

HAIR EXPO BLOG MEDIA KIT

Hair Expo Australia is known as
THE FESTIVAL OF HAIR

Over three days each year, Hair Expo attracts thousands of industry professionals who come together under one roof to network, explore new innovations and trends, update their skills, and re-ignite their passion for their craft.

The Hair Expo Blog was launched in September 2017 with the intention to maintain our strong engagement with the hair community, year-round.

We publish engaging content that stimulates, informs, and inspires our visitors. Content includes interviews with hair heroes, inspiring hair collections, beautiful salon design galleries, recaps from our event, and industry news to keep our audience in-the-know.

Blog posts are shared across our social media channels and each Monday, we publish our Hair Expo Insider editorial e-newsletter, which is distributed to a database of more than 18,000 industry professionals.

MEDIA VALUE

- Solus EDM (advertorial, limited availability): \$3,272 inc GST
- EDM ad banner: \$940 inc GST
- Website skin ad 220px (w) x 850px (h) (not available for smartphone display): \$2,104 inc GST per month
- Website banner ad 728px (w) x 90px (h): \$2,104 inc GST per month (prime positioning next to masthead)

CONTACT

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HAIR EXPO
AUSTRALIA
THE FESTIVAL OF HAIR

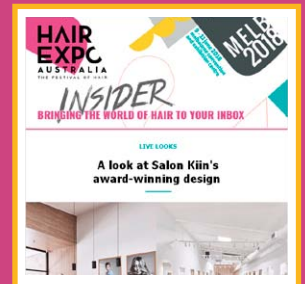
KEY STATS

4,531
Unique users*
21,067
Page views*

*Google Analytics, 11 September to 10 October 2017

HAIR EXPO INSIDER E-NEWSLETTER

The Hair Expo Insider e-newsletter is published each Monday afternoon and communicates blog content to our significant database of more than 18,000



database of more than
18,000

HAIR EXPO SOCIAL MEDIA

f 40,000
likes
t 1,772
followers
i 27,000
followers

