

MEDIA KIT / contact: advertising@beautynewsnyc.com

Beauty News NYC is the first online beauty magazine. Founded by esteemed jewelry designer and Christian Dior make-up artist Kimberly McDonald in 2003, who recognized the value of the digital realm, the number of ardent and devoted readers has proliferated ever since. In 2011, Beauty News NYC garnered another rare distinction: it's one of the first (if not the first) magazines to have been purchased by its Editorial Directors. Candice Sabatini and B. Kim Taylor became co-publishers and co-EICs in 2011 with the promise of retaining the magazine's unique flavor and diverse offerings.

Beauty News NYC separates the *haute* from the *hype*, and the marvelous from the mediocre. We're proud to be New Yorkers, and know there's no other city quite like it, though our Travel section illuminates the best of Paris, Los Angeles and Miami – and our travel writers have roamed far and wide, to India, Turkey, South Africa and beyond.

Our articles resonate with beauty junkies who are ahead of the curve, hair & skincare fanatics who care about the latest science and trends, the fashion forward who await our runway reviews, fragrance lovers who know what Sniffapalooza means, home décor dabblers, spa hoppers who love new trends in massages and facials, culture vultures, pet owners who pamper their darlings, and metro moms and metro men. We have a City Pulse section that highlights what's new in NYC, and a Dating section too -- so you can glean the best new venue for a date through City Pulse, and know whether or not you should pick up the check or even agree to another date.

Our How To section clarifies beauty rituals and offers insight on how to wear a fragrance that suits your style, how to wrap a perfect bun, etc. Our Health & Fitness section highlights the latest gym workouts in NYC, as well as new sports apparel, juice bars, and anything else that gets you in shape or keeps you healthy. Cocktails, craft beers, organic wine bars, and all that's new and noteworthy from vineyards near and far can be unearthed in our Wines & Spirits section.

We attract **cultured**, refined, savvy, polished and **upscale** readers -- people who want to know what's going on in New York City and within the beauty realm, since they're both constantly evolving, changing and delighting us in new ways.

We have a large staff of professional writers and editors who are enthusiastic and knowledgeable about what they cover, and who are genuine **influencers**. They curate the beautiful and the interesting for our readers, who in turn remain loyal to Beauty News NYC.

Demographics & Statistics

BN NYC Reader Snapshot

Age:

37% - age 27-36
31% - age 37-46
17% - age 47+
15% - age 17-26

Gender:

83% of our readers are women + 17% of our readers are men

Income:

47% - \$100,000 to \$150,000 annually
29% - \$150,000 or more
21% - \$50,000 and \$100,000

Overview:

Most of our readers are professional women between 27 and 46 years of age in the New York City region and its tri-state area, though we also draw readers from Los Angeles, Paris, Miami and elsewhere.

Our readers are primarily urbane, professional, educated, savvy, cultured and interested in trends. They have a high income, and are interested in quality items, as well as the trendy, offbeat and culturally relevant.

And we attract a small number of men, too.

For detailed site traffic numbers and other statistics, please make a personal inquiry to webmaster@beautynewsnyc.com.

Only serious inquiries will receive a response.

People Who Love Us (And What They Are Saying:

-- "I would like to thank you for the great in-depth article you wrote about Bond No. 9. Not only did I enjoy your very pertinent questions during our interview but, I'm enjoying even more the great response that I'm getting from the industry who really had never read such an interesting, precise and thorough article on our company. It certainly has helped our business and you should be proud of the power of your writing." – **Laurice Rahme, President and Founder, Bond No. 9**

-- "Beauty News NYC is the one website that I go to find out about new product launches and products that are 'hot. Their articles are extremely informative, yet fun to read." – **Arielle Cohen, Whisper PR**

-- "Beauty News NYC is great for savvy city girls because it brings beauty to a practical level. The articles are fun and realistic. The staffers are out doing work for the readers and bringing back great tips, new products, and the latest trends. Not to mention the fact that every issue is PACKED with so much information! These girls (and guys!) have a lot to say about beauty, and it is easy to see that they enjoy it and have fun with it." - **Courtney Dunlop, Beauty Editor, Jane Magazine**

-- "BeautyNewsNYC is definitely one of the most comprehensive, balanced, and enjoyable sites of its kind." – **Kate Von Der Porten, Comptoir Sud Pacifique**

-- "Beauty News NYC is a fantastic website I find myself checking quite regularly. It's full of interesting stories that keep me up-to-date with what's going on in the beauty world. I'm hooked!" – **Joel Warren, Owner, Warren Tricomi Salon**

-- "Beauty News NYC is a much needed institution. It's the only honest publication that I know. I never feel like their favor is bought... The information is current and unbiased and I have found it to be informative and entertaining." – **Rachel Mathison, BeautyNewsNYC.com Subscriber and Children's Clothing Designer**

-- "Beauty News NYC always offers unique beauty items and interesting insider tips that I never see anywhere else. I'm addicted!" – **Samantha Dark, Dark PR**

-- "I love BeautyNewsNYC. You have a wonderful voice. I look forward to every issue." – **Trudie Tapper-Coverdale TruButter: Real Skin Care**

Editorial Calendar Overview

In addition to our regular reporting & features, we'll often choose a calendar-based theme, which may spark ideas and tie-ins for advertising. Our various sections are:

Beauty, Skin Care, Hair Care, Fashion & Accessories, Fragrance, Spa, City Pulse, Health & Fitness, Metro Mama, Travel, Paris, Miami, Los Angeles, Metro Home, Metro Man, Pets, Dating, BeautyScopes, How To and Women We Laud.

January – fresh starts & resolutions, winter, skiing getaways, brunch venues

February – Valentine's Day, love & romance, snow, Awards season, Fashion Week

March – all things green

April – rain, earth day, Tribeca Film Festival

May – Mother's Day, wedding planning

June – Father's Day, weddings, outdoor sports, honeymoons

July + August – the beach, the sun, travel

September – fall fashion, back to school, Fashion's Night Out, Fashion Week

October – charity, Halloween

November – family + Thanksgiving, travel

December – holiday, skiing getaways, travel, celebration, Gift Guides

Please contact us with your advertising theme ideas – we're all ears.

Advertising Options Menu

Below is a chart for base advertising by page position and size. Refer to the City Pulse section for advertisement rates for sponsoring that section.

Please contact us at advertising@beautynewsnyc.com for a rate sheet.

Banner Ad – Top of Page: (Dimensions 300x100 or 234x60)

Placement: Ad will be placed at the very top of the page next to the Beauty News NYC logo. Ad will be visible on all Beauty News NYC pages.



Sidebar Ad #1: (Dimensions 300x250, 300x100, or 250x250)

Placement: Ad will be placed underneath the site's subscribe section, near the top of the site's right sidebar. Ad will be visible on all Beauty News NYC pages.

BECOME A BN NYC SUBSCRIBER



Get the latest news, buzz and tips delivered straight to your mailbox! Sign up today!

Join Now!

ADVERTISEMENT



Sidebar Ad #2: (Dimensions 300x250, 300x100, or 250x250)

Placement: Ad will be placed in the position that the **BN Mini Shop** currently occupies, on the site's right sidebar. Ad will be visible on all Beauty News NYC pages.

BN MINI SHOP

[Grab an Ad](#)



Yves Saint Laurent
Parisienne 3 oz

\$85.00

BUY NOW!

at Sephora.com



Yves Saint Laurent
Parisienne 1.6

\$65.00

BUY NOW!

at Sephora.com

Sidebar Ad #3: (Dimensions 300x250, 300x100, or 250x250)

Placement: Ad will be placed in the position that the **Deal of the Day** currently occupies, on the site's right sidebar. Ad will be visible on all Beauty News NYC pages.

DEAL OF THE DAY

Valentine's Day
SALE
15% OFF ▶
plus FREE SHIPPING and FREE GIFTS!
Too Faced
COSMETICS

Sidebar Ad #4: (Dimensions 300x250, 300x100, or 250x250)

Placement: Ad will be placed in the position that the **Advertisement** label currently occupies, below the **BN NYC Podcasts** on the site's right sidebar. Ad will be visible on all Beauty News NYC pages.

ADVERTISEMENT



Sidebar Ad #5: (Dimensions 300x250, 300x100, or 250x250)

Placement: Ad will be placed in the position that the **Advertisement** label currently occupies, at the very bottom of the site's right sidebar. Ad will be visible on all Beauty News NYC pages.

ADVERTISEMENT



Leaderboard Ad – Bottom of Page: (Dimensions 728x90)

Placement: Ad will be placed at the very bottom of the page, below the site's copyright tag. Ad will be visible on all Beauty News NYC pages.

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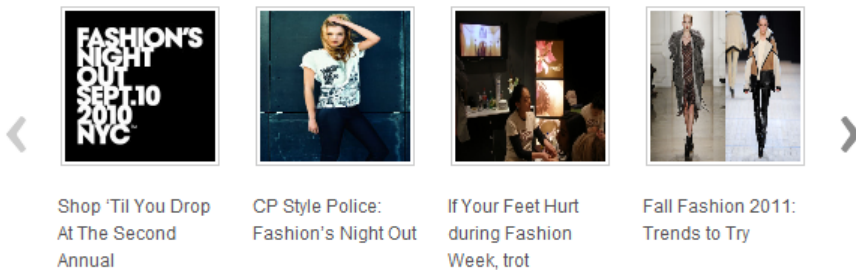


Bottom of Story Ad – Bottom of Page: (Dimensions 468x60)

Placement: Ad will be placed at the very bottom of each full page story page. Ad will be visible on all Beauty News NYC story pages.



RELATED STORIES



City Pulse Advertorial:

CP Posts once a week ~ with more of everything you love about BN and New York City, including events, fundraisers, readings, new products, films, restaurants, great product giveaways, nightclubs + more.

We'll laud you to the skies:

~ in around 400 words + 1 image / ~ in around 700 words + 2 images

OR: be included as **The Deal of the Day** in our City Pulse mailings to subscribers

Reader Giveaways

Includes copious Facebook and Twitter postings + posting on our website

Sponsored Videos:

-- Yours (that you create + we post)

-- Ours (that we create for you) – **prices vary according to length + production costs**, but we're reasonable!

Ad Duration/Discounts

Ads may be placed on the Beauty News NYC site for durations of 1-12 months according to purchase agreement. Payment must be made in full and ad image(s) and any relevant HTML/PHP/Javascript code delivered to BeautyNewsNYC.com by the 15th of the previous month before the ad is scheduled to start running.