



Professional
Beauty
Association

NONPROFIT • ADVOCACY • COMMUNITY

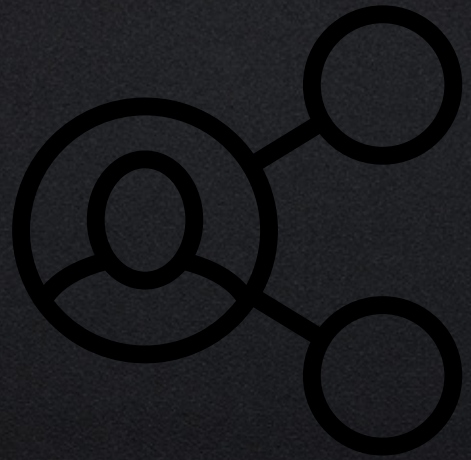
MEDIA KIT 2025



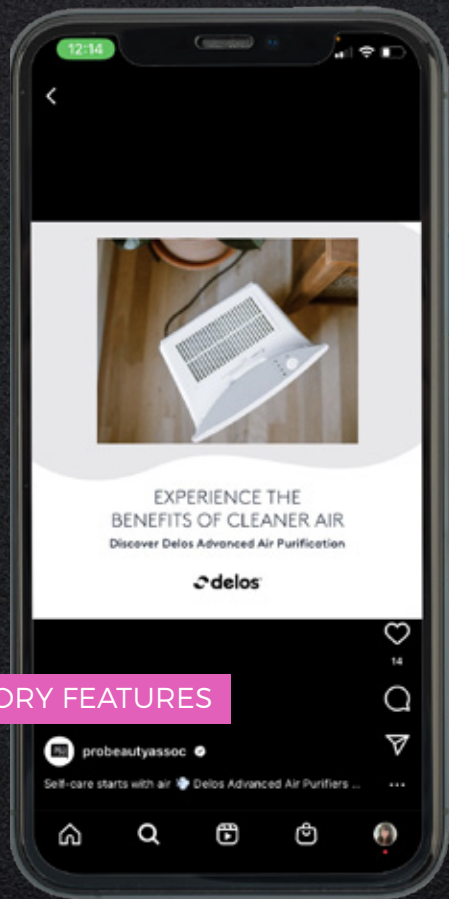
**We empower community,
develop trusted resources,
and champion collective voices
to protect, grow and invest in
our industry.**

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

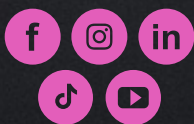
*Limit 24 total available placements per year.
No more than 2 sponsored per month.*

NON-MEMBER PRICING STARTS @
\$5,000

DEPENDING ON PLATFORM

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

DEPENDING ON PLATFORM



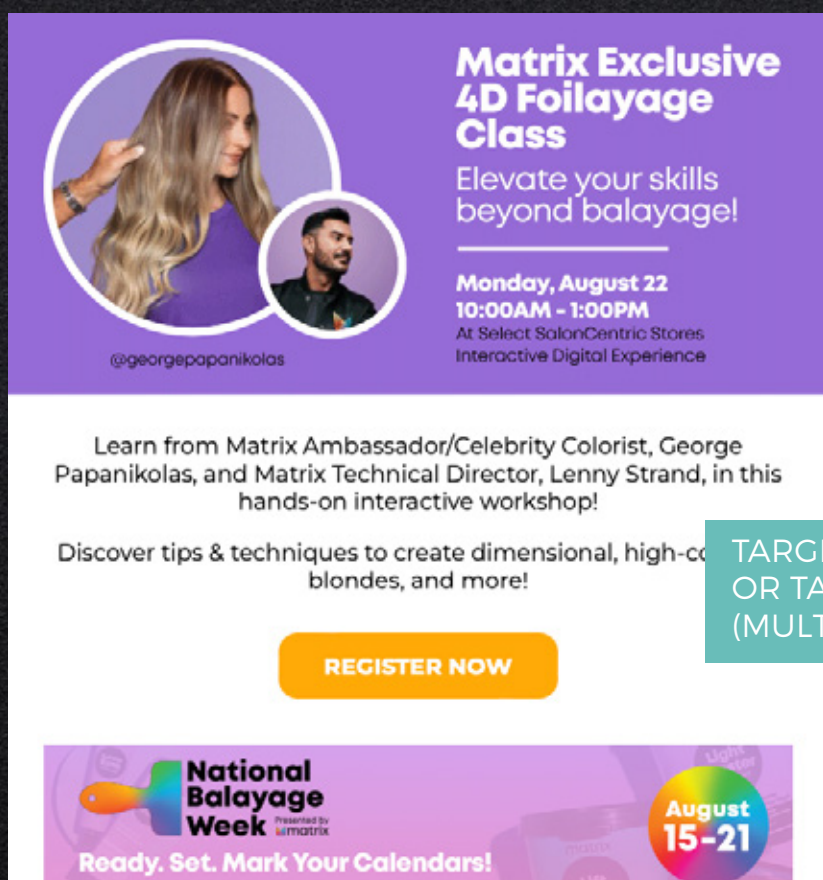
176K+
FOLLOWERS



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

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



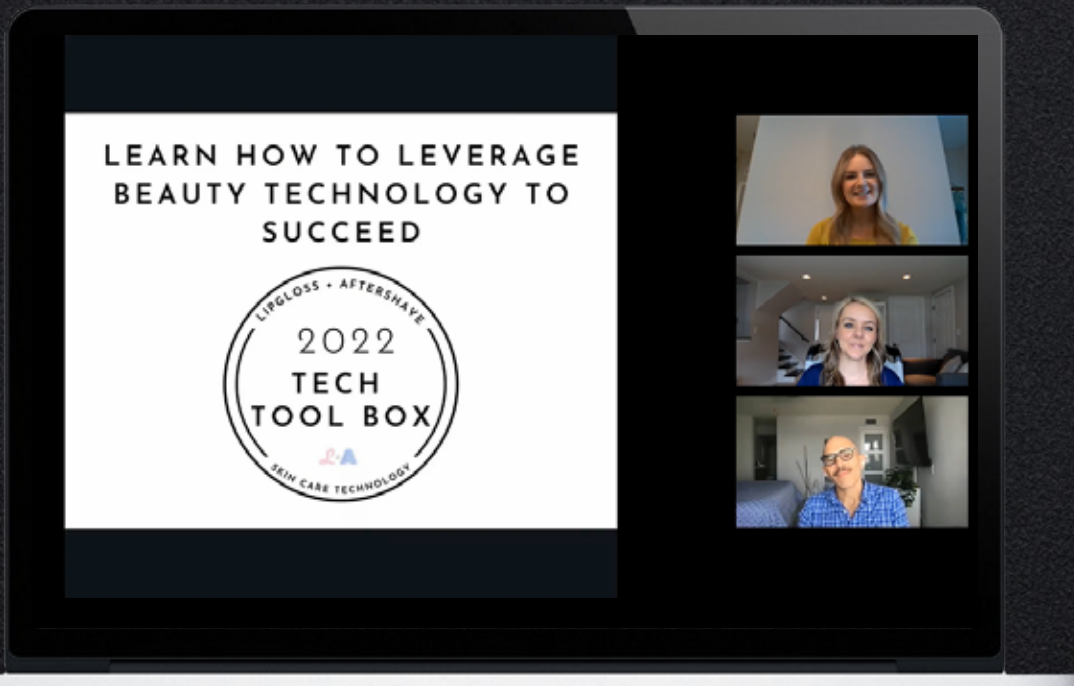
REACH OVER 350K
MEMBERS



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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