NAILS COVERS EVERY PLATFORM, REACHES EVERY AUDIENCE

HOW DO YOU REACH YOUR CUSTOMERS?

By using the platform she’s using when she’s using it. 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 advertising to email marketing to custom content.

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 advertising to email marketing to custom content.
BRAND OVERVIEW

The monthly print magazine is the source for everything a nail tech needs to know to be successful.

- **59,339** total circulation

Written in Vietnamese and published 7 times a year, VietSALON is the only publication for the professional industry.

- **18,000** circulation

An annual fact book with deep statistics, best practices, and company listings.

- **59,339 circulation + 1,200 bonus circulation**

A digital-only magazine for nail art enthusiasts and nail professionals featuring videos, artist profiles, and curated nail art collections.

- **68,811 circulation**

Nail Art Gallery was the first app of its kind, designed specifically for nail professionals to share their work. Our current audience spans both professional and consumer audiences that want to be inspired by awesome design.

- **47,500** new users every month

NAILSMag.com is the #1 website for nail professionals, with nearly half-million visitors monthly.

- **486,653** monthly visitors

NAILS Career Handbook is an annual guide for students and new nail techs.

- **20,000** 100% requested circulation

Our digital edition is tablet- and smartphone-optimized. It is sent to our email subscriber list in advance of the print edition.

- **13,065** opt-in recipients

Weekly eNewsletters

NAILS has three weekly newsletters for a combined monthly deployment of 142,979.

NailTech Networking Event

Held annually during the Premiere Orlando Show, the NailTech Networking Event draws top nail professionals from across the globe.

NAILS Next Top Nail Artist

The only online, international nail professional recognition program of its kind, NTNA has become the pinnacle of achievement for nail artists the world round.

CONTACT: MICHELLE MULLEN OR MICHELLE.MULLEN@BOBIT.COM  
SHANNON RAHN OR SHANNON.RAHN@BOBIT.COM  
NAILSMAG.COM
LEADERSHIP & PROFESSIONALISM

> **We’re a team of committed professionals:** Committed to the nail industry and committed to being the very best at delivering content that our market wants and needs.

> Every staff member makes at least one personal nail salon visit a month to ensure we’re staying engaged in our readers’ business.

> **We have an in-house web and email marketing team that knows our customers and can be quickly responsive.** We do not offshore web development. Having an in-house shop allows us to collaborate and problem-solve in real time.

> **Our in-house development team of seven** has expertise in web development, SEO, Google Analytics, responsive design, app design, and other current technologies.

> **Our company has built** and now maintains over 50 websites.

> **Our entire Audience Development team has earned** Google Analytics Qualification and Google Adwords certification. Our AD director is certified by Hubspot for inbound marketing.

> **We abide by Interactive Advertising Bureau standards** for optimized user experience to ensure high performance for our advertisers. Our sales team and publishers are all IAB-certified.

32 MAGGIE AWARDS

2 LICENSED NAIL PROFESSIONALS ON STAFF
WHAT TO LOOK FOR ON A PUBLICATION BPA BRAND REPORT

A publication's BPA Worldwide audit provides independent verification that all claims are true. The “BPA Brand Report,” published twice yearly, can be a daunting document, and we recommend that advertisers compare and contrast key areas.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL QUALIFIED CIRCULATION</td>
<td>With the turnover in the nail industry it is important to know that readers are qualified. To be “qualified” to receive the magazine means that the reader is still in the business. A higher total number doesn’t necessarily signify high quality.</td>
<td>59,339</td>
</tr>
<tr>
<td># of individuals directly requesting the magazine</td>
<td>Individuals requesting the magazine directly are most likely to read the magazine and want it in the print format. This can be looked at as engagement so a higher number is more desirable.</td>
<td>50,653 (85%)</td>
</tr>
<tr>
<td>Individuals directly requesting the magazine within the last 12 months</td>
<td>Recent subscribers and renewals have most recently verified their addresses and their interest in the content. With the transient nature of the nail business it is imperative to keep this number as high as possible.</td>
<td>32,153 (54% of total circulation)</td>
</tr>
<tr>
<td># of recipients not directly requesting magazine but sourced from business directories</td>
<td>This means that the recipient has not directly asked for the magazine, but has instead been selected from a list of businesses. Publications usually use some directory names to continue growing qualified circulation, but NAILS attempts to keep the number of these names from directories to a minimum.</td>
<td>7,743 (13% of circulation)</td>
</tr>
<tr>
<td># of recipients with title/function only (no name)</td>
<td>This means the recipient of the magazine is only known by a title/function or by a company name. Publishers try to keep these numbers low to ensure that the magazine is actually being received by a PERSON.</td>
<td>284 (0.5%)</td>
</tr>
</tbody>
</table>


We ensure that the magazine is received by salon professionals, nail technicians, and only those related to the field. This means your advertising message is delivered to likely buyers of your products.

MONTHLY PRINT SUBSCRIBERS

59,339
Why are website traffic sources so important for advertisers?

Because...

- Organic listings receive 90% of the clicks on Google
- Fewer than 10% of searches advance to page 2
- The #1 organic result drives 33% of all clicks

Where does NAILSMAG traffic come from?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>66%</td>
</tr>
<tr>
<td>Social</td>
<td>17%</td>
</tr>
<tr>
<td>Direct</td>
<td>8%</td>
</tr>
<tr>
<td>Referral</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

607,316 monthly visits
486,653 monthly users
1.5 million monthly page views

FOR WHAT KEYWORDS DOES NAILS RANK #1 SPOT?

- Essie Gel System
- will gel polish damage nails
- Shellac images
- acrylic nail brands
- advanced nail art
- benefits of cuticle oil
- best acrylic nail brands
- best gel polish remover
- best pedicure chairs
- best UV top coat
- does gel nail polish damage your nails
- fiberglass wraps
- gel nail trends
- how to remove OPI Gel Nail Polish
- I want to be a nail technician
- Jessica Geleration reviews
- nail art gallery
- nail salon franchise opportunities
- opening a nail salon
- OPI Microbond
- salon makeovers

WE’RE SOCIAL BUTTERFLIES

- Likes: 1,012,734
- Followers: 159,000
- Followers: 56,200
- Followers: 46,900
- Subscribers: 25,090
- Subscribers: 1,400

*Sources: Google Analytics (average of period 1/1/2016 - 7/31/2016) and NAILS own research
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ISSUE THEME</th>
<th>PRODUCT CATEGORY</th>
<th>BONUS DISTRIBUTION</th>
<th>EDITORIAL DEADLINE</th>
<th>AD RESERVATION DEADLINE</th>
<th>AD MATERIAL DUE</th>
<th>MAIL OUT DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January '17</td>
<td>Trends 2017</td>
<td></td>
<td></td>
<td>10/27/16</td>
<td>11/1/16</td>
<td>11/7/16</td>
<td>12/7/16</td>
</tr>
<tr>
<td>February</td>
<td>Valentine’s Day</td>
<td>Skin &amp; Cuticle Care</td>
<td>ISSE-Long Beach</td>
<td>11/23/16</td>
<td>11/30/16</td>
<td>12/6/16</td>
<td>1/6/17</td>
</tr>
<tr>
<td>March</td>
<td>Spring Cleaning &amp; Colors</td>
<td>Spring Polish Preview Cleaning/Sanitation</td>
<td></td>
<td>12/27/16</td>
<td>1/4/17</td>
<td>1/10/17</td>
<td>2/8/17</td>
</tr>
<tr>
<td>April</td>
<td>The Natural Salon</td>
<td>Natural Nail Care</td>
<td>America’s Beauty Show-Chicago</td>
<td>1/24/17</td>
<td>1/31/17</td>
<td>2/6/17</td>
<td>3/7/17</td>
</tr>
<tr>
<td>May</td>
<td>Mother’s Day</td>
<td>Nail Art Supplies</td>
<td></td>
<td>2/27/17</td>
<td>3/6/17</td>
<td>3/10/17</td>
<td>4/7/17</td>
</tr>
<tr>
<td></td>
<td>Career Handbook</td>
<td>Custom Content Special Section</td>
<td>Starter Kits</td>
<td>4/11/17</td>
<td>4/18/17</td>
<td>4/24/17</td>
<td>5/22/17</td>
</tr>
<tr>
<td>August</td>
<td>Summer Looks</td>
<td>Gels/E-files</td>
<td>Cosmoprof North America</td>
<td>5/25/17</td>
<td>6/2/17</td>
<td>6/8/17</td>
<td>7/7/17</td>
</tr>
<tr>
<td>September</td>
<td>Back to School Issue</td>
<td>Fall Polish Preview</td>
<td></td>
<td>6/27/17</td>
<td>7/5/17</td>
<td>7/11/17</td>
<td>8/8/17</td>
</tr>
<tr>
<td>October</td>
<td>Indulgent Luxury Fall Services</td>
<td>Spa Care &amp; Products</td>
<td></td>
<td>7/27/17</td>
<td>8/3/17</td>
<td>8/9/17</td>
<td>9/7/17</td>
</tr>
<tr>
<td>December</td>
<td>Holiday Nails Readers Choice Awards</td>
<td>Top and Base Coats</td>
<td></td>
<td>9/27/17</td>
<td>10/4/17</td>
<td>10/10/17</td>
<td>11/21/17</td>
</tr>
<tr>
<td>The Big Book</td>
<td>Special Custom Content Section</td>
<td></td>
<td></td>
<td>10/11/17</td>
<td>10/18/17</td>
<td>10/24/17</td>
<td>11/21/17</td>
</tr>
<tr>
<td>January '18</td>
<td>Trends 2018</td>
<td></td>
<td></td>
<td>10/26/17</td>
<td>11/1/17</td>
<td>11/7/17</td>
<td>12/7/17</td>
</tr>
</tbody>
</table>

*All dates are subject to change.*
## 2017 RATE CARD

<table>
<thead>
<tr>
<th>AD SIZE (4c RATES)</th>
<th>52X</th>
<th>39X</th>
<th>26X</th>
<th>13X</th>
<th>7X</th>
<th>4X</th>
<th>CAREER HANDBOOK</th>
<th>NAILS BIG BOOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,060</td>
<td>$3,240</td>
<td>$3,600</td>
<td>$4,140</td>
<td>$4,595</td>
<td>$4,962</td>
<td>$2,800</td>
<td>$3,060</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,295</td>
<td>$2,430</td>
<td>$2,700</td>
<td>$3,105</td>
<td>$3,446</td>
<td>$3,722</td>
<td>$2,200</td>
<td>$2,295</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,836</td>
<td>$1,944</td>
<td>$2,160</td>
<td>$2,484</td>
<td>$2,757</td>
<td>$2,977</td>
<td>$1,800</td>
<td>$1,836</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,224</td>
<td>$1,296</td>
<td>$1,440</td>
<td>$1,656</td>
<td>$1,838</td>
<td>$1,985</td>
<td>$1,200</td>
<td>$1,224</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$887</td>
<td>$940</td>
<td>$1,044</td>
<td>$1,201</td>
<td>$1,333</td>
<td>$1,439</td>
<td>$800</td>
<td>$887</td>
</tr>
<tr>
<td>Mall</td>
<td>-</td>
<td>-</td>
<td>$650</td>
<td>$725</td>
<td>$880</td>
<td>$880</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Deal Sheet</td>
<td>-</td>
<td>-</td>
<td>$1,400</td>
<td>$1,680</td>
<td>$2,000</td>
<td>$2,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Marketplace (9/pg)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$298</td>
<td>$395</td>
<td>$395</td>
<td>$395</td>
<td>$395</td>
</tr>
<tr>
<td>Resources (4/pg)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$495</td>
<td>$695</td>
</tr>
<tr>
<td>Website Showcase (6/pg)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$245</td>
<td>$395</td>
</tr>
<tr>
<td>Additional Pages: NAILS Digital Edition</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Premium Package with Advertorial</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### SPECIAL POSITION RATES (amount shown is additional over base rate)

- Cover 2 ...............+30%
- Cover 3 ...............+25%
- Cover 4 ...............+40%
- Opposite TOC ...............$3,500

**CONTACT:** MICHELLE MULLEN > PH: 310.533.2465 OR MICHELLE.MULLEN@BOBIT.COM

**SHANNON RAHN** > PH: 310.533.2434 OR SHANNON.RAHN@BOBIT.COM

NAILSMAG.COM
In this unique section in the back of NAILS, advertisers can promote special deals, advertise pricing discounts, or advertise one-time events very cost-effectively.

> NAILS promotes Deal Sheet with regular epromos, house ads, social media, and a Table of Contents on the cover of the Deal Sheet section.

> By positioning the section in the same place consistently every month, readers know that when they’re shopping for deals, they’ll find them in NAILS Magazine’s Deal Sheet section.

> All ads are full pages.

> Though not required, we strongly recommend that ads include pricing or special deals to provoke immediacy.

### 2017 RATES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>26x</td>
<td>$1,400</td>
</tr>
<tr>
<td>13x</td>
<td>$1,800</td>
</tr>
<tr>
<td>7x</td>
<td>$2,000</td>
</tr>
<tr>
<td>4x</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

### EXTRA OPTIONS FOR DEAL SHEET ADVERTISERS

**Rate**

- Solo/exclusive e-promo reinforcing your monthly deal: $36/M
- Online lead-collection form: $600 flat
- Sponsored page with lead capture, created by NAILS and hosted on NAILS site: $2,160 flat
- Custom QR code with tracking reports: $300 flat
- Run-of-site 300x250 banner with 50,000 monthly impressions: $10.50/M
42% of our readers keep the Big Book forever and 87% refer to it during the year.*

Your image advertising also 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 for 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 1,700 beauty distributors.

<table>
<thead>
<tr>
<th>BIG BOOK AD OPTIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM PACKAGE</td>
<td>$4,500</td>
</tr>
<tr>
<td>Advertorial Only Page</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full-page</td>
<td>$3,060</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,295</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,836</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,224</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$887</td>
</tr>
<tr>
<td>Resource pages (4 per page)</td>
<td>$695</td>
</tr>
<tr>
<td>Website Showcase (6 per page)</td>
<td>$395</td>
</tr>
<tr>
<td>Logo in Marketers Directory Listing (in print and online)</td>
<td>$250</td>
</tr>
</tbody>
</table>

* Publisher’s own data.
We’re committed not only to today’s nail care professionals, but also to tomorrow’s. That’s why we produce our annual Career Handbook, a guide for students and newbies.

The Career Handbook provides a unique branding opportunity for marketers, allowing you to reach brand-new users when they’re discovering products.

Reach school administrators and instructors who influence their students.

The Career Handbook has been directly requested by the school administrators who receive it. Our surveys tell us that new nail techs keep this edition handy as they enter the professional nail industry.

The Career Handbook is a great place to advertise your continuing education classes, starter kits, sample kits, school specials, and trial sizes.

CAREER HANDBOOK AD OPTIONS

<table>
<thead>
<tr>
<th>OPTION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM PACKAGE</td>
<td>$3,300</td>
</tr>
<tr>
<td>Advertorial Only Page</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full-page</td>
<td>$2,800</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,200</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,800</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$800</td>
</tr>
<tr>
<td>Marketplace (9/page)</td>
<td>$395</td>
</tr>
<tr>
<td>Resources Pages (4/page)</td>
<td>$495</td>
</tr>
</tbody>
</table>

100% OF SCHOOLS RECEIVING CAREER HANDBOOK HAVE DIRECTLY REQUESTED IT
WHY ADVERTISE IN NAIL ART GALLERY MAGAZINE?

> Use Nail Art Gallery Magazine as a marketing vehicle to get your brands in front of consumers who seek out nail content.

> The reading audience is already established and is interested in the topic.

> Magazines sold on the newsstand sell an average of 35% of all the magazines they print. That means, if you print 100,000 copies, 65,000 never get sold. Even a top magazine like Vanity Fair sells just 30% of its newsstand copies.

> Showcase professional salon services that consumers can find only in salons.

> Teach consumers about best salon practices.

2017 SPONSORSHIP RATES

<table>
<thead>
<tr>
<th>Pages</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 pages</td>
<td>$750 per page</td>
</tr>
<tr>
<td>4-6 pages</td>
<td>$500 per page</td>
</tr>
<tr>
<td>7-10 pages</td>
<td>$300 per page</td>
</tr>
<tr>
<td>Add video to ad</td>
<td>$300 per file</td>
</tr>
</tbody>
</table>
### Banner Ad Specs

**Pushdown Super Leaderboard**
- Dimensions: 970x90 or 970x418
- Max file size: 40K
- Positions: Top, ROS

**Leaderboard**
- Dimensions: 728x90
- Max file size: 40K
- Positions: in photo galleries only
- CPM Rate: $4.50/M

**Medium Rectangle**
- Dimensions: 300x250
- Max file size: 40K
- Positions: ROS, Right 1, 2, and 4, Carousel, Mobile, Photo Galleries

**Half Page**
- Dimensions: 300x600
- Max file size: 60K
- Position: Right 5-6, ROS

**Photo Gallery Embed**
- Dimensions: 640x480 or 300x250
- Max file size: 60K
- Position: photo galleries

**Prestitial**
- Dimensions: 640x480 (Will center-align on page)
- Max file size: 100KB
- Page: ROS
- Rate: $20/M

**Page Peel**
- Dimensions: 500x500 (full ad, after peel), 100x100 (dogear)
- Max file size: 100KB (dogear) and 100KB (full ad)
- File format: .jpg, .png, .gif only
- RGB (72 DPI resolution)
- Standard Optimization (no progressive scan)
- Position: Homepage
- Rate: $2,000/month

**Pushup Leaderboard/Super Leaderboard**
- Dimensions: 728x90 (leader-board) or 970x90 (super leaderboard)
- Max file size: 40KB
- File format: .jpg, .png, .gif only
- Frequency Cap: 1X per visitor per 24 hours
- Position: ROS
- CPM Rate: $20/M

**Site Skin**
- Dimensions: 1600x1200
- Max file size: 100KB
- File format: static image (.jpg, .png, .gif)
- Note: Middle section of image will not be visible. (300px on each side visible)

---

**Contact:**
- Michelle Mullen > PH: 310.533.2465 or MICHELLE.MULLEN@BOBIT.COM
- Shannon Rahn > PH: 310.533.2434 or SHANNON.RAHN@BOBIT.COM

**Nailsmag.com**
Smartphone use changes the way the web is viewed.

Our mobile website layout is completely different than the desktop version for optimal user experience and ad display.

When users are online on their phones, they expect any links to take them to a mobile-optimized site, but what if your site is not mobile-optimized? We’ll create a mobile landing page for you so you do not lose any potential visitors from your mobile ad or sponsorship.
THE NAIL ART GALLERY APP SPONSORSHIP INCLUDES:

- Company name and logo **featured on the home screen** in “Featured Topics.”
- Sponsorship is limited to 8 companies for maximum exposure.
- A 320x50 banner ad on the search results page.
- Additional keyword sponsorships are available. You can, for instance, sponsor the keyword “French Manicure.”

**RATE**

$2,000 for the year limited to 5 sponsors per year. (3-month minimum term)

**Sources:** Apple iTunes Connect

**MoBILE OPPORTUNITIES: NAIL ART GALLERY APP**

<table>
<thead>
<tr>
<th>434,579</th>
<th>Monthly Screen Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,146</td>
<td>Monthly Sessions</td>
</tr>
<tr>
<td>87%</td>
<td>Return Visitors</td>
</tr>
<tr>
<td>6:55</td>
<td>Average Session Length</td>
</tr>
<tr>
<td>25.4</td>
<td>Screens per Session</td>
</tr>
</tbody>
</table>

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**SHANNON RAHN > PH: 310.533.2434 OR SHANNON.RAHN@BOBIT.COM**

**NAILSMAG.COM**
The digital edition of NAILS is a version of our magazine that is optimized for viewing on a computer screen or tablet. It often includes exclusive content that isn’t used in print, such as audio or video. The NAILS digital edition does not require downloading an app to view and it is free to NAILS subscribers.

All advertisements and editorial mentions in print are automatically hyperlinked. Our editions are archived, searchable, and accessible on our magazine website.

We offer digital edition upgrades, including interactive inserts, motion graphics in your ads, video embedded in your ad, and even a digital-only catalog insert.

59,248
Average Pageviews Per Month

<table>
<thead>
<tr>
<th>2017 OPTIONS &amp; RATES</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatically hyperlink URL in your ad</td>
<td>no charge</td>
</tr>
<tr>
<td>Create custom URL for your ad</td>
<td>$40</td>
</tr>
<tr>
<td>Host and play video and audio</td>
<td>$300 per file</td>
</tr>
<tr>
<td>Extra pages in digital edition only</td>
<td>$400 per page</td>
</tr>
<tr>
<td>Digitize your catalog or brochure</td>
<td>$500 set-up+</td>
</tr>
<tr>
<td>(live link on our site for 12 months)</td>
<td>$10/page</td>
</tr>
<tr>
<td></td>
<td>Same as print</td>
</tr>
</tbody>
</table>

CONTACT: MICHELLE MULLEN  >  PH: 310.533.2465 OR MICHELLE.MULLEN@BOBIT.COM
SHANNON RAHN      >  PH: 310.533.2434 OR SHANNON.RAHN@BOBIT.COM  > NAILSMAG.COM
WHAT IS REMARKETING?

You’ve seen remarketing at work every day. How often have you visited a website or browsed a shopping site and then seen ads for that very product on another website? That’s remarketing and it’s a powerful way to reach customers who have shown interest in a particular subject. It can provide continual brand exposure across many platforms, better targeting (because you’re choosing which users to target), flexible budget (you tell us what your limit is), and improved conversion rates (for most e-commerce websites, only 2% of traffic converts on the first visit).

Retargeting is a powerful branding and conversion optimization tool, but it works best if it’s part of a larger digital strategy. If used improperly, remarketing can annoy customers. The NAILS team knows its users and will guide your strategy for best results.

A USER VISITS THE NAILS WEBSITE ON THE FEET CHANNEL. ...

We load your ad to our network and your ad will follow the user on such highly traffic sites as Weather.com and CNN.com.

You want to target your ads to anyone who’s visited a page on NAILS that covers a topic relevant to your product. e.g. pedicure.

Google places a “cookie” in this user’s browser.

The user leaves the NAILS site and visits other websites on the network, of sites we work with.

The cookie triggers your ad to be shown on other sites, allowing you to get your message targeted to the right user.
EMAIL MARKETING

90,000
Available Email Addresses

53% % of emails are opened on mobile.²

23% % of emails opened on mobile are opened more than once.²

6x The likelihood of getting clicks from email over a tweet.²

40x Email effectiveness for customer acquisition vs Facebook or Twitter.³

72% % of people who prefer receiving promotional content by email over social media.¹

<table>
<thead>
<tr>
<th>EMAIL OPTIONS</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single email promotion</td>
<td>$35/M</td>
</tr>
<tr>
<td>Follow-up program</td>
<td>$30/M</td>
</tr>
<tr>
<td>(includes a second deployment to non-openers)</td>
<td></td>
</tr>
<tr>
<td>Targeted Send</td>
<td>$40/M</td>
</tr>
<tr>
<td>Add subject line test</td>
<td>+ $150 flat per deployment</td>
</tr>
<tr>
<td>A/B test of creative</td>
<td>+ $150 flat per deployment</td>
</tr>
<tr>
<td>Add secondary analytics</td>
<td>+ $175 flat per deployment</td>
</tr>
<tr>
<td>Webinar promotion package</td>
<td>$30/M</td>
</tr>
</tbody>
</table>

Sources: ¹ Direct Marketers Association; ² Campaign Monitor; ³ McKinsey
NAILS Magazine’s e-newsletters can align you with relevant content that escorts your ad or sponsored content into the mailboxes of just the right audience.

**TRENDING ON NAILS**

**Subscribers**: 54,781  
**Audience**: nail techs, salon owners, and more  
**Sizes**:  
- 300x250 (3 available)  
- 728x90 (2 available)  
**Special position**: One inline advertiser in a sponsored position (which includes link to sponsored editorial page)  
**Rates**: $500 flat/deployment (4 times per month)

**NAIL SCHOOL NEWS**

**Subscribers**: 13,242  
**Audience**: school instructors, owners, and educators  
**Sizes**:  
- 728x90 (1 available)  
- 300x250 (2 available)  
**Rates**: $250/deployment (4 times per month)

**STEAL THIS IDEA**

**Subscribers**: 40,000  
**Audience**: nail professionals & salon owners  
**Sizes**:  
- 728x90 (2 available)  
**Rates**: Contact salesperson
You’re about to launch a new product and you need IMPACT, DRAMA, and ENERGY. Get all that with the NAILS New-Product Launch Package. This cross-platform package includes three cohesive marketing units designed to help a new product get liftoff.

THE PRODUCT LAUNCH PACKAGE INCLUDES:

- One 300x250 web banner ad for three months guaranteed to get 100,000 impressions per month.
- An e-promo sent to 40,000 of our qualified email list.
- A sponsored landing page in responsive design, lives directly on NAILS’ website. You can add a photo gallery, videos, or even a lead-capture form.

RATE:

$1,250 per month for three months
(3-month minimum)

ADD VALUE TO YOUR PROGRAM

- Frequency discount of 5% available for 6-month commitment
- Create a custom QR code to use in print collateral $150 1X fee
- Design e-blast or banner ad (see Design Services page) $400 each

> A sponsored landing page in responsive design, lives directly on NAILS’ website. You can add a photo gallery, videos, or even a lead-capture form.
Every year since 2004, NAILS readers choose their favorite professional products by popular vote. We do a special feature on the Readers’ Choice Awards, highlighting all winners and Top 5 runners-up. We also do an annual Favorite New Products digital guide available all year long on our website. Watch for deadlines and get your product nominations in!

2017 DEADLINES:

NOMINATIONS DUE: June 28
VOTING BEGINS: July 10
VOTING CLOSES: August 1
WINNERS ANNOUNCED (PRE-PUBLICATION OF DEC. 2017 ISSUE): October 5
WINNERS PUBLISHED: December issue

The NAILS Readers’ Choice Awards logo is the “Good Housekeeping Seal of Approval” for nail products. Some companies use the logo for shelf-talkers and in-store displays (above) or product packaging (below).

Did you win? Congratulations! Use the Readers’ Choice Award logo in your ads and other marketing material. We offer special rates on epromos to help you “get out the vote” and thank your supporters.
Many years ago, NAILS started two annual “Polish Previews,” which have become the industry standard for design creativity. Our Spring and Fall Polish Previews have earned us many awards over the years. We love the awards, but we love more that these dynamic stories with breathtaking layouts inspire our readers to try new things.

Twice a year, NAILS compiles seasonal color guides to showcase the latest polish and gel-polish collections. This is a special section reserved for advertisers (though all companies may submit for the online feature). Submissions must be for NEW COLLECTIONS created specifically for the season. For the Fall story, colors are due June 15, and for Spring they’re due December 15. We need TWO actual sets of the new collection, plus a press release that includes the collection name and color names.

<table>
<thead>
<tr>
<th>COLLECTION</th>
<th>DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Collection</td>
<td>June 15, 2017</td>
</tr>
<tr>
<td>Fall Collection</td>
<td>December 15, 2017</td>
</tr>
<tr>
<td>Editorial Opportunities</td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Product Spotlight</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Katherine Fleming, 310.533.2557  
katherine.fleming@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send a short write-up or press release, plus a color photo.</td>
<td></td>
</tr>
<tr>
<td><strong>Demos</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Katherine Fleming, 310.533.2557  
katherine.fleming@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Submit up to 8 photos and steps of your product, as well as a style or product shot.</td>
<td></td>
</tr>
<tr>
<td><strong>Freebie of the Month</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Judy Lessin, 310.533.2457  
judy.lessin@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers get all inquiries plus coverage of their giveaway.</td>
<td></td>
</tr>
<tr>
<td><strong>Polish Previews</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Beth Livesay, 310.533.2522  
beth.livesay@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can send us a video file or a link to your YouTube video. We consider all submissions for NAILS TV based on video quality, subject matter, and relevance.</td>
<td></td>
</tr>
<tr>
<td><strong>Nails TV</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Kim Pham, 310.533.2485  
kim.pham@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submit your new season’s collections for our biannual Polish Previews (spring and fall).</td>
<td></td>
</tr>
<tr>
<td><strong>Cover Tech Contest</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Judy Lessin, 310.533.2457  
judy.lessin@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage your talented users to enter this contest, which is judged by NAILS editors and our readership. We open submissions in July.</td>
<td></td>
</tr>
<tr>
<td><strong>NAILS Readers’ Choice Awards</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Beth Livesay, 310.533.2522  
beth.livesay@bobit.com |
<table>
<thead>
<tr>
<th>In Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for nomination forms in July and the winners to be announced in the December issue. Any company can nominate their products.</td>
<td></td>
</tr>
<tr>
<td><strong>Nails File</strong></td>
<td></td>
</tr>
</tbody>
</table>
| CONTACT: Judy Lessin, 310.533.2457  
judy.lessin@bobit.com |
<table>
<thead>
<tr>
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<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketers are welcome to submit short stories, profiles, events, news, Q&amp;A, celebrity nail news, charity, and story ideas.</td>
<td></td>
</tr>
</tbody>
</table>
Polish Preview

NAILS’ biannual Polish Previews have become the industry standard for design creativity. Our Spring and Fall Polish Previews have earned us many awards over the years, and we love that these dynamic stories with breathtaking layouts inspire our readers to try new products and to experiment with color. This is a special section reserved for advertisers and submissions are taken by June 15 for our Fall Color story and by December 15 for the Spring Color story. We need two actual sets of the new collection, plus a press release that includes all the color names.

Open to advertisers only.

Product Spotlight

Explain to readers how your product works, its benefits, and how you, the manufacturer, help the nail technician do her job better. Send a press release plus a color image. Digital images are preferred, and should be saved as .jpg or .eps files at 300 dpi (MAC format preferred), and minimum image size is 4 x 5 inches. We can also use material that’s been submitted for NAILS or that has already been used in NAILS.

Open to anyone.

Demos

For this full-page all-color step-by-step section, submit up to eight photos. Including a large product photo or style shot.

> Send a product description. We will edit these to fit the section. We often use material online that didn’t fit in print, so send additional steps and images.

> Explain each step and what products are used in each step.

> You can submit Demos for any portion of a service; it doesn’t have to be a step-by-step of a complete system. You could focus on a troubleshooting angle, for instance. Oftentimes, marketers’ helpline technicians say their commonly asked technical questions make excellent Demos.

Open to anyone.
We promote this section heavily, as freebies are obviously popular with our readers and are a great source of leads for our marketers.

There is a full page in the printed magazine, a hyperlinked page in our digital edition, a sign-up form on our website, and a follow-up story each month announcing the prior month’s winner.

Freebies are a great way to engender loyalty, get new users to try your product, build a database of potential users, and do simple branding.
How do you reach the RIGHT consumers? With NAILS Magazine’s Consumer Reach Program

**Nail Art Gallery**

Nail Art Gallery is NAILS’ own user-generated gallery with tens of thousands of nail art photos with links to the artist profiles, step-by-steps and salon pages. We have an extensive social following and a regular email alert to drive regular traffic.

**REACH:** 190,000 visitors and 2 million pageviews a month

**WHAT YOU GET:**
300x250 banner ad with a guaranteed 40,000 page views/month

**CONSUMER INFLUENCER PROGRAM RATE**

$1,820 rate for one month (3-month minimum)

**Nail Art Gallery magazine**

Nail Art Gallery Magazine is designed for readers who have an “enthusiast” interest in nail care, style and fashion. Designed for viewing on a tablet or PC, Nail Art Gallery magazine reaches consumers on any digital device they’re using.

**REACH:** 12,000 opt-in subscribers every month and over 320,000 pageviews of every issue

**WHAT YOU GET:**
3 digital pages in Nail Art Gallery Magazine tablet

**CONSUMER INFLUENCER PROGRAM RATE**

$1,820 rate for one month (3-month minimum)

**Nail Art Gallery app**

The Nail Art Gallery app offers a rich mobile experience, easy sharing tools, and a chance for marketers to align with topical or seasonal designs. The app enjoys over 430,000 monthly screenviews and an average session length of nearly 7 minutes.

**REACH:** 34,797 total downloads

**WHAT YOU GET:**
> 320X50 banner ad that is locked in place while user scrolls
> Sponsorship of your brand name AND a keyword of your choice
> Logo placement on the search menu
Social media is a profoundly powerful medium to reach nail professionals ... if you target your message well, hone your audience, and craft your message for optimal engagement.

NAILS’ editorial and custom media teams will provide insights on what works for your particular goal. We have eight years’ experience and millions of impressions to base our insights on.

When should you use Instagram?
A sponsored Instagram post allows an advertiser to have their content posted on the @nailsmagazine feed. Captions include the word “Sponsored” and #ad. Advertisers are of course also tagged in the caption and photo.

$1,800

When should you use Snapchat?
With a Snapchat takeover an advertiser carries the NAILS audience with them. You’ll post directly from the NAILS Snapchat account to tell a story for a set amount of days. We’ll create a custom password while the takeover is in full-swing so your session is uninterrupted. We’ll post the Snapchat takeover to our other social platforms to make sure you get maximum exposure.

Call for pricing.

When should you use Facebook?
NAILS will post a custom message on Facebook and promote it for three days. We use Facebook’s internal capabilities to reach deep into our own fanbase as well as to target demographic interest groups that match your needs. Manufacturers provide an image for the post and copy.

$3,500 includes boost & content development.
How do you capture the attention of today’s busy salon professional and stand out in a sea of information? By providing content in a format that is credible, readable, and, above all, relevant. Designed to look natural on a website alongside editorial, sponsored content (sometimes called native advertising) is a rich experience for website visitors while providing measurable ROI to marketers. Custom content is developed FOR YOU, BY US. We know what interests this market and how to engage it.

We have a full-service in-house Custom Content team who can assist with concept, writing, and image development. We'll meet with you to understand your goals and put together a program for maximum ROI.

NAILS’ team will provide insights on what content and platform works best for your goal. We have eight years’ experience and millions of impressions to base our insights on.

Our Nail Bytes section features highly readable “shorts” curated in their own section and your “byte” article has your company logo, description, and no other ads on the page.

Custom how-to guides help marketers educate nail professionals on relevant topics, and they establish thought leadership, drive lead generation, and build your content library because you can use all our custom content for your own website.

NAILS will post a custom message on Facebook and promote it for three days, ensuring it reaches users’ news feeds. We can match your target demographics and boost the posts for optimum exposure.

We also offer Instagram posts with custom-developed content optimized for this photo lovers’ social platform.
In the beauty industry print is alive and well. There is simply no other way to showcase the color and the richness of beauty products than with printed material. We offer many specialty print options for our advertisers.

> **Product sample inserts**  You can glue-tip a product packette sample to our readership on your ad.

> **Color charts**  Provide color charts ready to insert, or allow us to quote a custom chart with true-life color options.

> **Polybagged inserts**  Put any item in the polybag we ship the magazine in (up to 3.3 oz.), including sales sheets, brochures, product samples, or anything else you can think of.

> **Belly bands**  Wrapped around the center of the magazine, the belly band is the first thing a reader sees when she gets her magazine. Belly bands can be done for a show, for a special event, or to the full run of the magazine.

> **Calendars**  We can print custom calendars for you (including doing all the creative) or we can insert or outsert your own calendar.

> **Recipe cards**  A practical insert, a recipe card is a how-to for NAILS readers to save and refer to. We can print the cards with perforation or we can simply take your creative and bind into the magazine.

> **Printed polybag**  We can print your message or advertisement right on the polybag that the magazine ships in. Talk about drama: This is the first thing a reader sees when she opens her mail.

> **False covers**  This ad, with our logo, is glue-tipped to the cover of the magazine for a high-impact effect. The tip-on can be a single page or even a multi-page piece (up to 2 pages).
FOUR-COLOR NET RATES
Frequency discount is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate.

INSERTS/SPECIAL PRINT UNITS: RATES AND GUIDELINES
There is a flat production charge for either tipped-in or bound-in inserts, plus additional production/postage fees depending on weight, size, and special handling of insert. Space charges are additional and based on advertiser’s frequency. Inserts, tip-in, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available by custom quote from your sales representative. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

GENERAL INSTRUCTIONS
Same size color proof required by ad closing date. 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. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

SPECIAL POSITION RATES
(amount shown is additional over base rate)
Cover 2 .................................................................+30%
Cover 3 .................................................................+25%
Cover 4 .................................................................+40%

MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Trim Size Ad Unit</th>
<th>Dimensions (W x D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15 3/4&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>Full</td>
<td>7 7/8&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4-9/16&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4-9/16&quot; x 7-1/2&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 4-7/8&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4-9/16&quot; x 4-7/8&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-3/16&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3-3/8&quot; x 4-7/8&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2-1/4&quot; x 4-5/8&quot;</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4-5/8&quot; x 2-1/4&quot;</td>
</tr>
<tr>
<td>1/9 Vertical</td>
<td>2 3/16 x 3 1/8</td>
</tr>
</tbody>
</table>

Live area for full page is 7" x 10".
Single column width 2-3/16". Double column width 4-9/16". Column depth 10". Binding is perfect bound. Allow 1/8" for head trim.

Bleed: We do not charge for bleeds.
Bleed Size: single page bleed 8-1/8" x 11" Spread bleed 16" x 11"
Vital parts of copy and layout should be kept at least 1/4" distance from the gutter and top, outside, and bottom edges.

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 SUBMISSIONS FOR ADVERTISERS
(PRINT EDITION):
Please contact your Production Manager for instructions on how to upload to our Ad Portal – PDF files ONLY.

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

AD PRODUCTION REQUIREMENTS
Complete digital ad specifications can be downloaded at: www.NAILSmag.com. Click on “Advertise with us,” then “NAILS Magazine Ad Digital Specs.” All ad materials and production questions can be addressed to:

NAILS Magazine, Carla Benavidez, Production Manager
3520 Challenger St., Torrance, CA 90503
Phone: (310) 533-2456 • Fax: (310) 533-2501
Email: carla.benavidez@bobit.com
NAILS Next Top Nail Artist online competition puts a spotlight on upcoming nail artists and challenges their every artistic skill. Just like a reality TV show, there is a challenge every week and one contestant drops out each week. We crown NAILS’ Next Top Nail Artist in March at America’s Beauty Show.

MARKETING OPPORTUNITIES
We offer brand-tailored challenges for each week of the contest. We’ll work directly with you to customize a challenge that beautifully portrays your brand and gets our contestants – and our audiences – excited.

PRODUCT SPONSORSHIPS
Weekly Sponsors (10 spots available)

Call us to talk directly about a sponsorship that best fits your brand. Sponsorship rates start at $3,000 per sponsor.

Her 2014 win put Ryoko Garcia on the map. She’s enjoyed many opportunities to work directly with manufacturers on new products, unique designs, and education.

2015 WINNER Lavette Cephus has turned her win into a business-building enterprise, launching a product line, working NY Fashion Week, and mentoring thousands of nail professionals.

2016 WINNER Winnie Huang from Canada hit the ground running after her win. She has been the guest editor of NAILS, has worked to inspire future nail technicians with her involvement in Beauty Changes Lives, and was one of the first nail professionals to do a runway show at America’s Beauty Show.
NAILS MAGAZINE RESEARCH SERVICES can conduct research projects ranging in scope from simple brand awareness to product use trends. The Bobit Business Media Research Department has done industry research for hundreds of companies, including Ford, GM, Volvo, OPI Products, CND, Honeywell, Tyco, Cooper Notification, and the University of Illinois.

We focus on actionable RESULTS and data that converts to SALES. If you don’t see what you’re looking for here, give us a call and let us custom-tailor something for you.

### SIMPLE SURVEY
- One survey with 10 multiple-choice questions conducted via email. Survey can be sent to up to 10,000 email addresses from NAILS database of salon owners and nail technicians.
- NAILS creates a “survey invitation” to entice response and results are provided in a summary report. **Cost: $1,600**

### NAILS “20 QUESTIONS” SURVEY
- Advertiser can add five questions to the NAILS monthly “20 Questions” survey. Results are provided to client in an Excel spreadsheet in whole numbers and percentages, including summary report. **Cost: $850**

### AD/COLLATERAL MATERIAL REVIEW
- One multiple-choice questionnaire of no more than 5 questions conducted via email and with an online tool. Survey can be sent to entire database or selection by one criteria. Results provided in Excel, cross tabulated by up to 3 demographic criteria. **Cost: $900**

### PRODUCT TESTING / REVIEW
- Product is sent to up to 100 nail technicians with survey. Data gathered can be used for R&D or advertising testimonials. NAILS tabulates the results, which are provided in Excel and cross tabulated in one criteria. Verbatim commentary provided from all respondents, regardless of whether releases provided. **Cost: $4,500**
- We also offer Product Sampling, where client sends samples to up to 1000 recipients and NAILS conducts a survey of user impressions. Product sampling programs start at **$4,000**

### FOCUS GROUPS
- NAILS will conduct in-person local focus group that includes skilled moderator. We prescreen attendees to ensure a good sampling and provide incentives to participants. Notes from session will be transcribed and client provided a summary that includes recommendations and analysis. **Cost: $5,000 (plus cost of incentives)**

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CONTACT: MICHELLE MULLEN  PH: 310.533.2465 OR MICHELLE.MULLEN@BOBIT.COM  SHANNON RAHN  PH: 310.533.2434 OR SHANNON.RAHN@BOBIT.COM  NAILSMAG.COM