

Beauty Business

The voice of the UAE's beauty & health industry

Media Kit 2010

Beauty Business is the only magazine in the Middle East that is mailed to 7,500 key people in the UAE beauty and wellbeing sector

Published 10 times a year, **Beauty Business** is read by the largest GCC budget-holders in this market – with job titles including CEO, MD, vice president, director, purchasing manager, salon and spa managers and owners as well as operational staff.

There is no other publication for the hair and beauty industry in this region that has a controlled distribution to 7,500 fully qualified readers.

The demography of this region is dominated by a young and affluent population with lifestyle aspirations that increasingly include a healthy and beautiful body. In recent years, the UAE has witnessed significant expansion in healthcare and wellness facilities:

- Dubai has the highest per-capita spending on health and beauty products in the world (*EPIC*)
- The wellness sector in the Middle East is estimated to be worth \$3 billion by 2015 (*Messe Frankfurt*)
- The spa industry is in expansion in the Middle East, with a turnover of \$631 million across the region – 42 percent of that in the UAE, where 212 spa establishments boast a total annual turnover of \$268 million. Dubai is leading international growth in the booming spa market (*DMG*)

This is a critical and fast-growing market for a booming industry in the region

The official magazine of Beautyworld Exhibition

We cover:

Beauty salons
Clinics
Consulates
Consultancies
Dentists
Distributors
Fitness centres
Government offices
Gyms
Health clubs
Hospitals
Hotels
Manufacturers
Nail bars
Professional establishments
Retailers
Spas
Suppliers
Training academies

Editorial integrity

Our editorial delivers hot-off-the-press industry news, views and comments to keep the key professionals in the sector abreast of developments.

Beauty Business is not a consumer magazine and does not aspire to be one. Our aim is simple: to help our readers run their businesses more effectively.

We will educate, inform and inspire with well-researched features that will help optimise costs and boost profits. Business profiles, retailer showcases, trend forecasts will be written with enthusiasm, expertise and authority. We will meet the key players in the beauty and health industry, and interview the movers and shakers.

We are making our readers' business our business.

Exclusive partnership

Beauty Business is the official magazine of Beautyworld Middle East – an exclusive arrangement between Turret and Messe Frankfurt, the organiser of this key show. Last year Beauty World Middle East and Wellness & Spas delivered 656 international exhibitors and attracted 15,089 visitors from 92 countries.

Beauty Business will mail a copy to all UAE visitors and to the exhibitors. This 7,500 distribution represents the most comprehensive and most



up-to-date list of decision-makers that is currently available – and they are exclusive to **Beauty Business**.

In addition we also distribute a full page-turning digital version of the magazine This is emailed to non-UAE visitors who are seeking to establish business partnerships in the Middle East.

Commitment

Our reader's business is our business; we cannot do our job properly if we are not helping them to do theirs. That is the overriding motif for **Beauty Business**. To implement this, we have four key drivers:

- We deliver first-class, informative editorial content that is useful and usable.
- We reach a carefully controlled readership of 7,500 professionals and key decision-makers working within the beauty, wellbeing, health and fitness industry sectors.
- We are available to meet with you and listen to your views.
- We are honest, open and transparent at all times.

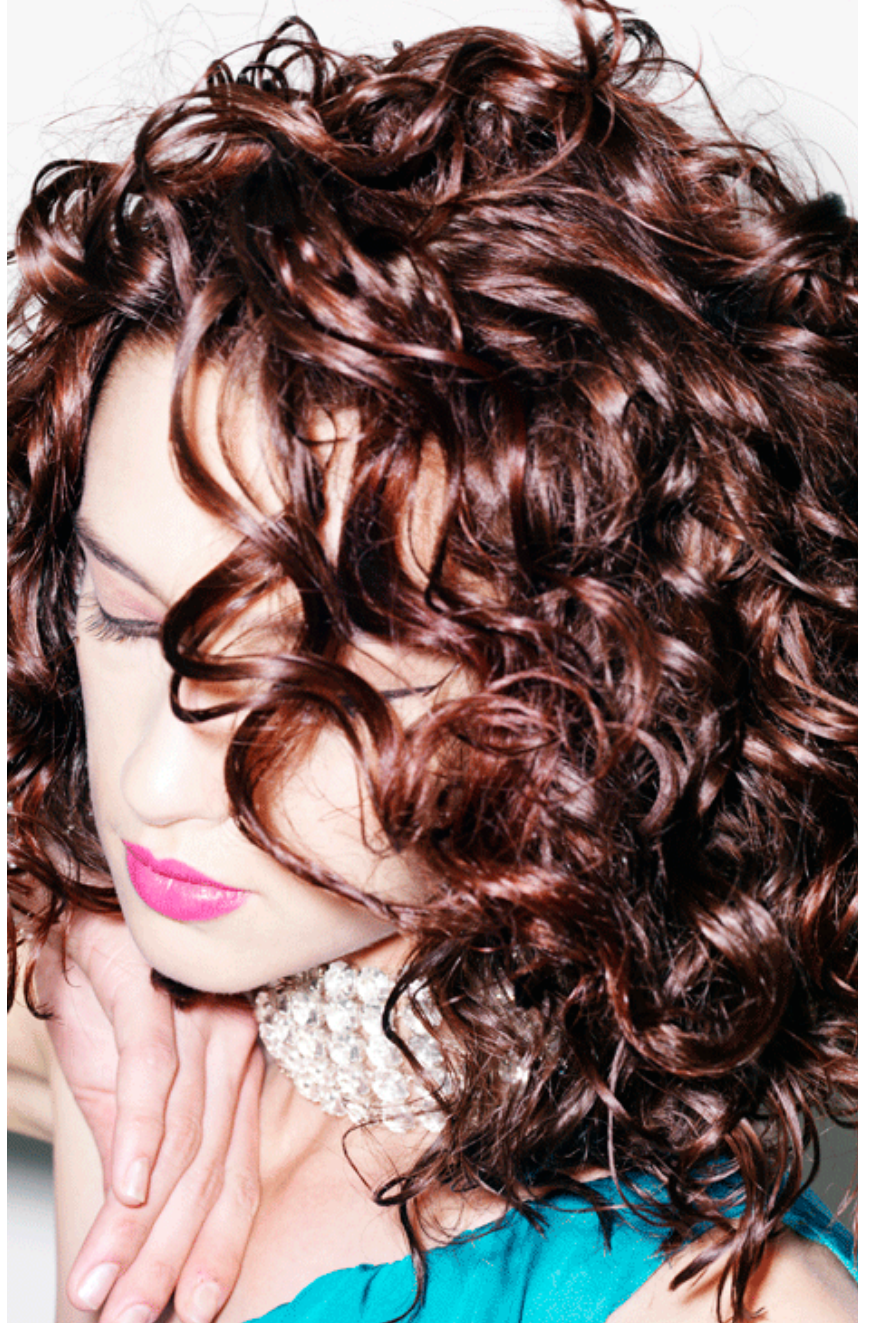
All-round benefits

Beauty Business reaches both trade and end-user buyers, ensuring advertisers are put in front of key purchasing decision makers month after month. To ensure we keep our database up to date, please do let us know of your company changes and of any new developments.



Editorial synopsis

- **Regional and international news** – a look at what's happening within the beauty industry both here and overseas
- **Exclusive interviews** – we talk to the key people in our industry
- **Industry experts** – take tips from the top with our expert columnists
- **Working lunch** – we chat to the industry MD of the month
- **The Cover Story** – Exclusive: the big story this month
- **Business reports and industry issues** – topical analysis, useful information and business solutions to help boost your bottom line
- **Emerging trends** – you saw it here first! The latest trend developments
- **Education and training** – we focus on the key aspects for any successful business
- **Q&A** – asking the questions you want answered
- **Company profiles and corporate case studies** – meet the faces behind successful businesses
- **Spa & Salon Spotlight** – we visit the manager and review what's on offer
- **Feature focus** – well-researched and in-depth features on the topics you want to learn more about



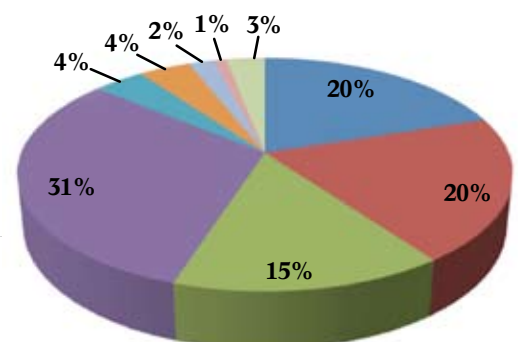
Why advertise in Beauty Business?

- Communicate effectively with your target audience on a monthly basis
- Strengthen your position in the market
- Raise awareness of your brand
- Increase sales by targeting the right people more efficiently
- Inform your audience of new developments and products
- Improve relationships with your customers
- Work with us to strengthen and improve the overall market

Beauty Business reaches the largest UAE budget holders, ensuring advertisers are put in front of key purchasing decision-makers month on month. 7,500 copies will be distributed each month – reaching a potential readership of 40,000.

Target readership

Retail Hospitality - Hotels:	General management	5%
	Spa management	9%
	Gym management	6%
Leisure, Health & Fitness:	Gyms and Fitness Centres	8%
	Health Clubs	12%
Spas	Resort Spas	12%
	Medi Spas	3%
Beauty	Nail Bars	12%
	Hair and Beauty Salons	14%
	Cosmetic surgery	5%
Hospitals & Clinics		4%
Government Departments, Trade Associations & Official Bodies		4%
Training Academies & Institutions		2%
Schools and Universities		1%
Property Developers, Architects & Interiors Designers		3%



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Rates

Display advertising	Single insertion	Series 3	Series 6
Double page spread	\$5600	\$5200	\$4600
Single full page	\$3500	\$3250	\$3000
Half page horizontal	\$2300	\$2050	\$1850
Half page vertical	\$2500	\$2250	\$2000
Quarter page horizontal	\$1500	\$1350	\$1200
Quarter page vertical	\$1750	\$1550	\$1400
Quarter page square	\$1600	\$1400	\$1300
Special Positions			
Special Positions	Single insertion	Series 3	Series 6
Front cover strip	\$2100	\$1900	\$1700
Vertical strip news pages	\$1900	\$1700	\$1500
Inside front cover full page	\$4300	\$3800	\$3400
Inside back cover full page	\$4300	\$3800	\$3400
Outside back cover full page	\$4300	\$3800	\$3400

Specifications

Technical data (w x h)	
Double page spread bleed	476 x 336 x mm
Double page spread trim	470 x 330 x mm
Double page spread type area	450 x 306 mm
Full page bleed	336 x 241 mm
Full page trim	235 x 330 mm
Full page type area	215 x 306 mm
Half page Vertical	106 x 292.5mm
Half Horizontal page	215 x 144mm
Quarter	106 x 140mm
Quarter vertical	51.5 x 292.5mm
Quarter Horizontal:	215 x 68mm
Cover strip	215 x 31.5mm
Half page advertisements are horizontal only.	
Artwork for print	
Accepted file type	PDF
CMYK images included	300 dpi (120 dpcm)
Greyscale images included	200 dpi (80 dpcm)
Bitmap images included	1200 dpi (360 dpcm)
Fonts	All must be included
All final data	CMYK separated
Please ensure PDFs are at least compliant with PDF/X1-a:2001 standards if possible and that no RGB (or 'spot') colour is included, i.e., all colours are CMYK separated or removed if not in use.	



Arabic and English versions

Sections of Beauty Business will also be translated into Arabic for the ecast mailouts once a month. Key features, interviews and the news pages will be produced in both Arabic and English to ensure that we are communicating effectively with all of our target audience.

Email blasts

We can send your sales message by email to a database of over 7,500 beauty professionals in the GCC countries. Please contact us for details.

e-Newsletter sponsorship

The BBWire e-newsletter is sent regularly to over 3,000 readers, and sponsorship opportunities are available on a solus basis. Please contact us for details.

Advertorials

Advertorials reflect the style of an editorial feature but use text and images supplied by the advertiser. We will edit the piece and provide a visual for client approval, time permitting.

In addition

- Highlights are featured together in the final section of the magazine. Layout is provided free of charge. All that is needed are 50 words of text (100 for half page), one quality image (1 or 2 for half page), 1 logo and full contact details. Highlights are ideal for product launches, company news, distributor networking, market testing, etc.
- Advertorials reflect the style of an editorial feature. Text and images to be supplied by the advertiser, by prior arrangement with the publisher, and are subject to approval by the editor/art director. A visual will be sent to the advertiser for approval, time permitting.
- We can also organise supplements, flyers and promotional material to be distributed with the magazine to all or selected categories of readers. Please contact us for details.

Turret Middle East is a leading media company in the Middle East. Turret's exhibitions arm has organised and managed some of the region's biggest events, including the World Future Energy Summit, Taste of Dubai, ADIHEX, ADIPEC and Gastech, drawing a record numbers of exhibitors, visitors, delegates, and expert speakers. Turret Middle East Publishing is a successful multimedia publisher of consumer and B2B titles, responsible for Gulf Interiors, Office Middle East and Abu Dhabi Week among other projects; these titles are cross-media brands, with online presence and a variety of delivery mechanisms in addition to the core print versions. The expertise that drives Turret Middle East is made up of industry professionals from around the world, with proven experience across all the disciplines required for the creation of successful events and publications, supported by a select range of professional service providers.

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