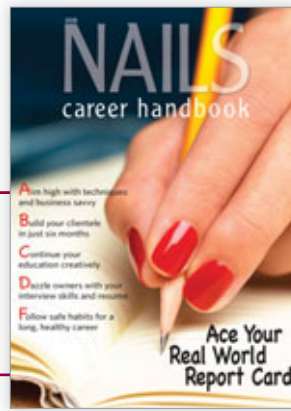


CAREER HANDBOOK: WHY ADVERTISE?

NAILS Career Handbook provides a unique branding opportunity for marketers, allowing you to reach brand-new potential users right when they're discovering products and learning their field.



starting your career

Know Your Compensation Options

Believe it or not, some techs graduate from nail school and immediately open up their own salons. Most, however, need to get some experience first. It's not just the salary, but the ownership you can get to work as either an employee or a business owner. Be sure to learn the differences between these types of techs.

ADVANCE MID-CARE \$604.74*
Salon Tech
Salon Manager
Salon Owner
Salon Franchisee
Salon Franchisor

What types of compensation do employees receive?*

Salary only	75%
Salary plus commission	21%
Straight commission	56.7%
Commission only	30%

COMMISSION SPLIT OVER THROUGH \$5.75 PER HOUR AVERAGE*

Salon Tech	30%
Salon Manager	30%
Salon Owner	30%
Salon Franchisee	30%
Salon Franchisor	30%

KEY TAKEAWAYS:

- KNOWLEDGE:** Research your options, understand the industry, and know your worth.
- COMMUNICATION:** Communicate your needs and expectations clearly.
- ADAPTABILITY:** Be open to change and learn from experience.

> Our Premium Package is the easiest way to make a great impression with new nail technicians. It includes a full-page, four-color ad, a full-page corporate profile, and inclusion of one of your products in our Hot Products section. The rate for this comprehensive program is just \$3,300.

> The Career Handbook reaches 20,000 students and new nail techs through several hundred schools.

> Your advertising message reaches nail technicians as they begin their career and develop product-loyalty. You also reach school administrators and instructors, who influence their students.

building your business

GET IN Touch

When it comes to your career, there are many others out there who can help you out. Connecting with other techs can help you continue your education, find support, and stay motivated. Eventually, you'll be able to return to the forum, either to help or to be helped.

CONTINUE YOUR EDUCATION WITH:

- 1. **Find a mentor:** A mentor is a more experienced professional who can provide guidance and support.
- 2. **Join a community:** Join a community of like-minded professionals to share ideas and experiences.
- 3. **Attend workshops and seminars:** Attend workshops and seminars to learn new skills and stay up-to-date on industry trends.

FIND AND OFFER SUPPORT AND ADVICE ONLINE:

- 1. **Join online forums:** Join online forums to connect with other professionals and share your experiences.
- 2. **Offer advice:** Offer advice to other professionals who are seeking help.
- 3. **Share your expertise:** Share your expertise with others in the industry.

> NAILS Career Handbook delivers the largest circulation of students, new nail techs, and school administrators and instructors in the industry. With 20,000 copies printed, you are reaching nearly every U.S. graduate.

> The Career Handbook has been requested by everyone who receives it. Schools and instructors order their free copies ahead of publication, ensuring that when they are delivered, The Career Handbook is ready to be used.

> We have an advertising option for any budget. Whether you're developing a fully developed ad campaign or just starting out, we have options for big and small.

starting your career

How to Ace Your Interview

WHERE TO LOOK:

- 1. **Check the job description:** Read the job description carefully to understand the requirements and responsibilities of the position.
- 2. **Research the company:** Research the company's history, mission, and values to show your interest and knowledge.
- 3. **Prepare your resume:** Prepare a resume that highlights your skills and experience relevant to the job.

DRESS THE PART:

- 1. **Choose your outfit:** Choose a professional and clean outfit that is appropriate for the industry.
- 2. **Practice your interview skills:** Practice your interview skills with a friend or family member to build confidence.
- 3. **Arrive on time:** Arrive on time for your interview to show your punctuality and respect for the interviewer's time.

> Your advertising message lasts. As an annual edition, The Career Handbook has a durable shelf-life, and our surveys tell us that readers keep this edition handy as they enter the professional nail industry.

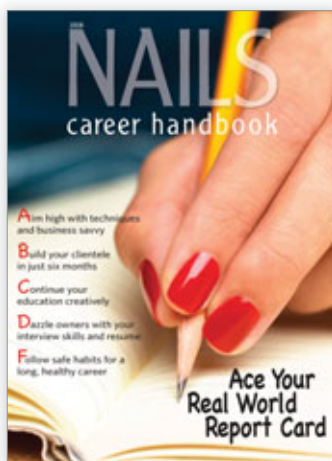
> How else can you establish a connection with so many schools and new nail techs at such a remarkable cost-per-thousand?

> The Career Handbook is published by the most trusted name in nail care; NAILS Magazine. For over 25 years, NAILS has provided the industry with a credible, reliable, and inspirational viewpoint on the nail industry.

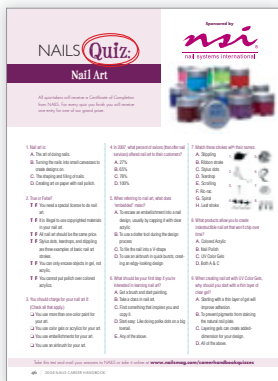


CAREER HANDBOOK: AD OPTIONS

These are the special ad options for Career Handbook.

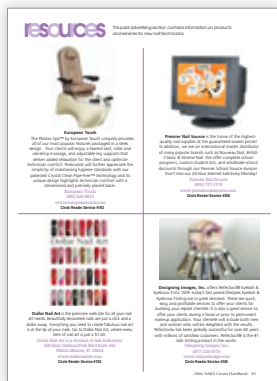


Premium Package	\$3,300
<i>includes full-page 4/C ad, full-page corporate profile, and Hot Products selection</i>	
Full page display	\$2,700
1/2 page display	\$1,980
1/3 page display	\$1,320
Resources pages (4 per page)	\$495
Marketplace (9 per page)	\$295
Hot Products (5-6 products per page)	\$395
Cover Sticker	<i>Talk to us directly for a quote</i>
Inserts/outserts	<i>Talk to us directly for a quote</i>



Advertorials

Part of our Premium Package includes a full-page, four-color recipe that you write or we ghost-write. With this specialized and expanded format, it is the perfect complement to traditional image-building advertising.



New Tech Resources

Each resource ad is one-quarter page, four-color, and includes a reader service number for sales leads. Just provide a photo or logo, plus 100 words of copy, and we do everything for you.



Hot Products

Dramatically photographed and laid out like editorial, the Hot Products section piques the interest of new users about your product. Simply send your product or a photo, plus 75 words of descriptive copy, and we do the rest.



Marketplace

Marketplace allows smaller advertisers a chance to connect with this audience without the expense of developing advertising material. It is the ideal place to advertise distributor catalogs, skin care products, tanning lines, or other add-on salon services.

Recruitment Pages

New nail techs are looking for jobs. Does your salon or your company have career opportunities? Advertise in this special new section, which includes editorial tips on finding a job, preparing a resume, and interview strategies.

NAILS

magazine

DEDICATED TO THE SUCCESS OF NAIL PROFESSIONALS