

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

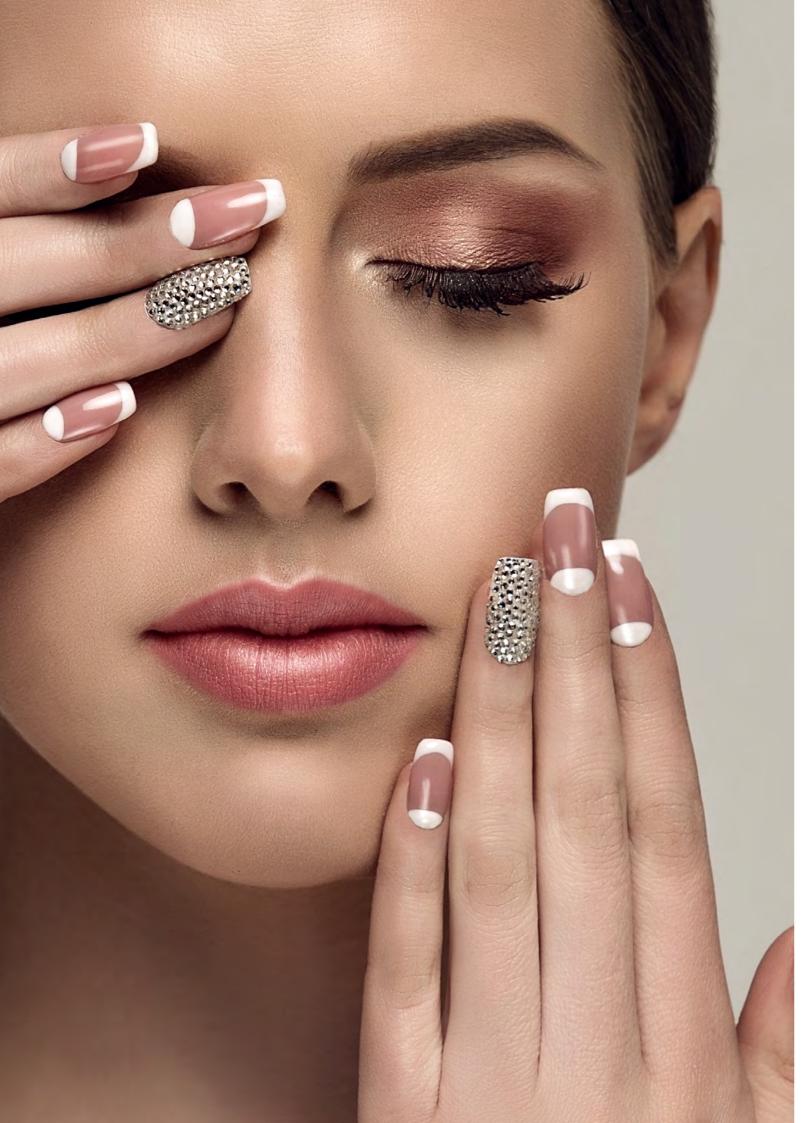
An editorial led bimonthly magazine, filled with up-to-date news, products, tips and trends.

## **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,	1 posts - £100
selection of images (posts will be	6 posts - £500
linked back to The Art of Beauty and	12 posts - £900
Well-being directory)	

## **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)

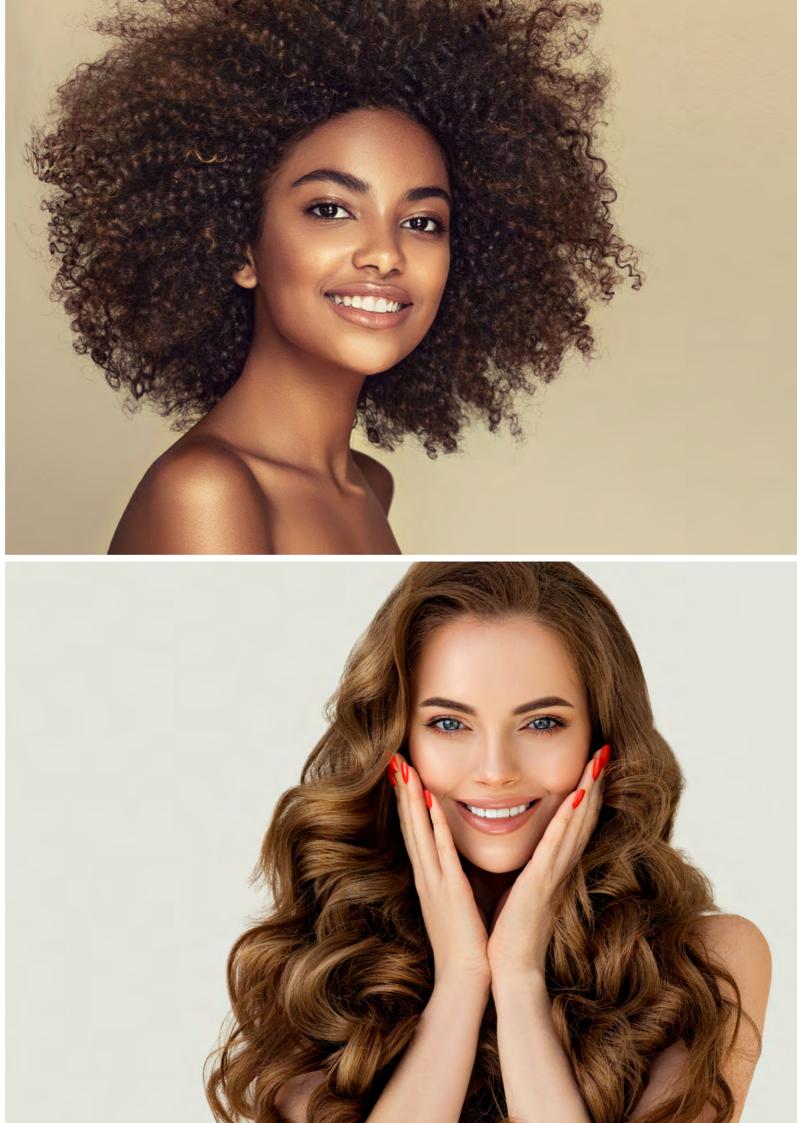
1 insertion - £130 6 insertions - £650 12 insertions - £1,150

## **EMAIL CAMPAIGN(S)**

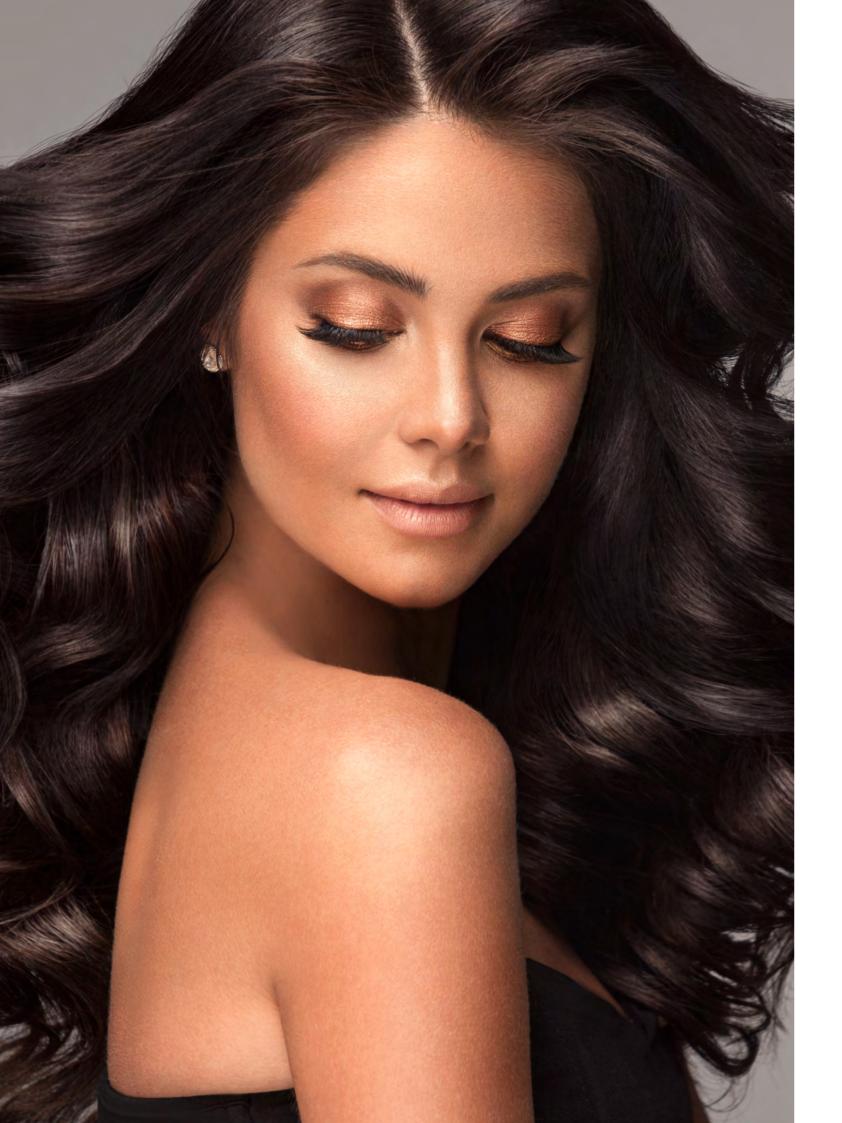
Ready to send HTML document OR text, images and links.

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









# **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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