

2015 MEDIA KIT

6MIL

Total Audience Annually

450K

Avg. Monthly Online Audience

+10K

Monthly App Downloads, and

2.3MIL

Downloads YTD

500K

Quarterly Print Audience



NEWBEAUTY | 2015

MISSION STATEMENT

NEWBEAUTY | THE BEAUTY AUTHORITY

NewBeauty is the ultimate resource redefining the beauty space with its trend-driven approach—education powered with innovation. Filled with our editors' trusted voices providing the most shareable breaking beauty trends, original reporting and product showcases.

NewBeauty has educated and empowered women to make better beauty decisions through diverse, multi-channel platforms. From learning to sampling and buying, NewBeauty remains the definitive authority on all things beauty.

DISTRIBUTION: QUARTERLY

Newsstand	350,000
Subscriptions	30,000
Controlled Circulation (Exclusive Private Airports, Spa, Salon, Medical)	120,000
Total Circulation	500,000

2015 Rate Base	500,000
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DEMOGRAPHICS

Median Age	39
Median HHI	\$197K
Gender - Female/Male	97% / 3%
Education - Any College	84%
Employment Status - Employed	77%
Marital Status - Married/Single	67% / 33%
Children in HH	43%

ONLINE DEMOGRAPHICS

Median Age	35
Gender - Female/Male	93% / 7%

METRICS

Average Monthly Unique Visitors	350K
Average Monthly Page Views	1,199,629

MATERIAL SPECIFICATIONS

Ad sizing requirements are listed below make sure to ALLOW FOR BLEED (.25 inches beyond trim).

FULL PAGE:

DIMENSIONS

TRIM SIZE 9" x 10.875"

BLEED SIZE 9.5" x 11.375"

LIVE AREA 8" x 9.875" (Keep all text within this area)



TEXT AREA MARGINS

TOP .5"
BOTTOM .5"
SIDES .5"

Bleed area must be
.25 inches beyond trim

SPREAD (TWO SINGLE PAGES):

DIMENSIONS

TRIM SIZE 9" x 10.875"

BLEED SIZE 9.5" x 11.375"

LIVE AREA 8" x 9.875" (Keep all text within this area)



TEXT AREA MARGINS

TOP .5"
BOTTOM .5"
SIDES .5"

Bleed area must be
.25 inches beyond trim

ADDITIONAL FEES *DESIGN FEES may apply

There is a minimum \$250 ALTERATION FEE for ads not provided per the above specifications.

All files created by NewBeauty® are for NewBeauty® use only. An additional fee of \$1,000 will be charged to use files outside of NewBeauty® magazine.

To avoid additional production charges, please have your ad designer review the following guidelines prior to sending your ad. Any materials submitted must be clearly labeled with your company's name. DO NOT E-MAIL YOUR FILE. PLEASE SEE OUR AD PORTAL INFORMATION AT THE BOTTOM OF THE PAGE.

FILE FORMATS:

NEWBEAUTY® ads must be submitted as FINAL HIGH-RES CMYK PDFS. All PDF files must meet PDF/X-1A standards at 300 dpi. Spreads must be submitted as two single page PDF/X-1A files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded (no subsets) in the PDF document. All files must be CMYK, we do not accept RGB. All RGB files will be converted which may cause color shifts and Publisher will not be responsible for color reproduction. NewBeauty® also supports files created in QuarkXpress, Adobe Photoshop, Illustrator or InDesign. All files should be collected with fonts and images. Rates referenced are 2014 rates.

IMAGE RESOLUTION:

High-res images (including logos) must be a minimum of 300 DPI AT FINAL SIZE (PLACED IN LAYOUT). Do not resample a file larger than its original size.

*NOTE Type created in bitmap program, such as Photoshop, can look jagged or fuzzy. Type should be done in a layout application such as Quark or InDesign. If fonts need to be emailed they must be compressed. PC fonts are unacceptable.

IMAGE FORMATS:

Images must be saved as a TIFF or EPS format in CMYK. If an image needs to be converted to CMYK, NewBeauty® will not be responsible for color reproduction.

COLOR SPECIFICATIONS:

When choosing colors, use only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. DO NOT USE SPOT COLORS.

SUPPLY PROOF:

Our printer requires SWOP CERTIFIED proofs. If a SWOP CERTIFIED proof is not provided, NEWBEAUTY® will output one for a charge of \$95 PER PAGE. If you require your own copy proof, there will be a charge of \$190 TO OUTPUT TWO PROOFS.

*NOTE Non-SWOP certified proofs are not necessarily accurate as they are made from different calibrations, inks and papers.



ATLANTICPUBLICITY
BECAUSE YOU HAVE A STORY™

DIGITAL SPECIFICATIONS

NEWBEAUTY.COM

DISPLAY AD	DIMENSIONS	FORMAT	SIZE
Homepage Hero	765 x 302	.gif, .jpg	40kb max
Small Square Companion	214 x 234	.gif, .jpg, .swf	40kb max
Leaderboard*	728 x 90	.gif, .jpg, .swf	40kb max
Right Rail Banner*	230 x 468	.gif, .jpg, .swf	40kb max
Mid-Page Banner*	700 x 350	.gif, .jpg, .swf	40kb max
Welcome Interstitial*	640 x 480	.gif, .jpg, .swf	40kb max
Slideshow Interstitial	569 x 500	.gif, .jpg	40kb max
	300 x 250	.gif, .jpg	40kb max
Navigational Dropdown	133 x 181	.gif, .jpg	40kb max

*Flash accepted. Welcome Interstitial and Navigational Dropdown creative has to be approved.

NEWBEAUTY.COM MOBILE

DISPLAY AD	DIMENSIONS	FORMAT	SIZE
Loading Page*	640 x 960	.gif	800kb max

*1.2 second max animation time

NEWBEAUTY WEEKLY NEWSLETTER

DISPLAY AD	DIMENSIONS	FORMAT	SIZE
Skyscraper Banner	160 x 600	.gif, .jpg	40kb max

NEWBEAUTY PRODUCT PICKS NEWSLETTER

DISPLAY AD	DIMENSIONS	FORMAT	SIZE
Square Image*	335 x 235	.gif, .jpg	40kb max

*Must be silhouette.

VIDEO

PRE-ROLL	DIMENSIONS	FORMAT	SIZE
10-12 Seconds	1080 x 1920 HD	.mov	No Max

FLASH REQUIREMENTS

If you would like to send an ad in Flash format:

- + Submit the .swf, .fla, and all fonts used to create the ad.
- + It must have an accompanying .gif or .jpg as backup.
- + The top layer must contain an invisible, ad-sized button with the following actionscript associated with the button:

```
Clicktag instructions
on (release) {
    gotoURL (clickTAG, "_blank");
}
```

- The actionscript needs to be EXACT. An extra quotation mark or comma will cause errors.
- Version Flash 9 or previous.

SUBMISSION INSTRUCTIONS

- + All web and newsletter assets are required to be uploaded to <http://ads.sandowmedia.com>
- + Follow the instructions on how to upload a "web asset".

FOR MORE INFORMATION ABOUT MATERIAL REQUIREMENTS OR SUBMISSION, GO TO ADS.SANDOWMEDIA.COM, CONTACT YOUR ACCOUNT MANAGER, OR EMAIL CAROLINE DAVIS: CDAVIS@SANDOW.COM



2015 EDITORIAL CALENDAR

THE AWARDS ISSUE

WINTER/SPRING

NewBeauty reveals the year's best, voted on by industry experts, readers and our editors. Biggest beauty trends—experts weigh in on everything from color cosmetics and hair care, to powerful ingredients and the staying power of treatments. "Beauty Through the Decades," Industry Changers and Innovators—who/what has shaped/changed the beauty industry forever.

Plus: Celebrate NewBeauty's 10th anniversary

Ad Close: October 31, 2014

On Sale: December 30, 2014

THE MAKEOVER ISSUE

SPRING/SUMMER

Our most dramatic makeovers ever! Chock full of stunning before and after images—from the simplest hair and makeup revamps to life-changing transformations. Smart skin care—products that target specific needs. Beauty Lines created by celebrities, and a closer look at how celebrities age. The Right Exfoliating agents—for your body and skin type.

Ad Close: February 3, 2015

On Sale: March 31, 2015

THE BEAUTY ESSENTIALS ISSUE

SUMMER/FALL

Beauty Breakthroughs that have changed the industry. Fake your favorite hair look, 10 Products that will change your life, Up and coming beauty experts—the superstars on our radar. Hot and cold beauty products that you can feel working, Supercharged hair care and what you need to know now (that you won't hear about anywhere else.)

Ad Close: May 5, 2015

On Sale: June 30, 2015

THE INNOVATIONS ISSUE

FALL/WINTER

New hair innovations and discoveries that combat old problems, Plant-based stem cells—what they are and how they work, 10 Formulations You've Never Heard Of. Extreme vs. Natural looking fillers, A Behind the Scenes Look—what keeps the hair and skin of TV stars picture-perfect on set.

Ad Close: August 4, 2015

On Sale: September 29, 2015