

RETAIL BEAUTY MEDIA KIT 2023

For 18 years *Retail Beauty*, formerly *Esprit* magazine has been the leading trade publication for the retail beauty industry. Its 29,000+ quarterly readership rely on the publication for industry news, product information, education, launches, trends, insights and category features.

The Audience-REACH

69,700+ per quarter

A trade campaign booked across **Retail Beauty Magazine** and **Retailbeauty.com.au** will reach over 89,000 trade nationally each quarter.



29.7K

Quarterly magazine readership

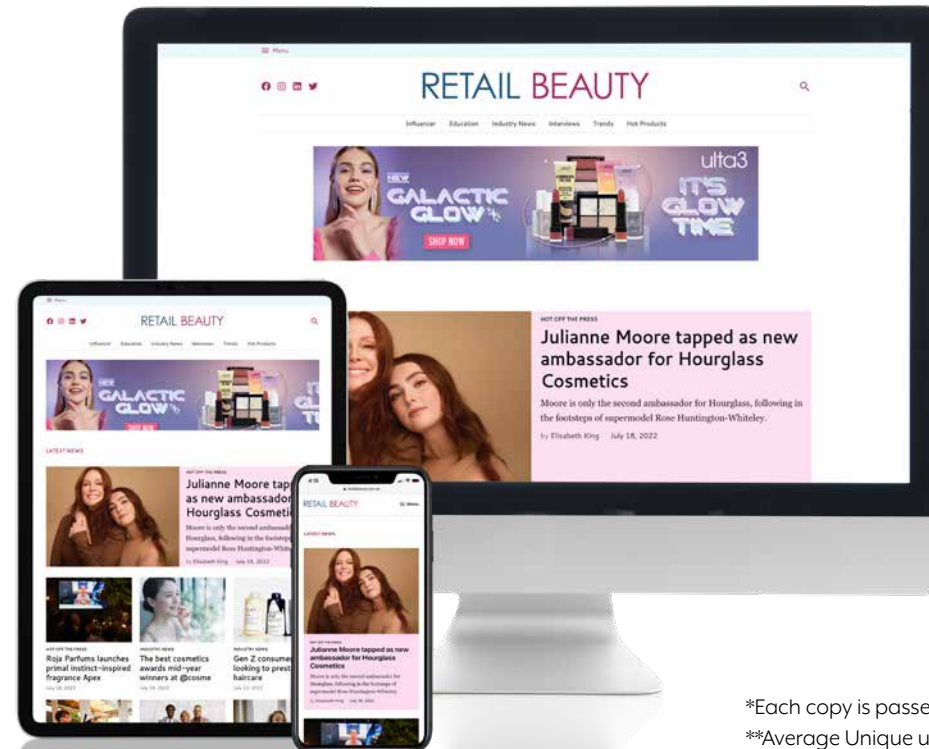
Retail Beauty Magazine Readership per quarter via 7243* copies



10K

Monthly website (Up 70% YOY)

Unique users
30,000 Unique users per quarter**



*Each copy is passed on 4.1 times

**Average Unique users per month 2022

The Audience - BREAKDOWN

TARGETED AUDIENCE

Banner Group Pharmacies – Category head buyers, retail managers, beauty advisors, floor staff

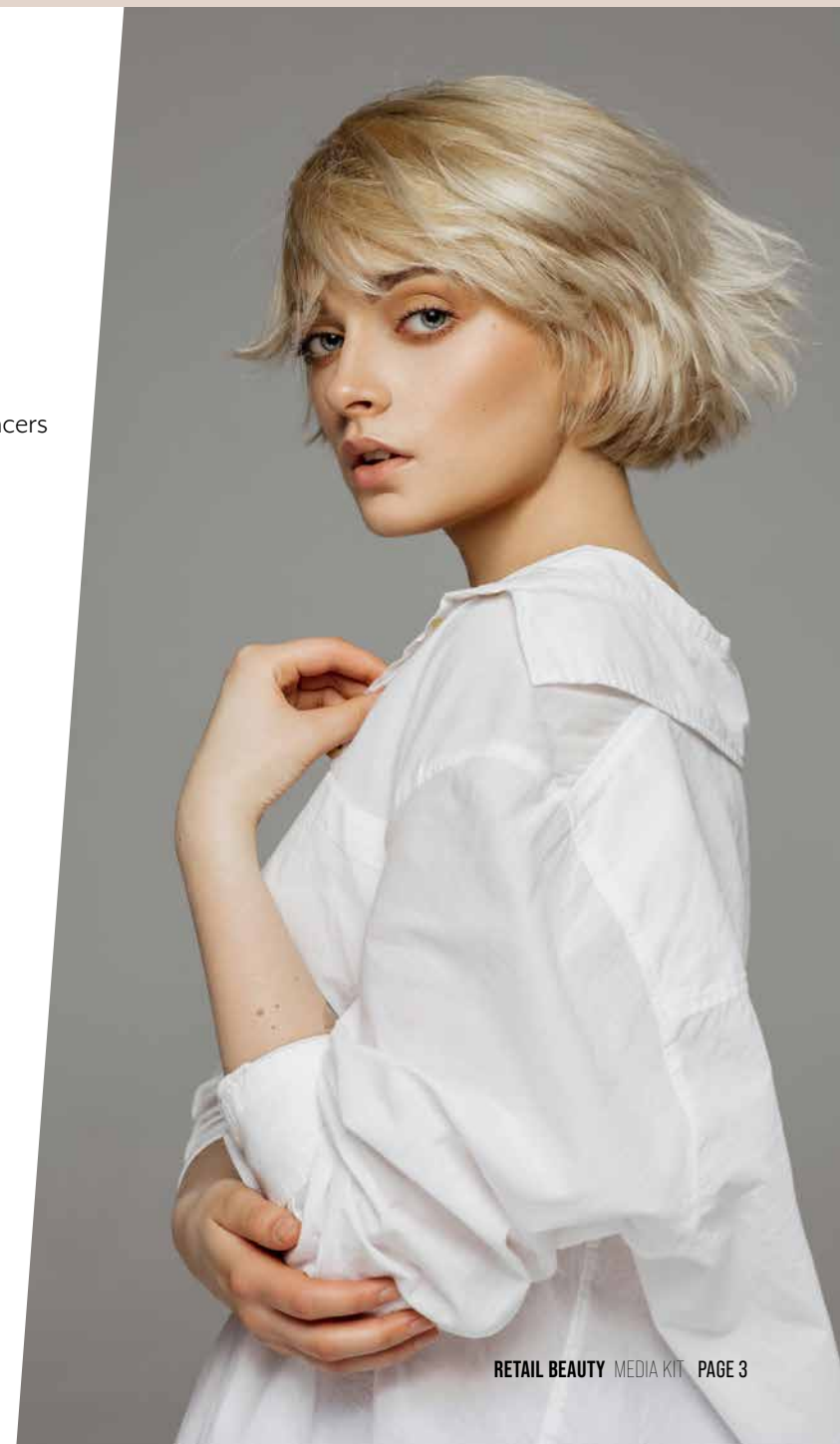
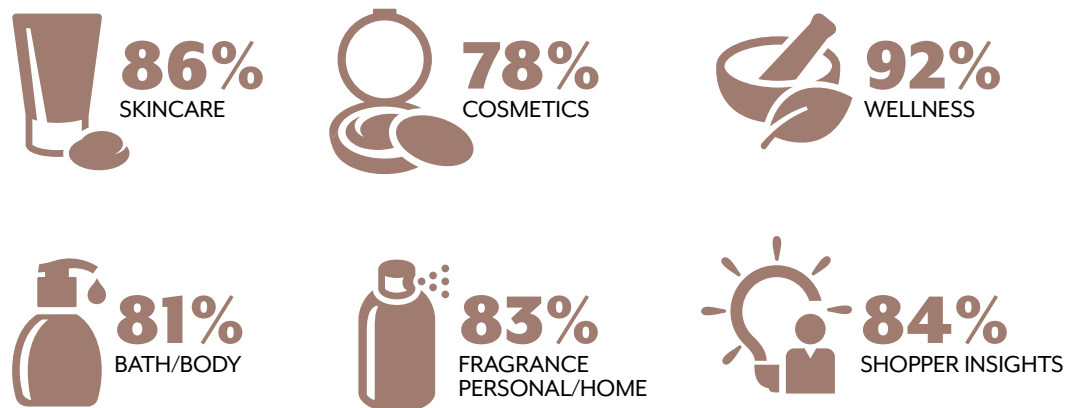
Independent Pharmacies – Retail managers, beauty advisors, floor staff

Department Stores – Category head buyers, counter managers, beauty advisors, store hosts and beauty influencers

Online retailers – Category head buyers



READERSHIP IS LOOKING TO GROW/IMPROVE



KEY POINTS OF DIFFERENCE

- Trusted for over 18 years.
- The only authoritative, independent retail beauty business magazine in Australia.
- Known in the industry as the Beauty Bible.
- Highly engaged niche audience.
- Distributed at the Australian Pharmacy Guild Conference, Pharmacy Assistant Awards and Naturally Good Expo.
- Free for trade to subscribe to the magazine.

RETAIL BEAUTY IS READ BY:

David Jones

Myer

Mecca

Sephora

The Iconic Beauty

Adore Beauty

Lotte Duty Free

Heinemann Duty Free

Priceline Pharmacy

Terry White Chemmart

Chemist Warehouse

Blooms the Chemist

Chempro

Advantage Pharmacy

Amcal Pharmacy

Discount Drug Stores

My Chemist

Guardian Pharmacy

Direct Chemist Outlet

Healthsave Pharmacy

Capital Chemist

Pharmacist Advice

Soul Pattinson Chemist

Good Price Pharmacy

Ramsay Pharmacy

National Pharmacies

Cincotta Discount

Chemist

Wizard Pharmacy

Wholife Pharmacy

Chemist King

Blooms the Chemist

Pharmacy4less

Pharmacy777

Pharmasave



SEPHORA MECCA



DAVID JONES

MYER

ADOREBEAUTY



HEINEMANN



Print Campaigns TO DRIVE BRAND AWARENESS + EDUCATION



DOUBLE PAGE SPREAD – INSIDE FRONT COVER

Be the first brand the audience sees.
Very powerful premium position.
Drives Brand Awareness + Call to action



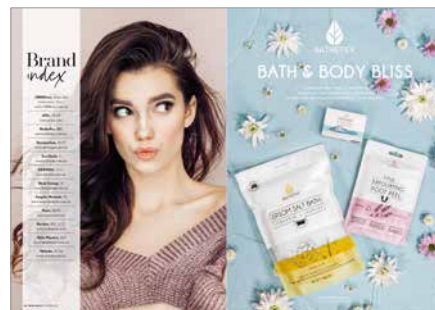
RIGHT HAND PAGE AD - OPPOSITE THE EDITORS LETTER.

Be seen right up the front in this premium position.
Drives Brand Awareness + Call to action



DOUBLE PAGE SPREAD

Command attention and stop a reader with prime DPS real-estate.
Drives Brand Awareness + Call to action



RIGHT HAND PAGE AD - INSIDE BACK COVER

Printed on thick cover stock, this position is premium.
Drives Brand Awareness + Call to action



RIGHT HAND PAGE AD WITHIN A FEATURE.

Drives Brand Awareness within a category + call to action



ADVERTORIAL DOUBLE PAGE SPREAD

Education is critical in a competitive market.
Stand out and tell your story.
Drives Brand Awareness + Education
+ Call to action

Brand EDUCATION

Sponsored Content educates the wider retail beauty industry

Educate buyers and retail managers on why they should be stocking your brand.

HOT PRODUCT

A sponsored content brand profile embedded in a feature and aims to drive Brand awareness + Education + Call-to-action.

Ideal for highlighting new product launches and updates. Each Hot Product will rotate online through the eNewsletter and website for 1 month and receive promotion in Retail Beauty magazine.

HOT PRODUCT INCLUDES:

- Quarter page brand profile
Design (no creative required) You supply 50-100 words + image
- 1 x Hot Product Tile
Editors e-Newsletter (2 weeks)

Budget
\$1,500 ex GST

PRINT SPECS:

- 1 x Feature image 200 x 200px, 1MB
- jpeg or gif
- Catchy 5-word headline
- Summary text up to 20 words
- Main body text up to 100 words detailing features
- Company name
- Contact phone number
- Website

DIGITAL SPECS:

- 1 x High res image (300 dpi)
- Catchy Heading up to 5 words
- 100 words detailing features
- RRP \$
- Company name
- Contact phone number
- Website



HOT PRODUCTS



SkinCeuticals H.A. Intensifier

This winter leading medical aesthetic skincare brand SkinCeuticals is reminding Australians to adjust their skincare regime to suit the changing environment and give skin the boost of hydration it needs throughout the cooler months with its luxurious, highly active serum H.A. Intensifier. As the temperatures drop, so too does the humidity in the air. This often causes skin to dry out which can increase the appearance of fine lines and creases associated with ageing. SkinCeuticals offers a solution to combat dryness, sensitivity and irritation with its innovative serum, H.A. Intensifier – a powerful hydrating and corrective concentrate, that has the unique ability to amplify the skin's own capability to hydrate, while boosting moisture and firmness.

www.skinceuticals.com.au



Hemp Hero

BodyBlends has launched a revolutionary Hemp Hero body range. Utilising a special concentration of 10 per cent cold-pressed hemp seed oil, grown in Australia, the trio of products energise and regenerate the skin, while unclogging pores and diminishing the appearance of uneven, bumpy skin. The range includes Hemp Hero Body Wash, Hemp Hero Coffee Scrub and Hemp Hero AHA Lotion. The products are suitable for all skin types and consist of only vegan and natural ingredients.

<https://au.bodyblends.com>

1 | RETAIL BEAUTY | SPRING 2022

NEW

Cost effective brand awareness in the magazine + **product tile** in the editor's newsletter.

Includes click-through to **retailbeauty.com.au** with product education and follow through links.

Signature Scent

Born from a collective and intrinsic appreciation towards the ethereal qualities and emotive capabilities of fragrance, Owners Clara Mahoney and Elle Wallace gave light to SSAINTE. Speaking to a new generation of emotional consumers, SSAINTE offers cruddy-free, clean, gender-neutral scents, hand-refined in Sydney. SSAINTE's core range includes four signature scents, Twenty Two, Comic Bang, Smokehouse and Modus Vivendi. Each scent has been carefully curated to offer a unique character of self, an all-encompassing ode to experience, aspiration and olfactory memories. While it is already stocked at multiple outlets, including The Iconic and ABeauty, it is now also available at Sephora Australia.

www.ssaint.com.au



Green is Good

The mantra at Hempuary is 'green is good'. That's why at Hempuary they have chosen to use organic hemp seed oil as their hero ingredient, known for its rich, antioxidant properties and its ability to calm, hydrate and revitalise the skin. Nutrient rich and filled with vitamins A and E and omega 3 and 6, this wonder oil works to promote skin health by regulating the skin's oil production without clogging pores. Made in New Zealand, Hempuary products use gentle, result-driven formulas that work – creating some of the best hemp skincare in Australia. All products have recyclable packaging, cruelty-free, naturally fragrances, GMO free, paraben free, silicone free and sulphate free.

www.hempuary.com.au



Brand EDUCATION

Showcase a brand story or unique selling point

Are you a new brand entering a category or a market leader launching a new product?

This is your opportunity to get in front of a captive trade only audience

WHAT'S TRENDING

A brand profile up front of the publication to drive Brand awareness + Education + Call to action

WHAT'S TRENDING INCLUDES:

- **Half page brand profile**
Design (no creative required)
You supply 150-250 words + image
- **1 x eDM**
(shared voice with 3 other brands) includes click-through to your website. Average open rate 29.6%.

Budget
\$3,000 ex GST

NEW

Cost effective option up the front of the **magazine** + eDM (includes click-through to your **website**)



WHAT'S TRENDING



Better than Ever

Better Brand takes a unique approach to fragrances, breaking free of traditions by creating three gender neutral scents, encouraging people to explore their identity, express themselves and celebrate their freedoms. To be better, the brand has created distinctly different fragrances made from chemical free Australian botanicals and native extracts. Packaged in 100 per cent recyclable and sustainable fragrance keepers, Better Brand also offers refills and a buyback program. These packaging solutions assist in

reducing greenhouse gas emissions and keeps products out of landfill. The Better Brand fragrance family includes: Ocean Wild, Fresh Intent and Smoky Notes, each individually available in three forms: solid, serum or mist. Ocean Wild: Notes of Saffron + Coconut Water + Ginger + Sea Salt + Driftwood. Fresh Intent: Notes of Fresh Earth + Herbs + Saffron + Tobacco Leaf + Hints of Tea + Fresh Rhubarb. Smoky Notes: Notes of Soft smoke + Suede Leather + Tobacco Leaf + Dry Grass. www.thebetterbrand.com.au



Premier Skincare

French skincare brand Caudalie outlines eight age markers: wrinkles, fine lines, loss of firmness, loss of elasticity, loss of volume, dehydration, dark spots and loss of radiance. After 10 years of research, Dr David Suckale, an Australian professor of genetics and co-director of Harvard Medical School's Paul F Glenn Center for Biology of Aging Research, discovered an enzyme named TET (Ten-Eleven Translocation), that enables skin aging to be reversed. The Caudalie Natural Formulation Laboratory worked to find a pharmaceutical active ingredient capable of boosting this TET enzyme, and found Honokiol, from magnolia and obtained by eco-extraction. Combined with resveratrol, its effects are multiplied, enabling it to act directly on the skin's youth protein and correct the signs of aging. It has been named TET-ER and it can be found in the new Caudalie Premier Cru collection, which includes Premier Cru The Cream, which is refillable, Premier Cru The Eye Cream and Premier Cru The Serum. Available at Sephora and Sephora.com.au. <https://en.caudalie.com>

Exclusive Feature SPONSORSHIP

Drives Brand Awareness

THE PACKAGE INCLUDES:

- **2 x Full Page Ads**
Spaced throughout the feature, as top and tail or a Double Page Spread
- **Editorial**
The sponsors brand will have premium positioning within the editorial, followed by further analysis of the category.
- **1 x Editors weekly e-newsletter takeover**
Includes leader board Ad plus 2 MREC Ads. With click through to your website.

Budget
\$9,800 ex GST

Dominate the feature and set your brand apart as the category leader

E-NEWSLETTER TAKEOVER

LEADERBOARD

MREC

MREC



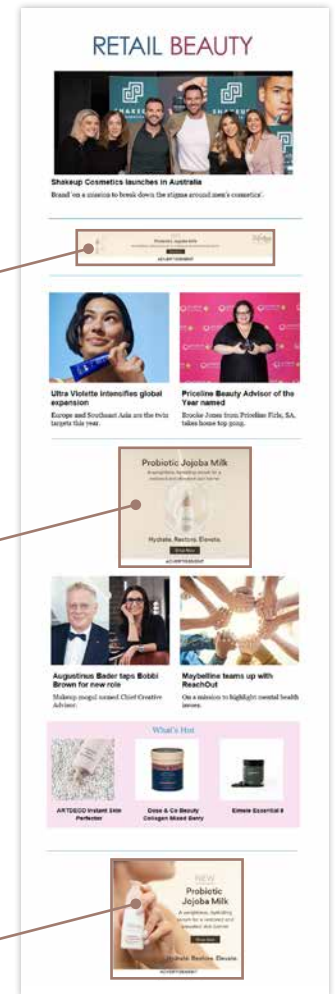
EDITORIAL



EDITORIAL



2 X FULL PAGE ADS



SPONSORED CONTENT PACKAGE

The partnership of sponsored content and display advertising links a trend or opportunity with a solution and/or a brand. Well written sponsored content should inspire and educate, aim to discuss a category trend, showcase a solution to a problem or create excitement around key trading periods. Display advertising around your branded content links your brand with the growing trend, solution or key trading period.

Sponsored content builds **Awareness, Interest, Consideration, Intent, Evaluation.**

Sponsored content is embedded on the website and in the newsletter for two weeks and broadcast once a week for to 11,400 registered subscribers.

SPONSORED CONTENT PACKAGE INCLUDES:

- 1 x DPS branded content article written by our editors with your sign off
- Article published on the website and in the enewsletter
- + Leaderboard and MREC displayed alongside the article

Budget
\$10,200

Sponsored content article
written by our journalist

Published in
Retail Beauty
magazine

Published on
Retail Beauty
website

Published in the
Retail Beauty
eNewsletter

FRONT COVER PACKAGE

Brand Awareness + Education + Call to action

THE PACKAGE INCLUDES:

- 1 x Front Cover & Outside Back Cover
- 1 x DPS Interview with Elisabeth King
- 1 x Digital Captivation

Complete Website Takeover for 1 Month + MREC

Budget

\$25,000 ex GST

Only 4 available per year



FRONT COVER

Print & Digital Campaign

WEBSITE TAKEOVER

BILLBOARD



OUTSIDE BACK COVER

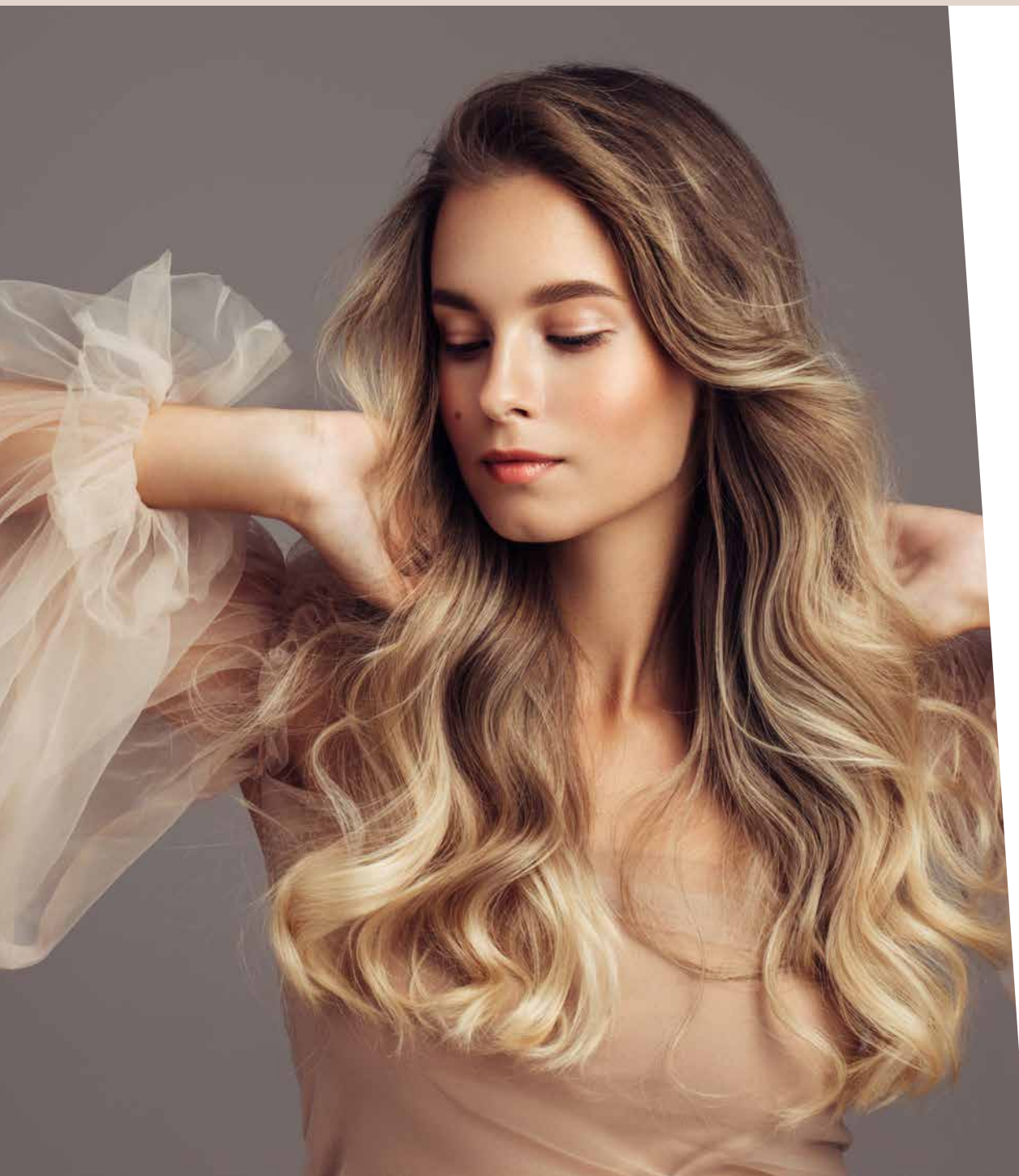


DPS INTERVIEW WITH ELISABETH KING

MREC

Features list

ISSUE	PRODUCT CATEGORY FEATURES	FEATURE EDITORIAL CLOSES	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE	MAGAZINE MAILED
AUTUMN Feb/Mar/Apr APP 75 th Issue Celebration	<ul style="list-style-type: none"> • Cleansers, Toners & Moisturisers • Vitamins/Supplements - Hair, Skin, Nails • Oral Care • Lipsticks, Glosses & plumpers • Mothers Day Gifting 	November 11 th	December 9 th	December 16 th	February 8 th
WINTER May/Jun/Jul Naturally Good Expo	<ul style="list-style-type: none"> • Retinols/Vitamin C/Hyaluronic • Vitamins - Multi/ Gummies • Body, Hands & Feet - Lotions, oils, treatments, multi purpose balms • Hair Treatments - Masks and Oils • Bath & Body - Salts, Detox 	February 10 th	March 10 th	March 17 th	May 10 th
SPRING Aug/Sep/Oct Paty Awards	<ul style="list-style-type: none"> • Fragrance - Luxury • Sheet Masks/Face Oils • Hair Growth Supplements • Colour Cosmetics • Christmas Gifting 	May 12 th	June 9 th	June 16 th	August 9 th
SUMMER Nov/Dec/Jan	<ul style="list-style-type: none"> • Tanning - Mousses, Gradual, Face Water/Mist, Oils • Sunscreen - Face, Body, After Sun • Ingestable Collagen • Nail Care - Nail Polish, nail tools, polish remover • Hair Styling - Products & Tools 	August 11 th	September 8 th	September 15 th	November 1 st



Online

It's critical that your marketing message reaches retailers in the right place at the right time. That means you need to meet them where they're spending a large amount of their time: online. Leverage the Retail Beauty digital channels such as desktop, mobile, EDMs, newsletters and social media to connect with buyers and floor staff in store.

Retailbeauty.com.au is first to market with breaking news, events and product launches from around the beauty sector with updates every Wednesday via the Retail Beauty Editors eNewsletter.

AUDIENCE BREAKDOWN

WEBSITE AUDIENCE

UNIQUE USERS per month

10,000+

PAGE VIEWS

20,540

TIME-ON-SITE AVERAGE

1 minute 14 seconds

eNEWSLETTER

REGISTERED SUBSCRIBERS

11,400

OPEN RATE

29.6%

DIGITAL CAPTIVATION

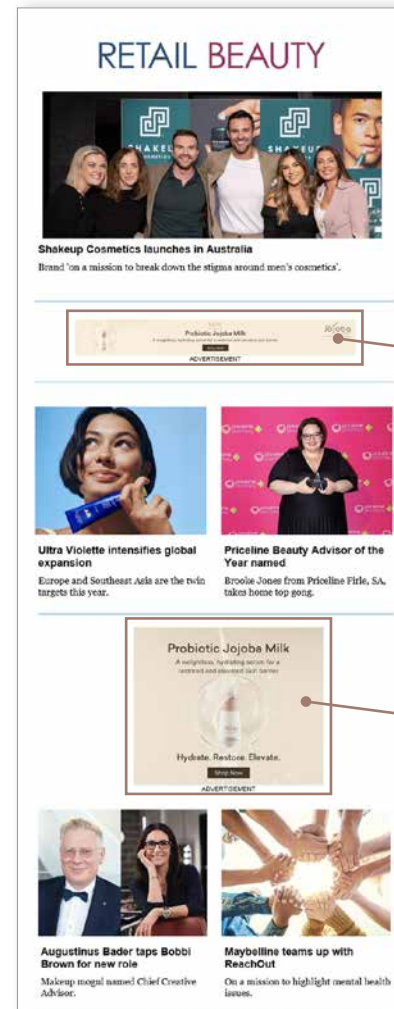
Complete Website Takeover for 1 Month + MREC

\$3,300



BILLBOARD

MREC



HEADER BANNER

MREC

eNEWSLETTER TAKEOVER

Leverage the trusted Retail Beauty brand to get into the inbox of your customers through our weekly Newsletter.

Own the day's news with **Banner** and **MREC** placement for your brand.

\$1,600 (2 weeks)
\$2,800 (per month)

SOLUS EDM

Retailers trust Retail Beauty for important product information. The eDM provides one brand sole ownership of the content, making sure your branded message is successfully delivered to 11,400 email inboxes.

eDMs are ideal for promoting:

- Product launches
- Brand campaigns
- Major announcements
- Company profiles

Why should I use an eDM?

An eDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

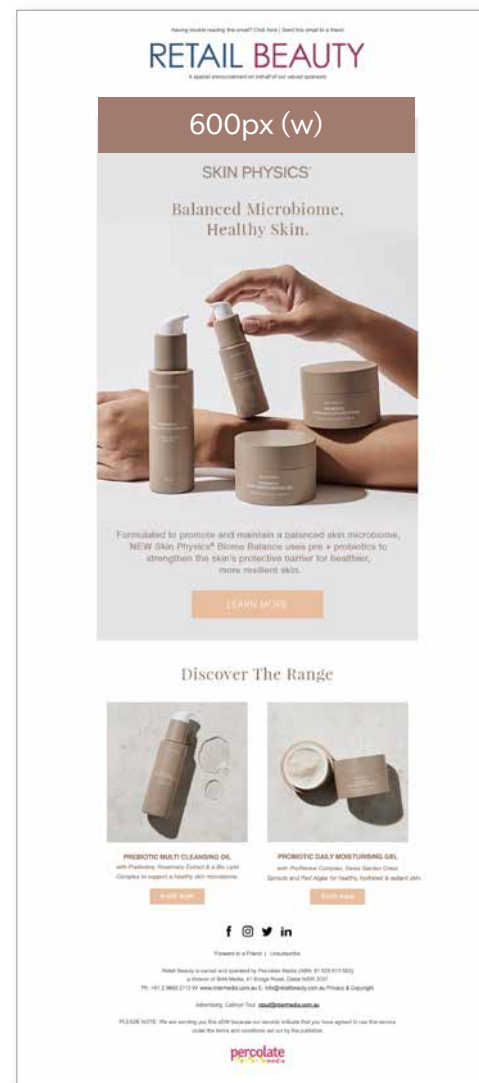
When can I send an eDM?

They can be scheduled to be sent on either a Monday, Tuesday or Thursday each week. This third-party eDM send provides your message with exclusivity and higher reader retention.

\$2,100

(Limited sends per month)

600px (w)



Images can be supplied larger than the recommended HTML size (600px) eg 1200px for a sharper image quality. It's also recommended that the images file size, is less than 1Mb in total.

For more information, call **Cathryn Tout** on **0416 350 742** to find out how you can reach our highly-engaged and targeted audience.

PRINT RATES & SPECS

PRINT OPPORTUNITIES

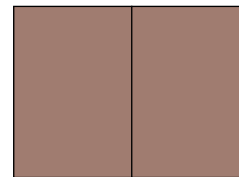
KEY POSITIONS	Casual
Front Cover Package - includes front and back cover, double page interview with Elisabeth King. Plus 1 month digital captivation.	\$25,000
Inside Front Cover - double page spread	\$9,720
Inside Back Cover	\$6,200
Double Page Spread	\$8,800
Full Right-Hand Page	\$5,900
Half Page	\$3,500
One Third Page	\$3,000
Trending Package - Includes print and eDM	\$3,000
Hot Product Package - Includes, print and digital	\$1,500
Exclusive Feature Sponsorship Package - includes 2 x full page ads, 1st position in editorial and e-newsletter takeover	\$9,800
Sponsored Content Package - includes branded content article DPS and e-newsletter.	\$10,200
Discounts are available for multiple bookings. All rates quoted are exclusive of GST.	

Talk to your sales rep regarding further tailored, bespoke advertising opportunities. Art costs at standard display art production rates plus photography etc to quote.
DISPLAY ART: Email all material High Resolution PDFs to magazine.material@intermedia.com.au marked for Retail Beauty.

ADVERTISEMENT SIZES

A4 magazine trim size: 297mm (d) x 210mm (w)
Bleed: +5mm bleed off all edges

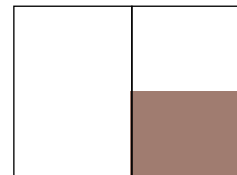
TRIM SIZE	(d) x (w)
DPS full bleed	297 x 420
Full page bleed	297 x 210
1/2 page horizontal	148 x 210
1/2 page vertical	297 x 100
1/3 page horizontal	101 x 210
1/3 page vertical	297 x 68



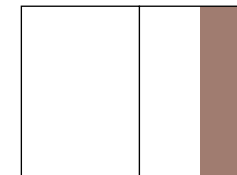
Double Page Spread



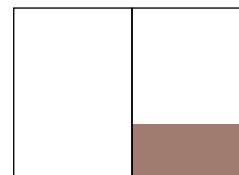
Full page



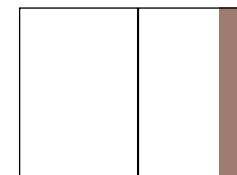
1/2 page horizontal



1/2 page vertical



1/3 page horizontal



1/3 page vertical

MATERIAL SPECIFICATIONS

Adobe Portable Document Format (PDF).

All images at 300dpi (at 100% scaling).

All fonts to be embedded.

CMYK only. RGB, spot or pantone colours will be converted to CMYK (unless previously organised fifth plate for spot/pantone).

Maximum ink weight to be no more than 300%.

We do not accept adverts in QuarkXPress, Word, PowerPoint, Publisher or any Microsoft software.

All bleed must be a minimum of 5mm.

All marks and trims to be offset at 5mm.

Text to be a minimum of 8mm from edge of page.

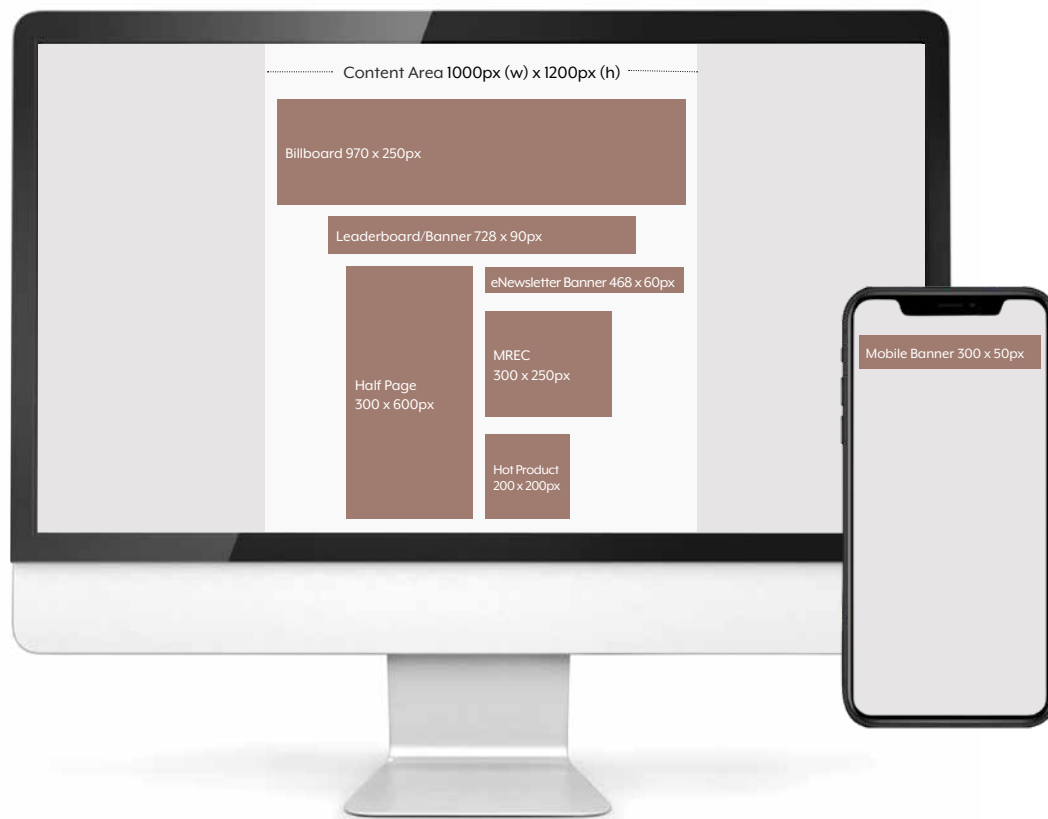
Email magazine pdf artwork (up to 10MB) to: magazine.material@intermedia.com.au

If larger than 10MB send via Hightail: www.hightail.com/u/IntermediaDropbox

DIGITAL RATES & SPECS

Key Positions	Description	Rate
1. DIGITAL CAPTIVATION	(Complete Site Takeover + MRec) – one month with 50% share of voice	\$3,300
2. SOLUS EDM	Electronic Direct Mail with 100% share of voice sent to our whole database.	\$2,100
3. NEWSLETTER TAKEOVER	Leaderboard and MRec takeover of weekly e-newsletter to editorial subscribers x 2 weeks	\$1,600
4. SPONSORED CONTENT	Promoted in newsletter & on the home page for 2 x week period, permanently archived on retailbeauty.com.au, MRec and leaderboard included	\$1,600
5. HOT PRODUCT	Promote and highlight your new product launches, homepage image, newsletter promotion – one month	\$850
6. EVENT CALENDAR	Promote your event, Summit, conference, roadshow on our home page	\$500
7. VIDEO PROMOTION	Permanently archived on retailbeauty.com.au and featured in our weekly newsletter	\$450

All rates quoted are exclusive of GST.



Digital Assets	Specifications (Width x Height in pixels)
Billboard	970 x 250
Leaderboard/Banner	728 x 90
Mobile Banner	300 x 50
Parallax	1440 x 1440
Half Page	300 x 600
MREC	300 x 250
eNewsletter Banner	468 x 60
Solus eDM	- refer to page 14
Hot Product	- refer to page 6

Maximum file size: 50kb

File formats: jpg, gif or swf

eNewsletter placements: jpg or gif

(please note some email clients will display only the first frame of an animated gif)

eDM Specifications

HTML file: Max of 20kbs

Images: Recommended total less than 100kb. max of 200kb accepted.

- Maximum of 600px (w) to fit into our template.
- All html should be table-based, with no <div> tags, no floating or absolute positioning
- All styling should be inline, with no external style sheets.
- No background images.No bookmark or anchor tags.No social media links.
- Avoid having a heavily image based eDM – try to keep majority of text within the HTML as opposed to within graphics.
- Additional text-only version is advised.
- Please specify a subject line when sending through your material, of maximum 80 characters length (including spaces). Less than 50 characters is recommended.

Please send HTML file to: **material@intermedia.com.au**, a minimum of 3 business days prior to send date. A test will be sent for your approval, please be on standby.

SEND FINISHED ARTWORK OR QUESTIONS TO
 material@intermedia.com.au



Testimonials

WELEDA

CHARMAINE PICHLER,
Head of Marketing, Weleda

"To celebrate our Weleda 100 year anniversary, we partnered with Retail Beauty in 2021. Seeing our vibrant brand come to life on the front cover and continuously in the publication and online throughout our anniversary year helped drive brand awareness and tell our story to potential and existing retailers and beauty advisors. To keep the momentum going we are continuing the partnership in 2022 and look forward to growing alongside this valuable industry publication. The team is a delight to work with."

BOOST LAB®

CRAIG SCHWEIGHOFFER,
Founder & Director, Boost Lab

"We partnered with Retail Beauty right from the beginning of Boost Lab as a part of the initial trade marketing strategy to provide awareness and educate the professional Beauty community. This has been a successful step in building the brand within the industry."



The Pharmacy
Guild of Australia

EMMA FERNANCE,
Events Manager, The Pharmacy Guild of Australia, QLD Branch

"Working with Retail Beauty magazine on our events over the past few years has been a great experience. The energy which the team bring with them onsite is amazing and really adds to the atmosphere of our conferences. The team at Retail Beauty are pros at promoting different brands and spreading the word to attendees. I look forward to many more years of working with Retail Beauty to enhance our conference experience for delegates."