



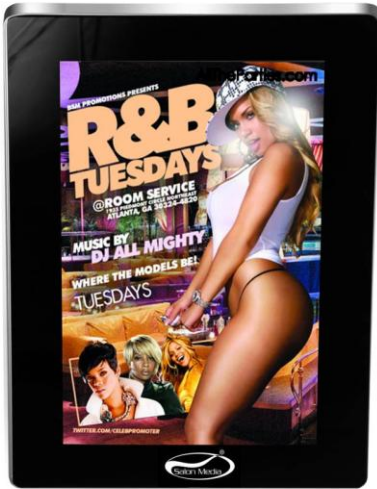
2014/15 **Media Pack**

[www.salon-media.com](http://www.salon-media.com)

## RATE CARD A2 PANEL **£135 PER SITE**

- 100 Sites, Salons average 1000 Individuals each
- Average x4 Professional Stylist per Salon
- 400 Stylist socialising with 100,000 Individuals
- Word of mouth x3 potential reach 300,000
- Competitive cost per thousand
- Maximum impacts, recall rates
- Customers in Salon 30mins – 4hrs
- Feel good factor, impulse buyers
- An attractive captive audience
- High in social capital
- Target market





## Digital Advertising Rates

x1 Salon 5 spots/hr x1 every 12 mins, 8hr day, 5 days/ wk

£150 12 weeks

£240 25 weeks

£375 50 weeks



## No of 15 Second Spots

5 spots/hr x1 every 12mins, 8hr day, 5day wk, £1.50/day

1 week min' 200

2 weeks min' 400

6 weeks min' 1200

12 weeks min' 2400

25 weeks min' 5000

50 weeks min' 10000





## Mobile Marketing **Rates**

£25.00 Keyword, set up free, all prices plus vat

£199      150    txt/e-coupons

£325      250    txt/e-coupons

£625      500    txt/e-coupons

£1200    1000    txt/e-coupons





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