SALON TODAY, and our ongoing programs like HAIR+, PROCESS, CAREER HANDBOOK and a range of live events, social media contests, recognition programs, industry research and reporting, **recent initiatives and focus points for 2019 include:**

- **THE MODERN SALON ARTIST CONNECTIVE:** a turnkey matchmaking influencer program with custom content across MODERN platforms—as well as the influencers' own followings.

- **SALON DIGITAL SUMMIT,** an industry-first focus on helping salon artists succeed in social and digital media, with unique sponsor involvement options.
- **CUSTOMER DATA PLATFORM:** State-of-the-art solutions to sync data and deliver exactly the audience and leads you want.
- **VIDEO SERVICES SOLUTIONS:** More custom services to help you generate the video content and education you want, tailored to push out on your channels and/or MODERN's.

Your MODERN SALON Media sales manager can update you on all these initiatives and tailor a proposal to meet your goals and objectives.

REAL INVOLVEMENT: WE ARE ACTIVE IN ALL MARKET SEGMENTS



CREATIVE ARTISTS/STYLISTS

Modern Salon and
Artist Session



COLORISTS

Process Program and
Special Sections



TEXTURED HAIR/CURL SPECIALISTS

Regular Content In Print
and Online



HEALTHY HAIRDRESSER

Custom content and
program options



NAIL SALON OWNERS + PROFESSIONALS

NAILS Magazine, VietSALON



SUITES AND SELF-EMPLOYED

Solo Artist custom initiatives,
content and resources



BUSINESS FOCUSED, LEADING SALON OWNERS

Salon Today,
Data Driven Salon Summit



RECOGNITION FOCUSED OWNERS

Salon Today 200, Salons of
the Year, S.T.A.M.P. Marketing
Awards



STUDENTS + NEWLY LICENSED PROFESSIONALS

NAILS and Modern Salon
Career Handbooks



VIETNAMESE SALON PROFESSIONALS

VietSALON



MEN'S GROOMING

#HISmoderngrooming
community and content



CHAIN SALONS, DISTRIBUTORS + INDUSTRY LEADERS

Memo



CHAIN SALON GROUPS

Through Custom
Programs



HAIR LOSS + HAIR EXTENSIONS

Hair+ Program,
Hair+ Summit

REAL TOUCH, REAL POWER

Salon professionals are **visual, social and tactile people** and consumers of content. Connect your message with MODERN audiences across **digital, social and print**, and you, too, will feel the difference—in results. Leverage MODERN's multi-platform capabilities and unique print options and frequency to effectively drive business.

“Working in a salon, I read MODERN SALON cover to cover every month, but never imagined I’d have a full page feature. Thanks, @modernsalon!”

—Source: Justine Marjan, beauty influencer, @justinemarjan

“I always read SALON TODAY both digitally and in print.

Sharing the issue with the team is a great way to gather and inspire ideas. We use it during our bi-weekly leadership team meetings.”

—Source: Terry McKee, Nuovo Salon Group, Sarasota, FL



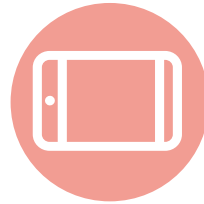
REAL ENGAGEMENT, ON EVERY PLATFORM



SOCIAL



DESKTOP



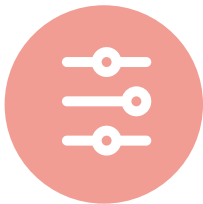
TABLET



MOBILE



LIVE EVENTS



CUSTOM
MEDIA



EMAIL



PRINT



SPECIAL
EDITIONS

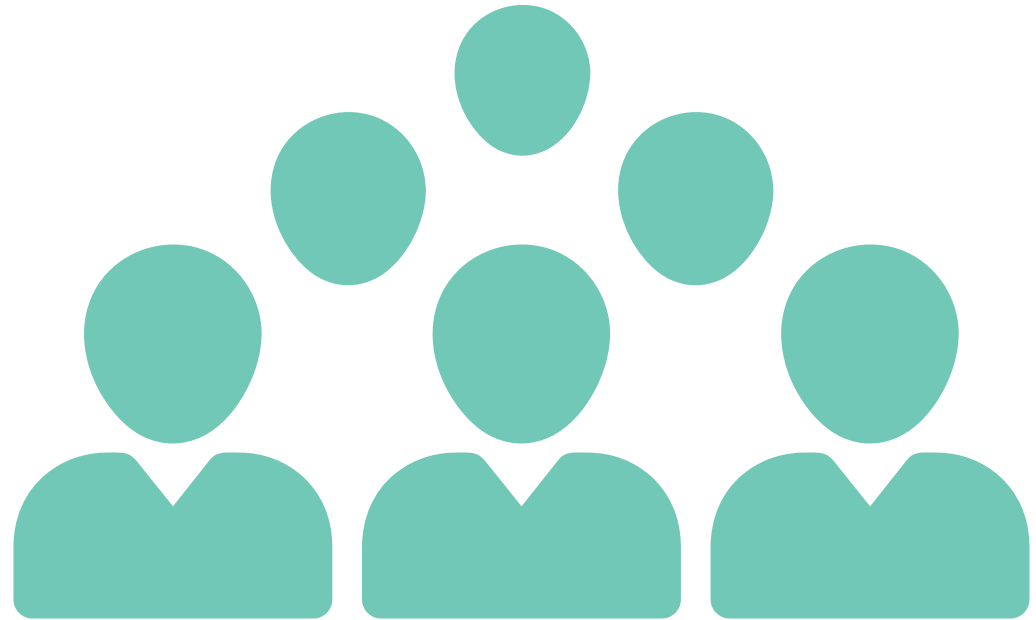


INTEGRATED
INITIATIVES

REAL RESOURCES

Think you know MODERN? Look again. As part of Bobit Business Media since 2015, we have grown our services and expertise:

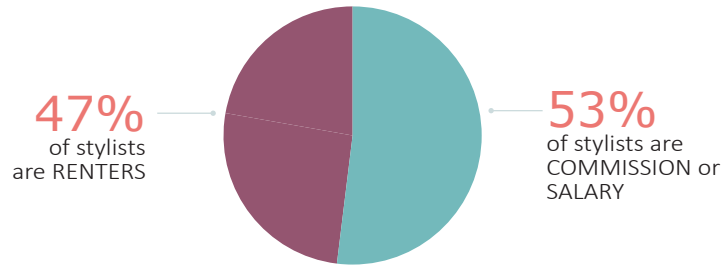
- In-House Web Development and Design
- Expert Editorial and Custom Content Team
- Full Research Capabilities
- Turnkey Custom, Influencer, Video and Webinar Solutions
- UX Experts, Email Analysts, Social Media Experts, Data Analysts
- Event Management Division



REAL NUMBERS

We craft content, campaigns and new initiatives around real data, research and trends. Want more? Ask about our many research capabilities and projects.

SALON BUSINESS MODEL

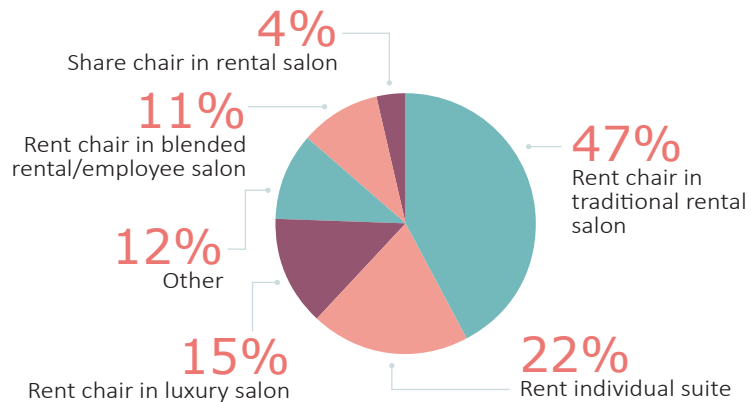


62% salons that provide **hair color** to 60% or more of all clients



5 weeks average length between visits to salon or barber for **grooming by men** age 18-34

AMONG RENTERS



38% of salons offering **extensions** have been doing so 3 years or less (growing service)



81% of salon pros say they and their clients are more interested in products to **protect the health of hair**, with damage prevention most important

Source: MODERN SALON RENTAL REALITIES STUDY

Source: PROCESS Hair Color Survey, HAIR+ Survey and Retail Survey with ISBN

REAL PROFESSIONALS: MODERN SALON

Our flagship brand MODERN SALON, reaches and helps hands-on salon professionals succeed through every stage and role of their careers, focusing on stylists, colorists, owners, renters, managers and service specialists.

MODERN SALON connects with salon professionals whenever and wherever they want to engage. Our leading social media communities are 24/7 indicators of what's trending and what really matters to salon pros. Special impact programs like MODERN SALON **Game Changers**, the **#ModernSalon100** and **Artist Connective Challenge** sampling programs ensure a fresh rotation of relevant, peer-to-peer and rising star voices are all part of the always-professional MODERN conversation.

FREQUENCY:

monthly
in print

daily
online, email,
social

MONTHLY CIRCULATION:

80,000+
print
distribution

102,800+
digital edition
recipients

SOCIAL REACH:

954,000+
Instagram

603,000+
Facebook

98,000+
Pinterest

58,200+
Twitter



2019 EDITORIAL CALENDAR: MODERN SALON

JANUARY

NEXT BIG THINGS: What's new? Every client wants to know, and every salon pro should! From new products, services, trends, and technology—this MODERN menu will help salons make more money and serve clients smarter. **PLUS:** Recap from the first Salon Digital Summit on how to succeed using social media and the latest digital tools.

PLUS: Meet the NAHA finalists!

AD CLOSE: November 27, 2018

MATERIALS DUE: December 4, 2018

FEBRUARY

THE DESIGN ISSUE: From hair-cut trends to blow-out techniques, MODERN covers basic to advanced skills and tips. **PLUS:** Choosing and caring for pro tools: Shears, razors, clippers, irons, dryers and more.

AD CLOSE: December 26, 2018

MATERIALS DUE: January 2, 2019

MARCH

SPRING FORECAST: Introducing new looks, services and retail solutions to clients. MODERN curates the fashion, color, texture, design, and product trends according to industry educators and our ARTIST CONNECTIVE influencers.

AD CLOSE: January 25, 2019

MATERIALS DUE: February 1, 2019

APRIL

SPECIAL OCCASION ISSUE: Detailing trends and techniques to help salons gear up for the busy prom, wedding and festival seasons.

PLUS: HAIR+ solutions: extensions and more.

AD CLOSE: February 26, 2019

MATERIALS DUE: March 5, 2019

MAY

SUMMER OF (COLOR) LOVE: Hair color application techniques and processing details from top colorists around the globe.

PLUS: 50 hair color formulas and how-tos.

AD CLOSE: March 26, 2019

MATERIALS DUE: April 2, 2019

JUNE

HIS MODERN GROOMING: Men's business continues to boom, and approaches from salons and barbers continue to evolve and blend.

MODERN gives salons the latest scoop on how to cater to and grow men's business, and how and where to learn more about the particular craft of cutting, clipping and shaping men's hair.

PLUS: Men's retail, add-on services and more.

AD CLOSE: April 25, 2019

MATERIALS DUE: May 2, 2019

JULY

YOUNG AT HEART: Understanding head-to-toe service and retail opportunities with younger clients (based on research and trends), while catering to clients of every age and mindset.

AD CLOSE: May 28, 2019

MATERIALS DUE: June 2, 2019

AUGUST

MODERN SALON 100: MODERN's annual Game Changers talent issue showcases 100 new beauty influencers and rising stars. Special how-to social media tips and advice from MODERN's own ARTIST CONNECTIVE of influencers. **PLUS:** HAIR+ focus for trichologists, hair-loss specialists and extensions professionals.

AD CLOSE: June 25, 2019

MATERIALS DUE: July 2, 2019

SEPTEMBER

FALL INFLUENCES: In sync with Fashion Weeks around the world, MODERN editors curate a forecast of trends shaping hair on the runways, in the streets and most important, in salon chairs.

AD CLOSE: July 25, 2019

MATERIALS DUE: August 1, 2019

OCTOBER

FALL COLOR ISSUE: Favorite fall formulas, new color launches, and application techniques from top colorists. **PLUS:** PROCESS hair color takeover across all MODERN platforms.

AD CLOSE: August 27, 2019

MATERIALS DUE: September 3, 2019

NOVEMBER

HOLIDAY PREP: Getting salons ready for the season, with head-to-toe pointers and promotions to help tap into winter trends, and maximize sales with great gift packages.

AD CLOSE: September 25, 2019

MATERIALS DUE: October 2, 2019

DECEMBER

2020: THE YEAR AHEAD: Salon market leaders, artists and industry innovators envision the best service, retail and strategic opportunities for salon growth. MODERN editors share 20 steps pros can take to make 2020 their best year ever.

AD CLOSE: October 25, 2019

MATERIALS DUE: November 1, 2019

QUESTIONS?

Contact Editor in Chief Alison Alhamed,
alison.alhamed@bobit.com

SALON TODAY: REAL LEADERSHIP

The nation's top salon owners lead the trends, and Salon Today is where those leaders look for inspiration. Salon Today's committed team of industry experts advise on every business topic, from technology to salon design to leadership to personnel development. Reach these salon owners and managers who make the product-buying decisions for their salons and rely on Salon Today for insights on the latest service, product category trends, and opportunities. Engage with market leaders through Salon Today's highly respected suite of recognition programs and events: Salon Today 200, Salons of the Year, STAMP and Data Driven Salon Summit.

FREQUENCY:

bi-monthly
in print

daily
online, email,
social

BI-MONTHLY CIRCULATION:

14,000+ print
distribution

33,500+ digital edition
recipients

SOCIAL REACH:

55,000+
Facebook

26,700+
Twitter

7,400+
Pinterest

2,000+
Instagram



**salon today
200**



salon today
SALONS
2018
OF THE YEAR

2019 EDITORIAL CALENDAR: SALON TODAY

JANUARY/FEBRUARY

22ND ANNUAL SALON TODAY 200: The salon industry's most prestigious competition celebrating salon business and sharing best management practices. Sponsors of this keepsake issue receive contact info and benefits.

AD CLOSE: November 29, 2018

MATERIALS DUE: December 6, 2018

MARCH/APRIL

THE ANSWER ISSUE: How do you handle habitually late staff members? How do new tax laws impact small business? What's the best strategy for negotiating rent? Salon and spa owners tackle tough management questions and industry experts offer advice. Plus, top loyalty programs from beauty manufacturers.

AD CLOSE: January 29, 2019

MATERIALS DUE: February 5, 2019

MAY/JUNE

SALONS OF THE YEAR: Inside tour of the 20 most gorgeous salon spaces for 2019, plus a look at the hottest salon design trends.

SPONSOR BONUS: In our 2019 Inspiration Guide, equipment and furniture companies preview new pieces, while designers advise on customization.

AD CLOSE: March 28, 2019

MATERIALS DUE: April 4, 2019

JULY/AUGUST

THE TECHNOLOGY ISSUE: Tech trends destined to shape the salon experience of the future. Annual Software and Technology Guide helps owners compare and contrast the latest salon software management programs and technology tools.

AD CLOSE: May 30, 2019

MATERIALS DUE: June 6, 2019

SEPTEMBER/OCTOBER

THE STAMP ISSUE: A clever marketing program can spell success for a new product or service launch, and Salon Today's Annual Marketing Program (STAMP) harnesses the best ideas from salon and spa owners around the country. From traditional marketing to digital marketing and branding strategies to full-fledged campaigns, STAMP is sure to inspire owners as they go into planning for 2020.

AD CLOSE: July 29, 2019

MATERIALS DUE: August 5, 2019

NOVEMBER/DECEMBER

THE EDUCATION ISSUE: Today's beauty consumers have all the info from websites and social media at their fingertips, driving them into the salon and spa seeking the latest service and products. To maintain a competitive edge, professionals have to be prepared to deliver. This special issue helps salon management prepare the best in-salon, advanced education systems, including soft skills, technical skills and product knowledge.

AD CLOSE: September 27, 2019

MATERIALS DUE: October 4, 2019

SALON TODAY CUSTOM

Interested in a truly "captive" SALON TODAY audience, focused on a relevant business topic presented exclusively by your company? On a limited basis, SALON TODAY can craft single-sponsor, custom issues on collaborative topics. Interested? Ask your MODERN SALON Media sales manager or Publisher Steve Reiss for details (847-634-4354).

SALON TODAY SPONSOR PACKAGES

Sponsors and advertisers always receive special, purposeful content support and engagement with the SALON TODAY audience. To maximize your message, exposure and high-impact content opportunities, consider a year-long, integrated program. Your MODERN SALON Media sales manager can provide details and examples.

QUESTIONS?

Contact Editor in Chief Stacey Soble,
stacey.soble@bobit.com.

For Salon Today 200, Salons of Year and S.T.A.M.P. applications, email joyce.alverio@bobit.com

REAL CONNECTION

MODERN SALON and SALON TODAY editors are the **early identifiers** of beauty trends, salon business-building opportunities and rising star talent and influencers.

We scout out and source **leading salons, brand champions** and **rising star beauty influencers** for our original editorial and custom content programs.

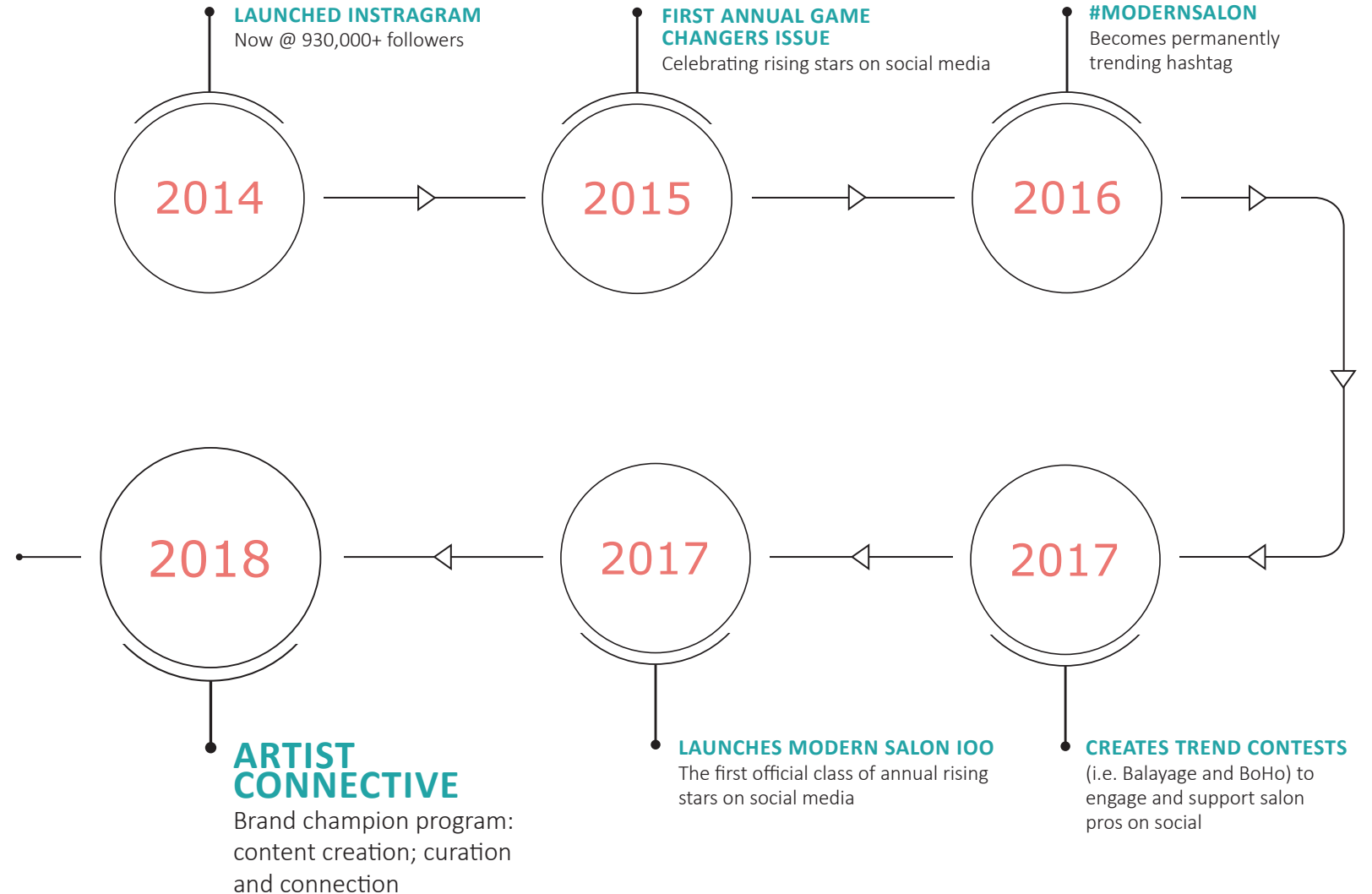
We **feature and create quality beauty content**, how-tos, best practices, storytelling and relevant industry news on our social platforms and websites, **building engagement** with our community of beauty professionals.

Our editors connect on what really matters, providing value and purposeful content for our audience while delivering third-party credibility for our advertisers and sponsored content partners.



REAL SOCIAL

MODERN SALON has consistently been **first to market** with **innovative social media content and programs** to celebrate artists and connect brands with salon professionals who want to **learn more** and **try innovative or new products**.



REAL TESTIMONIAL

“I remember thinking, ‘All I need is one re-post from MODERN SALON, just one.’

It happened April 5, 2017, almost at midnight. I won MODERN’s #PlayingWithBlue contest. I was noticed. And hooked. In the year since, the MODERN team has supported my work, educated me on our industry and inspired me to reach farther.

I am honored to partner with a team that values content, and has valued my work from the start.

I cannot wait to experience and share in all that MODERN SALON will create in 2019.”

—Sydney Lopez, @sydneyannlopezhair
MODERN SALON ARTIST CONNECTIVE Member



INTRODUCING

MODERN
SALON

ARTIST CONNECTIVE

MAKING A **REAL DIFFERENCE** IN
INFLUENCER MARKETING

REAL POINT OF DIFFERENCE

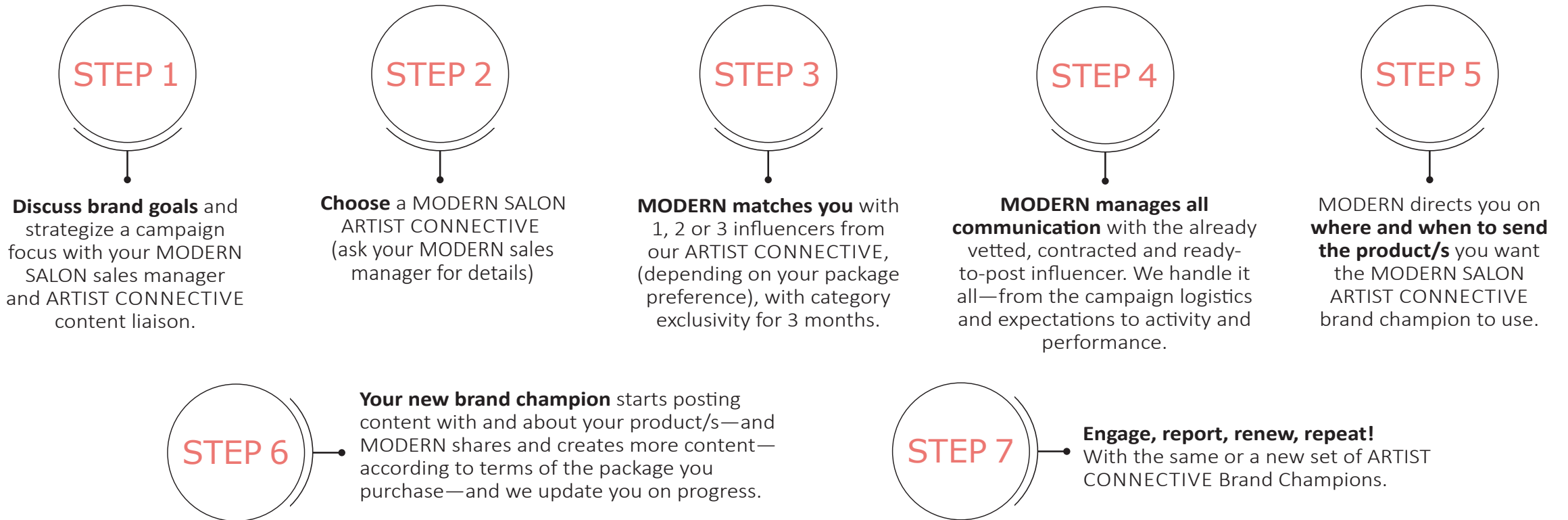
MODERN SALON ARTIST CONNECTIVE =

- **Win-win-win amplification** across brand champions' social platforms, and across all of MODERN SALON Media
 - **360-degree, multi-touch** program
 - Uniquely engaging **everywhere salon pros consume content**: social, online, email and print.
 - **Comprehensive + targeted** reach (no one else in pro beauty can match MODERN)
- **Motivated talent and authentic tone**: MODERN SALON vets all brand champion candidates to ensure quality content and alignment with a sponsor's standards as well as with MODERN's own. (We know what works!)
 - **Practical, accessible, positive**: Measurable ROI and efficient, hassle-free deliverables are what matter. MODERN's content expertise and pioneering custom media experience ensure a smooth and customer-focused process.

REAL ACCESS, REAL EASY

HOW DOES THE MODERN SALON ARTIST CONNECTIVE WORK?

We ensure the process is turnkey and hassle-free for your team.



REAL SPONSORED CONTENT: DIGITAL

BENEFITS OF SPONSORED CONTENT PROGRAMS



More Leads: Build your email database and learn important information about potential customers.



Brand Awareness: Promote a product or event leveraging the MODERN name.



Targeting: Through our existing MODERN email database, we can target the type of reader you are looking for (e.g. region, title, years of experience).

WHAT TYPES OF PROGRAMS DO WE OFFER?

SPONSORED ARTICLES



When should I choose this program?

If you're new to sponsored content and want to try out a program or if you want to show thought leadership about a topic.

Estimated time to create: 2 weeks

EDUCATIONAL EMAIL SERIES



When should I choose this program?

If you're looking to promote thought leadership and collect leads, this email program is a good fit for you. Gated content is sent to our email list and posted on social media for users to download.

Estimated time to create: 1 month

CUSTOM NEWSLETTERS



When should I choose this program?

If you're looking to send to our email list, a newsletter fully branded to your company and position yourself as a thought leader.

Estimated time to create: 1 month

GIVEAWAYS



When should I choose this program?

If you want to drive registrations for an event, entice people to try a new product, or collect leads, giveaways can bring awareness and entice people to provide valuable information about themselves.

Estimated time to create: 3 weeks

CONTESTS



When should I choose this program?

If you're looking to compile a library of authentic user-generated content and have our audience interact with your product, MODERN's editorial contests deliver some of the best styles and talented stylists.

Estimated time to create: 1 month

HOW CAN WE PROMOTE CONTENT?



FACEBOOK



INSTAGRAM



EPROMOS



BANNERS

*epromos and web banners can be created by you or by our creative team (with an additional fee)

REAL FOCUS: TARGETING

Sometimes you don't want to cast a wide net; you want to pinpoint your potential customer by region or behavior. Targeting can be done a variety of ways when you work with the team at MODERN SALON and Bobit Business Media—to reach wherever you need on the data spectrum.



FACEBOOK COMMUNITIES

Use both our Facebook community and your own to hyper-target beauty professionals by geo, interest, or other high-level demographics.



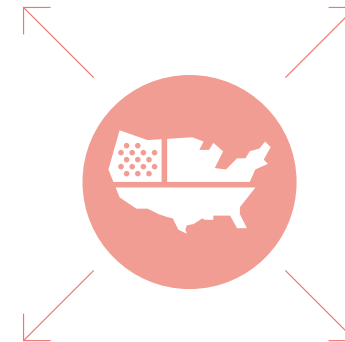
RETARGETING

Retarget our site users who visit content developed specifically for the audience using the Google Display Network.



EMAIL

Target by state, city, or zip code. You can personalize messaging – with name and region – for higher impact.



BEHAVIORAL TARGETING

Focus ad delivery on region, on site behavior, or on other criteria using our Customer Data Platform.

REAL AND IN PERSON: EVENTS

As part of Bobit Business Media, MODERN has launched numerous targeted, successful gatherings to help salons and businesses connect and succeed, and more are in the works. All have unique sponsor opportunities.

MODERN SALON Media and Bobit can also assist your company with any custom or special events, to host exclusively or collaborate upon.



SALON DIGITAL SUMMIT

Launching November 2018! Salon artists and owners, expanding influence and expertise in social and digital media.



HAIR+ SUMMIT

Specializing in all aspects of hair enhancement, including extensions, hair loss and trichology.



DATA DRIVEN SALON SUMMIT

Salon owners and market leaders, drilling into numbers and business growth.



ARTIST SESSION

Intimate, intensive hands-on photo shoot experience for salon pros.



ARTIST SESSION Influencer Series

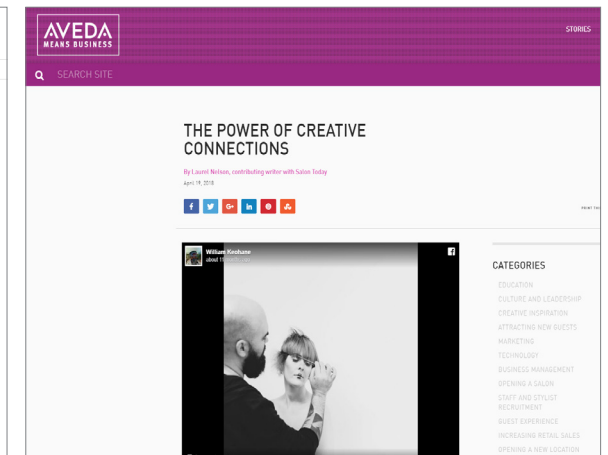
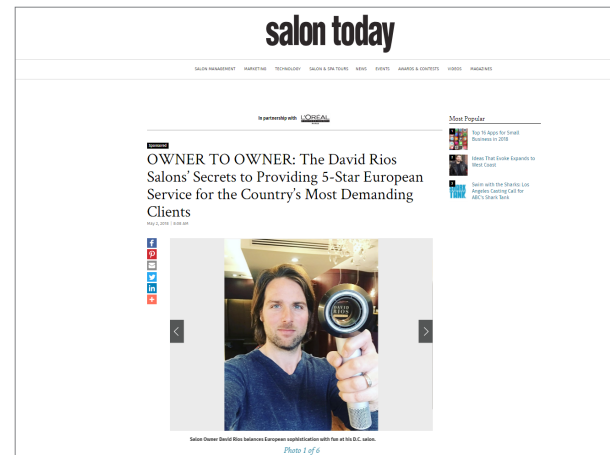
Collaborative photo session events that bring influencers together to work side-by-side.

REAL SOLUTIONS: CUSTOM PROJECT DEVELOPMENT

Whether you need internal or customer communications, research, to boost sales or simply to improve digital presence, MODERN SALON can provide unique, turnkey solutions for your marketing needs, including proprietary programs.

“Throughout my career and on many projects and platforms, I’ve trusted Modern Salon to help conceptualize, collaborate on and deliver powerful custom content and innovative campaigns. They are a valuable resource and partner.”

—Source: Nick Stenson, Vice President, Salon Services and Trend, ULTA Beauty



PRINT SPECS & GUIDELINES

Your sales manager will provide any special project specs upon your insertion confirmation

MATERIAL SUBMISSION:

Upload a hi-res PDF to addesk.bobit.com

For upload instructions visit modernsalon.com/modern-salon-media-advertise.

ONLY ACCEPTABLE FILE FORMAT IS A HIGH RESOLUTION PDF SAVED USING THE "PDF/x-1a:2001" SETTING.

Only CMYK or Grayscale colors allowed. All images should be 300dpi as used in the file for the best print quality. All fonts must be embedded in the PDF. Ad size must exactly match a bleed or standard size given to the right. Do not add printer marks of any kind. Bleed ads must maintain a 1/2" safety margin inside the bleed dimension. Do not add bleed to a non-bleed ad. One SWOP color proof made from the actual file submitted is required for the printer to match colors as close as possible. If a SWOP proof is not supplied, the publisher reserves the right to have one made at the advertiser's expense. Bobit Business Media accepts no liability for advertisement reproduction on files that do not comply with our specifications and/or are not supplied with a SWOP color proof that has been approved by the client. A list of SWOP proofing systems is available at swop.org. Printing is done on a heat-set, web-fed offset press, all colors wet. The printer uses the "U.S. Web Coated (SWOP) v2" color profile.

PRODUCTION CHARGES: No charge for properly supplied digital files prepared in accordance with publisher's requirements. Advertiser will be charged for any work required to update advertiser's provided files to meet our requirements. Any corrections are billed to advertiser.



We will trim 1/8" from top, bottom, left and right sides.

Note: On bleed pages and inserts when preparing the material keep all live matter 1/2" within all four sides of bleed dimension to avoid possible loss in binding and trimming.

On spread advertisements, either run of book or inserts, have copy or images across the gutter, kept 3/16" from left and right of center line.

Publisher's Protection Clause:

[View on our website at modernsalon.com/modern-salon-media-advertise](https://modernsalon.com/modern-salon-media-advertise)

SEND MATERIALS TO: DIANA FITZGERALD

2150 E. Lake Cook Road, Suite #500, Buffalo Grove, IL 60089
847-634-7872 | diana.fitzgerald@bobit.com

MODERN SALON career handbook 2019

STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-page spread	15"	10"
two-thirds page	4.5625"	10"
half page (vertical)	3.375"	10"
half page (horizontal)	7"	4.875"
half page (island)	4.5625"	7.375"
third page (square)	4.5625"	4.875"
third page (vertical)	2.1875"	10"
quarter page	3.375"	4.875"

BLEED AD SIZES	WIDTH	DEPTH
full page	8.125"	11"
2-page spread	16"	11"
half page (horizontal)	8.125"	5.5"
half page (vertical)	4"	11"
third page (vertical)	2.75"	11"
Final Trim Size	7.875"	10.75"

Bleed Spread Measures: 16" x 11" • Spread Trim Size: 15.75" x 10.75"

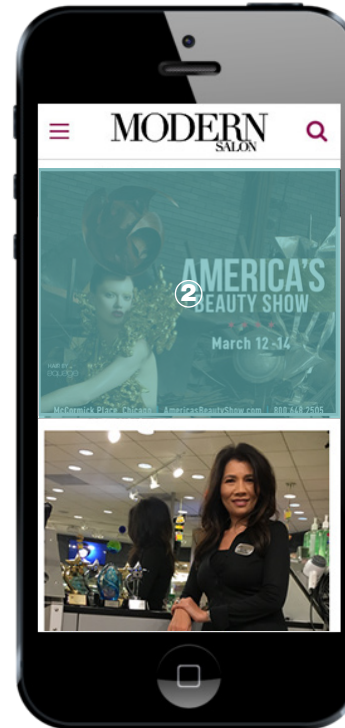
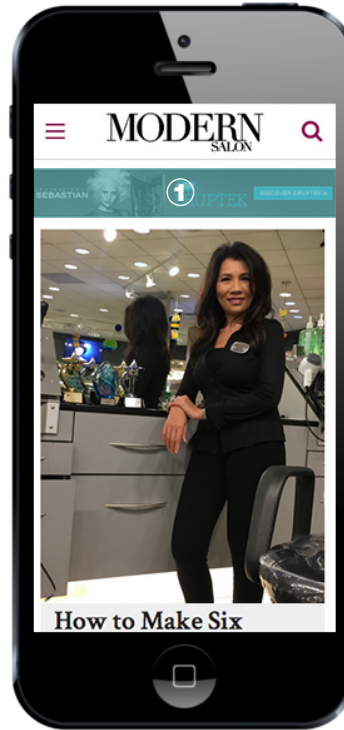
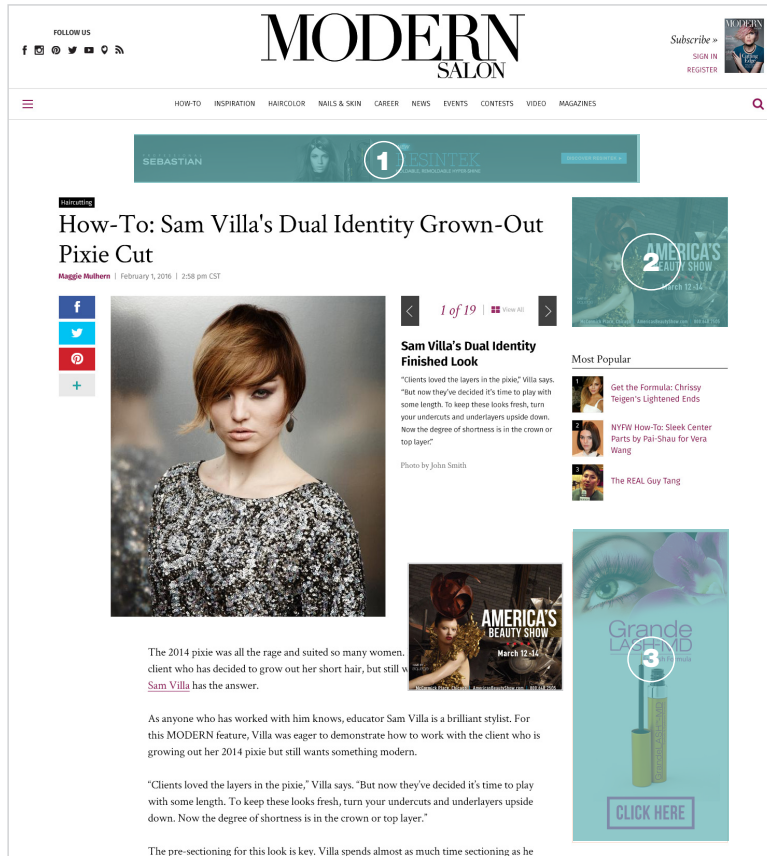
MODERN SALON CAREER HANDBOOK 2019

STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-page spread	15"	10"

BLEED AD SIZES	WIDTH	DEPTH
full page	8.125"	11"
2-page spread	16"	11"

BANNER AD SPECS

Your sales manager will provide additional specs for digital, social or special project programs upon insertion confirmation



1 TOP BANNER

Banner size728 x 90 or 970 x 90
Banner size for mobile 320 x 50
File size 45K max
Link Must send URL with banner artwork

2 RECTANGLE BANNER

Banner size 300 x 250
File size 45K max
Link Must send URL with banner artwork

3 HALF-PAGE BANNER

Banner size: 300 x 600
File size: 45K max
Link: Must send URL with banner artwork

NOTE: Follows the user down the page and dynamically rotates when the "load more" button is clicked

ALL FILES

FILE FORMAT: JPG OR GIF

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