

# SUMMER 2025 BEAUTY AFFAIR MAGAZINE PRINT LAUNCH & MARKETING TIMELINE



Maximize your ROI

[WWW.BEAUTYAFFAIRLI.COM](http://WWW.BEAUTYAFFAIRLI.COM)

## WELCOME TO THE SUMMER 2025 PRINT ISSUE LAUNCH!

We are so excited to have you featured in the Summer 2025 issue of Beauty Affair Magazine! This guide will help you maximize your exposure and give you a clear timeline of what to expect from our print and digital campaign.





# LAUNCH OVERVIEW



**Summer 2025 Issue Release Date:** Memorial Day Weekend

**Digital Launch:** June 9, 2025

**PDF Article Copies Available:** June 9, 2025

Beauty Affair Magazine is distributed across Long Island through a curated network of luxury salons, medispas, wellness offices, boutiques, grocery stores, restaurants, hotels and select retail locations. Our print-to-digital marketing strategy is designed to build momentum, expand reach and deliver lasting exposure to our featured businesses.

# MARKETING TIMELINE

## PRINT MAGAZINE LAUNCH

**Timeline:** Memorial Day Weekend to June 9

Printed copies will begin distribution Memorial Day Weekend. It typically takes up to 14 days for full circulation across Long Island.

### ACTION STEPS:

- Visit participating locations to see the magazine in person.
- Snap photos with your team, clients or display in your space.
- Capture in-office and behind-the-scenes content with your print feature.
- Use tags: @BeautyAffairLI and #BeautyAffairLI.
- Be sure to include LIBA accolades, awards, or recognitions for a deeper connection with your audience.
- Share with your audience: "Find us in Beauty Affair Magazine!"



*Beauty* **AFFAIR**  
MAGAZINE



# MARKETING TIMELINE

## DIGITAL MAGAZINE LAUNCH

**Launch Date:** June 9, 2025

Our digital magazine rollout happens approximately two weeks after print, keeping your brand top of mind through a second wave of promotion.



## ACTION STEPS:

- Repost the digital magazine link when it's live.
- Quote key lines from your article.
- Highlight your Beauty Affair mention in your "link in bio."
- Share your article link across your social channels and newsletters.
- Tag @BeautyAffairLI & we will post on our story to increase your visibility.



*Beauty* **AFFAIR**  
MAGAZINE

# MARKETING TIMELINE

## BLOG POST & SOCIAL COLLABORATION

**Launch Date:** *Schedule with Beauty Affair.*

If you purchased the Blog + Social Media Add-On, your launch will include a full-length blog feature on BeautyAffairLI.com as well as a Facebook/Instagram story and feed posts with clickable links to drive traffic to the article.

### ACTION STEPS:

- Share the blog article across your platforms.
- Drive traffic to your website by linking your blog feature.
- Invite followers to “read the full story on BeautyAffairLI.com.”
- Break down the article into mini content pieces (a quote, tip, or takeaway from the feature).
- Post short reels, stories, or carousels around those points and tag @BeautyAffairLI.
- If you're part of local Facebook business or beauty groups, share the post and invite readers to check out your story.

◀ All Posts

### Elevate Your Summer Casual

15 May 2025 | Fashion

By Mary Margaret Glover



Mary Margaret with her children in Summer 2013

It's summer of 2013, and I'm already sweating as I run out the door with my five-year-old son on the autism spectrum, and my one-year-old daughter, who is stuck to me in a tan Baby Björn. I would have been mortified if someone I know crossed my path as we raced to day camp. Who had the time to plan a 'look'?

This was a time when fashion coverage made me feel worse, not better. Less inspired. Yachting in the Hamptons, I was not. Summering in Portofino, I also was not. And I was

especially not using the word "summering" as a verb.

◀ All Posts

### Erica Taylor's Must Haves!

17 December 2024 | Cosmetic Enhancements

By [Erica Taylor](#)

#### Erica Taylor Bio:

Erica Taylor has been in the cosmetic industry for over 25 years working for top brands; MAC, Laura Mercier, Benefit Cosmetics & Trish McEvoy. She is a professional makeup artist and mom of 3 living in New York. Erica majored in art education in college, initially aspiring to be an art teacher but instead, decided to search for a career that would allow her to be more creative. She was always the unofficial makeup artist to her friends and family, and an interview at the MAC counter at



Erica Taylor

Macys became the official start of her professional career in makeup in 2001.

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# KEEP THE MOMENTUM GOING

Your Beauty Affair Magazine feature is a long-term brand asset. Here are easy ways to continue building on your exposure:

## **As Seen In Beauty Affair Magazine**

- Add the Beauty Affair Magazine logo to your website's footer or "As Seen In" section
- Mention the feature in your Instagram bio and pinned highlights

## **Reels, Stories & Carousel Posts**

- Use video and carousel posts to tell the story behind your feature
- Share testimonials, product photos, or patient/client transformations related to your editorial

## **Highlight Your Feature**

- Explore our [Instagram Magazine Highlight](#) to see how others shared their stories
- Repost and tag us @BeautyAffairLI for a chance to be featured on our story



# LET'S MAKE AN IMPACT

Beauty Affair Magazine connects you with a beauty-conscious audience across multiple touchpoints: print, digital and social. Maximize your exposure by:

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1

Posting consistently and with variety.

2

Incorporating your article in client presentations and consultations.

3

Framing your feature or displaying it at your front desk.



# STAY CONNECTED

@beautyaffairli  
@iconogram\_group



JILLIAN DIVITO | LINDSAY ALISEO | DAWN BOYLE KOSTAKIS