

The Art Of Beauty & well-being

MEDIA PACK
2022



WHO WE ARE

Beauty, Well-being & Fashion, from our team of experts & industry professionals

The Art of Beauty & Well-being (AOBW) is the UK's leading platform for sourcing and gaining access to the latest news within the Beauty, Well-being and Fashion industries.

We pride ourselves on featuring top content that will inspire our readers, which consist of consumers and industry professionals alike.

We understand that not everyone sources their information in the same manner. Here at AOBW, we source and distribute our content via 3 different channels.

OUR 3 MAIN CHANNELS

DIRECTORY

An online directory sectioned into the main categories within the Beauty, Well-being & Fashion industries.

MAGAZINE

An editorial led bi-monthly magazine, filled with up-to-date news, products, tips and trends.

NEWSLETTER

Monthly Beauty and Well-being news sent directly to our readers email inboxes.





CIRCULATION

Targetting Both Industry Professionals & Consumers

WEBSITE/DIRECTORY

Our website views currently stand at an average of 35,500pm. This includes the views from our directory listings as well as our latest news and tips articles.

MAGAZINE

The Art of Beauty & Well-being bi-monthly magazine is distributed via the 3 leading digital platforms (Readly, Joomag & Issuu), all of which have millions of views every month. On top of the digital platforms, the magazine is also emailed directly into the inboxes of our requested circulation. Each edition of AOBW has a total readership of 267,000.

NEWSLETTER

Our monthly newsletter circulation currently stands at just over 119,000. All clients that purchase a space on our newsletter also benefit from our website audience as the release will be published online, where the traffic will be diverted to.

DEMOGRAPHICS

Knowing Our Audience

GENDER

Female - 94%
Male - 6%

LOCATION

UK - 89%
RoW - 11%

AGE

Under 18 - 6%
18-24 - 24%
25-34 - 32%
35-49 - 21%
50 and Over - 17%

RATES & DATA

Requested Copy & Pricing

DIRECTORY INSERTION

Company name, tagline, website,
email, telephone, company profile,
selection of images, company logo
(ask us about featured posts).

12 months - £240
5 years - £600

WEBSITE POSTS

Press release with unlimited wording,
selection of images (posts will be
linked back to The Art of Beauty and
Well-being directory)

1 posts - £100
6 posts - £500
12 posts - £900

MAGAZINE INSERTION(S)

Completed artwork supplied in PDF
or JPG format.

Double Page Spread - £350
Full page advert + editorial - £295
Full page advert - £200
Prime positions please enquire

NEWSLETTER INSERTION(S)

Press release with unlimited wording,
selection of images (posts will be
linked back to The Art of Beauty
and Well-being website and also the
clients website)

1 insertion - £130
6 insertions - £650
12 insertions - £1,150

EMAIL CAMPAIGN(S)

Ready to send HTML document OR text, images and links.

1 campaign send - £700
2 campaign sends - £1,300
3 campaign sends - £1,800





CONTACT

EDITORIAL SUBMISSION

Be Featured Within The Art of Beauty & Well-being

Whether its a new company, product, service, or anything else that may be of interest to our readers, our team are always looking to feature new content.

EDITORIAL REQUESTS

Please send any editorial requests to our Editor, Lauren Marchant (editor@aobw.co.uk).

SAMPLE ITEMS

Please send any sample items for review to our main office:
FAO: Lauren Marchant, Suite 15, Innovation House,
Discovery Park, Sandwich, Kent, CT13 9FD

CONTACT US

Get In Touch With Our Team of Professionals

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