

the science of beauty



media kit

the science of beauty

Welcome to the re-launch of **the science of beauty** the magazine for the Australasian Beauty Industry whose focus will be on the education of all sectors of the beauty Industry.

The Editor of **the science of beauty** is Joy Harrison. Joy has had a 30 year background in the Beauty industry and is well known to many of you as the Editor of the Australasian Journal of Cosmetic Science which she published for 26 years.

Joy says "During my time in the beauty industry I have witnessed many changes, some great some not so great but they all fade into insignificance compared with the changes the industry is facing today. The key to keeping on top of these changes is **Education** and that is where **the science of beauty** comes in."

Our regular features include: Business, Marketing, Regulations, Product Safety, New Products, New Equipment, Health and Nutrition, OH&S, Formulations, Sunscreen Information and Standards. We will also have an Asian Correspondent who will keep us up to date with what is happening on the Asian front.

We will also be publishing peer reviewed technical articles. These articles are all reviewed by the Technical Committee of The Australian Society of Cosmetic Chemists. The members of this committee are all well known and respected in the international scientific world. I know these articles will be of value to you and can be kept and used for future reference.

the science of beauty has a great team of contributors from all aspects of the Australasian beauty Industry and are all experts in their field. To name a few:-

John Staton – Managing Director of Dermatest . John is the Australian Representative to the ISO Committee on Sunscreen Testing. TC 217 (The committee for development of sunscreen standards)

Lisa Della-Bosca – Lisa has been an educator to beauty therapists for the past 25 years and the experience she brings is invaluable . Lisa will be writing an article each issue "Skin problems and Recommended Procedures"

Wendy Free – Wendy is Managing Director of her own company "Quality matters Safety Matters Pty Ltd". Wendy's column will be "P.S." and will focus on what you need to know about Product Safety and Regulations.

Professor Dr Murray Hunter – Dr Hunter is a Professor at the Malaysia University Perlis. He is a world expert on essential oils and has written many books on the Subject.

The Science of Beauty will be published 6 times per year with a distribution of 10,000.





the science of beauty is published 6 times a year at the beginning of the following months: August, October, December, February, April and June.

Advertising copy deadline is the 10th of the month prior to the month of publication.

Inserts

Costs to be negotiated with Advertising Manager.

Production charges

No charges apply if completed artwork is supplied in pdf form. Typesetting, reductions, enlargements, etc. will be charged at standard trade rates.

Full colour material

Advertisers supplying four colour material or files are advised to include a colour proof of the advertisement.

Booking and copy requirements

Advertising bookings should be received no later than one month prior to publication date. Copy or artwork should be received no later than two weeks prior to publication.

Editorial

Editorial contributions are invited and may take the form of letters to the Editor, research papers, general interest papers, industry news, people, reports and any relevant information.

Advertisement sizes

TRIM SIZE A4:

297mm deep x 210mm wide

Image area 269mm x 186.5mm

FULL PAGE:

269mm x 186.5mm

FULL PAGE BLEED:

303mm x 216mm (3mm bleed all round)

HALF PAGE:

Vertical 269mm x 91mm

(Bleed – 303mm x 106mm)

Horizontal 132mm x 186.5mm

(Bleed – 152mm x 216mm)

ONE QUARTER:

132mm x 91mm wide or 65mm x 186.5mm wide (strip)

Material requirements

ELECTRONIC

Material supplied on disk formatted for Macintosh or by email should use the following formats: Adobe InDesign CS3, Adobe Photoshop® CS3, Adobe Illustrator® CS3

PDF (created using Adobe Acrobat® Distiller v7.0, all fonts embedded, colour CMYK press ready).

All graphics to be high resolution (that is minimum 300dpi) in either TIFF, EPS or JPEG format (mono or CMYK).

All font sets to be included. Please supply colour laser proof of material on disk for internal colour checks.

EDITORIAL CONTRIBUTIONS

Should be supplied using Microsoft Word – any graphics embedded in document must also be supplied as separate graphics files.

All graphics to be high resolution (that is minimum 300dpi) in either TIFF, EPS or JPEG format (mono or CMYK).

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readership categories

professional

Skincare Specialists
Cosmetic Chemists
Cosmetic Medical facilities
Day Spas
Medical Aestheticians
Aromatherapists
Wellness Therapists
Resort Spas

educational

University and Educational Facilities with
beauty and allied courses

trade

Professional beauty product suppliers
Contract manufacturers and packaging

publishers

Manor Enterprises Pty Ltd
PO Box 487
Gulgong
NSW 2852 Australia

editor

Joy Harrison
mobile: 0418 541998
email: joyh@ozemail.com.au

advertising manager

Tony Harrison
mobile: 0429 165 156
email: tonyhar@ozemail.com.au