



MEDIA INFORMATION 2024

hairmagazine.co.uk
hair
CUT IT * STYLE IT * LOVE IT

DIGITAL MAGAZINE

Hair is an inspiring and commercially minded magazine that represents a dynamic and diverse hair industry. A source of up-to-the-minute inspiration as well as a practical guide to trends, products and techniques, it is the go-to guide for hairdressers, budding stylists, students and – unlike any other current hair title – style-savvy consumers too.

CONTENT

A vibrant mix of up-to-the-minute images and informative stories is the perfect hair blend. Editorial reflects the direct access Hair has to the top names and brands in the hair business. Presented in a fun, stylish format, layouts showcase the design-led nature and creativity of the industry and brings it to vibrant life across its pages. Hair features a melting pot of news, product launches, creative collections, trusted reviews, and unrivalled salon insights. Slick advertising and sponsored content is stitched together with thoughtful, relevant editorial to create a seamless flow.



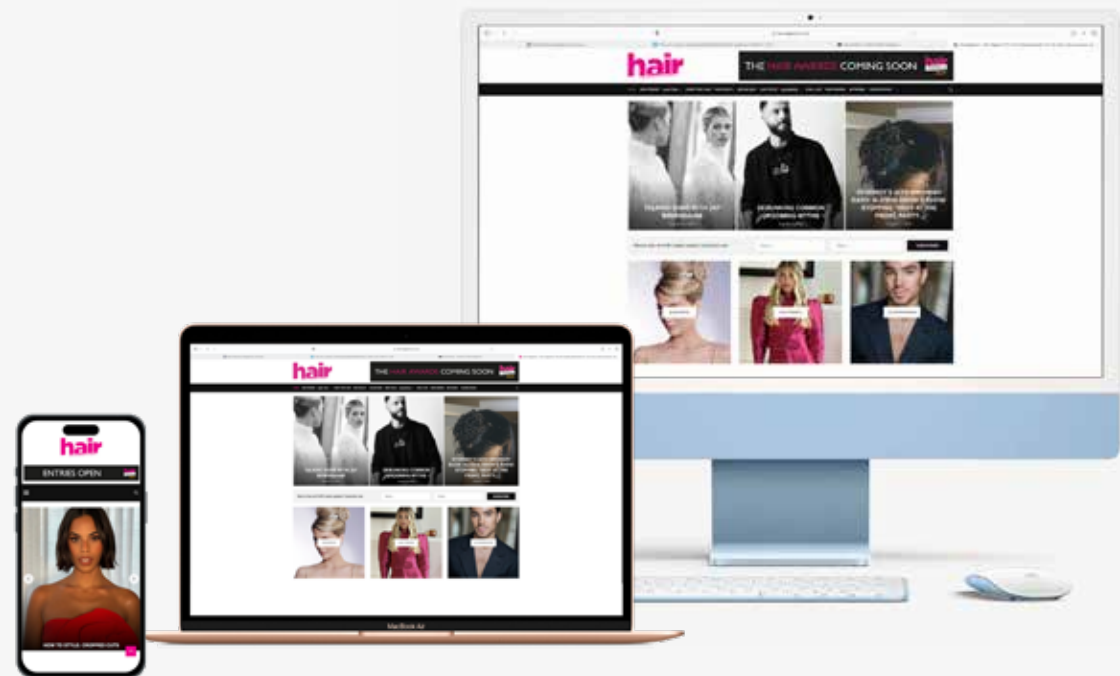
AUDIENCE

Destined to be in the hands of every decision maker in the hair world, Hair targets a style-conscious, creatively switched-on audience. Even better, its commercially driven content sparks conversations between stylists and their clients, making Hair a uniquely desirable medium for advertisers.

hairmagazine.co.uk
hair
CUT IT * STYLE IT * LOVE IT

WEBSITE

Bursting with inspiring and informative content, the Hair website is the essential guide to everything from hair trends, cuts and colours to celebrity looks, product knowledge and expert advice with its mix of High Street stories and professional insights. Positioned as a must-visit destination to keep its readers engaged in the world of hair, the site offers a unique and invaluable digital platform for brands that wish to target consumers and hairdressers alike.





hairmagazine.co.uk
hair
CUT IT * STYLE IT * LOVE IT

SOCIAL MEDIA

Hair delivers good digital outreach across the key social media platforms. We know where our audience like to hang out – primarily Instagram and TikTok – and we create and curate engaged, up-to-the-minute content to drive connections. Echoing the editorial principles of the title, social media features a mix of news, product launches, creative collections, trusted reviews, and unrivalled salon insights. And it is also market-leading and striking in its use of the most eye-catching images and video content.



INSTAGRAM

12.6k

Followers



X

52.5k

Followers



FACEBOOK

45.5k

Followers

Sponsored posts are available at £200 each. A post and an online article is £350.



hairmagazine.co.uk
hair
CUT IT * STYLE IT * LOVE IT

ADVERTISING OPPORTUNITIES

MAGAZINE

We produce 4 issues of the digital magazine a year:
Spring, Summer, Autumn and Winter

DISPLAY ADVERTISING

Double page spread **£600** – 4 issues **£2200**
Single page **£300** – 4 issues **£1000**
Inside front cover **£500** – 4 issues **£1800**
Outside back cover **£500** – 4 issues **£1800**
Inside back cover **£500** – 4 issues **£1800**

FILE SPECS

Trim 210mm x 297mm
Bleed 216mm x 303mm
Type Area 180mm x 267mm

FILE REQUIREMENTS

- Files supplied must be print-ready PDFs
- All files should be supplied as RGB
- A 3mm bleed on all edges must be included within the files
- All images in the PDF must be high-resolution (300dpi recommended and RGB format)
- All fonts must be embedded with PDF
- Files should be supplied via email or WeTransfer
- Files must be clearly labelled, with issue date and company name

Please send artwork to info@hairmagazine.co.uk

WEBSITE

Website banner rate **£400/month**

FILE SPECS

Top banner

728px width and 90px – 100px height

Side adverts

640px width and any height. Ideally within 400px – 640px height

- All ads to be supplied in JPEG, PNG or GIF format, along with a URL to link the advert
- Copy date is 10 working days prior to upload date

hair AWARDS 2024

HAIR AWARDS

Recognising the hair heroes of the High Street and salons up and down the country, the Hair Awards is the insider's guide to the top products and people in the hair world. With categories ranging from the best shampoos to Britain's most talented stylists, an award from Hair magazine – voted for by readers and top industry names – is the ultimate honour.

THE HOT LIST sees High Street and professional products tested by an elite panel of reader testers. Each judge will be allocated products based on their hair type and have the opportunity to test them at home for one month as part of their care and styling routine.



THE CUT is all about being the best... Whether that's a Colour Expert, a Regional Salon or the ultimate hair look that will have readers telling their hairdresser: 'I Want Their Hair!' Competition is fierce for these prestigious prizes and attracts all the top names from the hair world.

CATEGORIES

Salon Stylist
Colour Expert
Best Extensionist
Men's Stylist
Bridal/Long Hair Stylist
Textured/Curl Stylist
London Salon
Regional Salon
Afro Salon
Men's Specialist Salon
Salon Group
Best New Salon
Best Sustainable Salon
Best Salon Interior
'I Want Their Hair'
Best Hair Transformation
Hair Hero

HAIR MAGAZINE AWARDS SPONSORSHIP

Price on application

For further information
please contact:

Evie Sherriffs

info@hairmagazine.co.uk