



HAIR•ASIA

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## The buzzword today is niche.

The more specialized you are, the better you'll sell. The better chance you'll earn loyalty, and the more chances you'll have to stick around longer, and get even stronger.

This is what Evelyn Alvaran Cruz realized when she put up Hair Asia Beauty Journal in 1989. Initially published as support material for the much-awaited yearly event, Hair Asia Salon Spectacular, the publication eventually took a life on its own and survived the next five years as a stand-alone magazine.

This year, Hair Asia Beauty Journal is reborn. Bigger. Better. More packed with information and visuals that will not only assist upcoming stylists in their craft, but establish the Filipino's presence in the salon industry the world over.

This audience will ensure your products and services reach their specific market. No trial and errors, no guessing games. You'll hit right on the nail the very people your products and services were made for. How's that for effectivity?

Hair. Beauty. Salons. All specialized, niche markets that serve your best interests. They're all in one magazine: the quarterly Hair Asia Beauty Journal—100 pages of everything the salon and beauty industry needs to know to be at the top of their game.

We invite you to be part of this exciting re-launch as advertiser and supporter of Hair Asia Beauty Journal and other Hair Asia subsidiaries (such as Salon Spectacular and Hair Asia Foundation). We've included our media packages here for you to choose how we can serve each other best.

Thank you for your support!

## Advertising Rates • Technicals

Full page/Full color	P 60,000
Outside Back Cover (OBC)	P 90,000
Inside Front Cover (IFC)	P 85,000
IFC spread	P 120,000
Inside Back Cover (IBC)	P 60,000
2/3 page	P 45,000
1/2 page	P 30,000
1/3 page (1 column)	P 25,000
1/4 page	P 20,000

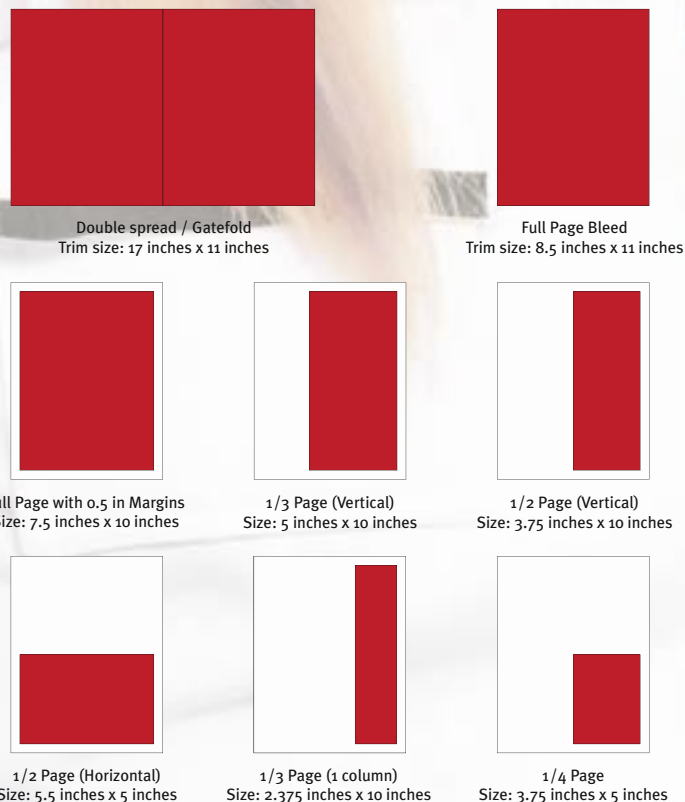
**Maiden issue launch** November 28, 2006  
**Booking deadline** October 5, 2006

### Print production

size:	8.5 inches x 11 inches
stock:	cover: C2S 120 board type inside: C2S 80
color:	cover: full color x full color UV lamination inside: full color x full color
no. of pages:	100
binding:	perfect binding

### Acceptable native file formats

Adobe InDesign CS and CS2, Adobe Photoshop, PSD, JPEG, TIFF, EPS; Adobe Illustrator, Illustrator EPS; Macromedia Freehand and Freehand EPS. Files created other than these applications may be incompatible with our system, and production charges may apply to convert your file to a usable format. Files should be at least 300 dpi.



## Inside Hair Asia Total Beauty Journal

- **Hair trends**  
A photo gallery of the latest trends from over the globe
- **Celebrity makeover**  
An inside peek on how Hair Asia created our cover girl's looks.
- **Salon / Spa services**  
Sugar scrubs, digital perming, hair spas—we've got the menus on what salons and spas here and abroad are dishing up to their loyal customers.
- **Hot list**  
What's new in the market with regard to cosmetics, perfume, and skin care products? Just turn to this section for everything that you need to have on your vanity table.
- **Tools of the trade**  
From brushes, blowdryers, mirrors, ironing implements, to hydraulic chairs, this section gives you the lowdown on what your salon needs to make it more competitive in the market.
- **Step-by-step**  
Salon training is part of every successful stylist's life. This section shows you where to get it, and what you can get from it.
- **Health and Beauty Q & A**  
Your most pressing health and beauty questions answered by our expert.
- **In the limelight: Shows and events**  
What's the latest in Manila's nightlife? What's the newest in the salon biz and buzz the world over? Check out this section!
- **Fashion must-haves**  
It's not just about fads—it's about great finds! Turn to this section to find out what the hottest stores can offer to spruce up your wardrobe.
- **Frederick Peralta's Runway Report**
- **Salon Design**  
An important element in the success of a salon, this section will highlight the most interesting and efficient store layouts the world over.
- **Food/nutrition**  
Stylists must eat too! Here's a fun and informative section to keep you on your toes for your work—and to keep those locks and looks in tip top shape.

## Editorial Calendar 2007

### March: Summer issue

The sizzling months mean your hair needs extra care! In this special summer issue, get ready to be blown away by sexy 'dos, and top-of-the-line treatments for those long, lazy days on the beach and under the sun.

### June: Bridal issue

From long, romantic locks to classic updos, let this issue be your guide to being the most beautiful bride to have ever walked down the aisle.

### September: Luxury issue

It's time for some indulgence! Let Hair Asia Beauty Journal bring you all over the world as it discovers the snazziest and most expensive spas and salons to ever serve the pampering-loving class.

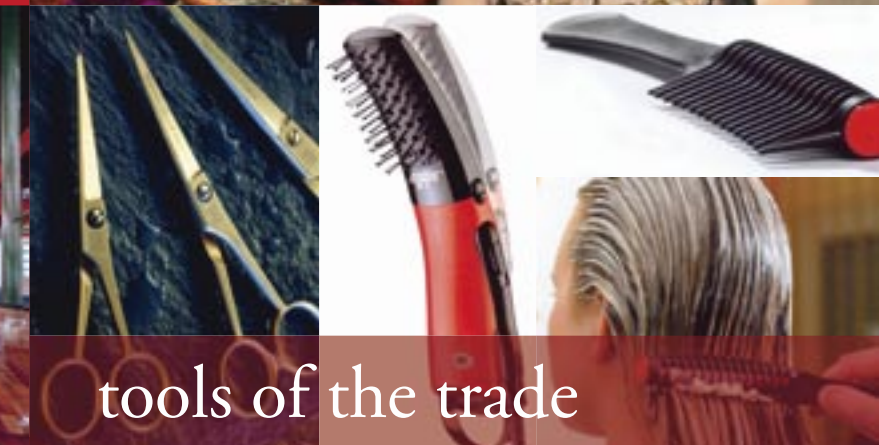
### December: Holiday issue

Festivities roll round with this jampacked issue of hair forecasts, how-tos, and makeovers. It's an issue that'll promise to be as laden as your Noche Buena table!

## must haves



## tools of the trade



## hair trends



## salon design

