



## Technical specifications and rates 2017

### General

Title: Nail Design Magazine  
Frequency: 8 x a year  
Website: [www.naildesign-magazine.nl](http://www.naildesign-magazine.nl)  
Published by: Beauty Publishing Group BV  
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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 the most preferred trade magazine for the professional nailstylist in the Netherlands and Flanders.

**Subscription fee: € 72.50 a year (inclusive of 6% VAT)**

#### Advertisement rates (full colour)

Number of placements	1x	4x	8x	12x	16x
2/1 page (spread)	2780	2490	2235	1830	1670
1/1 page	1530	1375	1240	995	920
1/2 page	920	815	740	600	555
1/4 page	555	495	450	370	335

(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)

Insert rates: on request.

#### 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.

#### Nail Navigator

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

#### Technical 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	

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

#### Publication chart 2017

Issue	publication date	closing date editorial and advertisements
1	20 January 2017	13 December 2016
2	24 February 2017	17 January 2017
3	21 April 2017	14 March 2017
4	16 June 2017	02 May 2017
5	25 August 2017	18 July 2017
6	22 September 2017	15 August 2017
7	10 November 2017	03 October 2017
8	08 December 2017	31 October 2017

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