

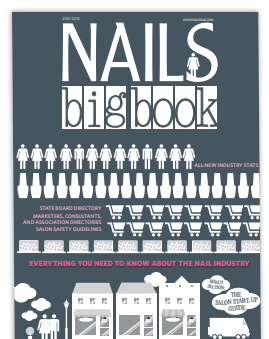


NAILS

m a g a z i n e

DEDICATED TO HELPING NAIL MARKETERS SUCCEED

2014 Marketing Planner



NAILS magazine

Dedicated to helping nail marketers succeed

WELCOME!

Our mission at NAILS is participating in and ensuring the success of nail salons, nail technicians, nail product marketers and distributors. We bring buyers and sellers together and we provide a wide range of ways for them to connect, from traditional print magazine advertising to online sponsorships to e-mail marketing campaigns. If you make, sell, or market a product for use in professional salons, we have a marketing solution for you.

For more than 30 years, we've served the nail industry with our award-winning print publication and more recently with our award-winning website. We keep pace with all new technologies and offer digital editions, weekly e-newsletters, targeted web channels, 9 active blogs, and a Facebook following of over 140,000 fans.

More than 58,000* print subscribers, plus 133,240** passalong readers, 15,000 VietSALON subscribers, 20,000 Career Handbook recipients, and an average of 396,539* unique monthly website browsers, as well as 50,000 current e-newsletter subscribers all combined expand your company's REACH into the nail market.

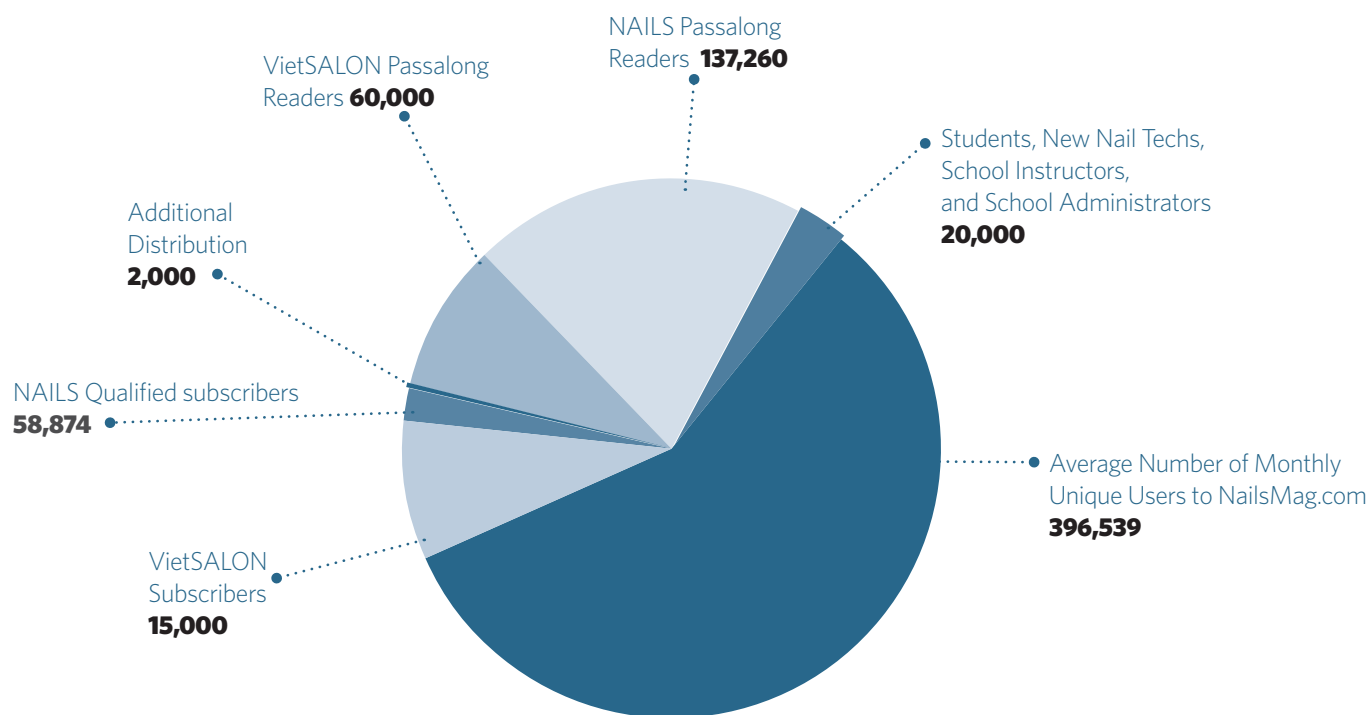
You know that today's busy professionals want information **the way they want it, when they want it**, whether it's in their trade journal, on a website, or via a personally delivered e-newsletter. NAILS delivers for you.

— **Michelle Mullen**, publisher



Reach the “universe” of nail professionals with NAILS Magazine

Market Segment	Circulation	Description
NAILS Qualified Subscribers	58,874 *	NAILS Magazine reaches active, engaged nail technicians every month. The vast majority of these nail professionals are responsible for their own product purchases.
NAILS Passalong Readers	137,260 **	Though most of our subscribers tell us they keep their copy of NAILS permanently as a reference, 62% say they share their copy with at least one other nail tech. That nearly triples your ad’s reach.
Students, New Nail Techs, School Instructors, and School Administrators	20,000	Get the attention of new nail techs and students as they’re first learning about products and developing product loyalty.
Average Number of Monthly Unique Users to NailsMag.com	396,539	Through high-quality, regularly updated content, your online message is seen by an average of 396,539 unique visitors every month on NailsMag.com.
VietSALON Subscribers	15,000	Vietnamese-owned salons account for nearly half the nail industry. VietSALON Magazine is written in Vietnamese and run by a Vietnamese editorial staff with the resources of NAILS Magazine.
VietSALON Passalong Readers	60,000	With an average of 4 nail techs working in Vietnamese salons, your ad message in VietSALON has a potential passalong of 60,000 additional readers.
Additional Distribution	2,000	Bonus distribution on the annual NAILS Big Book goes to 200 consumer beauty and business editors (influencing the ultimate end-user of your products), major trade shows across the country, as well as more than 1,000 international dealers and associations.



Total Reach: **689,673**

QUALITY CIRCULATION

We ensure that the magazine is received by salon professionals, nail technicians, and only those related to the field. NAILS has a qualified circulation of 58,413*. Qualified circulation means your advertising message is delivered to likely buyers of your products. Our BPA audit statement assures advertisers that circulation claims we make are independently verified.

Print Circulation**

Nail Salons	34,157
Salons/Spas Offering Nail Services	20,536
Schools	1,153
Beauty Supply Distributors	387
Manufacturers	127
Other (includes tanning salons, hair salons, skin care facilities and others allied to the field)	2,0583
Total	58,413



We help you maximize your exposure to this market in several ways:

- > NAILS strives to keep a **balanced circulation** that includes nails-only salons, full-service salons, spas and day spas, and even mobile and home-based salons.
- > **Bonus and Show Distribution:** NAILS is distributed at all major beauty shows in the U.S. We also provide magazines for shows around the world through our international distribution network.
- > **International Distribution:** We maintain a high-quality list of international distributors, representatives, associations, and salons. We are constantly expanding our sources to bring you more circulation in the areas of the world where nail care is growing.
- > **Free Subscriptions to Dealers and Reps:** We offer complimentary subscriptions to distributors and manufacturer's reps, ensuring your advertising support is seen by those who need it most: the dealers who actually sell your product.
- > **Partners in Education program:** We invest heavily in supporting cosmetology schools and students. We publish the Career Handbook, and through our Partners in Education program, schools receive complimentary subscriptions to NAILS and certificates for six-month subscriptions for their nail care students. We are launching a bi-monthly e-newsletter called Nail School News for instructors and school administrators.
- > **NAILS Digital Edition:** We offer digital subscriptions to our subscribers that allow readers to click from an ad directly to the advertiser's website. Readers can also print out ads, editorial articles and step-by-steps, and request more information from advertisers through our FIFI lead system.

*June 2013



Brand Report, Paragraph 3a.

**June 2013



Brand Report, Paragraph 3a.

THE NAIL BUSINESS IS BOOMING

Salon Services were \$7.47 billion in 2012.

Our Readers Are Buyers**

% of NAILS subscribers who purchase all of their own products **76%**

% of NAILS subscribers who spend at least \$100 a month personally on nail products **55%**

% of NAILS subscribers who shop for products at least once a month **92%**

% of salons that retail products **66%**

OUR READERS ARE TECH SAVVY**

90% are researching new products.

80% watch nail related videos.

74% have a smartphone.

73% have a personal FaceBook page.

60% have a salon FaceBook page.

85% spend at least an hour online related to nails.



NAILS READERS SHOP FOR THEIR PRODUCTS WHERE YOU SELL:**

I shop in a professional beauty supply store.	89%
I order from an online-only distributor.	38%
I buy products at trade shows.	37%
I order online from a dealer's catalog.	34%
I order over the phone from dealer's catalog or deal sheets.	31%
I buy direct from the manufacturer.	27%
I shop in an open-to-the-public beauty store.	26%
I buy from a distributor's sales consultant.	20%
I buy some products from non-traditional sources that don't carry professional nail supplies.	16.2%
I shop at the drugstore or other general store.	10.2%
I shop from a mobile or van dealer.	2.5%

THE SERVICES OUR READERS OFFER:**

- 93% Manicures
- 91% Pedicures
- 84% Polish changes
- 82% Nail art
- 71% Brush-on gel polish
- 67% Full set acrylics (sculpts)
- 67% UV top coat service/gel overlay
- 62% Specialty manicures/pedicures
- 59% Colored acrylics
- 57% Pink-and-white acrylics
- 55% Full set acrylics (tip-with-overlay)
- 53% Colored gels
- 53% Paraffin dips
- 51% Soak-off gels
- 49% Gels (traditional)
- 43% Gel toenails
- 41% Waxing (for hair removal)
- 36% Eyebrow shaping
- 36% Acrylic toenails
- 30% Full coverage nail art coatings
- 30% Eyebrow tinting
- 26% Foot Massage
- 24% Wraps (silks or linen)
- 22% Makeup application
- 21% Fiberglass wraps
- 19% Massage & Reflexology
- 14% Eyelash extensions
- 12% Eyelash tinting
- 9% Body wraps
- 9% Airbrush tanning
- 8% Powder/glue extensions
- 8% Microdermabrasion treatments (for hands and feet)
- 7% Tanning
- 5% Non-waxing hair removal
- 4% Permanent makeup

** Source: NAILS 2012-2013 Big Book

EDITORIAL OPPORTUNITIES

We welcome contributions to our print magazine. For a complete editorial contact list, see the handy chart on the last page of this booklet.



NAILS FILE

NAILS is designed in four primary "sections": Business, Technique, Health, and Style. Marketers are welcome to submit short stories from the field, profiles, events, news, Q&A, story ideas, including photos and other artwork, directly to the editor.

FREEBIES

We run two monthly product giveaways in our Freebies department. The contest is published both in the magazine and online at www.nailsmag.com. Participating manufacturers receive all inquiries, a write-up and product photo, plus follow-up coverage in the winner's issue. Submit requests for Freebies to Judy.Lessin@bobit.com.



SEEN & HEARD

Been hobnobbing with celebs lately? Make sure the news gets into Seen & Heard, a regular section about celebrity nail sightings. All material in this section is also automatically posted on our Hot Off the Presses channel on our website, please submit to brittni.rubin@bobit.com



DEMOS

For this full-page, technical section, you can submit up to 8 photos and steps of your product, as well as a style or product shot. Contact Brittini Rubin (brittni.rubin@bobit.com; 310-533-2491) for more information.



SIGNATURE SERVICES

To create a memorable service, many salons take their favorite product and mix in a few special touches of their own. We call these "signature services," and we devote a regular section to them. Tell us about a salon that uses your products in a custom way to create a signature service, or connect our editors with salons you know about. Please submit to brittni.rubin@bobit.com



PRODUCT SPOTLIGHT

Have you introduced a new product or improved an existing product recently? Our products editor Brittini Rubin (brittni.rubin@bobit.com) will be happy to answer any of your questions about editorial product coverage.



*All material submitted to the print magazine is automatically considered for our website: nailsmag.com. All digital images must be 300dpi or above. If images are too large to e-mail, we will provide instructions for uploading to our ftp site upon request or you can send images on CD.

NAILS 2014 EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES	PRODUCT HIGHLIGHT	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January 2014	All Reader-Written Issue	Salon Furniture		10/25/13	10/31/13	11/4/13	12/6/13
February		Electric Files	ISSE-Long Beach	11/21/13	11/27/13	12/2/13	1/7/14
March		Spring Color Preview		12/26/13	1/6/14	1/10/14	2/6/14
April		Gel Polish	America's Beauty Show-Chicago	1/24/14	1/30/14	2/4/14	3/6/14
May		Nail Art		2/26/14	3/4/14	3/7/14	4/7/14
June		Acrylics	Premiere Show-Orlando	3/27/14	4/2/14	4/7/14	5/6/14
Career Handbook	Advertorial			4/11/14	4/17/14	4/22/14	5/21/14
July		Foot Care	IBS Las Vegas	4/28/14	5/2/14	5/7/14	6/6/14
August	Readers' Choice Awards ballot	Gels	Cosmoprof North America	5/28/14	6/3/14	6/6/14	7/8/14
September		Fall Color Preview		6/27/14	7/3/14	7/8/14	8/7/14
October	Breast Cancer Products	Implements/Tools		7/28/14	8/1/14	8/6/14	9/5/14
November	Holiday Retail Products	Sanitation Products		8/26/14	9/2/14	9/5/14	10/6/14
December	Readers' Choice Award winners	Hand Care		9/29/14	10/3/14	10/8/14	11/20/14
The Big Book	Advertorial			10/13/14	10/17/14	10/22/14	11/20/14
January 2015	All Reader-Written Issue			10/27/14	10/31/14	11/5/14	12/8/14

NAILS 2014 RATES

AD SIZE	PAGES PER YEAR						CAREER HANDBOOK	NAILS BIG BOOK
	52X	39X	26X	13X	7X	4X		
Full page	\$3,060	\$3,240	\$3,600	\$4,140	\$4,595	\$4,962	\$2,800	\$3,060
2/3 page	\$2,295	\$2,430	\$2,700	\$3,105	\$3,446	\$3,722	\$2,200	\$2,295
1/2 page	\$1,836	\$1,944	\$2,160	\$2,484	\$2,757	\$2,977	\$1,800	\$1,836
1/3 page	\$1,224	\$1,296	\$1,440	\$1,656	\$1,838	\$1,985	\$1,200	\$1,224
1/4 page	\$887	\$940	\$1,044	\$1,201	\$1,333	\$1,439	\$800	\$887
Mall	-	-	\$650	\$725	\$880	\$880	-	-
Deal Sheet	-	-	\$1,200	\$1,600	\$1,800	\$1,800	-	-
Marketplace (9/pg)	-	-	\$245	\$298	\$395	\$395	\$295	\$395
Resources (4/pg)	-	-	-	-	-	-	\$495	\$695

NAILS CAREER HANDBOOK PREMIUM PACKAGE.....\$3,300

Includes full-page 4/C ad, full-page advertorial, and Hot Products selection in print and in the digital edition

NAILS BIG BOOK PREMIUM PACKAGE.....\$4,200

Includes full-page 4/C ad, full-page advertorial, highlighted logo listing in print and online directory, and Website Showcase ad

WEB RATES.....SEE ONLINE OPPORTUNITIES PAGES 10-13

For information about advertising, contact:

Mary Baughman - East Coast

(562) 377-0465

mary.baughman@bobit.com

Shannon Rahn - West/Canada

(310) 533-2434

shannon.rahn@bobit.com

TARGET SPECIFIC MARKETS } 2014 Career Handbook



The NAILS Career Handbook provides a unique branding opportunity for marketers, allowing you to reach brand-new and potential users right when they're discovering products. You also reach school administrators and instructors, who influence their students. The Career Handbook has been directly requested by the school administrators who receive it.

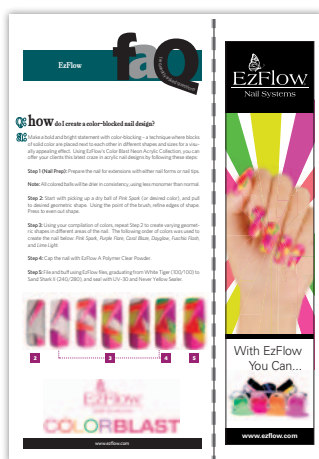
Circulation: 20,000 students and new nail techs

Ad Close: April 17, 2014

Materials Due: April 22, 2014

- > Your advertising message lasts. As an annual edition, The Career Handbook has a durable shelf-life, and our surveys tell us that readers keep this edition handy as they enter the professional nail industry.
- > Whether you have a fully developed ad campaign or are just starting out, we have ad options for companies big and small. As a bonus, your ad will automatically be included in the digital edition of The Career Handbook, which can be viewed all year long online at www.nailsmag.com/career-

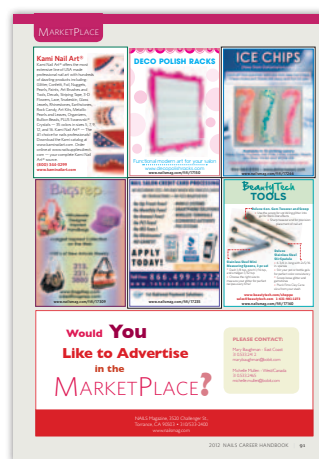
Career Handbook Ad Opportunities



Advertorials — Our premium package includes a full-page, 4/C advertorial that you write or we ghost-write. This specialized and expanded format is the perfect complement to traditional image-building advertising.



Resources — Each resource ad is 1/4 page, 4/C, and includes a reader service number for sales leads. Just provide a photo or logo, plus 100 words of copy, and we do everything for you.



Marketplace — Allows smaller advertisers a chance to connect with our audience without the expense of developing advertising material. It is the ideal place to advertise distributor catalogs, skin care products, tanning lines, or other add-on salon services.



Hot Products — Dramatically photographed and laid out like editorial, the Hot Products section piques the interest of potential new users. Simply send your product or a photo, plus 75 words of descriptive copy, and we do the rest.

Career Handbook Ad Rates

PREMIUM PACKAGE (Best Value!) \$3,300
Includes a full-page 4/C ad, a full-page 4/C advertorial, and Hot Products ad.

Full-page display ad	\$2,800
2/3 page display ad	\$2,200
1/2 page display ad	\$1,800
1/3 page display ad	\$1,200
1/4 page display ad	\$800

Resources pages (4 per page)	\$495
Marketplace (9 per page)	\$295
Hot Products (5-6 products per page)	\$395
Cover Sticker/Inserts/Outserts	
Talk to us directly for a quote.	

TARGET SPECIFIC MARKET } 2013-2014 Big Book



The NAILS Big Book is the nail industry's one-stop resource for information. It is referred to repeatedly during the year by nail technicians. 42% of our readers keep the Big Book forever and 87% refer to it during the year.

Your image advertising reaches the ultimate end user. We do a PR campaign to all the major beauty magazines and business press, which has resulted in extensive press coverage of the nail industry.

We send additional copies of The Big Book to nail and cosmetology schools, to every recognized domestic and international nail care association, and to 1,500 beauty distributors.

You'll find a program that suits any budget...from full-page image advertising to advertorials we create for you to a Web Showcase or Marketplace ads. As a bonus, your ad will also be automatically included in the digital edition of The Big Book.

Ad Close: October 17, 2014

Materials Due: October 22, 2014

Big Book Ad Opportunities

Premium Package (Best Value!) \$4,200

Includes a full-page 4/C ad, a full-page 4/C advertorial, highlighted logo listing in print and online directory, and Website Showcase.

Full-page display ad \$3,060

2/3 page display ad \$2,295

1/2 page display ad \$1,836

1/3 page display ad \$1,224

1/4 page display ad \$887

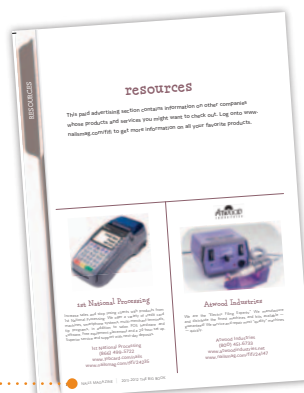
Resources pages (4 per page) \$695

Feature your product or service in a nicely designed section that showcases your product. This includes a 1/4 page ad, a product photo, detailed description, and a reader service number.

Website Showcase (6 per page) \$245

A graphic directory that showcases your website in a 1/6 page ad, including 50 words of copy, your highlighted web address, and a screen capture of your actual site.

Logo in Marketers Directory listing (in print and online) \$250



NAILS ONLINE OPPORTUNITIES } www.nailsmag.com

With over 3.8 million page views a month, NailsMag.com is THE place to be online if you want to interact with nail professionals from all over the world.

- 2.85 million page views*
- An average of 396,539 unique visitors a month
- An average of 5.4 page views per visit**

Like most cutting-edge websites, NailsMag.com tracks ONLY human, non-robotic traffic, ensuring that your ad is genuinely seen by a user rather than by a search engine spider (we use independent, third party vendors to report our site traffic). Ad performance is also tracked independently, and we have a team of experienced web professionals who can review your ad material for best practices, make recommendations based on our SEO experience, and will provide regular reports on your performance, whether it's a banner, e-promotion, or custom program.

* June 2013  Brand Report ** Google Analytics

How Tech-Savvy Are Nail Professionals?*



E-MAIL MARKETING



Deliver your customized message directly to the in-boxes of our highly qualified subscribers. We can produce and deliver an e-mail promotion to more than 55,000 in-boxes. You provide the material or we can assist with development. **E-mail promotions are ideal for company announcements, calls to action, recruitment, and developing an e-mail list.**

Rates: \$30 per thousand or \$1,500 for the complete list. Choose demographics on most names for partial list rentals.

CUSTOM ONLINE PROGRAMS



We can create practically anything your team is able to imagine. We can put together microsites, landing pages, lead-generation programs, white paper downloads, or something tailored to your specific company. For a sample of a recent project, visit www.nailsmag.com/90days. We created a custom e-newsletter for a client that included interactive calculators, a 90-day e-mail program, banner ads, e-mail address collection, and a hosted microsite. Ask us how we can help build a program to suit your brand.

* Source: NAILS 2012-2013 Big Book

NAIL ART GALLERY



The Nail Art Gallery is kind of a cross between Facebook and Flickr — users can create a personal profile, become a fan of other nail artists, and upload all of their nail art photos in one easy-to-share place. Our original version of Nail Art Gallery was the single most popular section of our website, but we felt it had some limitations. This new version is much improved, allowing users to upload images, tag their photos by theme or products they use, and they can browse others' work easier as well. They can upload their images and step-by-steps and then post them to Facebook and Pinterest with one click. Advertising in Nail Art Gallery guarantees you maximum online exposure to an active professional audience.

CHANNEL SPONSORSHIP

NailsMag.com has 6 targeted, topical channels where nail professionals go to read and learn more about their specialty, whether it's pedicuring or running a "green salon." Each channel features varied content, including feature articles, photo galleries, video, news, Q&A, and demos. Marketers are welcome to submit any editorial content at no charge. Current channels include The Conscious Salon (green business practices), E-files (all about electric files), Nail Art, Feet, and Style (everything from polish colors, nail trends, and runway fashion). **Channels are ideal for generating traffic to your website, increasing brand awareness, and communicating directly with nail techs.**

Rates: Exclusive channel sponsorship is \$2500 per month



BLOG SPONSORSHIP



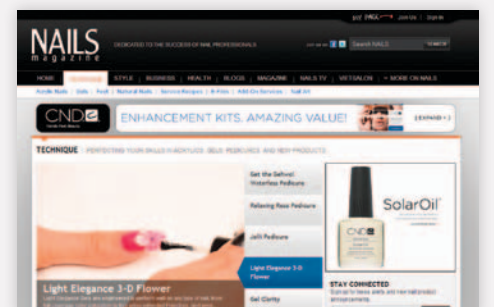
NAILS editors, salon coaches, salon owners, competitors, students, and nail techs offer tips and share their experiences on a wide variety of nail-related issues on our NAILS blogs, including Blueprint of a First Year, The Coaching Chronicles, From the Editors, Maggie Rants (and Raves), Viet (Salon) Voice, 365 Days of Nail Art, Competition Insider, and Nails 101: A Student Blog. Sponsorship includes banner advertising on the blog homepage and logo inclusion in blog promotions. **Blog sponsorships are ideal for branding, creating community, identifying with enthusiasts, and driving traffic.**

Rates: \$300-\$750 per month (3-month commitment required)
\$1200 per month to sponsor all blogs

ROADBLOCK

Own all of the advertising units on a targeted content page. As a roadblock advertiser you own all of the advertising real estate that allows you to position your brand with the content your customers and prospects are specifically looking for.

Rates: \$2500 per roadblock



NAILS ONLINE OPPORTUNITIES } www.nailsmag.com

NAILStv



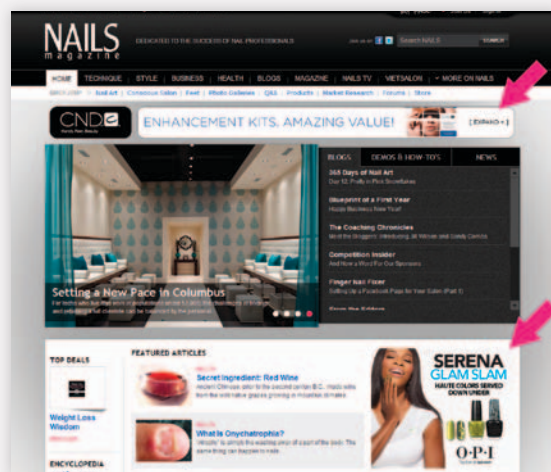
Video can provide an innovative avenue to present your brand. This is an excellent way to demonstrate your products or introduce your company's philosophy. A short impactful video can add visual impact to your overall marketing campaign. NAILS welcomes video submissions from marketers at NO CHARGE. We have one attention-getting premium position (rotating with a maximum of three ads) on the NAILStv page. We also offer keyword-logo tags, which when clicked serve up all videos where your product is mentioned or used. All videos are housed on our own server, are converted to a web-friendly format, and uploaded by our web team.

Rates: \$350-\$750 per month

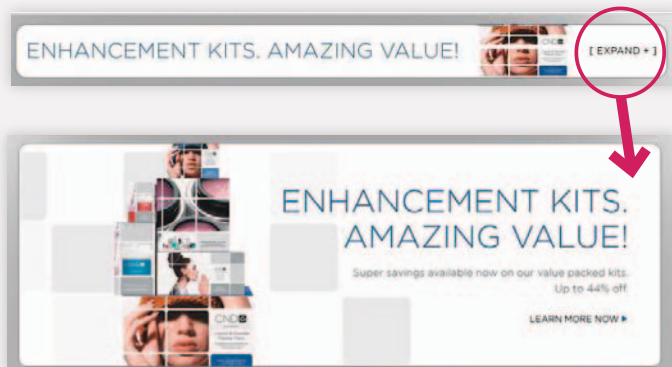
BANNERS

Attention-grabbing banner options provide you with a very cost-effective way to build your brand and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website and can help you develop highly qualified leads. You can create a dynamic banner ad by adding video, Flash, or rich media.

Rates: \$350-\$1800 per month



RICH MEDIA



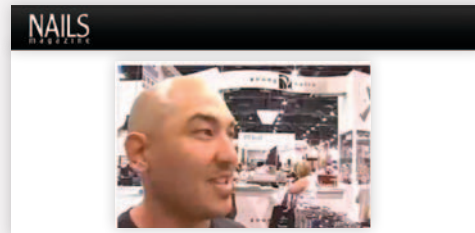
This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, page takeovers, backgrounds, cursor ads, and audio ads. These high-impact marketing vehicles can provide an exciting way of driving new customers to your products. Material for rich media should be provided by client.

Rates: Depend on specific campaign.

PRESTITIAL

These high-impact advertisements are presented before a content page. Imagine the results you will receive from a full “page” advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every targeted web visitor.

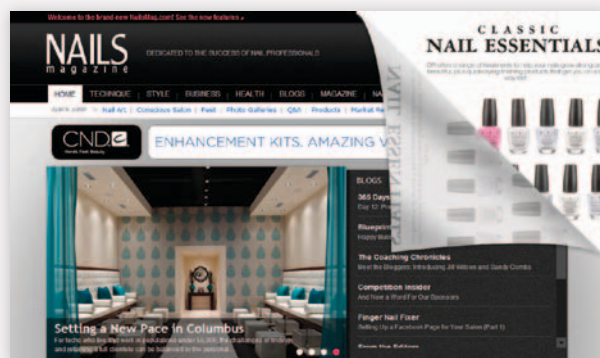
Rates are CPM-based.



PAGE PEELS

Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 489x485 advertisement.

Rates: \$2000 per month



NAILS MAGAZINE DIGITAL EDITION



NAILS offers a digital edition of our print magazine (and all supplements), created with “flip book technology,” which allows you to turn pages as naturally as you would a print magazine. To see the digital edition in action, go to <http://nailsmag.epubxp.com>. The digital edition drives traffic to your site, fosters interactivity with readers, can help you gather e-mail addresses, do a survey, or conduct a contest. We can animate your print ad for the digital edition, link up to video or audio files (we host), or provide custom URLs if you want users to go to specific areas on your site.

Rates: Depend on the features desired.

WEB SEMINARS

Web seminars, or “webinars,” are unbeatable marketing solutions that target your customers by providing them the industry information they want and need. Audiences receive real-time interaction with key industry experts to discuss new solutions and industry trends via live online presentations. We offer turnkey solutions (where we develop content, provide a session leader, conduct all pre- and post-webinar

marketing) or “a la carte” options, depending on your need. Web seminars are guaranteed high-quality lead-generators: When someone commits to a webinar to view a product demo or hear an online seminar, they are someone genuinely interested and a potential buyer.

Rates: Call for quote

MARKETING CHECKLIST } Challenges and Solutions

What are you trying to do? Use this planning tool, with 19 of the most common marketing challenges and solutions, to help you focus on what you want to achieve with your advertising and allow us to customize something that will work around your goals and your budget.

CHECK LIST	MARKETING CHALLENGE	MARKETING SOLUTION								
		DISPLAY ADVERTISING: NAILS, VietSALON	DEAL SHEET ADVERTISING	THE NAILS MALL	MARKETPLACE	ADVERTORIALS	READER SERVICE CARD (VS) SPONSORSHIP	BELLY BAND	COVER STICKER OR POST-IT	REGIONAL ADVERTISING
	Build Brand Awareness	•				•		•		
	Introduce New Product	•		•					•	
	Generate Industry Buzz	•				•	•	•	•	
	Drive Direct Sales	•	•		•		•	•	•	•
	Launch a New Company or Brand	•				•	•	•	•	
	Generate Leads	•	•	•	•	•				
	Drive Web Traffic	•	•							
	Build User/Salon Database	•					•			•
	Drive Sales into Distributors	•	•		•					•
	Support Distributor Event	•	•							•
	Get Samples Out	•	•		•					•
	Promote Bimonthly Deals/Specials		•	•	•					
	Recruit Personnel				•					•
	Support Educational Efforts	•			•	•				
	Cultivate School Market, Strengthen New Tech Awareness									
	Open and Develop Vietnamese Distribution	•					•		•	•
	Develop Regional Domestic Business	•								
	Develop International Business									•
	No Ad Agency/Limited Resources for Ad Material			•	•	•				

PRINT

GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

INVOICES, CREDIT & CONDITIONS
Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/ Classified advertising: payment is required in advance — VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

POSITIONING REQUESTS
Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

SEQUENTIAL LIABILITY
Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

PUBLISHER'S LIABILITY
Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: www.nailsmag.com. Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:
NAILS Magazine and VietSalon
Carla Benavidez - Production Manager
3520 Challenger Street, Torrance, CA 90503
PH: (310) 533-2456 • Fax: (310) 533-2501
Email: carla.benavidez@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Ad Portal (Send My Ad): PDF ONLY.
Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

New advertisers, click <https://bbm.sendmyad.com> and create an account. Existing advertisers, log-in and follow upload instructions.

If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):
Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS
Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

MARKETPLACE / CLASSIFIED ADVERTISING
Please contact your sales representative for more information. You can send us print-ready artwork or provide us a maximum of 30 words of copy and a 300 dpi photo, and we will do the layout for you at no charge.

NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL
Advertisers may send new product releases for complimentary editorial publication to: tim.crowley@bobit.com or via regular mail. Only 5" X 7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for insertion.

FOR INFORMATION ABOUT EDITORIAL SUBMISSIONS, CONTACT:

We welcome your editorial submissions. To make things easier for you, use this guide to our editors and their responsibilities. If you have any questions, contact editor Hannah Lee directly.

EDITOR	RESPONSIBILITIES
Hannah Lee Associate Publisher/Editor (310) 533-2552 hannah.lee@bobit.com	Features Letters to the Editor Salon Profile Blogs Industry News Cover Inquiries
Beth Livesay Senior Editor (310) 533-2522 beth.livesay@bobit.com	Style Section Reader Nail art Nail Art Gallery Magazine Salon Fanatic blog 365 Days of Nail Art blog
Tracy Rubert Senior Editor (310) 533-2458 tracy.rubert@bobit.com	Education section Career Handbook Nail School News Nails 101: A Student blog Nail art step-by-step Signature Services
Judy Lessin Features Editor (310) 533-2457 judy.lessin@bobit.com	Business section Health section Nails File My Other Life submissions Freelance Inquiries Blueprint of a First Year blog
Brittini Rubin Assistant Editor (310) 533-2491 brittini.rubin@bobit.com	Technique section Product Spotlight Demos Videos Nail Art Gallery Magazine Salon Fanatic Blog 365 Days of Nail Art Blog
Kim Pham Associate Editor (310) 533-2485 kim.pham@bobit.com	VietSALON

AD CONFIGURATIONS & DIMENSIONS

Trim Size: 7 7/8" x 10 3/4" Live matter on bleed units must be kept 1/4" from all outside edges and gutter.

Live Area: 7" x 10"

Spread (bleed): 16 1/4" x 11"	1/2 Horizontal: 7" x 4 7/8"
Full Page (bleed): 8 1/8" x 11"	1/2 Vertical: 3 3/8" x 10"
Full Page: 7" x 10"	1/3 Square: 4 7/16" x 4 7/8"
2/3 Vertical: 4 7/16" x 10"	1/3 Vertical: 2 3/16" x 10"
1/2 Island: 4 7/16" x 7 1/2"	1/4 Vertical: 3 3/8" x 4 7/8"

Marketplace Ad: 2.196" x 3.1035"
Please leave .2" of space at the bottom for the reader service line.

For information about advertising, contact:

Mary Baughman - East Coast
(562) 377-0465
mary.baughman@bobit.com

Shannon Rahn - West/Canada
(310) 533-2434
shannon.rahn@bobit.com