

Referral Network Magazine

PLASTIC SURGEONS, DERMATOLOGISTS, COSMETIC DENTISTRY, FITNESS



SECRET BEAUTY

Referral Network Magazine

“We work for you.”

Publish an article and display information about your practice in SECRET BEAUTY Magazine. We distribute in thousands of locations to thousands of people. When people read this information and are referred by someone they trust, it really Makes A Difference.

Place your full page ad with before and after pictures, press release, or bio. Our graphic design team will create and design a full page article for your practice free of charge.

Full page articles only.

Deadline: December 29th, 2016

\$3,000.00

Sign up today and receive \$500 off

\$2,500.00

We only accept 4 doctors per specialty North, South, East, and West per state.

For more information on space availability please call 202-660-1423 ext 700

Guidelines/ Referral fees:

All stylists are paid between \$75-\$250 per referral depending on type of service provided. Clients will present a social media post when scheduling an appointment to identify what salon and stylist referred them for a 10% discount on initial visit. Stylists must be mailed a check within 7 days upon completion of service provided to the customer. We abide by an honor system, if a Physician receives 3 or more complaints of nonpayment for referral fees the physician and practice will be barred from all future publications of Secret Beauty Referral Network magazine. This is not just a magazine it is a referral source and additional revenue stream for salons/stylists and a powerful marketing tool for Physicians.

ADVANCED DERMATOLOGY
11701 Livingston Rd.
Fort Washington, MD 20744
Phone:(301) 292-6010

Advanced Dermatology and Cosmetic Surgery is the largest dermatology practice in the country with over 150 locations. We are committed to providing comprehensive and unparalleled dermatologic care in a welcoming and engaging environment. We seek to make each patient experience unique by combining superior patient safety and privacy standards in treating dermatologic and cosmetic concerns. We strive to combine the best of the art of medicine with the latest advances in research and technology in formulating individualized treatment plans to achieve a unique, desired, and aesthetically pleasing result.

Recover VIENNA, VA

FACE, BREAST, BODY

Before After

Uplouction
Abdominoplasty
Mini Abdominoplasty
Body Contouring

Arm Lift
Thigh Lift
Fat Grafting


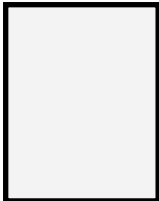


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AD RATES 2017

We print Secret Beauty Magazine once every quarter. AD rates are based on 3 month intervals.

FULL COLOR	CASUAL			
Double Page Spread	\$5,050.00		DOUBLE PAGE SPREAD TRIM SIZE: H275mm X W420mm+ add 5mm bleed (Keep type and logos 10mm in front trim)	
Full page	\$2,500.00			FULL PAGE TRIM SIZE: H275mm X W210mm+ add 5mm bleed (Keep type and logos 10mm in front trim)
Half Page	\$1,250.00			
Third Page Horizontal	\$625.00		HALF PAGE TRIM SIZE: H120mm X W184mm NO BLEED REQUIRED	
				THIRD PAGE HORIZONTAL TRIM SIZE: H80mm X W184mm NO BLEED REQUIRED

PREFERRED POSITION	CASUAL
INSIDE FRONT COVER DOUBLE PAGE SPREAD	\$5,350.00
OUTSIDE BACK COVER	\$3,320.00
INSIDE FRONT COVER	\$3,040.00

ISSUE	DEADLINE	RELEASE DATE
1ST QUARTER	DEC 29, 2016- JAN 5TH 2017	JANUARY 2017
2ND QUARTER	MARCH 29, 2017- APRIL 5, 2017	APRIL 2017
3RD QUARTER	MAY 29, 2017- JUNE 5, 2017	JUNE 2017
4TH QUARTER	JUNE 29, 2017- SEPT 5, 2017	SEPTEMBER 2017

We accept all payment types:



NOTE: Prices may be subject to change according to availability. To speak to a representative please call 202-660-1423 or email admin@ellis-enterprise.com

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Contact US

Deadline for submission of payment December 29, 2016

Deadline for advertisement January 5, 2016

Corporate Sales:

Marcella Wooten
marcella@ellis-enterprise.com
202-660-1423 ext 700

Ellis Enterprise LLC
10560 Main St #409
Fairfax, VA 22030
Dimensions
Static artwork best sized at 1280X720 pixels, JPEG Digital Format
WMV or AVI

Delivery
Email, CD, DVD, Flash Drive:

CONTACT INFORMATION

Practice
Name _____
Address _____
City/ State _____ Zip _____
Phone: _____

Contact Name/ Physicians
Name _____
Email Address _____
Phone: _____

Special Pricing:

____ VA ____ GA
____ MD ____ Los Angeles, CA
____ DC ____ Dallas/ Houston TX

PAYMENT INFORMATION

____ Please send me an invoice
____ I have enclosed a check made payable to Ellis Enterprise LLC
____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date _____ Security Code
\$ _____ Total Cost
Signature _____
Date _____

PAY ONLINE: www.ellis-enterprise.com **click** Healthcare



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Our majority audience are women aged 35 to 54, many with children at home, spending 25 to 28 percent more than average on hair care, beauty products and services. These women are top spenders in the beauty industry and control half the market!

DEMOGRAPHICS

The hair salon environment is like no other available to advertisers in the out-of-home space (OOH). The salon industry comprising approximately 360,000 locations in the U.S. and over \$150 billion in worldwide sales, with nearly 50% in the U.S. Every month over 100 million Americans visit salons. Unlike other OOH environments, salon customers are literally captive in their seats, they rely on recommendations for additional beauty and cosmetic enhancements from their stylists.

The salon demographic is perfect for marketers who want to connect with the difficult to reach, affluent and better educated consumers. The majority of salon customers fall into the 35-64 age group, are college educated and earn over fifty thousand dollars per year.

Cosmetic Enhancement Services

The largest households and older householders are the best customers of cosmetic enhancement services. Householders aged 35 to 64 spend 8 to 14 percent more than average on these items. Married couples without children at home (most of them empty-nesters) spend 25 percent more than average on personal care services, while those with school-aged or older children at home (the largest households) spend 31 to 37 percent more than average.

Products/ Services

The best customers of beauty products and services are the largest households and households with the most women. Married couples with children at home spend 58 percent more than average on this item, this figure peaks at 65 percent more than average among couples with preschoolers.

Householders aged 35 to 54, many with children at home, spend 25 to 28 percent more than average on beauty products/ services and control half the market.

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Market Research

Customer Profile

25% 18-34, 45% 35-54

90% Female

73% Caucasian, 17% African American

37% Go To Bars and Nightclubs

41% Dine Out 1+ Times/Wk

35% Go To Live Theater

73% Go To The Movies

75% Buy Based On Quality/Not Price

44% Say They Are Spenders/Not Savers

53% Consider Themselves Purchase Influencers

72% Seek cosmetic enhancements

67% Home Owners

Education/ Occupation

28% Have Bachelor's Degree

27% Have A Post Graduate Degree

52% Work Full Time

48% Professional/Managerial

41% HHI \$100K+

18% Have Financial Investments

Audience and Distribution

VIRGINIA

Total Salon Count- 5,412

General Dentists- 1,275

General Medical Practitioner- 2,720

Audience Impressions -OVER 4,329,60

WASHINGTON DC

Total Salon Count-1,705

General Dentists- 789

General Medical Practitioner- 511

Audience Impressions - OVER 1,364,000

MARYLAND

Total Salon Count -6,176

General Dentists- 1789

General Medical Practitioner- 2443

Audience Impressions- OVER 4, 940,800

GEORGIA

Total Salon Count -8,306

General Dentists- 2169

General Medical Practitioner- 2123

Audience Impressions- OVER 6, 240,100

LOS ANGELES CALIFORNIA

Total Salon Count -4,324

General Dentists- 2753

General Medical Practitioner- 3153

Audience Impressions- OVER 3, 063,453

DALLAS/ HOUSTON TEXAS

Total Salon Count -5,306

General Dentists- 2169

General Medical Practitioner- 2123

Audience Impressions- OVER 4, 240,100

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Referral Testimonies



Marcella Ellis Wooten— Marcella Ellis Hair Studios
703-869-2935

I created this network referral magazine book after realizing there was a need to have a list of providers readily available to people requesting information. I own 2 hair salons and a hair school which I refer people everyday. I literally referred 7 people to my plastic surgeon 5 of whom where my clients. Every week I refer my clients to a Dermatologists due to skin and hair loss disorders that we can not treat in the salon.



Rene Matthews— Dr. Hair tips Salon
202-400-0755

I have noticed more and more of my clients are seeking cosmetic enhancements from tummy tucks to botox. We have group conversations in the salon practically everyday about which doctor provides what service. I refer clients to Dermatologists more and more due to women experiencing hereditary hair loss.



Bonnie Manow— Reflections of You Salon

Our customers trust us for good advice and recommendations. Most of my customers I know all of their personal business they confide in me. I recommend everything from exercise routines, to dentist that whiten your teeth.



Tonya Adams— Trends by Tonya Salon
301-275-8760

This referral magazine is the best invention ever. Now I can get a fee appreciation for my referrals.



Amy Lieu —Mosby Towers Hair Salon

I have experienced sending my nail clients to dermatologists because of extreme skin conditions and nail disorders that need medication.

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HIGHLY ENGAGED

SECRET BEAUTY readers engage with the magazine on a deeper level, creating a more meaningful connection with advertisers.

Distribution Comparison	Your Health Magazine	SECRET BEAUTY MAGAZINE
DMV	Low End—Opaque Pages	HIGH END EDITORIAL— High Gloss Pages
MD	4,000	10,408
DC	0	3,005
VA	4,000	9,407
Total Distribution Locations	8,000 locations	22,820 locations

PRICE COMPARISON	Your Health Magazine	SECRET BEAUTY MAGAZINE	SECRET BEAUTY PRICE DIFFERENCE
MD	ADVERTISERS ARE DIVIDED INTO COUNTIES AND PAY PER COUNTY 1,000 LOCATIONS	ADVERTISERS PAY FOR THE ENTIRE STATE 10,408 LOCATIONS	SAVE 10% ON ADVERTISING with Secret Beauty for more locations
DC	0	3,005 LOCATIONS	
VA	ADVERTISERS ARE DIVIDED INTO COUNTIES AND PAY PER COUNTY 1,000 LOCATIONS	ADVERTISERS PAY FOR THE ENTIRE STATE 9,407 LOCATIONS	SAVE 10% ON ADVERTISING with Secret Beauty for more locations