

Our  
readers  
are your  
Customers

StyleSpeak  
mediakit



## About us

StyleSpeak is India's prestigious professional magazine for the salon and spa industry.

Established in 2002 as the 1st Indian magazine dedicated to the hair and beauty industry, StyleSpeak is circulated to 47,000 salons and spas across India giving us a readership of more than 470,000 top notch professionals and their discerning clients. StyleSpeak is targeted specifically to salon & spa professionals and is their definitive monthly guide to hair and beauty trends, products and services from India and around the globe.

StyleSpeak's close editorial collaboration with India's leading hairstylists & make-up pros, salon biz experts and leading brands creates month-on-month relevant educational content, insightful tips, techniques, interviews & features that furthers our readers' business & creative interests.

StyleSpeak is a 'must read' for anyone professionally connected with or interested in the world of hair, nails and beauty. Every month it brings you

- The latest fashion trends drawn directly from catwalks in India and the fashion capitals of the world.
- Creative work of world-famous hairstylists and make-up artistes.
- The newest developments in skincare products and treatments.

StyleSpeak is also the reader's personal stylist. Its 'here' that you will hear about fashion, techniques, trends and launches FIRST! StyleSpeak's direct access to celebrity stylists and make-up wizards in India and around the world gives it invaluable and practical information and techniques so useful to our readers.

### Our Mission

- Produce an informative magazine that acts as a rich knowledge source as well as a handy guide that will inspire today's professionals and enable them to take their creativity & businesses to new heights
- Create a visually stunning magazine to international standards that captures the essence of this dynamic profession
- Develop an iconic magazine brand that is synonymous with India's professional Hair & Beauty and Spa Industry

### Total Circulation

- 47,000 & Readership of 4,70,000 Monthly
- 30,687 subscribers all India (primarily comprise hair & beauty professionals)

### Reader Profile

- 28-35 years old, SEC AB
- Owners of Hair and Beauty salons & Spas

### Reader Statistics

- Gender Ratio 70:30 female: male
- No. of people per salon: < 5: 12%: 5 - 10: 56%: > 10: 32%
- Median Age: 30.5 yrs

### Publishers

StyleSpeak - the Salon & Spa Journal is published by C & E Media, a division of Conferences & Exhibitions Pvt. Ltd. Established in 1990 and based in Mumbai, the commercial and fashion capital of India, C & E Media specialises in publishing; organisation of international trade shows & conferences, and brand consulting.



## 2018-2019 EDITORIAL CALENDAR

### January

#### Natural

Natural ingredients for cosmetics/foods for beautiful skin and hair, natural brands/products, launches, green trends, etc.

Editorial due: 1st Dec

Ad material due: 10th Dec

### February

#### Valentine

Colour cosmetics, makeovers, romantic spa destinations, Valentine special expert columns, Make-up tricks, etc.

Editorial due: 1st Jan

Ad material due: 10th Jan

### March

#### Men's

Male grooming – skin, hair, nail, products and treatments and beauty trends.

Editorial due: 1st Feb

Ad material due: 10th Feb

### April

#### Hair

Hair trends in cutting, colouring and styling, hair styles, pre and post treatment care, etc.

Editorial due: 1st March

Ad material due: 10th March

### May

#### Interiors

Latest design concepts, furniture, furnishings and equipment for salons and spas.

Editorial due: 1st April

Ad material due: 10th April

### June

#### Nails

Latest trends and nail accessories and gadgets, new launches, manicure and pedicure step-by-steps, best buys for the seasons, etc.

Editorial due: 1st May

Ad material due: 10th May

### July

#### Gadgets

Cool tools for hair, beauty, spa and nails using tools to enhance your work.

Editorial due: 1st June

Ad material due: 10th June

### August

#### Beauty

Tracking the best beauty care products, latest in beauty trends, celebrity beauty secrets and beauty treatments, etc.

Editorial due: 1st July

Ad material due: 10th July

### September

#### Bridal

Bridal hair, fashion, nails, make-up, accessories, bridal colour palette and beauty planner, bridal looks on the ramp.

Editorial due: 1st August

Ad material due: 10th August

### October

#### Makeup

Types of make-up, trends, ramp make-up, goodie bag, eye make-up, body glitter, etc.

Editorial due: 1st September

Ad material due: 10th September

### November

#### Anniversary

Featuring the top 10 products of the year in beauty, nails and hair. Top 10 salons, spas, treatments, etc.

Editorial due: 1st October

Ad material due: 10th October

### December

#### Party

Hair, Makeup and Nails trends for the party season. Roundup of the year that was.

Editorial due: 1st November

Ad material due: 10th November

# Advertising Tariff

Four Colour	X 1	X 3	X 6	X 12
GATE FOLD	670000	620000	570000	470000
Opening Spread	360000	330000	300000	250000
2nd Opening Spread	290000	265000	245000	200000
Regular Double Spread	270000	250000	230000	190000
Inside Back Cover	270000	250000	230000	200000
Back Cover	540000	500000	460000	380000
Last Page				
Full Page	220000	200000	180000	155000
Half Page	90000	80000	75000	65000
Quarter Page	45000	40000	38000	32000
Vertical Strip Ad	55000	48000	45000	38000
Innovations	at actuals			
comitted positions @ 20% premium				
CLASSIFIEDS				
Per Column Centimetre (CC)	700	540	500	440
MECHANICAL DATA				
Space	Size			
GATE FOLD	428mm w idth x 276mm height			
Double Spread	428mm w idth x 276mm height			
Full Page	214mm w idth x 276mm height			
Half Page - No bleed allow ed	210mm w idth x 130mm height			
Quarter Page - No bleed allow ed	130mm high x 90mm w ide			

**Note:** Keep 3mm extra bleed on all sides

## MATERIAL

- High resolution PDF / JPEG / TIFF / EPS / COREL files in CMYK format
- CD with digital proofs
- Vital advertising matter should be kept at least 10mm (1 centimeter) away from all edges.

## SPECIAL NOTE

- All prices per insertion per issue
- All prices are exclusive of agency commission.
- Taxes as applicable