

New for 2016

# NATURAL Beauty News



**Natural Beauty News** is the beauty industry's go-to guide for everything green, glamorous and gorgeous. Read by department stores, supermarkets, pharmacies, health stores, major high street chains, brand owners, distributors, journalists and bloggers, Natural Beauty News is the the only title to focus purely on natural and organic beauty.

Edited by Julia Zaltzman, Natural Beauty News fuses product news, in-depth features, analysis, opinions and product trends. Formerly the Natural Beauty Yearbook it is also the home of the 'Who's Who in Natural Beauty' the annual hot list of personalities – as chosen by the industry. And the printed version is just the beginning. The print and digital edition is complemented by a news website – [www.naturalbeautynews.co.uk](http://www.naturalbeautynews.co.uk), an e-newsletter and social media.

Supporters include:



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## Natural Beauty News

Published twice a year, **Natural Beauty News**, is distributed with the March and October editions of **Natural Products News** – the leading trade magazine for the natural and organic products industry - delivering an audience of over 5,000 industry professionals. On top of this **Natural Beauty News** will be mailed to an additional 1,000 key beauty buyers, influencers and decision makers.

## Editorial Overview

As an evolution of the popular Natural Beauty Yearbook, **Natural Beauty News** will blend the latest industry and product news with the most popular elements of the Yearbook like Retailers Choice, interviews with leading industry personalities and the Who's Who in Natural Beauty. Here's what we have in store for 2016;

### Natural Beauty News - Spring

Retailer's Choice – spring

Beauty from Within

Natural Beauty & Spa preview

### Natural Beauty News - Autumn

Retailer's Choice – autumn

Who's Who in Natural Beauty

Haircare

## Total Audience Overview

### NATURAL Beauty News

Print (March & October)

6,000+

### NATURAL Beauty News

Digital Edition (March & October)

5,000+

### Monthly Beauty Buzz

e-newsletter

5,000+

@NatBeautyYrBook

1,706 followers

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# NATURAL Beauty News

## Advertising solutions and rates

Natural Beauty News offers a range of promotional opportunities to suit your marketing plans and budgets.








2016	1
DPS	£5,100
Full Page	£2,835
Mini Page	£2,340
Half Page	£1,575
Quarter Page	£788
Horizontal Strip	£630
New Product listing	£310
Feature Product listing	£330

Series discounts are available

Cover / guaranteed position – 10% premium

Total Audience Marketing package including online banners – 10% premium

### Mechanical Data

	Display ad	Bleed (h x w)	Trim (h x w)	Type Area (h x w)
	DPS	303 x 456	297 x 450	261.5 x 430
	Full Page	303 x 231	297 x 225	261.5 x 205
	Mini Page	N/A	206 x 153	N/A
	Half Page	N/A	134 x 205	N/A
	Half Page Vertical	N/A	273.5 x 100	N/A
	Quarter Page	N/A	134 x 100	N/A
	Horizontal Strip	N/A	50 x 205	N/A

# NATURAL Beauty News

## New Product listing

A new product listing is the perfect way to highlight new or re-launched products to the industry. Situated after Retailers' Choice it is dedicated to informing the industry of the latest product launches and developments. A listing includes:

- colour image
- contact Details
- trade Prices
- 100 word description

No of inserts	1
Price per insert	£310



## Feature Listings – in print and online!

Every issue of **Natural Beauty News** includes at least two lively and informative features. Listing your products within these features provides you with an excellent opportunity to raise the profile of your product within these well read and respected articles. A listing includes:

- colour image
- contact Details
- 100 word description
- Listing for 12 months at [www.naturalbeautynews.co.uk](http://www.naturalbeautynews.co.uk)

No of inserts	1
Price per insert	£330



## Advertising Contacts

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# NATURAL Beauty News

## Bringing the industry together

**Natural Beauty News** is distributed with **Natural Products News** – the leading trade magazine for the natural and organic products industry. Natural Products is brought to life at the series of Natural Products trade exhibitions held around the world in the UK, Sweden and Hong-Kong.



Supporters include:



## Contact us



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## About us

Diversified Business Communications UK is part of a rapidly growing, highly successful trade exhibition and media group, with its head office in the beautiful US city of Portland in Maine. For a complete overview and to meet the team please visit - [www.divcom.co.uk](http://www.divcom.co.uk)

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