



Professional
Beauty
Association

NONPROFIT • ADVOCACY • COMMUNITY

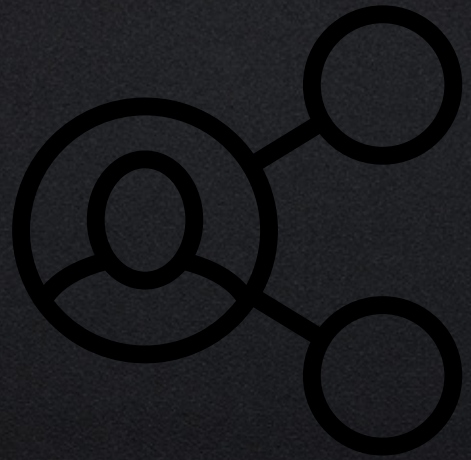
MEDIA KIT 2025



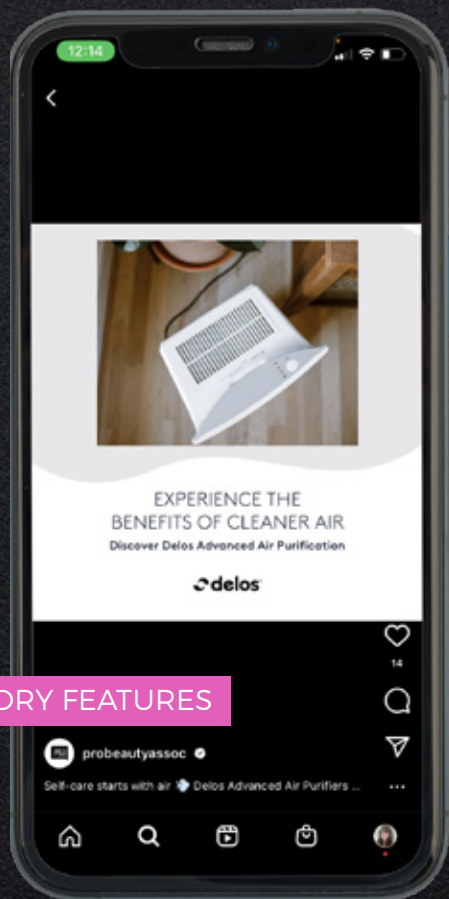
**We empower community,
develop trusted resources,
and champion collective voices
to protect, grow and invest in
our industry.**

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



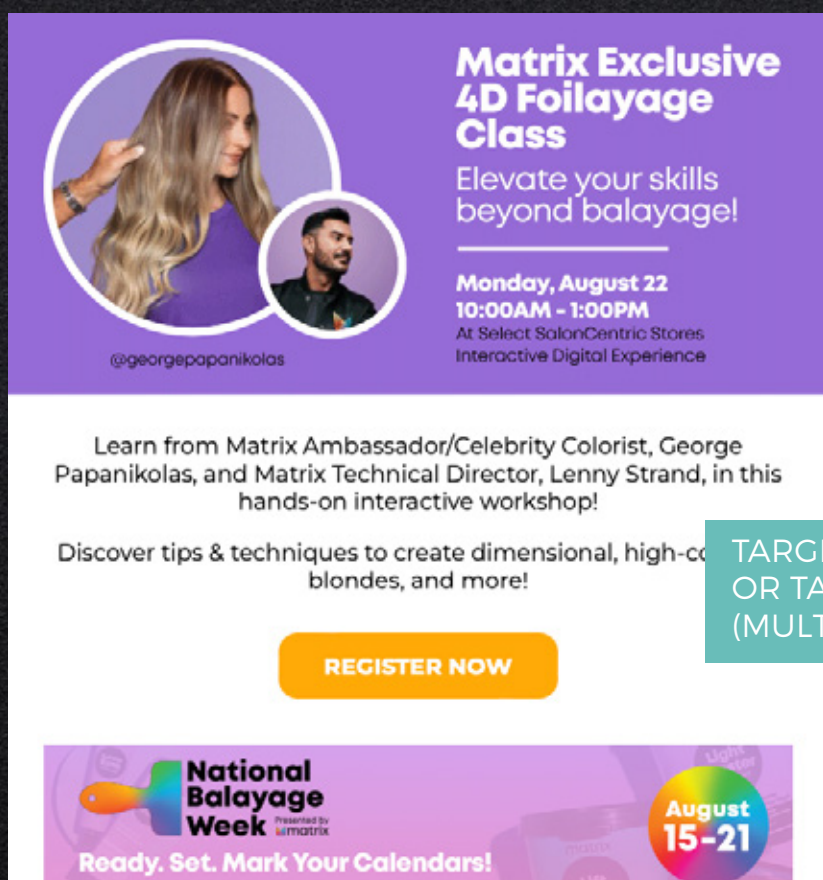
176K+
FOLLOWERS



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



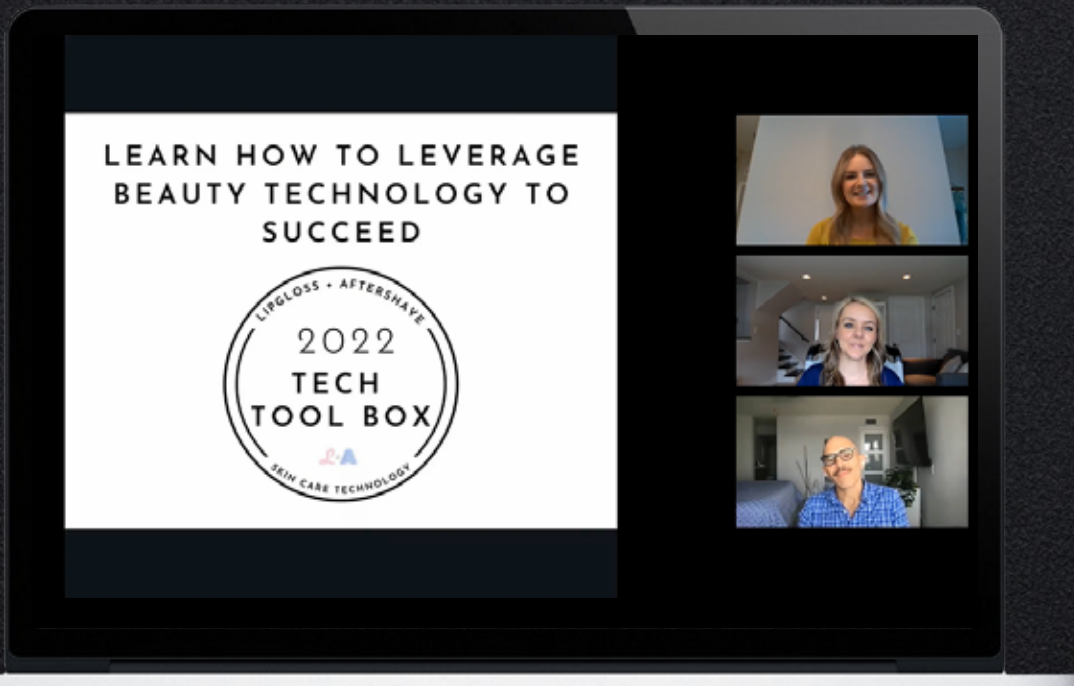
REACH OVER 350K
MEMBERS



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 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

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

BUSINESS MEMBERS CONTACT: MARISSA ROSS MARISSA@PROBEAUTY.ORG



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