



Beauty AFFAIR
MAGAZINE
JANUARY 2025

Beauty AFFAIR
MAGAZINE

ADVERTISEMENTS

Tips & Tricks

Your Ad Should Stop the Reader.

We're here to help you create a page stopper
—not a page turner.

BEAUTYAFFAIRLI.COM

Road Map to Success

In a world full of distractions, your ad has to do one thing really well: stop them from flipping the page. If your ad doesn't grab attention within the first 2 seconds, you've lost them.

01

Know Your "Money-Maker"

02

Make the Text Count

03

Prioritize Branding Consistency

04

Design for Impact

05

Include a Clear Call to Action

06

QR Codes Are Your Best Friend

01

Know Your "Money-Maker"

What service do you offer that makes people say "yes" instantly? That's your money-maker—and it should be front and center in your ad.

- **Visual first.** Choose one, high-quality image that showcases your best work. A perfect before-and-after, a jaw-dropping lash set, or a glowy facial moment.
- **Keep it clean.** Too many photos create confusion. One hero image makes the strongest impact.

A note on headshots: *We love your beautiful face, but your face is not always the best route for your ad. Decide if your face is the brand and sells your product before utilizing it in your ad.*



02

Make the Text Count

Minimal, bold and clear.

- **Headline:** Grab attention with something short and powerful. This could be your tagline, a statement, or your unique promise.
- **Sub Headline:** Add a quick supporting line that gives clarity without clutter.
- **Contact Info:** Include only what's necessary (website, IG handle, phone number, QR code).



Tip: Avoid using full paragraphs in your ad. If they want more info, they'll visit your site or follow you on Instagram.

03

Prioritize Branding Consistency

Your ad in Beauty Affair Magazine is an extension of your brand—treat it that way.

- **Logo:** Always include your logo. Make sure it's high resolution and placed in a spot that doesn't compete with the imagery.
- **Brand Colors:** Stick to your existing brand color palette. If your IG feed is filled with soft neutrals or bold jewel tones, your ad should reflect the same vibe.
- **Fonts & Tone:** Use the same fonts and voice as your website and social media to maintain continuity.
- **Visual Storytelling:** Think about how this ad will feel to your audience. Is it modern and sleek? Warm and holistic? The look should align with your brand personality.

NEW PATIENTS ONLY
*Mention this ad and receive a complimentary lip flip!

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WWW.BOOSTYOURBEAUTYMEDISPA.COM

Pro Tip: Pretend your ad is a new post on your Instagram feed—would your audience instantly recognize it as yours?

04

Design for Impact

Use whitespace. Let the eye rest. Guide the viewer to exactly where you want them to look.

- **Hierarchy:** Biggest element should be your image or headline.
- **Balance:** Avoid clutter. Every element should have a purpose.
- **Contrast:** Light on dark or dark on light. Keep text legible and bold.



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Emily Recco
designer & founder



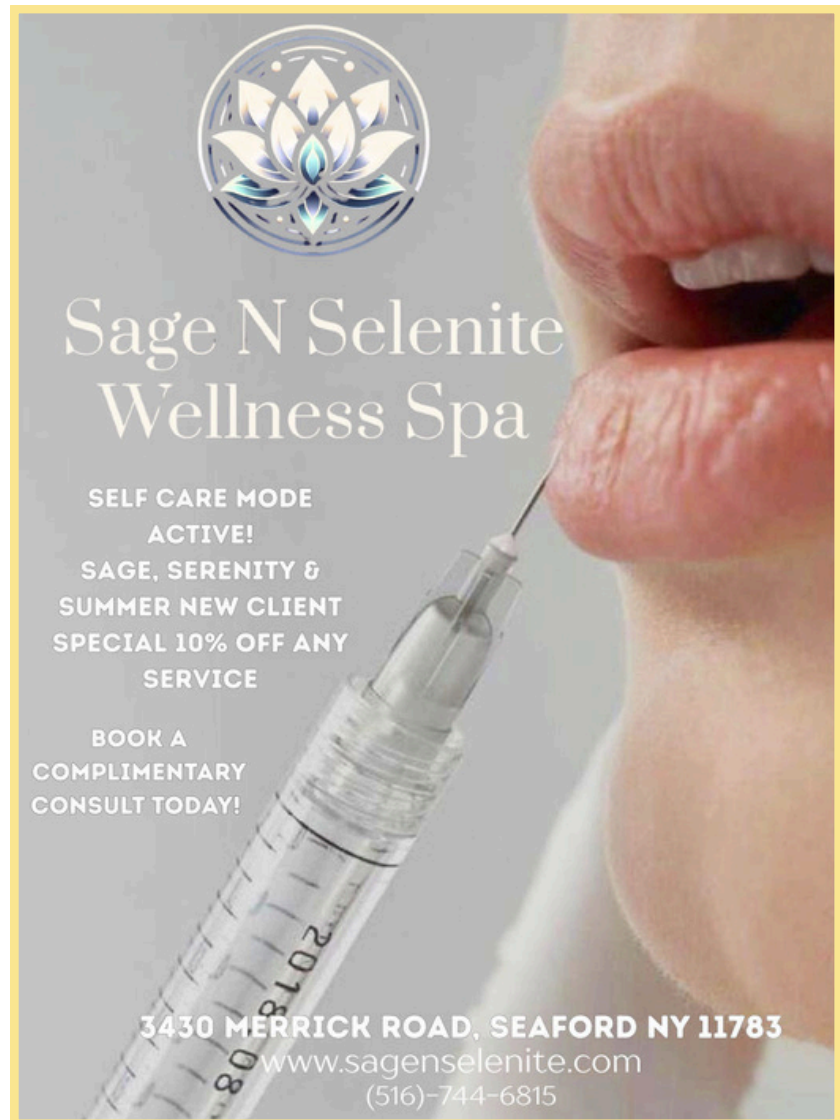
reccojewels.com @shopreccojewels


05

Include a Clear Call to Action

Your ad should have purpose and direction. We suggest including an exclusive Beauty Affair Magazine special to encourage new customers to take the leap.

- Offer something only available through the magazine ad, like "Mention this ad for 10% off your first visit."
- Make the CTA big, bold, and easy to follow.
- Guide the viewer: "Book now," "Claim your exclusive offer," "Glow starts here."





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Bonus Inspiration Gallery

Here's a look at some impactful Beauty Affair ads:



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Final Checklist Before You Submit:



- ☐ High-quality, professional imagery 300dpi (no screenshots!)
- ☐ Clear and compelling headline
- ☐ Contact info and QR code
- ☐ Logo and consistent branding
- ☐ Clear Call to Action
- ☐ No typos—triple check
- ☐ Email all completed artwork to Graphic@BeautyAffairLI.com

Need Help?

Let us help you create a show-stopping ad that captures your essence and converts readers into clients.

Our Art Director has special discounted design rates for Beauty Affair Magazine advertisers.



AD DESIGN SERVICES

Beauty Affair Magazine outsources ad design services with SK Graphics.

Design includes one ad layout, three rounds of changes and the final high resolution artwork for placement and printing in Beauty Affair Magazine. **High Resolution logos, product specific art and all ad copy should be supplied by client.** If any royalty free artwork needs to be purchased, or any copy needs to be written, there will be an additional fee.

Once final proof is approved, Beauty Affair Magazine and SK Graphics are not responsible for any errors.

Contact Stacey Kruk-Damiano at **516.381.5070** or skrukgraphics@gmail.com

FULL SPREAD AD: \$500

FULL PAGE AD: \$250

HALF PAGE AD: \$175

THIRD PAGE AD: \$125

QUARTER PAGE AD: \$100

MINOR CHANGES TO AN EXISTING AD DONE BY SKG: \$75

RATES EFFECTIVE 3.18.25