PBA Professional Beauty Association

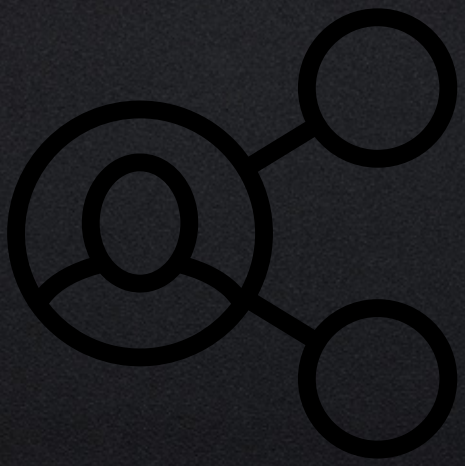
NONPROFIT · ADVOCACY · COMMUNITY

MEDIA KIT 2025

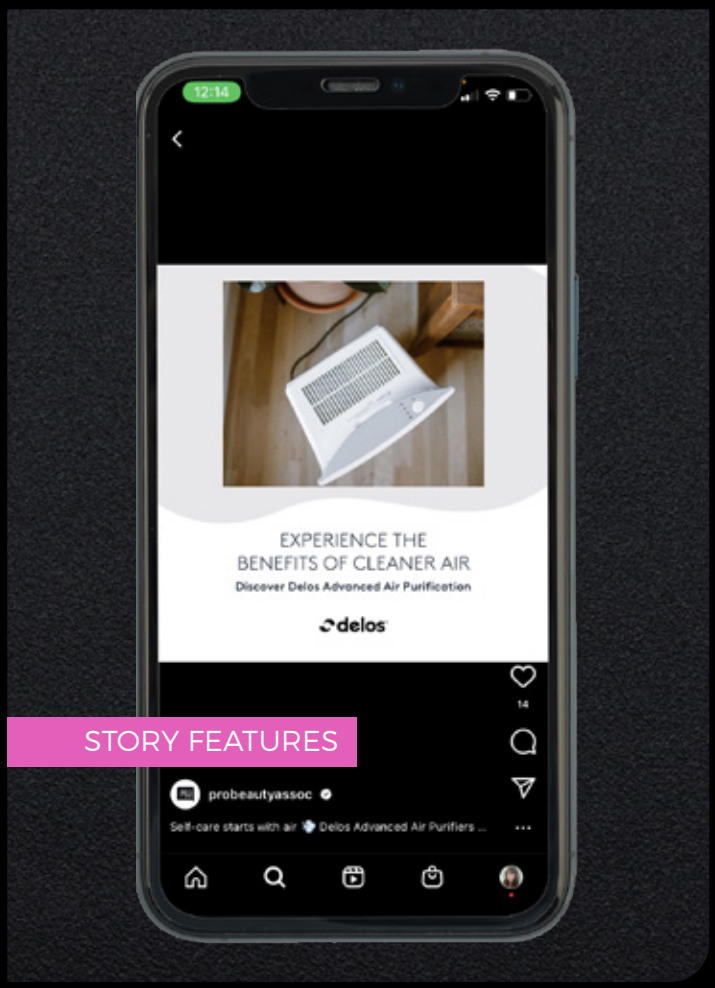
We empower community, develop trusted resources, and champion collective voices to protect, grow and invest in our industry.

Opportunities to reach over 350,000 qualified professional beauty audiences including segments such as:

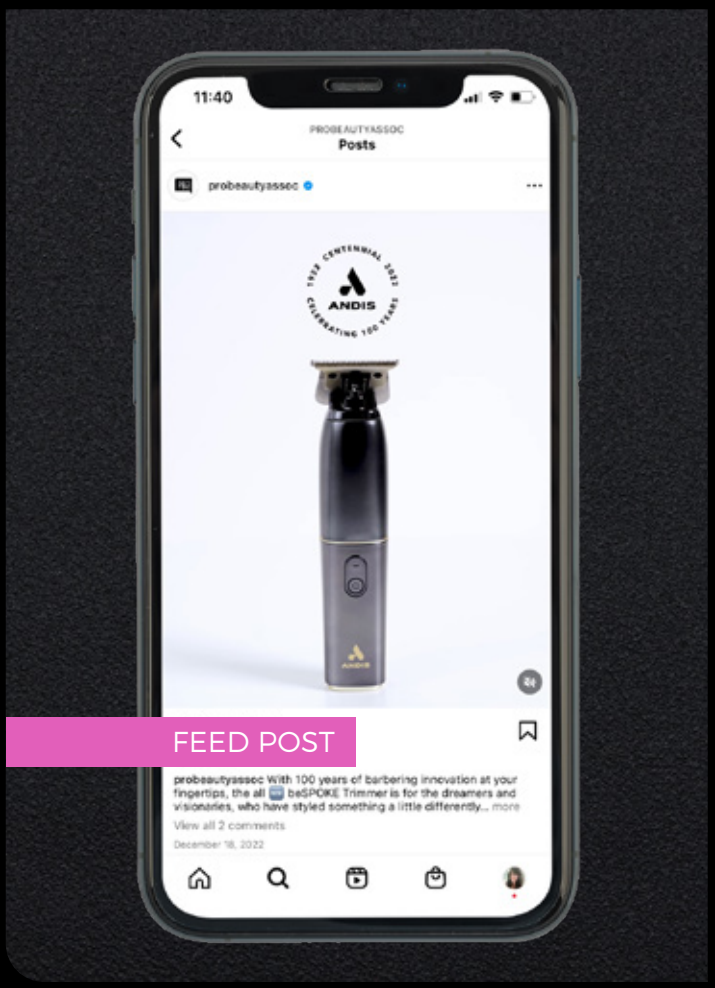
MANUFACTURERS | DISTRIBUTORS
LICENSED PROFESSIONALS
STUDENTS | SCHOOLS



When beauty thrives, we all do.



STORY FEATURES



FEED POST

SOCIAL MEDIA

Partner with us on social! Whether you're interested in unique posts, reposts, stories or highlights, we can create a **custom package** that is sure to meet your needs and reach our **highly engaged audience**!

AVAILABLE PLACEMENTS INCLUDE:

STORY FEATURES | FEED POSTS | CUSTOM CAMPAIGNS

Limit 24 total available placements per year.
No more than 2 sponsored per month.

NON-MEMBER PRICING STARTS @

$5,000

DEPENDING ON PLATFORM

MEMBER PRICING STARTS @

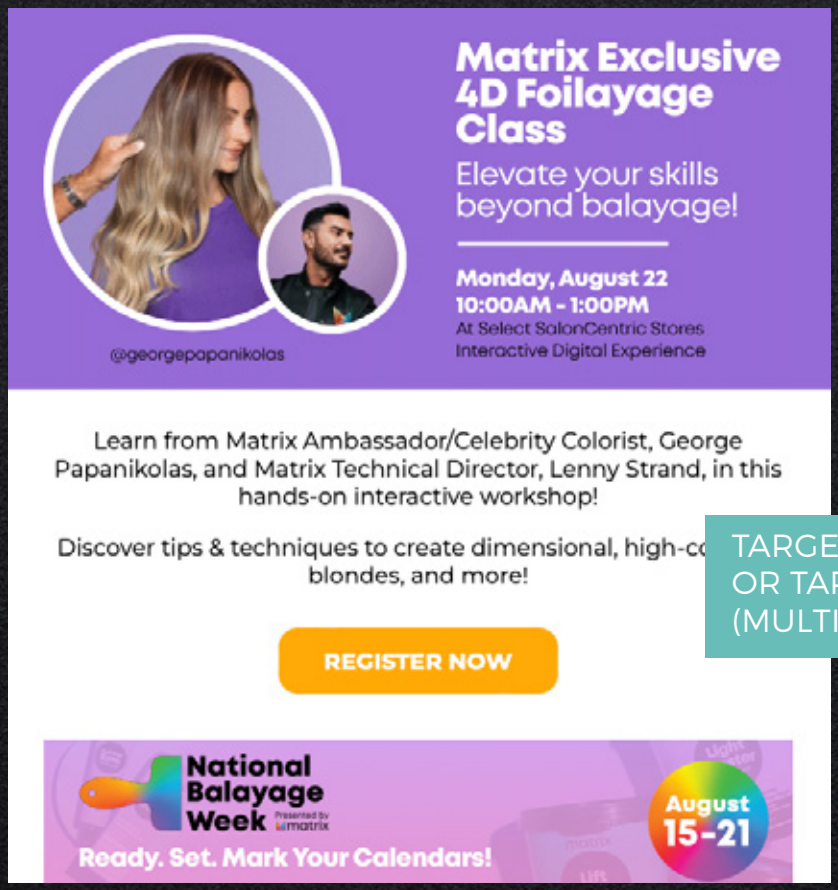
$1,000 - $5,000

DEPENDING ON PLATFORM

176K+
FOLLOWERS

8+ MILLION
ORGANIC IMPRESSION

TOP AUDIENCE BETWEEN
18-44 YEARS OLD



TARGETED SEND (ON-TIME)
OR TARGETED CAMPAIGN
(MULTIPLE SENDS)

DEDICATED EMAIL

Create a customized email to drive Members to **engage and interact with your brand**. Work with our experienced design and email team to bring your email communication to life!

AVAILABLE PLACEMENTS INCLUDE:

- Targeted send (one-time or multiple sends)

Limit 10 total available dedicated emails per year.
No more than 1 sponsored per month.

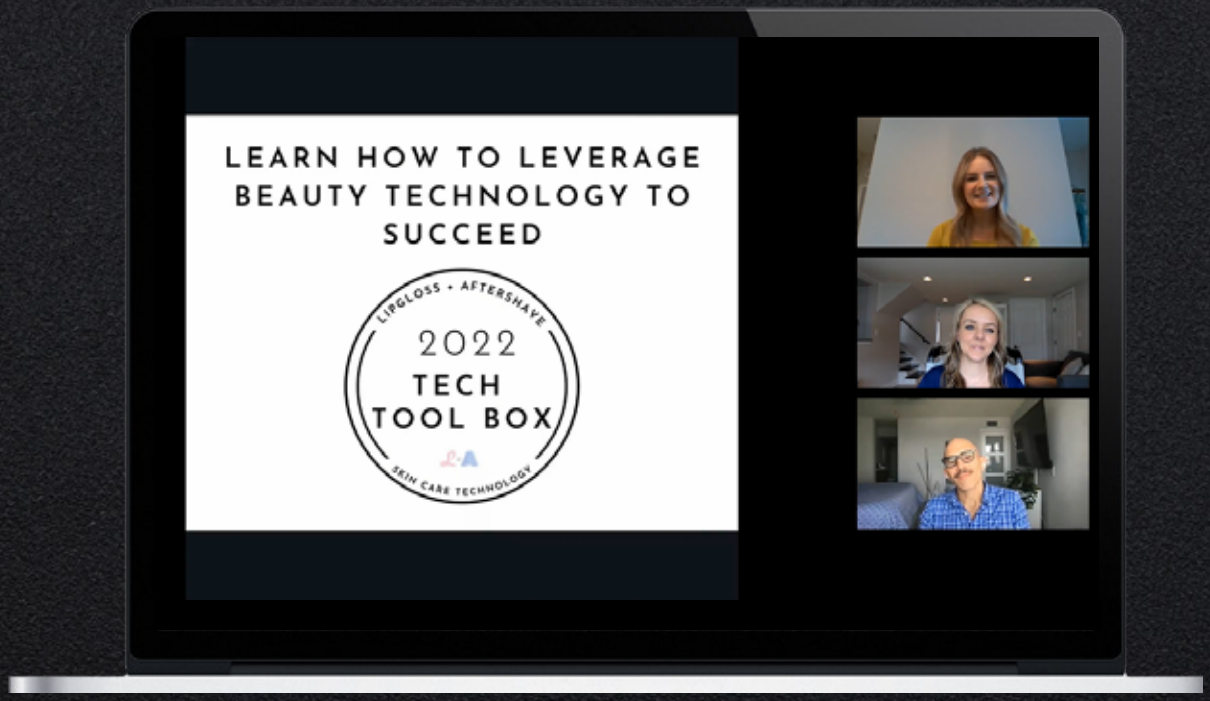
NON-MEMBER PRICING STARTS @
$6,000

MEMBER PRICING STARTS @
$3,000

REACH OVER 350K MEMBERS

TARGET YOUR COMMUNICATIONS

CUSTOMIZABLE AND DESIGN AVAILABLE



VIRTUAL EDUCATION OPPORTUNITIES

Ongoing education is a great way to bring your brand to life. Our interactive platform enables your brand to be **visible at every touchpoint** from registration to presentation.

Put your brand at the forefront of our education with our custom **virtual education packages**.

Limit 10 total available webinars per year.
No more than 1 sponsored per month.

NON-MEMBER PRICING STARTS @

$7,500

MEMBER PRICING STARTS @

$5,000

BRAND VIDEOS AND PROMOTIONS INCLUDED

AVERAGE 50 REGISTRANTS FOR VIRTUAL EDUCATION SERIES

EMAILED TO OUR 350K+ DATABASE

VISIONARY MEMBERSHIP

Includes a custom marketing package that can have any mix of these opportunities depending on the level.

Total sponsored opportunities available per year in the media kit do not include Visionary marketing materials. Visionary members receive preferred placement and custom multi-channel approach.

CONTACT JODY@PROBEAUTY.ORG FOR MORE INFORMATION

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Special thanks to our Visionary Members

VISIONARY ELITE

ALTERNA, Babe Hair Extensions, BELLAMI Professional, BIOLAGE, DevaCurl, DONNA BELLA, hairtalk extensions, HALO couture, HOTHEADS, JOICO the joi of healthy hair, KENRA Professional, KÉRASTASE Paris, L'ORÉAL Professionnel Paris, L'ORÉAL Professional Products, matrix, MIZANI, MOROCCANOIL, #mydentity evolve together, PRAVANA, PULPRIOT, PUREOLOGY Professional Color Care, REDKEN 5th Avenue NYC, SalonCentric, SALONORY, Schwarzkopf Professional, sexyhair, STMNT Grooming Goods, shu uemura art of hair, VERB, ZOTOS Professional

VISIONARY SELECT

aquage, BQ beautyquestgroup, mysalonsuite, one'n only, RUSK

VISIONARY PLUS

Armstrong McCall Professional Beauty Supply, AVEDA, BARBICIDE, BEAUTYNOVA, BIO IONIC, Celeb Luxury, Cosmo Prof, DENMAN Professional, DEPOT The Male Tools & Co., dyson, JCPenney, maria nila, MARKET DEFENSE, Milady, milk shake, MINERVA, OLAPLEX, Ouidad, PAUL MITCHELL, pure brazilian Professional 90 Minute Smoothing System, Ready Salon by HOSTWAY, SAYN Marketplace Solutions, trendier AI, ULTA Beauty, WELLA COMPANY, Wet brush pro

VISIONARY

ALFAPARF MILANO, amika:, ANDIS, BaBylissPRO, BOSLEY MD, BOULEVARD, Buy-Rite Salon & Spa Equipment, colortrak, davines, Dream Catchers, EUROPEAN WAX CENTER, helcim, INNERSENSE, KEUNE, L'ANZA Healing Hair Color & Care, greencircle SALONS, K18 Biomimetic HairScience, Living proof., Meevo, nu STANDARD, ORACLE NetSuite, Phorest, kao Salon Division, SAM VILLA, WAHL Professional, WIX

Learn how our comprehensive Visionary Membership can help elevate your brand.

CONTACT JODY@PROBEAUTY.ORG

CUSTOMIZED PACKAGES

Looking for a more customized sponsorship opportunity?
We can do that!

Contact us for more details on putting together your custom opportunity today!

VISIONARY MEMBERS CONTACT: JODY TYVELA JODY@PROBEAUTY.ORG

BUSINESS MEMBERS CONTACT: MARISSA ROSS MARISSA@PROBEAUTY.ORG

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