



# DIGITAL MEDIA PACK 2019 - 2020









## OUR AUDIENCE

Website Visitors: Monthly Average: **8,000**

Website visits peak show months:

-  Facebook **45,599**
-  YouTube **72,641**
-  Instagram **8,300**
-  E-mailer **50,000+**
-  What's app: **90,000+**
-  SMS: **1,76,000+**



# PROFESSIONAL BEAUTY WEBSITE

Professional Beauty India website allows you to maximise your visibility by reaching the relevant target audience.

## Key features of the New website

1. Comprehensive industry news
2. Website banners
3. News story with huge impact on the homepage
4. News by category
5. Better optimization for desktop, tablet and mobile devices

## Advertising Opportunities

- Website banners
- Sponsored news
- Sponsored video
- Ticker ads on the homepage
- Product reviews



## HOMEPAGE

www.professionalbeauty.in

**PROFESSIONAL beauty INDIA**

**PROFESSIONAL beauty**

**PB BENGALURU**  
 4-5 March 2019  
 Tripura Vasini White Petals

[Register Now](#)

NEWS
CATEGORY
EVENTS
THE P O W
PB BENGALURU EXPO 2019
SMC 2019
JOBS

ADVERTISE

CATEGORY

"I plan on using my skills and experience to motivate and train young hairdressers," says Hardik Malde

CATEGORY

The bride guide

CATEGORY

Lakme Fashion and The Art of Latte

CATEGORY

Sewakshi India completing ever chapter of SAB Kongress

**INSPIRING TODAY'S HAIRDRESSER**  
 16-17 SEPT 2019  
 BOMBAY EXHIBITION CENTRE, MUMBAI  
[Register Now](#)

PROFESSIONAL NEWS

JANUARY 15, 2019

L'Oréal unveils a new prototype for skincare

CONSUMER NEWS

NOVEMBER 24, 2018

Nykaa launches Korean beauty brand Laneige

INDUSTRY NEWS

FEBRUARY 11, 2019

Social media tips for beauty brands by Fishbat

New-age bride: trends, hair, make-up, the works!

A Hairromatherapy evening with Schwarzkopf!

GKhair brings Color Masque in India

Break the rules, says Dove

Dove says no to Digital Distortion

Top 5: Beauty Round-up

Home-grown cosmetic brands vie for a larger market pie

The Body Shop

What women want? Reveals Gamier Fructis

**CONGRESS**  
 1-2 JULY 2019 DELHI  
 16-17 SEPT 2019 PUNE  
[Register Now](#)

DOSSIER

FEBRUARY 13, 2019

"I plan on using my skills and experience to motivate and train young hairdressers," says Hardik Malde

NOVEMBER 28, 2018

Ace hair artist Bina Punjani talks about growth spurt in Indian Hairdressing

OCTOBER 22, 2018

Sargam Chopra of BloBar talks about blow-out makeovers

SEPTEMBER 27, 2018

Pallavi Symons: A self-taught makeup maverick

HAIR

SKIN

MAKEUP

2019 UPCOMING SHOWS

**PROFESSIONAL beauty BENGALURU**  
 CONNECTING BUSINESSES BUILDING BRANDS  
 4-5 MARCH  
 Tripura Vasini White Petals  
[REGISTER YOUR FREE TICKET NOW](#)  
 Professional Beauty Bengaluru 2019

SEMINAR

Salon India 2019  
PB JOBS

VIDEO ADVERTISEMENT

Glimpse of Profes...  
**DAY 1**

Tweets by @ProBeautyIndia

Witness more exciting educational seminars in this edition at PBB. Register now to attend seminars

To register for your free ticket, click [bit.ly/PBBBeautyMeetsBusiness](#)  
[#BeautyKaAcheDin](#)  
[#BusinessofBeauty](#)  
[#BeautyKaPatshala](#)

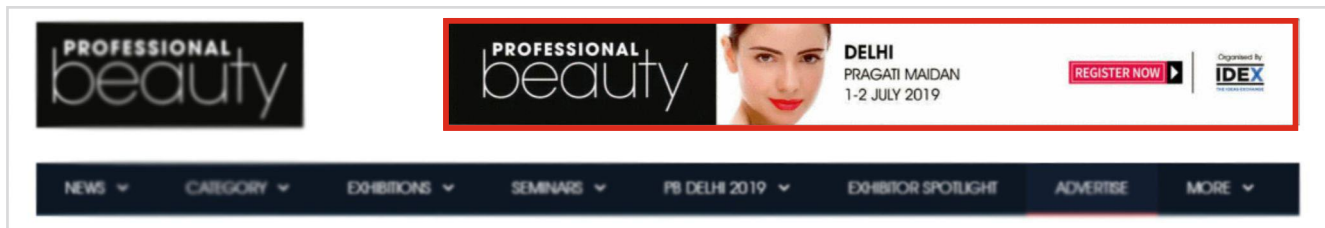
Embed View on Twitter

3

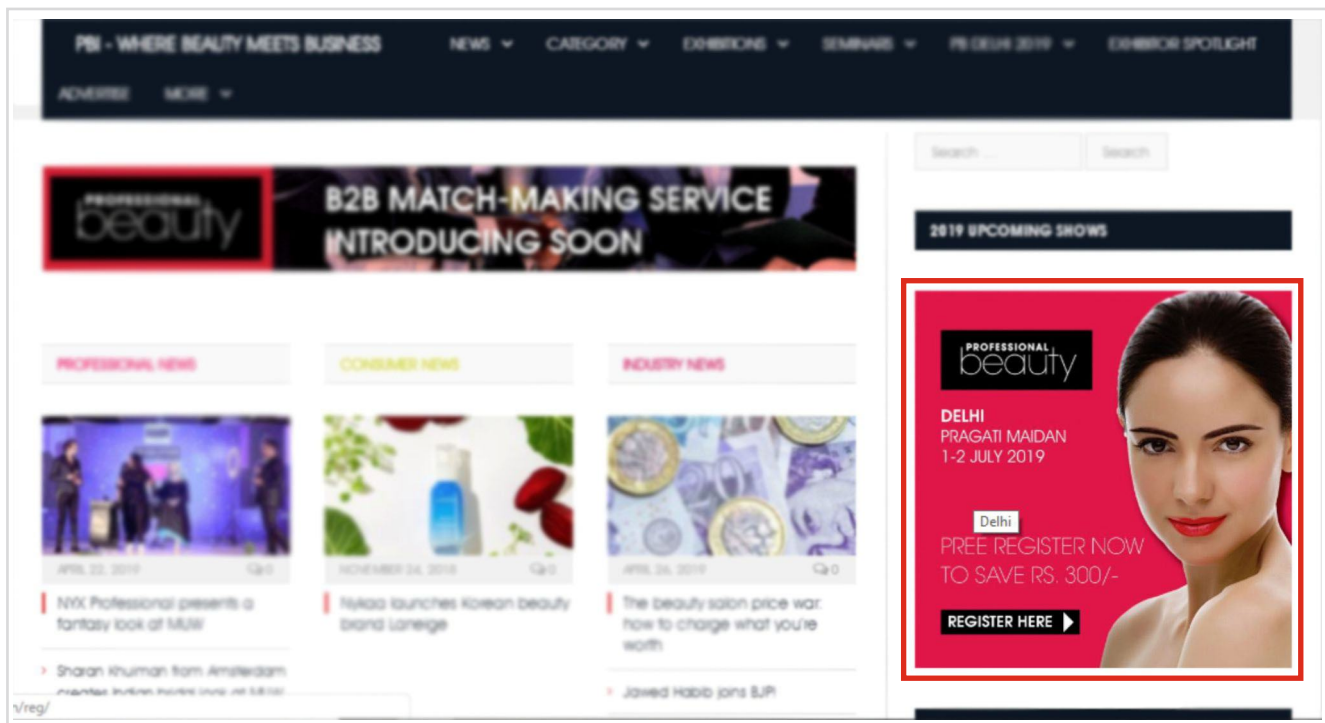
# WEBSITE BANNERS

Choose the position where you want to feature the ad banner and how many views you would like Increased visibility.

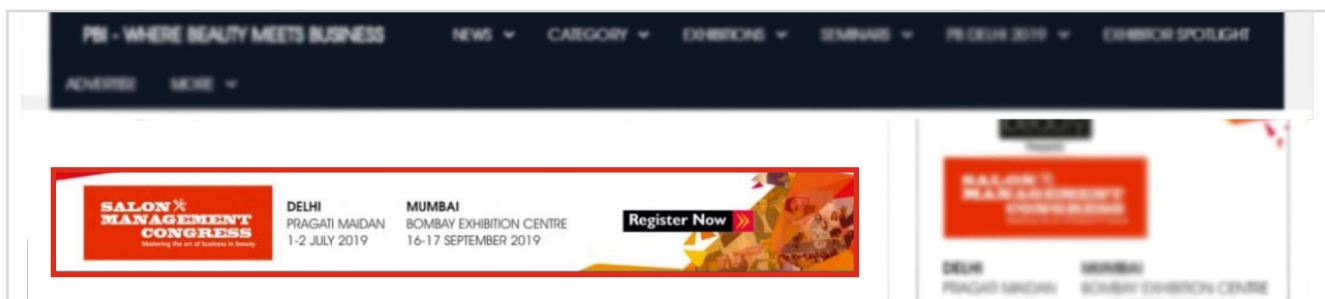
Fully responsive and optimized, our site is easy to use.



Home page - Top position: Header banner: 728px X 90px



Home page - Side banner: 300px X 250px



Home page - Leaderboard: 490px X 60px

## Sponsored news

Professional Beauty offers web and e-mail solutions that will increase your sales. Your story featured on the website.

Your story on the news letter.

# SOCIAL MEDIA MARKETING PACKAGES

## Social Media Marketing Package:

### ■ Premium Package: Rs. 15,000/- PM

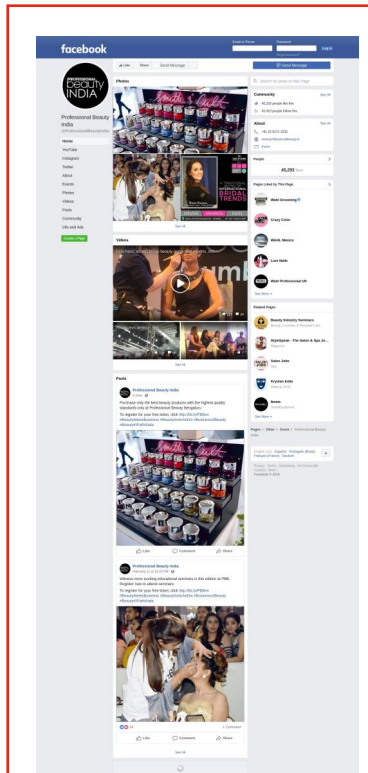
- 4 postings per month with logo graphic posting  
(Facebook / Twitter / LinkedIn / Instagram Story)
- Blogs if any
- Minimum Contract period 5 months
- Extra Charges for posting on groups and communities

### ■ Advanced Package: Rs. 10,000/- PM

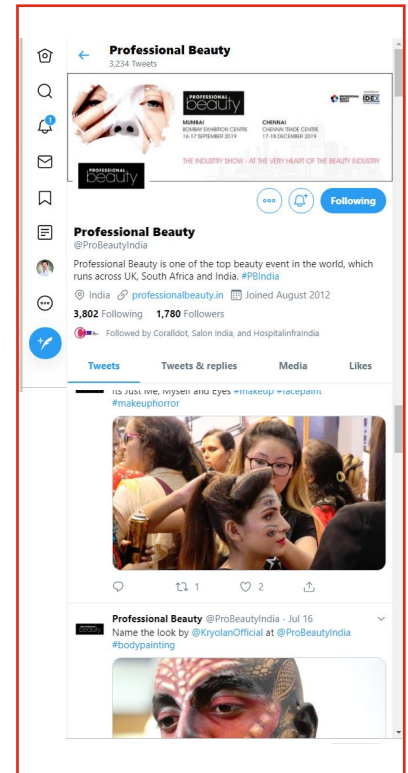
- 2 postings per month with logo graphic posting  
(Facebook / Twitter / LinkedIn / Instagram Story)
- Minimum Contract period 4 months

### ■ Basic Package: Rs.5000/- PM

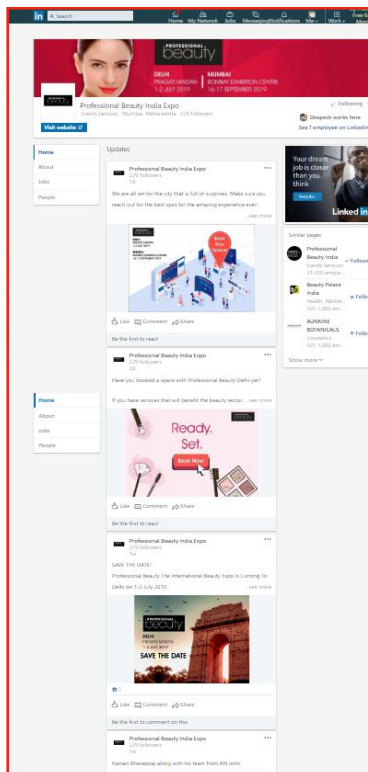
- 1 posting per month with logo graphic posting  
(Facebook / Twitter / LinkedIn / Instagram Story)
- Minimum Contract period 3 months



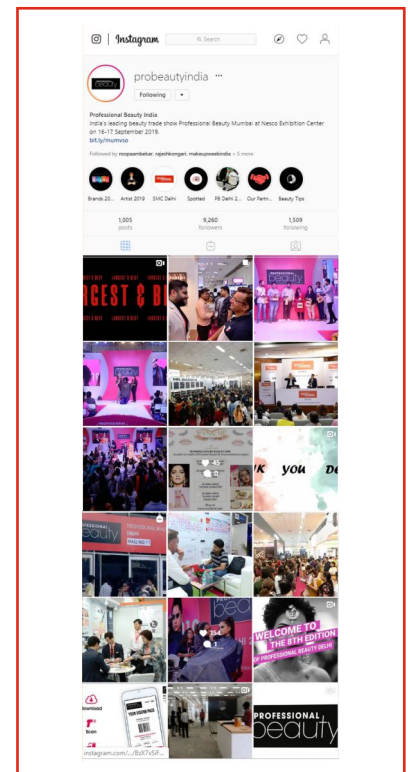
Professional Beauty Facebook Page



Professional Beauty Twitter Page



Professional Beauty LinkedIn Page



Professional Beauty Instagram Page



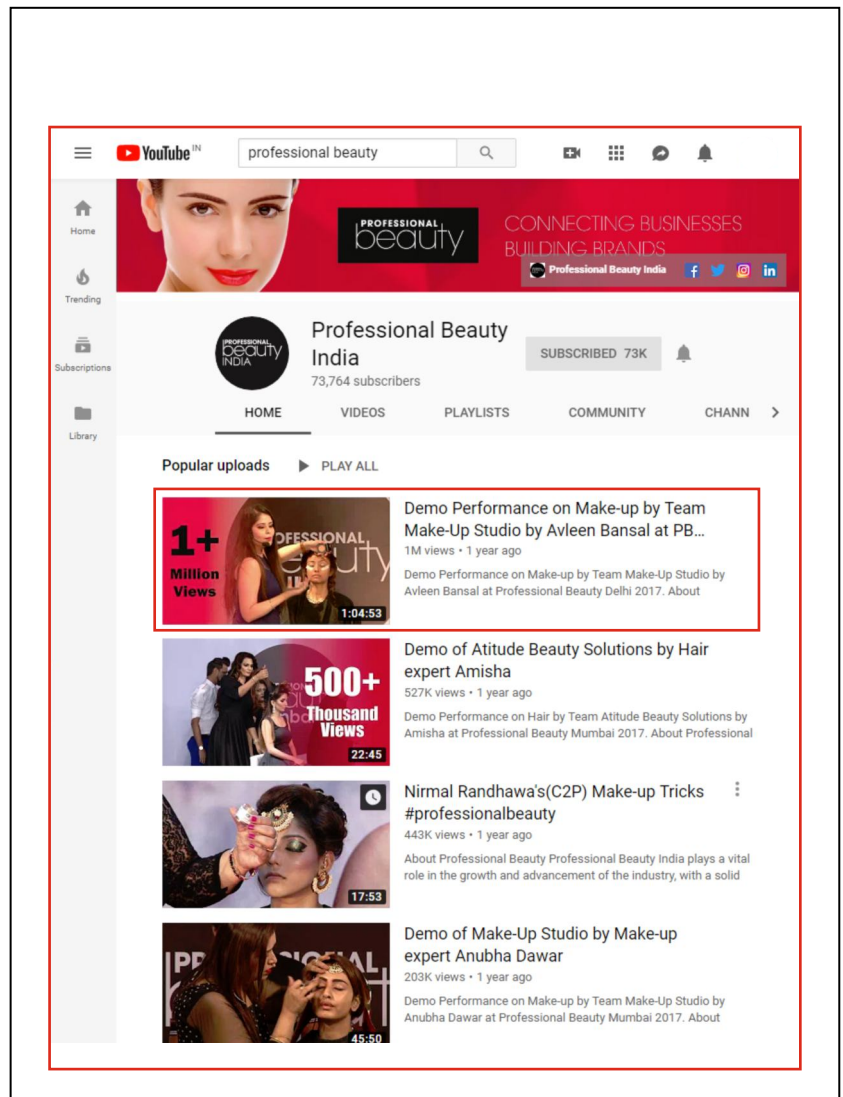
# YOUTUBE, WHATSAPPS & SMS PACKAGES

## YOUTUBE PACKAGE:

- 1 Video (1min-5min) with social media promotion. (Facebook, Linked In & Instagram Story)
- 1 month one video - Rs.10,000
- 2 month - Rs.17,000

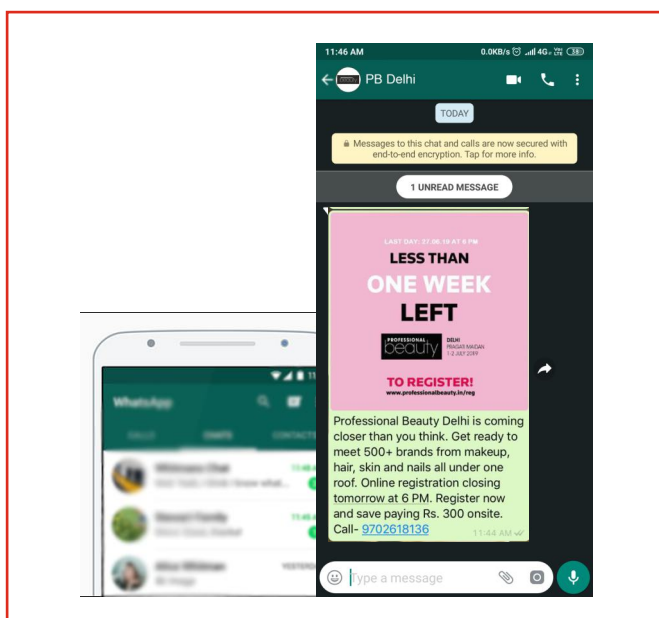
## PB SPOTLIGHT

Interview for 30 min. Our photographer, edit, social media promotion.  
**Rs.30,000/-**



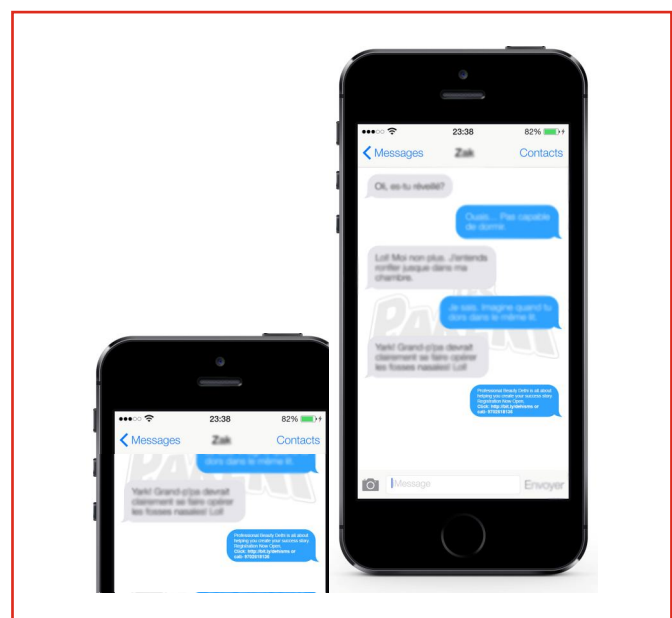
## WHATSAPP (Count- 90,000)

Image + Caption message (250 Character)  
only text message 4000 max Characters



## SMS (Count - 1,76,000)

Max 160 characters each



# CAMPAIGN PACKAGES

Make sure your story or video has maximum impact by reaching the combined audience of our website, newsletters and/or social media channels. Choose your package below.

A maximum of two sponsored content packages per week are available, to allow your content to achieve maximum impact alongside strong, independent editorial.

## Campaign Packages

### ■ Platinum Campaign: Rs. 1 Lakh PM

- (Min contract period 9 – 12 months)
- Monthly 3 News
- Monthly 2 E-mailer (50,000+)
- Four Videos
- Ad banner premium position (Header Banner)
- Interview of the spokes person
- Ad banner on monthly e-newsletter

### ■ Gold Campaign: Rs. 70,000/- PM

- (Min contract period 6 months)
- Monthly 2 News
- Monthly 2 E-mailer (30,000)
- Two Video's per month
- Ad banner prominent position (Side banner)
- Ad banner on monthly e-newsletter

### ■ Silver Campaign: Rs. 50,000/- PM

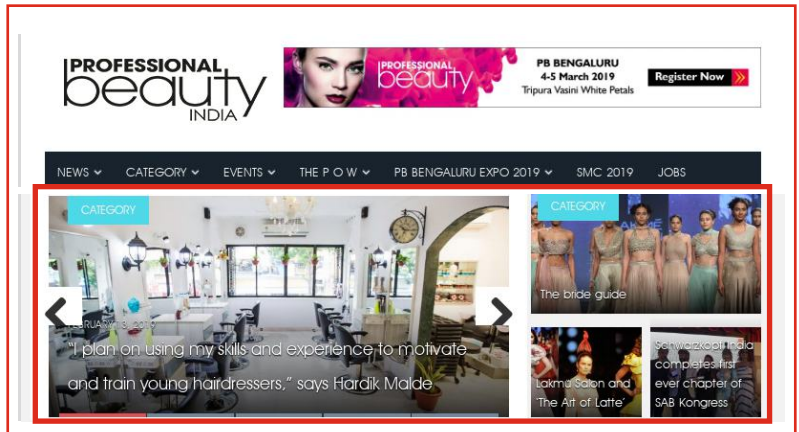
- (Min contract period 3 months)
- Monthly 2 News
- Monthly 1 E-mailer (20,000)
- One Video
- Ad banner (Leader Banner)
- Ad banner on monthly e-newsletter

\* All article links & videos, will be shared on PB social media pages.

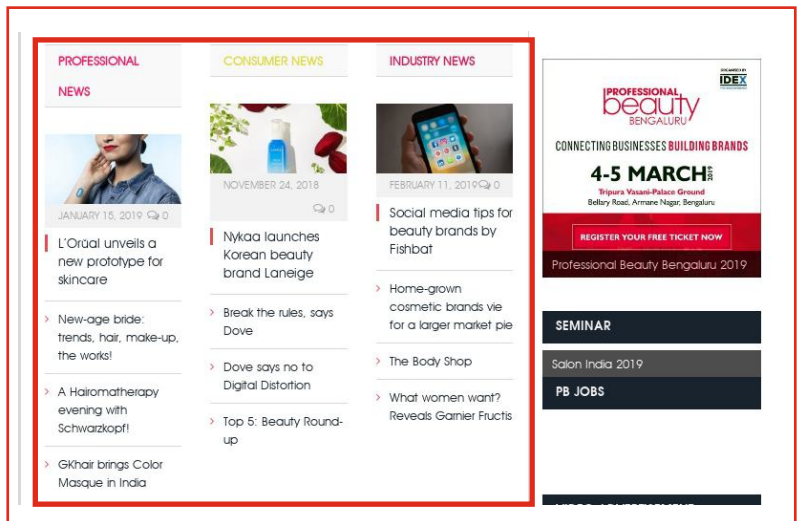
SEO of the article will be done

## HOMEPAGE

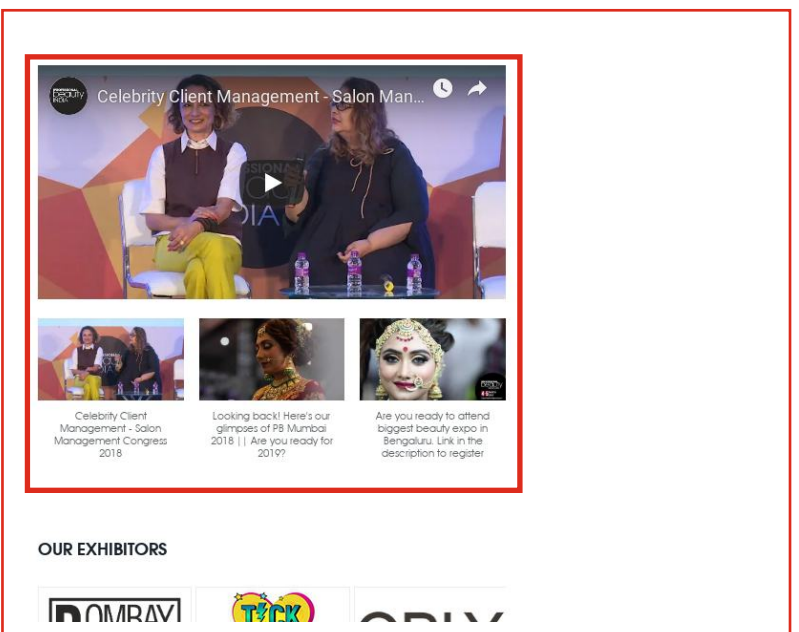
www.professionalbeauty.in



Homepage - News Banner

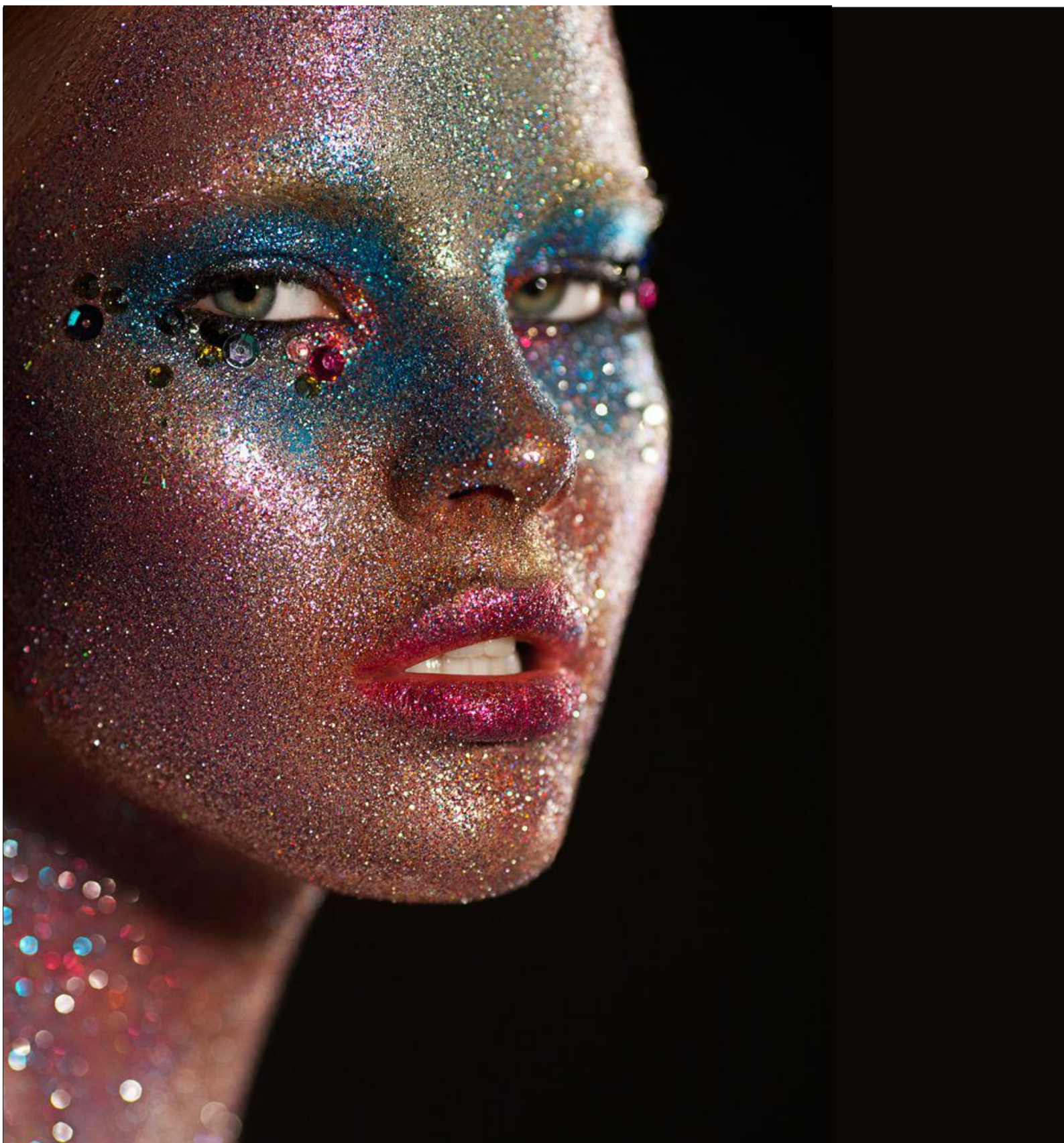


Homepage - News



Homepage - Video





**Contact Us:**

**Khyati Mishra** (Head of Marketing)

✉ [khyati.mishra@ideas-exchange.in](mailto:khyati.mishra@ideas-exchange.in) | ☎ +91 22 61713230



[www.professionalbeauty.in](http://www.professionalbeauty.in)