



Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY

# MEDIA KIT

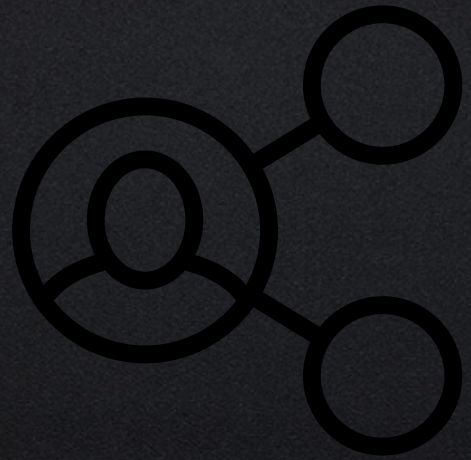
## 2025



We **empower** community,  
**develop** trusted resources,  
and **champion** collective voices  
to protect, grow and invest in  
our industry.

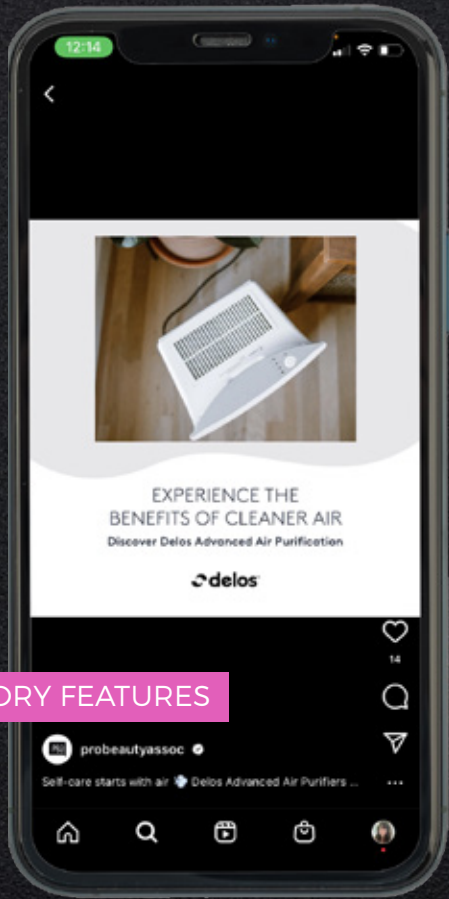
Opportunities to reach over  
350,000 qualified professional  
beauty audiences including  
segments such as:

MANUFACTURERS | DISTRIBUTORS  
LICENSED PROFESSIONALS  
STUDENTS | SCHOOLS



When beauty **thrives**, we all do.





# 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

**Matrix Exclusive 4D Foilayage Class**  
Elevate your skills beyond balayage!

Monday, August 22  
10:00AM - 1:00PM  
At Select SalonCentric Stores  
Interactive Digital Experience

@georgepapanikolas

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-co  
blondes, and more!

**REGISTER NOW**

**National Balayage Week**  
Presented by Matrix  
Ready. Set. Mark Your Calendars!

August 15-21

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

# 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.*

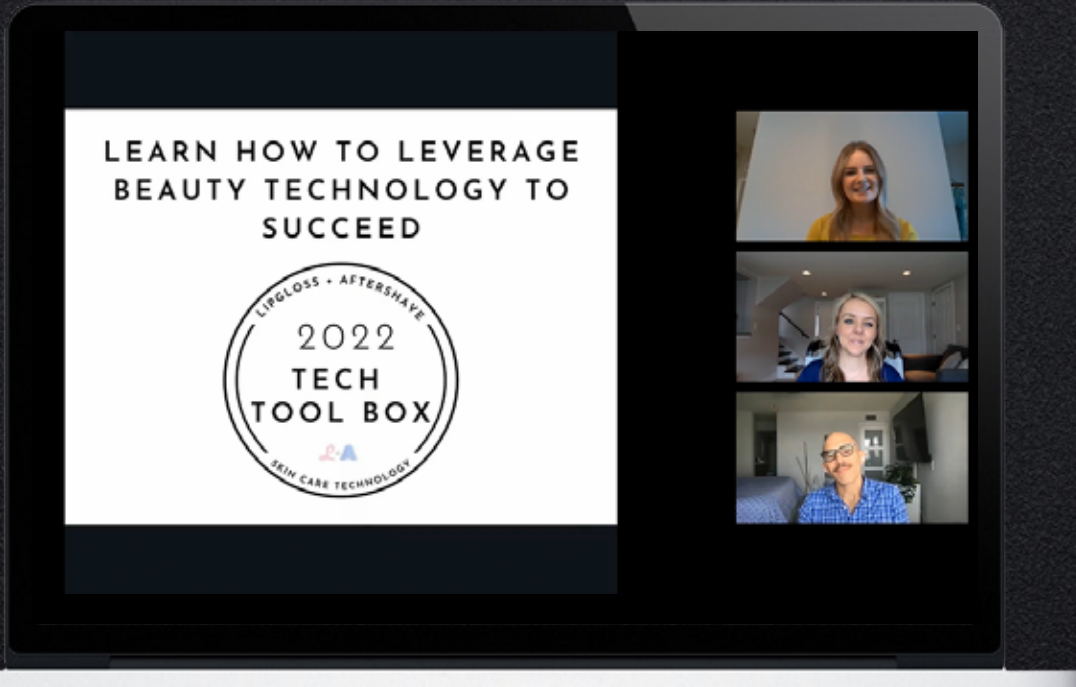
**NON-MEMBER PRICING STARTS @ \$6,000**

**MEMBER PRICING STARTS @ \$3,000**

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**



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](mailto:JODY@PROBEAUTY.ORG) FOR MORE INFORMATION

# Special thanks to our Visionary Members

## VISIONARY ELITE



## VISIONARY SELECT



## VISIONARY PLUS



## VISIONARY



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

**CONTACT** [JODY@PROBEAUTY.ORG](mailto: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!

VISIONARY MEMBERS CONTACT: JODY TYVELA [JODY@PROBEAUTY.ORG](mailto:JODY@PROBEAUTY.ORG)

BUSINESS MEMBERS CONTACT: MARISSA ROSS [MARISSA@PROBEAUTY.ORG](mailto:MARISSA@PROBEAUTY.ORG)



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