

# Beauty AFFAIR MAGAZINE

2024 MEDIA KIT

LONG ISLAND'S GUIDE TO  
BEAUTY BRILLIANCE!

# Beauty AFFAIR MAGAZINE

## MISSION

At Beauty Affair, our mission is to celebrate the diverse tapestry of the beauty industry. Beauty Affair is more than a magazine; it is a platform that champions creativity, talent, and excellence within the beauty community. We invite readers to embark on a journey of discovery and appreciation for the ever-evolving world of beauty.

## *A FULL GLOSSY, BEAUTY, WELLNESS, & FASHION MAGAZINE*



Beauty Affair Magazine is a luxury media outlet that celebrates Long Island beauty in print and digital. Immerse yourself in captivating editorials, expert beauty tips, and exclusive interviews with industry leaders. From the latest trends in skincare and makeup to in-depth features on beauty icons, and the hottest deals, our magazine is a must-read for those passionate about the art and science of beauty.

# WHO IS LINDSAY ALISEO?



Beauty Affair, founded by Lindsay Aliseo, is a multifaceted beauty platform that captures and celebrates the essence of the beauty industry. Lindsay is the visionary who curates exclusive events like the Beauty Affair Bougie Brunch, featuring guest Bravolebrities like Melissa Gorga, Sonja Morgan, and Margaret Josephs. The platform hosts the prestigious Long Island Beauty Awards and is gearing up for the upcoming Long Island Beauty Expo. Lindsay Aliseo also serves as the Co-Publisher and Editor-in-Chief of the all-new Beauty Affair Magazine, bringing her expertise and passion to the forefront of the publication.



# WHO IS DAWN BOYLE KOSTAKIS?

As Co-Publisher and Director of Relations of Leenex Media, Dawn Boyle Kostakis plays a pivotal role in the direction of Beauty Affair Magazine. Kostakis, also known as “The Mother of the Moms Groups”, has a vision for networking across the Island like no other. In 2010, Dawn founded the first local moms groups on Facebook. Leveraging the 35+ groups, Dawn created Long Island Exclusive, an advertising and marketing platform for local businesses. She is known for bridging the gap between customer and small business, helping our local community come together in a whole new way.

LONG ISLAND  
**EXCLUSIVE**

POWERED BY: COSMO  
LONG ISLAND

BEAUTY AFFAIR MAGAZINE - MEDIA KIT • MAGAZINE@BEAUTYAFFAIRLI.COM • BEAUTYAFFAIRLI.COM



# WHAT TO EXPECT



Quarterly Distribution

June 1

September 1

December 1

March 1

You can grab this complimentary issue on every Main Street from Great Neck to Montauk.

**10,000 copies** distributed to over 400 business locations throughout Nassau & Suffolk Counties.

An 8.25 x 10.75, full color, and semi-gloss finished magazine.

# Beauty AFFAIR

M A G A Z I N E

## FRONT COVER PACKAGE:

FRONT COVER  
PHOTO FEATURE  
INCLUDING PHOTO SHOOT WITH  
BEAUTY AFFAIR PHOTOGRAPHER & CREW

2 PAGE  
EDITORIAL STORY

TRENDSETTING GUIDE

EMAIL BLAST  
10K+

BEAUTY AFFAIR  
INSTAGRAM  
COLLABORATION POST  
AND STORY SHARE

**\$7,500**

## PRINT PRICES SLIDE

	1 ISSUE*	2 ISSUES*	4 ISSUES*
FULL PAGE BACK COVER GLOSSY	\$4,000	\$3,800	\$3,600
2 FULL PAGE GLOSSY ADVERTORIAL	\$3,700	\$3,515	\$3,300
1 FULL PAGE GLOSSY ADVERTORIAL	\$2,000	\$1,900	\$1,800
1/2 PAGE GLOSSY ADVERTORIAL	\$1,400	\$1,330	\$1,260
<b>ADD-ON</b> ADVERTORIAL SOCIAL MEDIA POST & EMAIL BLAST	<b>\$500*</b>		

\*PRICE PER ISSUE

Updated 6/12/24

# Beauty AFFAIR

M A G A Z I N E

## AD SPACE

	1 ISSUE*	2 ISSUES*	4 ISSUES*
INSIDE FRONT/BACK COVERS	\$2,525	\$2,399	\$2,273
FULL PAGE GLOSSY	\$1,900	\$1,825	\$1,650
1/2 PAGE GLOSSY	\$1,150	\$1,095	\$979
1/3 PAGE GLOSSY	\$875	\$831	\$788
1/4 PAGE GLOSSY	\$695	\$657	\$587
TRENDSETTING GUIDE LISTING TEXT - ALPHABETICAL ORDER	\$250	\$237	\$213

THE  
TRENDSETTING  
GUIDE  
IS A  
DIRECTORY  
OF BEAUTY,  
FASHION &  
WELLNESS  
BUSINESSES  
IN EVERY  
BEAUTY  
AFFAIR  
MAGAZINE

\*PRICE PER ISSUE



# PRINT SPECS

## FILE FORMAT:

All advertisements must be submitted digitally. Advertisers are encouraged to submit PDF files provided that they are prepared for press-optimized printing in CMYK or GRAYSCALE formats. Production charges may apply for other formats. FTP site available upon request. Files over 10MB must be uploaded to our FTP Server. For an Acrobat Distiller job-options file and more information on creating acceptable PDF Files, please contact,

[Graphic@BeautyAffairLI.com](mailto:Graphic@BeautyAffairLI.com).

All photos and artwork must be 300dpi, actual size for CMYK. Acceptable files format are JPEG, TIF, PDF and EPS formats. When submitting files, include screen and printer fonts for use in producing the ad.

All ads may be emailed to [Graphic@BeautyAffairLI.com](mailto:Graphic@BeautyAffairLI.com).

## POLICIES:

In the event of typographical errors or incorrect insertions made in part of Beauty Affair Magazine staff or associates, Beauty Affair Magazine will run corrected version of the advertisement. Beauty Affair Magazine's responsibility for errors will not exceed the cost of the ad in which it appears. Publisher responsible for errors for one issue only. Claims for adjustment must be made within 30 days of publication. Advertisers shall notify their sales representative of any such error in time for correction before the second insertion. Beauty Affair Magazine reserves the right to edit, alter and omit any advertisement. All advertising is subject to final approval by the Publisher. If specific advertising positioning is requested, Beauty Affair Magazine will try to accommodate all seasonal requests. Positions are amiable and guaranteed to for display ads for an additional charge. Advertiser and/or advertising agency assumes all liability for advertisement published (including illustrations, text, claims, etc) and the Beauty Affair Magazine assumes no financial responsibility for typographical errors or for omissions of copy.

### **BLEED SPREAD**

Trim 16.5" x 10.75"

Bleed 17" x 11.25"

Safety 15.5" x 9.75"

Gutter 1"

(Use gutter ONLY if ad is NOT a centerfold)

### **NO BLEED SPREAD**

Trim 15.34" x 9.67"

Gutter 1"

(Use gutter ONLY if ad is NOT a centerfold)

**GLOSSY  
FULL  
NO BLEED**

7.17" x 9.67"

**1/3 PAGE**

7.17" x 3.11"

**1/4  
PAGE  
3.5"  
x  
4.75"**

**1/2 PAGE H**

7.17" x 4.75"

**TYPE  
SAFETY**

.5" inside  
document  
edge

**1/2  
PAGE  
V**

3.5"  
x  
9.67"