

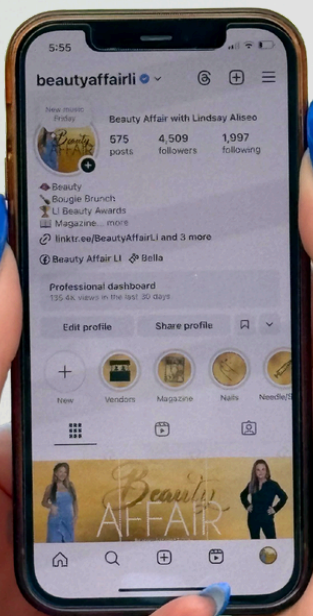
Beauty AFFAIR

SPOTLIGHT SERIES

CONNECT. GROW. SHINE.

LIMITED TO 15 EXCLUSIVE SPOTS PER QUARTER

Your business.
Our platform.
Let's turn visibility into *value*.



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MEET LINDSAY & DAWN

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Welcome!

I'M LINDSAY

Founder & Creator, Beauty Affair

Lindsay Aliseo is the creative engine behind Beauty Affair—a niche print and digital platform that is redefining beauty, wellness and fashion marketing on Long Island. With over 15 years of experience in event production and brand storytelling, and over 7 years in publishing Lindsay connects small businesses to big audiences through high-impact, strategic visibility.

Known for her fearless creativity and unconventional marketing moves, Lindsay doesn't just follow trends—she starts them. From pink carpets to radio waves, she's turned the Beauty Affair brand into a trusted resource for both consumers and industry insiders.

Lindsay's approach is rooted in authenticity, fueled by innovation and backed by real results. Her signature campaigns are impossible to ignore—because she designs them that way. If she's shining the spotlight on your business, expect momentum.

Welcome to the Beauty Affair Spotlight Series. You're not just in good hands—you're in powerful ones.



Hello!

I'M DAWN

Marketing Trailblazer & Mother of the Moms Groups

Dawn Boyle Kostakis is the visionary behind Long Island Exclusive, a powerhouse marketing brand built around the most influential Facebook moms groups across Long Island. Through these hyper-engaged communities, Dawn has created an unparalleled channel for businesses to reach real consumers in real time—authentically and effectively.

With a background in creative strategy and grassroots marketing, Dawn specializes in connecting brands to the people who matter most. Her guerrilla-style approach is never cookie-cutter—she crafts custom visibility plans designed to cut through the noise and drive traction where it counts.

As co-publisher of Beauty Affair Magazine, Dawn helps brands break through the noise using storytelling that converts and strategy that sticks. Her influence is deeply woven into the community, and when she's behind your business—you feel it.

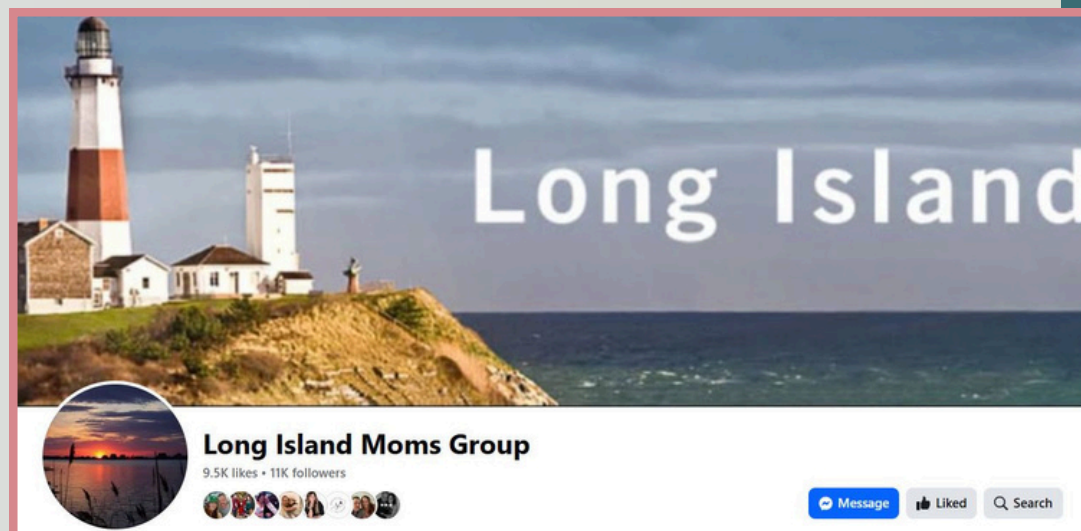
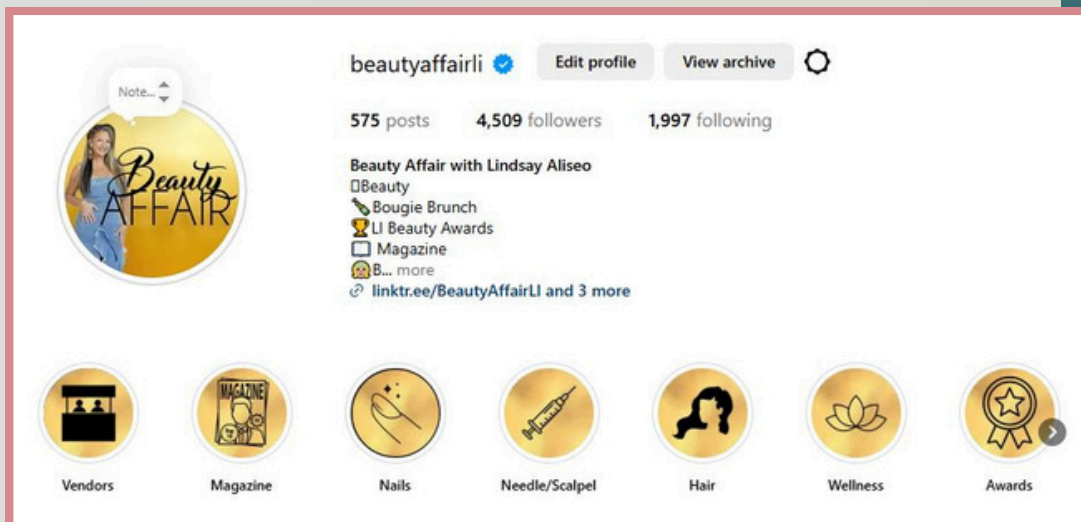
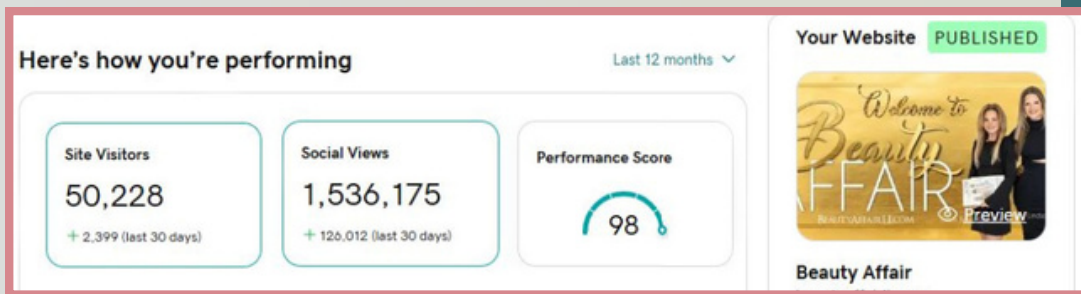
Together, Lindsay and Dawn are the powerhouse minds behind the Beauty Affair Spotlight Series—a marketing movement built for businesses ready to be seen, heard and remembered.



02 WHY JOIN?

Long Island Is Watching—Let's Make Sure They See You

As a Beauty Affair Spotlight Business, you'll tap into our community built on trust through authentic storytelling, local connection and high-quality content. Lindsay Aliseo and Dawn Boyle Kostakis have built a platform rooted in real results—offering businesses the opportunity to grow within a loyal and influential ecosystem.



03 What You'll Get Each Quarter

- 1 1/3 Page Drop Ad in Beauty Affair Magazine (upgrades available)
- 2 Trendsetting Guide Listing in Beauty Affair Magazine
- 3 Business listed on BeautyAffairLI.com as a Spotlight Series business with backlink
- 4 Spotlight Series Email Blast to 15k+ subscribers
- 5 1 Social Media Reel featured on Beauty Affair platforms
- 6 Spotlight on Beauty Affair VIP Facebook Group
- 7 Spotlight on Long Island Moms Facebook Business Page
- 8 Preferred Rates on Beauty Affair Branding & Event Promotion Offerings



1 1/3 Page Drop Ad in Beauty Affair Magazine

Why Drop Ads Matter

Think of a Drop Ad as your brand's visual handshake.

It quickly tells the reader who you are, what you offer and how to find you—without overwhelming them. When placed consistently across all four issues of Beauty Affair Magazine, your Drop Ad builds trust and familiarity with our highly targeted readership. The more they see you, the more they remember you.

This kind of visibility isn't just about a one-time impression—it's about brand recognition over time. A Drop Ad supports the rest of your marketing efforts, especially when paired with:

- A compelling advertorial that educates and engages
- A well-timed event promotion
- Social media exposure and audience engagement

Together, these pieces create a comprehensive strategy that works across multiple platforms—keeping your name top of mind when potential clients are ready to book or buy.

Want Even More Exposure? Upgrade Your Drop Ad:

Add extra visibility and/or storytelling power to any quarterly issue:

Full Page Drop Ad: \$550 | Full Page Advertorial: \$950

Why Upgrade to an Advertorial?

An ad tells readers **what** you do. An advertorial shows them **why** you're the best at it. If you want to increase your ROI from print, give readers a "Value Bomb" of information. Focus on your money maker service, answer their questions and show them why you're the go-to expert. We'll help you craft a compelling editorial that reads like a feature—not a pitch—and drives real results.

2 Trendsetting Guide Listing in Beauty Affair Magazine

Each issue includes a curated Trendsetting Guide: our seasonal directory of beauty, fashion, wellness and business leaders.

Your business will be featured with:

- Business Name
- Town (or Concierge Listing)
- Instagram Handle
- 2024 Long Island Beauty Awards Finalists & Winners Notation

This premium guide is where readers go when they're looking for who to know and where to go—make sure they find you there.

3 Business listed on BeautyAffairLI.com as a Spotlight Series business with backlink

Your business logo will be included in a rotating carousel on the BeautyAffairLI.com Home page with a backlink.

Why Are Backlinks Valuable and How Can They Help Your Business?

When your logo is featured on BeautyAffairLI.com with a clickable link (called a "backlink") to your website, it does more than just give visibility—it boosts your credibility online. Backlinks are one of the ways search engines like Google determine how trustworthy and relevant your business is. The more high-quality backlinks you have, the more likely your business is to show up in search results.

4 Spotlight Series Email Blast with 15k+ Subscribers

Spotlight Series Email Blast with 15k+ Beauty Affair subscribers, segmenting for optimization.

5 1 Social Media Reel featured on Beauty Affair platforms

Following our format for video clips, your business will send Beauty Affair content and we will create a promotional reel to be posted on our Instagram and Facebook pages in collaboration with your business.

6 Spotlight on Beauty Affair VIP Facebook Group - 51% Active Members

7 Spotlight on Long Island Moms Facebook Business Page - 32.5k Views



Preferred Rate on Beauty Affair Event Promotion & Branding

Planning an open house, launch party or patient appreciation event? Let Beauty Affair help you turn it into the event everyone's talking about with curated content and strategic promotion that generates buzz, creates FOMO and drives the right audience straight to your door. **Looking to elevate your brand even further?** Our professional branding photo shoot and podcast-style interview offering is designed to showcase your story and connect you with your audience in a powerful, authentic way.

EVENT PROMOTION

(Full rate \$3,999 - Spotlight rate \$1,999)

- Beauty Affair will create a recap reel to be posted on our Instagram main feed after the event in collaboration with your business.
- 1 event share Story post, prior to the event.
- Event added to the "Calendar of Events" email blast to over 15,000 Beauty Affair email subscribers.
- Event invite personally extended to Beauty Council Members.
- For non-ticketed events, business allowance for posting in the Facebook town mom's groups with a list of the appropriate Moms groups.
- 1/2 page Event Feature in the next issue of Beauty Affair magazine section - Where you there?
- Beauty Affair can create an event promotional reel to be posted on Beauty Affair Social prior to the event for an additional cost.

BRANDING PHOTOSHOOT & PODCAST STYLE INTERVIEW

(Full rate \$3,499 / Spotlight rate \$1,750)

- 1.5-hour studio photo shoot in Dix Hills with a professional photographer
- 30 professionally edited digital photos for branding and marketing use
- Full creative direction with Dawn and Lindsay curating and producing your looks
- Multiple short-form reel series produced and created, optimized for Instagram and Facebook
- 2 Behind the scenes reels
- 2 educational / trend reels
- Content produced and edited by Beauty Affair, posted in collaboration with Beauty Affair's social channels for maximum reach
- Hair & makeup can be arranged at the studio for an additional cost.

04 TERMS & FLEXIBILITY

The Beauty Affair Spotlight Series is designed for consistency and flexibility so businesses can maximize visibility without long-term stress.

Enrollment

- Enrollment months are February, May, August and November.
- Only 15 exclusive spots are available per quarter.
- Applications open August through September 2025.
- Once spots are filled, a waitlist will begin. Businesses on the waitlist will be considered if a spot opens for the following quarter.

Commitment

- Participation is a quarterly agreement with the ability to cancel at any time.
- To remain eligible for the third-page drop ad in Beauty Affair Magazine and the quarterly social media reel, all three monthly payments must be completed.

Pricing

- Standard pricing: \$399 / month
- **Special offer:** For the first enrollment quarter only, pricing is **\$349 / month.**

05



READY TO GET STARTED?

It's your moment to amplify visibility, spark engagement and put your brand exactly where it belongs—front and center. With Beauty Affair's niche market, you're not just seen, you're seen by the audience that matters most.

Spotlight Application