

Nail Design

magazine

*Technical specifications and
rates 2018*



General

Title : Nail Design Magazine
 Frequency : 8 x a year
 Website : www.naildesign-magazine.nl
 Published by : Beauty Publishing Group BV
 Markerkant 10 13d
 1316 AA Almere
 The Netherlands
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 E info@beautypublishinggroup.nl
 F www.facebook.com/NailDesignMagazine1

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 E redactie@naildesign-magazine.nl

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Advertisements : T +31(0) 36 525 68 53
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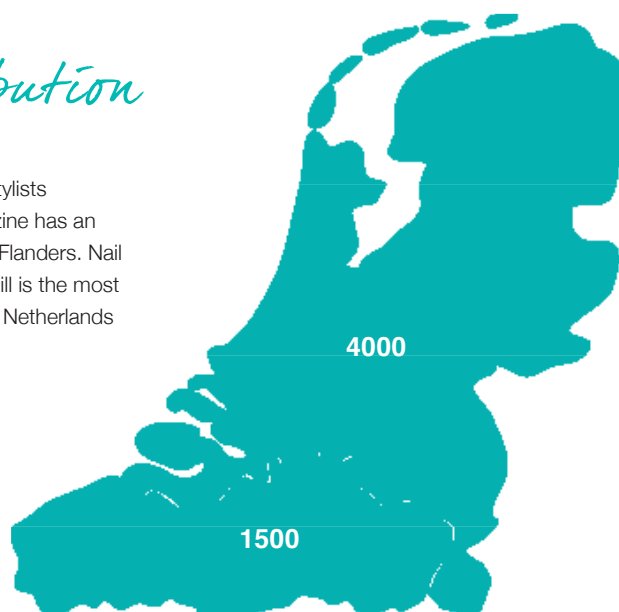
Editorial information

Nail Design Magazine is an independent trade glossy for professional nail stylists, filled with information, inspiration and innovation. It provides you with the latest news from the field, extensive step by step techniques, useful and practical tips & tricks, intriguing reports and interviews, interesting background stories, attention for natural nail care, cosmetic footcare, eye styling and practical information for entrepreneurs. For instance, how do you expand your business and how do you manage your accounts? It goes without saying that the magazine focuses on the latest products and trends in the nail business. Furthermore each issue offers you a great many of inspiring nail art designs. Nail Design Magazine is published eight times a year.



Circulation and distribution

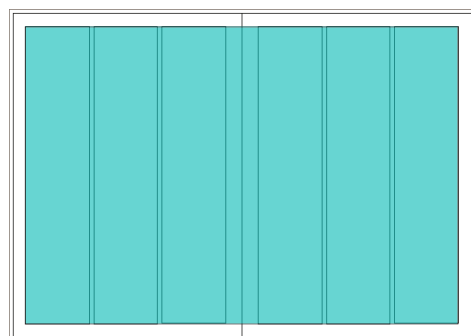
Nail Design Magazine is distributed among professional nail stylists throughout The Netherlands and Flanders. Nail Design Magazine has an average circulation of 5.500 editions, 1.500 are distributed in Flanders. Nail Design Magazine has over 3.000 subscribers and therefore still is the most preferred trade magazine for the professional nailstylist in The Netherlands and Flanders.



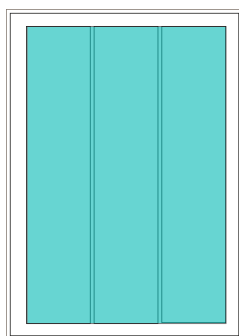
Subscription fee

€ 76.50 a year (inclusive of 6% VAT)

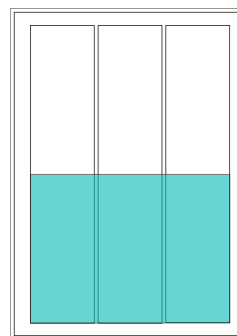
Technical specifications



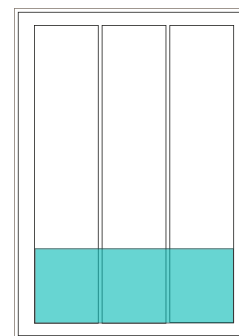
2/1 page



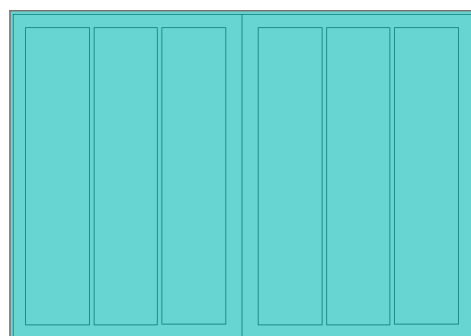
1/1 page



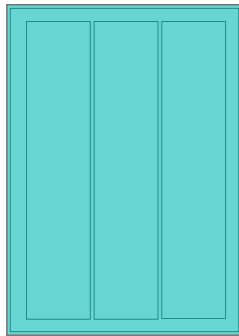
1/2 page (landscape)



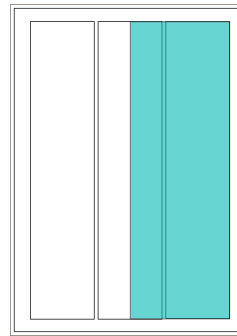
1/4 page (landscape)



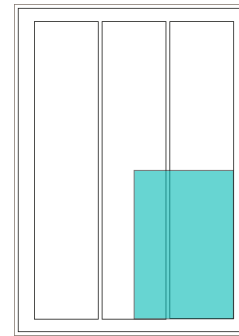
2/1 page (bleed)



1/1 page (bleed)



1/2 page (portrait)



1/4 page (portrait)

Sizes

	Width x Height (in mm)
2/1 page	395 x 270
2/1 page (bleed)	426 x 303 (including trim)
1/1 page	185 x 270
1/1 page (bleed)	216 x 303 (including trim)
1/2 page (portrait)	90 x 270
1/2 page (landscape)	185 x 133
1/4 page (portrait)	90 x 133
1/4 page (landscape)	185 x 64

Specifications

Cover

Printing technique	Sheet offset CMYK
Paper	170 grams wood-free supercalendered MC

Interior

Printing technique	Sheet offset CMYK
Paper	100 grams supercalendered MC

Type page

: 210 x 297 mm

Type area

: 185 x 270 mm

Finish

: Adhesive bound

Advertisement rates (full colour)

Number of placements	1x	4x	8x	12x	16x
2/1 page (spread)	2.850	2.550	2.290	1.875	1.710
1/1 page	1.570	1.410	1.270	1.020	940
1/2 page	940	835	760	615	570
1/4 page	570	510	460	380	340

(all rates in euro and exclusive of VAT)

Placement surcharges

Inside front and back cover (2 and 3)	10%
Back cover (4)	15%

(Cover positions only as 1/1 page)


Technical costs

Manufacture of advertisements based on supplied texts and images: 5% surcharge on the value of the advertisement.

Nail Navigator

Nail Navigator position (name and address + website + logo + personal short text)
€ 125.00 per issue

Friesland




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www.indigo-nails.nl
Facebook: Indigo Nails Nederland
Alround opleidingscentrum tot nagelstylist, officieel grootdistributeur en webshop, opleidingen en workshops.


Gelderland



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Kelwinstraat 7
6601 HX Wijchen
t: 034-5451059
info@florencebeautyandnails.nl
www.florencebeautyandnails.nl
Tegelijkertijd we Nail Art Studio's
1987 de grootdistributeur en het opleidingsinstituut voor nagelstylist. Met een breed assortiment aan nagel- en beautyproducten en ons ervaren personeel halen wij samen met jou het beste uit je carrière als nagelstylist!



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International Educator Crystal Nails, opleidingen, Nagelstyling en Nail Art.
Grootdistributeur Glitter Heavens Europe.



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www.nagelstudiocounter.nl
Grootdistributeur e.a. bij: Estflow, Astonishing en China Glaze. Erkend distributeur Konad. Nagelstylingopleidingen, nagel-studio, pedicure, webshop.

Sponsored editorial

A sponsored editorial is a page on which a brand, product, service or company is highlighted in an editorial way. The page will be made in cooperation with our editors. € 500.00 a page.

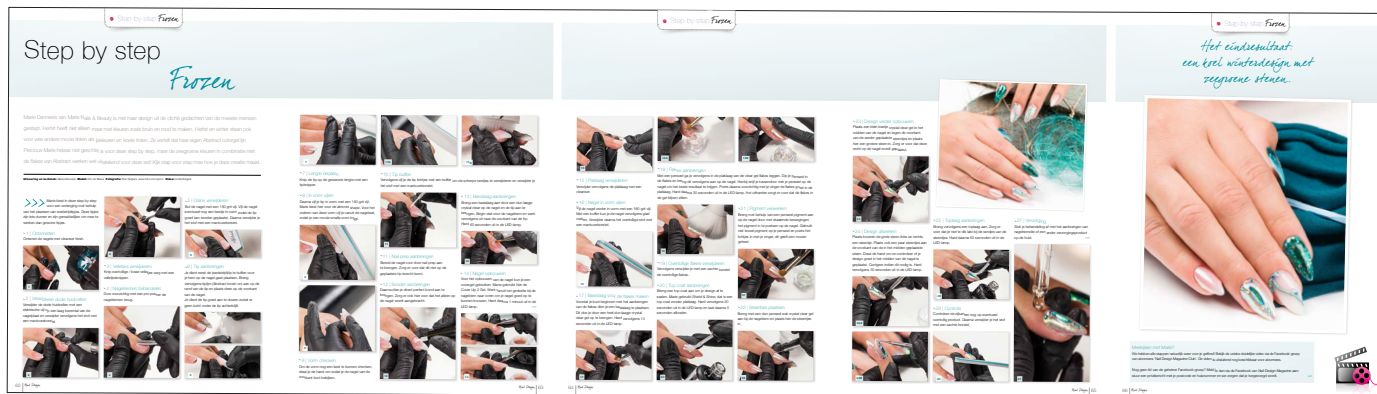


Step-by-step 5 pages

Extensive step-by-step technique or nail art on 5 pages of editorial. As an extra, a page is added in the commercial form of the step-by-step with a complete overview of the products used. The step-by-step pages are drafted as editorial and deal with a relevant topic. The step-by-step includes photography and HD film. The film will be made available via

www.naildesign-magazine.nl after publication of the magazine.

After publication, the photos and the film may be used for personal use, stating the credits. All-in price € 5.000,00.



Publication chart 2018

Issue	Publication date	Closing date editorial and advertisements
1	January 12th 2018	December 5th 2017
2	February 23th 2018	January 16th 2018
3	March 27th 2018	February 16th 2018
4	May 22th 2018	April 11th 2018
5	July 03th 2018	May 24th 2018
6	August 31th 2018	July 24th 2018
7	September 25th 2018	August 16th 2018
8	November 20th 2018	October 11th 2018

Reservations: Not later than 4 weeks before publication. If later please contact the publisher.

