

# DMV Guide to Beauty Services Magazine

For businesses that cater to women!



# SECRET BEAUTY

DMV BEAUTY GUIDE

“We Work For You!”

SECRET BEAUTY Magazine is a high end editorial, specifically designed to educate men and women on local beauty services and cosmetic enhancement options. Publish an article and display information about your beauty service business in SECRET BEAUTY Magazine. We distribute in hundreds of locations to over a half a million readers.

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,  
**\$2,000.00 for 3 months**

Sign up today and receive \$500 off

**\$1,500.00**

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

[www.secretbeautymagazine.com](http://www.secretbeautymagazine.com)

**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

Liposuction	Arm Lift
Abdominoplasty	Thigh Lift
Mini Abdominoplasty	Fat Grafting
Body Contouring	

# SECRET BEAUTY

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### AD RATES 2017

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

<u>Check One</u>	<u>FULL COLOR</u>	<u>CASUAL</u>				
_____	Double Page Spread	\$5,050.00 only <b>\$1,683</b> per month		DOUBLE PAGE SPREAD		
_____	Full page (SPECIAL)	\$1,500.00 only <b>\$500</b> per month		TRIM SIZE: H275mm X W420mm+ add 5mm bleed (Keep type and logos 10mm in front trim)		FULL PAGE
_____	Half Page	\$1,250.00 only <b>\$416</b> per month		TRIM SIZE: H275mm X W420mm+ add 5mm bleed (Keep type and logos 10mm in front trim)		TRIM SIZE: H275mm X W210mm+ add 5mm bleed (Keep type and logos 10mm in front trim)
_____	Third Page Horizontal	\$625.00 only <b>\$208</b> per month		HALF PAGE		
				TRIM SIZE: H120mm X W184mm		THIRD PAGE HORIZONTAL
				NO BLEED REQUIRED	TRIM SIZE: H80mm X W184mm	
					NO BLEED REQUIRED	

<u>Check One</u>	<u>Check One</u>
_____ Full page Article	_____ 3 months
_____ Biography	_____ 6 months
_____ Press Release	_____ 12 months
_____ Advertisement	
_____ Before and After Pics	

<u>Check One</u>	<u>PREFERRED POSITION</u>	<u>CASUAL</u>
_____	INSIDE FRONT COVER	\$5,350.00
_____	DOUBLE PAGE SPREAD	
_____	OUTSIDE BACK COVER	\$3,320.00
_____	INSIDE FRONT COVER	\$3,040.00

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](mailto:admin@ellis-enterprise.com)

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## Contact US

### Corporate Sales:

Marcella E 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:

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

### 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 \_\_\_\_\_  
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# SECRET BEAUTY

## DMV BEAUTY GUIDE

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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

#### Northern VIRGINIA

Total Salon Count- 50

General Dentists- 10

Medical Practitioners/ Cosmetic Doctors- 150

Audience Impressions –OVER 264,000

#### WASHINGTON DC

Total Salon Count— 25

General Dentists- 8

Medical Practitioners/ Cosmetic Doctors- 123

Audience Impressions – OVER 227,000

#### MARYLAND

Total Salon Count – 45

General Dentists- 20

Medical Practitioners/ Cosmetic Doctors- 160

Audience Impressions- OVER 282,000

# SECRET BEAUTY

Referral Network B2B Program

SALON OWNERS Network

“We Work For You!”

## 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 have a magazine that I can show to my clients for businesses that are local.



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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Referral Network B2B Program

SALON OWNERS Network

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## Optional– Boost your results by offering referral fees!

Guidelines/ Referral fees:

Advertisers that choose to boost their outcome by offering incentives for referrals will be identified in the magazine by a yellow tab. Hair Stylists and professionals that recommend their customers to you will know that you are a partner. All stylists/ professionals are paid between \$50-\$250 per referral depending on type of service provided. The amount and or gift is solely up to you. You may also give gift baskets and thank you gifts as a referral incentive. Clients will present a social media post when scheduling an appointment to identify what salon and stylist referred them on initial visit. Stylists must be mailed a check or gift within 7 days upon completion of service provided to the customer. We abide by an honor system, if an advertiser receives 3 or more complaints of nonpayment for referral fees the advertiser and practice/ business will be barred from all future publications of Secret Beauty Referral Network Program. This is a network referral program which can provide an additional revenue stream for salons/stylists and a powerful word of mouth marketing tool for Physicians.

→

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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.