



Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY

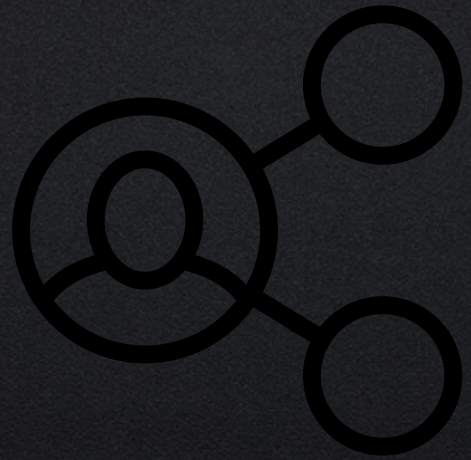
# MEDIA KIT 2025



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

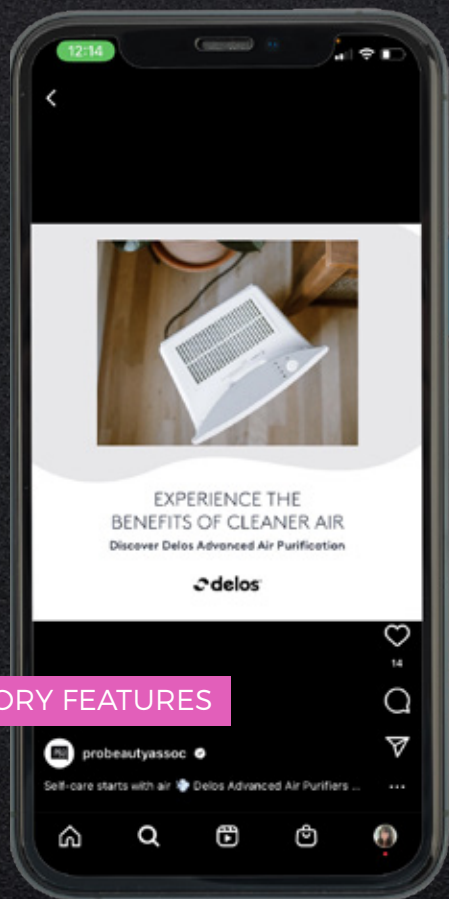
Opportunities to reach over  
350,000 qualified professional  
beauty audiences including  
segments such as:

MANUFACTURERS | DISTRIBUTORS  
LICENSED PROFESSIONALS  
STUDENTS | SCHOOLS



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





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



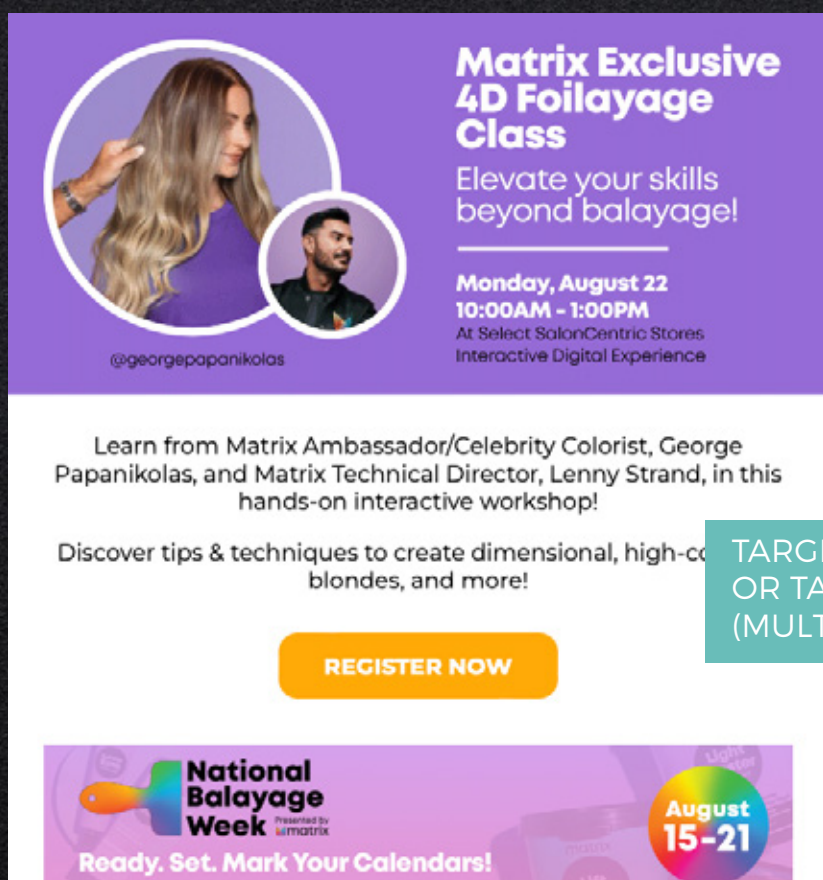
176K+  
FOLLOWERS



8+ MILLION  
ORGANIC IMPRESSION



TOP AUDIENCE BETWEEN  
18-44 YEARS OLD



**Matrix Exclusive  
4D Foilayage  
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**

**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**



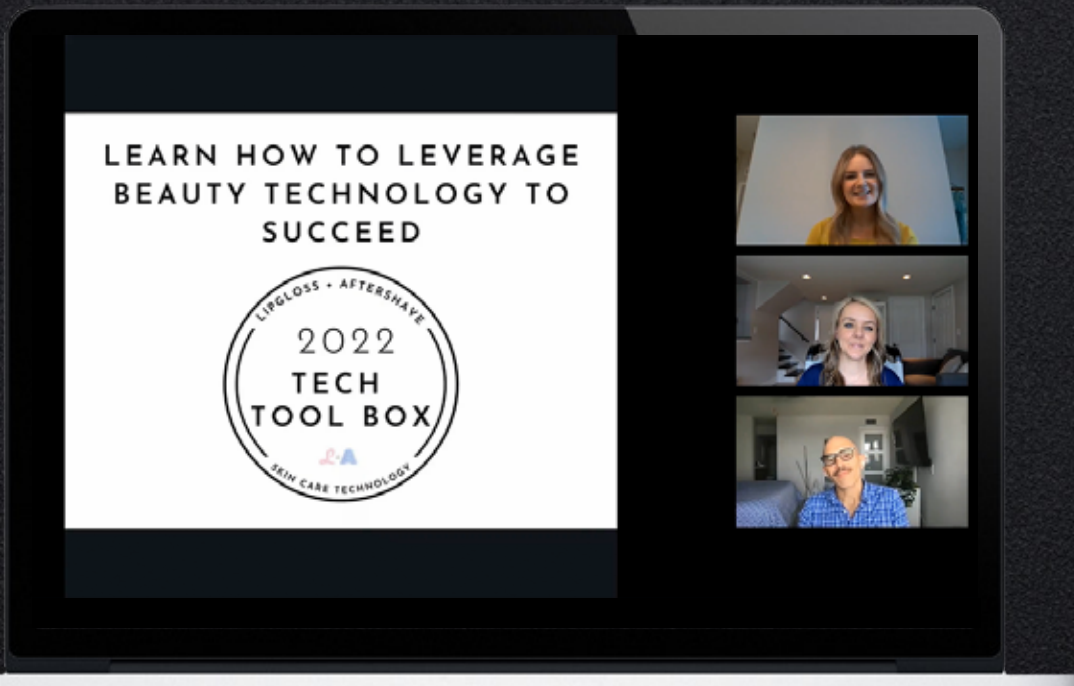
REACH OVER 350K  
MEMBERS



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



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# 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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