



# Media Kit

SALON TV IS THE EXCITING NEW CHANNEL

Salon TV is Australia's newest and most exciting form of digital media. We have specifically targeted the hair and beauty industry with a product designed to inform and entertain Salon clients.

Participating Salons have three to six 17" to 19" Liquid Crystal Display (LCD) screens installed, strategically placed near cutting stations to maximise visibility.

Each screen plays a digital media program of up to 30 minutes duration. This program is a continuous 'visual only' advertisement and entertainment loop, repeated continuously during the Salon's business hours.

For advertisers, Salon TV is a new advertising medium that will allow you to connect with a truly captive target audience – typically an AB consumer demographic – seated in front of your ads and images for an appointment that takes, on average, anywhere between 30 and 150 minutes.

Salon TV is being released across Australia.



# Our Focus

is building relationships with our strategic partners



Our content is as diverse as the audience watching it. Many and varied industries will benefit from exposure on Salon TV.

If you have a brand, product or service that you would like to promote in a clean, clear and visually appealing context, make Salon TV a part of your marketing mix.

## The time a client will spend "seated" within a salon, in front of your advertisement

between 30 and 150 minutes.



Male Clientele

Average seated time (STYLE CUT & BLOW DRY)

30-45 minutes



Female clientele

Average seated time (COLOUR TREATMENT, STYLE CUT & BLOWDRY)

90-150 minutes

## Salon Re-attendance (The average return rate)



Male Clientele

On average, 11 visits per year



Female Clientele

On average, 6 visits per year



## They can't help but to see and retain your messages

🎯 Access a highly desirable demographic of buyers - suitable advertising includes:

Beauty

Health

Lifestyle

Finance

Sport

Government

Fashion

Real Estate

Travel

Automotive

Electrical

Services

National



Regional



Local



# Advertising

## Pricing structure



### Advertising Rates

### Salon TV pricing for standard 15 sec advertisement

	Advertisement		Admin	Salons
National	\$600	PLUS	\$180	30 over
Regional	\$800	PLUS	\$180	10 to 29
Local	\$1,000	PLUS	\$180	1 to 9

Advertisement pricing is per annum per salon

#### Please Note:

#### Rates

These rates apply to a standard 15 seconds advertisement

For advertisements longer than 15 seconds, please contact us (Ph: 1300 790 233)

Advertisement rates apply per Salon, not per screen

Advertisement rates are per annum, and are based on a minimum contract of 1 year

Admin charge applies per advertisement lodged, not per Salon

#### Alterations

Changes to advertisements can be made at any time, at a cost of \$150 per advertisement

#### All pricing is ex-GST

#### Submission to Display Time

Please allow up to 2 weeks between submission of advertisements specifications and display of final advertisement

## Salon TV - TV advertising, without TV pricing

Your ad shown at least 100 times per week in each Salon

At a 'National' advertising price of less than \$10 per week per Salon

With no other 'loadings'

A cost per thousand salon viewers of \$49 - for multiple viewings of your advertisement

A cost per impression of approximately 3c

**Real Value Advertising - compare this to any other advertising medium**

#### For bookings or further information, contact:

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