

Our
readers
are your
Customers

StyleSpeak
mediakit



About us

StyleSpeak - the Salon & Spa Journal is published by C & E Media - a division of Conferences & Exhibitions Pvt. Ltd., established in 1990 and based in Mumbai.

India's first hair & beauty magazine, StyleSpeak is targeted specifically to salon & spa professionals and is your monthly guide to hair and beauty trends from India and around the globe! StyleSpeak's editorial collaboration with India's leading stylists & beauty professionals, salon biz experts, and leading brands in the industry creates month on month relevant educational content, insightful tips, techniques, interviews & features that further our readers' business & creative interests!

Launched in 2002, StyleSpeak is a 'must read' for anyone connected with or interested in the world of hair and beauty. Every month it brings you

- The latest fashion trends drawn directly from catwalks in India and the fashion capitals of the world.
- Creative work of world-famous hairstylists and make-up artistes.
- The newest developments in skincare products and treatments.

StyleSpeak is also the reader's personal stylist. Its 'here' that you will hear fashion, techniques, trends and launches FIRST! StyleSpeak's direct access to celebrity stylists and make-up wizards in India and around the world gives it invaluable and practical information and techniques so useful to the reader.

Our Mission

- Produce an informative magazine that acts both as a rich knowledge source as well as a handy guide that will inspire today's professionals and enable them to take their creativity & businesses to new heights
- Create a visually stunning, international looking magazine that captures the essence of this dynamic profession
- Develop an iconic magazine brand that is synonymous with India's professional Hair & Beauty and Spa Industry

Total Circulation

- 40,000 & Readership of 4,00,000 Monthly
- 28,024 subscribers all India (primarily comprise hair & beauty professionals)

Reader Profile

- 28-35 years old, SEC AB
- Owners of Hair and Beauty salons & Spas

Reader Statistics

- Gender Ratio 70:30 female: male
- No. of people per salon: < 5: 12%: 5 - 10: 56%: > 10: 32%
- Median Age: 30.5 yrs

2011-12 EDITORIAL CALENDAR

February

Gadget

Cool Tools for hair, beauty, spa and nails using tools to enhance your work. Also, featuring Valentine Day spa packages, Sweetheart hairstyles and make-up, etc.

Ad Confirmation: 1-1-11
Ad material due: 10-1-11

Editorial Due: 1-1-11

March

Spa

Spa trends, design, news, new initiatives, spa treatments & reviews, troubleshooting etc.

Ad Confirmation: 1-2-11
Ad material due: 10-2-11

Editorial Due: 1-2-11

April

Teen

Teen hair and skin issues, teen brands, hair and make-up trends, specialized teen services etc

Ad Confirmation: 1-3-11
Ad material due: 10-3-11

Editorial Due: 1-3-11

May

Interiors

Latest design concepts, furniture & furnishings and equipments for salons and spas

Ad Confirmation: 1-4-11
Ad material due: 10-4-11

Editorial Due: 1-4-11

June

Hair

Hair trends in cutting, colouring and styling, hair tools and pre & post care.

Ad Confirmation: 1-5-11
Ad material due: 10-5-11

Editorial Due: 1-5-11

July

Nails

Latest trends and nail accessories and gadgets, new launches, mani and pedicure Step by Steps, best buys for the season and How To's.

Ad Confirmation: 1-6-11
Ad material due: 10-6-11

Editorial Due: 1-6-11

August

Beauty

Tracking the best beauty care products; latest in beauty trends, Celebrity beauty secrets and Beauty treatments, etc

Ad Confirmation: 1-7-11
Ad material due: 10-7-11

Editorial Due: 1-7-11

September

Bridal

Bridal hair, fashion, nails, make-up, accessories, SS bridal colour palette & Beauty planner, Bridal looks on the ramp.

Ad Confirmation: 1-8-11
Ad material due: 10-8-11

Editorial Due: 1-8-11

October

Make-up Special

Types of make-up, Make-up trends, Ramp make-up, Goodie bags-products/brands, Eye make-up, body glitters, new launches, etc.

Ad Confirmation: 1-9-11
Ad material due: 10-9-11

Editorial Due: 1-9-11

November

Anniversary Issue

Featuring the top 10 products of the year in beauty, nails, hair and spa; Top 10 spas, salons, Top 10 treatments in salons & spas etc.

Ad Confirmation: 1-10-11
Ad material due: 10-10-11

Editorial Due: 1-10-11

December

Men

Male Grooming- Hair, skin, nails, products & treatments and beauty trends

Ad Confirmation: 1-11-11
Ad material due: 10-11-11

Editorial Due: 1-11-11

January

Going Green- Natural Specials

Natural ingredients for cosmetics/foods for natural beautiful skin and hair; natural brands/products, best launches, green trends, etc

Ad Confirmation: 1-12-11
Ad material due: 10-12-11

Editorial Due: 1-12-11

Advertising Tariff

Four Colour	X 1	X 3	X 6	X 12
GATE FOLD	560000	515200	476000	392000
Opening Spread	300000	276000	255000	210000
2nd Opening Spread	240000	220500	204000	168000
Regular Double Spread	225000	207000	190500	157500
Inside Back Cover	225000	207000	190500	165000
Back Cover	450000	414000	382500	315000
Last Page				
Full Page	180000	165000	150000	127500
Half Page	75000	69000	63000	52500
Quarter Page	37500	34500	31500	25500
Vertical Strip Ad	45000	40500	37500	31500
Innovations	at actuals			
comitted positions @ 20% premium				
CLASSIFIEDS				
Per Column Centimetre (CC)	585	455	416	364
MECHANICAL DATA				
Space	Size			
GATE FOLD	428mm width x 276mm height			
Double Spread	428mm width x 276mm height			
Full Page	214mm width x 276mm height			
Half Page - No bleed allowed	210mm width x 130mm height			
Quarter Page - No bleed allowed	130mm high x 90mm wide			
Vertical Strip Ad				

Note: Keep 3mm extra bleed on all sides

MATERIAL

- High resolution PDF / JPEG / TIFF / EPS / COREL files in CMYK format
- CD with digital proofs
- Vital advertising matter should be kept at least 10mm (1 centimeter) away from all edges.

SPECIAL NOTE

- All prices per insertion per issue
- All prices are exclusive of agency commission.
- Taxes as applicable