

MEDIA KIT

2024



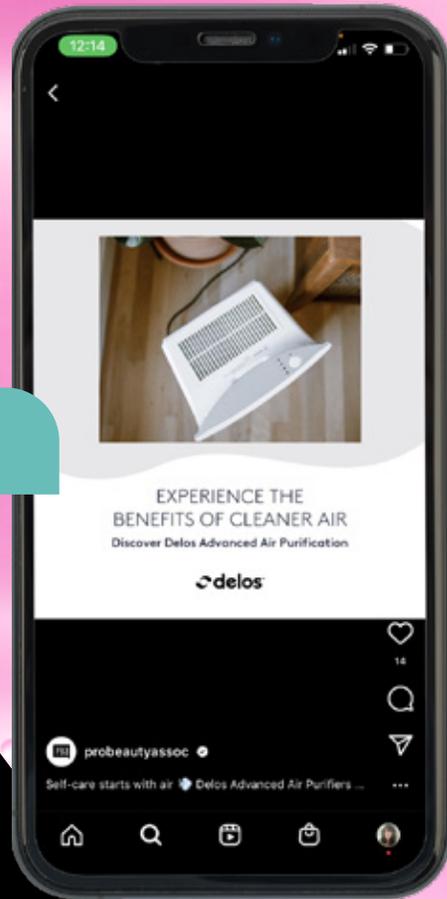
NONPROFIT • ADVOCACY • COMMUNITY

**THE PROFESSIONAL BEAUTY
ASSOCIATION EXISTS TO
UNITE, ELEVATE
AND SERVE
THE BEAUTY INDUSTRY AND THE
PROFESSIONALS WHO IMPROVE
PEOPLE'S LIVES.**

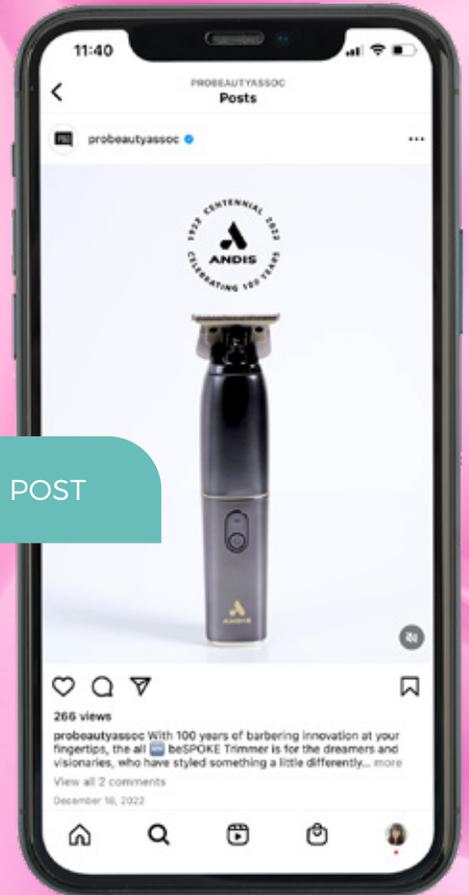
Opportunities to reach over 350,000 qualified professional
beauty audiences including segments such as:

MANUFACTURERS | DISTRIBUTORS
LICENSED PROFESSIONALS | STUDENTS | SCHOOLS

STORY
FEATURES



FEED POST



SOCIAL MEDIA

Partner with us on social! Whether you're interested in unique posts, reposts, stories or highlights, we can create a **custom package** that is sure to meet your needs and reach our **highly engaged audience!**

AVAILABLE PLACEMENTS INCLUDE:

STORY FEATURES | FEED POSTS | CUSTOM CAMPAIGNS

*Limit 24 total available placements per year.
No more than 2 sponsored per month.*

**NON-MEMBER PRICING STARTS @
\$5,000**

DEPENDING ON PLATFORM

**MEMBER PRICING STARTS @
\$1,000 - \$5,000**

DEPENDING ON PLATFORM



176K+
FOLLOWERS



8+ MILLION
ORGANIC IMPRESSION



TOP AUDIENCE BETWEEN
18-44 YEARS OLD

TARGETED SEND
(ON-TIME) OR
TARGETED CAMPAIGN
(MULTIPLE SENDS)



@georgepapanikolas

Matrix Exclusive 4D Foilage Class

Elevate your skills
beyond balayage!

Monday, August 22
10:00AM - 1:00PM

At Select SalonCentric Stores
Interactive Digital Experience

Learn from Matrix Ambassador/Celebrity Colorist, George Papanikolas, and Matrix Technical Director, Lenny Strand, in this hands-on interactive workshop!

Discover tips & techniques to create dimensional, high-contrast blondes, and more!

REGISTER NOW



Ready. Set. Mark Your Calendars!

August
15-21

DEDICATED EMAIL

Create a customized email to drive Members to **engage and interact with your brand**. Work with our experienced design and email team to bring your email communication to life!

AVAILABLE PLACEMENTS INCLUDE:

• Targeted send (one-time or multiple sends)

*Limit 10 total available dedicated emails per year.
No more than 1 sponsored per month.*

NON-MEMBER PRICING STARTS @

\$6,000

MEMBER PRICING STARTS @

\$3,000

Interested in our newsletter? Ask marketing @
MARKETING@PROBEAUTY.ORG



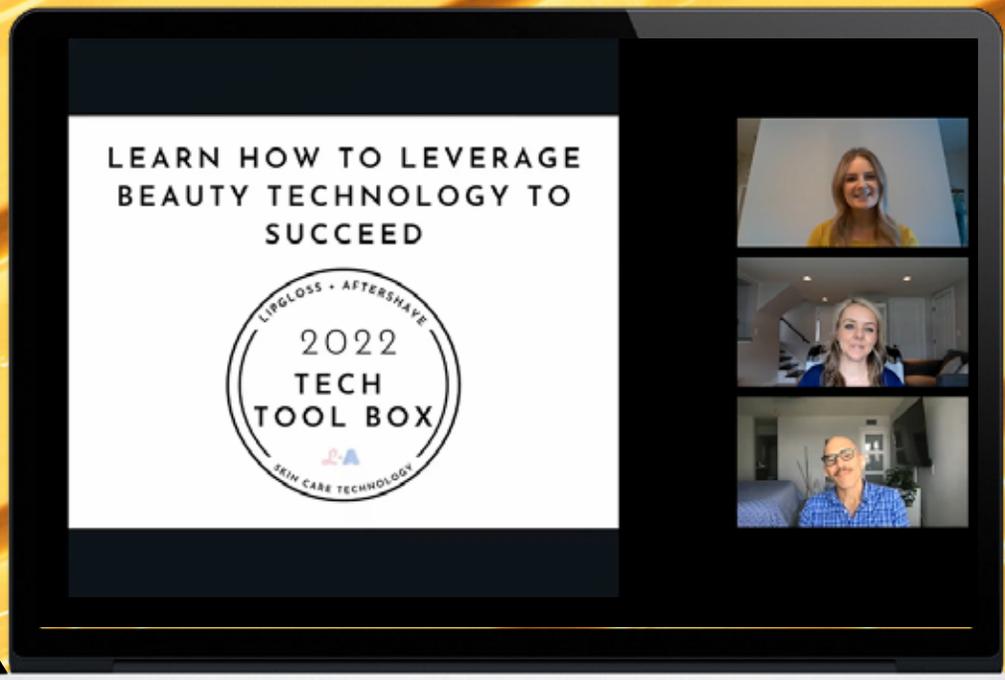
REACH OVER 350K
MEMBERS



TARGET YOUR
COMMUNICATIONS



CUSTOMIZABLE AND
DESIGN AVAILABLE



VIRTUAL EDUCATION OPPORTUNITIES

Ongoing education is a great way to bring your brand to life. Our interactive platform enables your brand to be **visible at every touchpoint** from registration to presentation.

Put your brand at the forefront of our education with our custom **virtual education packages**.

*Limit 10 total available webinars per year.
No more than 1 sponsored per month.*

NON-MEMBER PRICING STARTS @

\$7,500

MEMBER PRICING STARTS @

\$5,000

PLEASE CONTACT EDUCATION@PROBEAUTY.ORG FOR SPONSORSHIP DETAILS



BRAND VIDEOS AND PROMOTIONS INCLUDED



AVERAGE 50 REGISTRANTS FOR VIRTUAL EDUCATION SERIES



EMAILED TO OUR 350K+ DATABASE

VISIONARY MEMBERSHIP

INCLUDES A CUSTOM MARKETING PACKAGE
THAT CAN HAVE ANY MIX OF THESE OPPORTUNITIES
DEPENDING ON THE LEVEL.

Total sponsored opportunities available per year in the media kit do not include Visionary marketing materials. Visionary members receive preferred placement and custom multi-channel approach.

CONTACT JODY@PROBEAUTY.ORG FOR MORE INFORMATION

SPECIAL THANKS TO OUR
VISIONARY MEMBERS

VISIONARY ELITE



VISIONARY SELECT MY SALON Suite, Great Clips® IT'S GONNA BE GREAT®

VISIONARY PLUS



VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

CONTACT JODY@PROBEAUTY.ORG

CUSTOMIZED PACKAGES

LOOKING FOR A MORE CUSTOMIZED
SPONSORSHIP OPPORTUNITY?

WE CAN DO THAT!

Contact us for more details on putting together
your custom opportunity today!



480.281.0424



INFO@PROBEAUTY.ORG



PROBEAUTY.ORG



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SCOTTSDALE, AZ 85260

PBA Professional
Beauty
Association

NONPROFIT · ADVOCACY · COMMUNITY