

Vitality

The BABTAC magazine for therapists worldwide



MEDIA PACK 2012

*“The beauty industry’s longest established
and most widely recognised membership
organisation”*

Introduction

BABTAC is the longest established and most widely recognised membership organisation in the beauty industry, representing highly trained professionals who care about their clients.

BABTAC accreditation offers reassurance that its members are qualified and have the knowledge and skills to carry out their services to an exceptional standard.

Vitality

ADVERTISING INFORMATION

Covers £1,850	DPS £2,400	
Full page £1,400	½ page £800	¼ page £450
	Advertorial Inserts	+40% P.O.A.

SCHEDULE

Issue date	Copy / Artwork date	Publication date
December/January	15th November	2nd December
February/March	24th January	10th February
April/May	22nd March	12th April
June/July	22nd May	12th June
August/September	24th July	10th August
October/November	23rd September	10th October

SPECIFICATIONS

Full page:	Bleed: 246mm x 196mm Trim: 240mm x 190mm Type: 220mm x 170mm
Half Page:	Horizontal: 108mm x 170mm Vertical: 220mm x 83mm
Third Vertical:	220mm x 53mm
Quarter portrait:	108mm x 83mm

RECRUITMENT ADVERTISING

Full Page	£2,800
Half Page	£1,400
Quarter Page	£700



babtac.com

With more visitors to babtac.com than ever, take advantage of this fantastic opportunity to speak directly to the decision-makers.

30,000
page
views

7,500
unique
visits

Average
time on
site over
3 minutes

Stats taken from July 2011. Updated report available on request.

Advertising sales

Giorgio Romano
0207 880 7556

giorgio.romano@redactive.co.uk
www.babtac.com/vitality-magazine

babtac.com

RATES

Static banner £250/month
(5 second random rotation)

Animated banner £375/month
(10 second random rotation)

423px high
150px wide.
Supply static
in GIF, JPEG
or PNG and
animated in
SWF



OTHER DIGITAL OPTIONS INCLUDE:

Quarterly E-newsletter distributed to 6,500 members.

Sponsorship £750 (minimum 4 issues)

Button ad £350

Our **“Hot product page”** will feature a review of your product along with a reciprocal link for £750 per month.

Promote your product or service via our **Facebook** and **Twitter feeds** for £250.



New Product Launch

Our **Launch Package** will ensure your latest product or service will start life one step ahead of your competitors. By combining a variety of platforms, we can offer maximum exposure to the 9,500 people that can help make the launch a success.

Online - Demonstrate your product in a 30 second advertorial video. This will feature on the babtac.com homepage for 2 weeks

Print - Choose either a full page advertorial or DPS branding advert in Vitality magazine
£5,500