



# Engage Stylishly with Millions of Women and Men in Hair and Nail Salons (and Barbershops) Nationwide

## The Network

In partnership with place-based media leader, Encompass Media Group, you can stylishly engage millions of women and men in **hair and nail salons (plus barbershops)** nationwide in our new **Hair & Nail Salon Network™**. Build a meaningful, emotional connection in an aesthetic context where consumers go to relax and pamper themselves — the ideal setting for telling your brand story and delivering a product sample. With more than 100,000 locations nationwide (36,000 in the Top 10 DMAs with media wall board overlay options), you can distribute up to 20MM samples per week to this highly sought after audience. This network is ideal for health and beauty products, snacks, confections, and other enhancement brands. Sample cases, counter signage, and other collateral is hand-delivered to each location, set up, and photographed with field team software, ensuring 100% compliance.



### Consumer Targeting

- Women (hair and nail salons)
- Men (barbershops)
- Core Age: 18 – 49 yrs
- HH Income: avg \$65,000+
- Seasonal holiday peaks in traffic



### Locations/Reach

- 100,000+ beauty (Hair and Nail) salons and barbershops
- Up to 8MM samples per week in top 10 DMAs; 20MM+ per week, all markets
- High dwell times of 45 minutes to 3+ hours (depending on services)



### Signage & Consumer Research

- Counter tent cards to encourage customers to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research
- Optional counter easel card w/tear pad or acrylic counter sign holder for survey

### Investment *Pricing does not include shipping\**

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	28 - 32¢ / sample
100,000 – 250,000	24 - 28¢ / sample
250,001 – 500,000	22 - 24¢ / sample
500,001 – 1,000,000	20 - 22¢ / sample
> 1,000,000	19¢ / sample

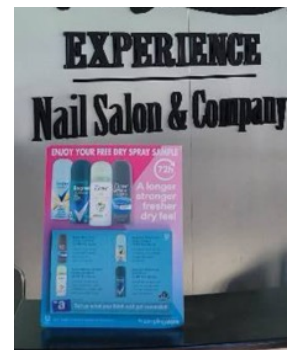
### Product Sample Distribution

Hand-distributed at check-in/out counter

*\*Staging & shipping quoted upon request (please provide all specs and actual samples) or client can ship to regional warehouses.. Includes custom designed tent cards. Research and easel cards with tear pads optional (quoted separately).*

the **samplingstore**™

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## Salon Locations

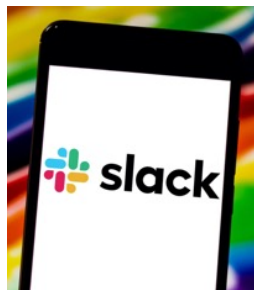
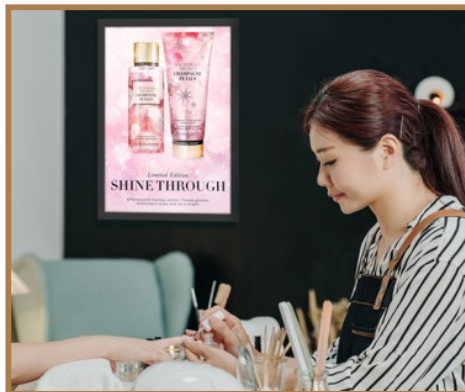
The Top 10 DMA locations have media boards, serviced monthly by our field staff (below). If you are targeting a specific region or set of markets, please provide them to us for location counts and consumer reach.



DMA (Top 10)	Hair Salons	Nail Salons	Barbershops
New York	5,917	2,132	1,047
Los Angeles	5,715	1,736	682
Chicago	2,230	734	317
Philadelphia	1,409	517	234
Dallas	1,327	609	166
San Francisco	1,474	448	150
Atlanta	1,134	403	148
Boston	1,509	578	285
Washington	1,066	390	230
Houston	1,497	680	190
<b>Total</b>	<b>23,278</b>	<b>8,227</b>	<b>3,449</b>

## Media Boards

Wall boards will share your brand narrative and support your sampling program are available in the Top 10 DMAs (boards are 16" x 24" and 24" x 36" sizes, please inquire).



## Performance Tracking

Field teams use Slack app to provide proof of performance and upload executional photos.



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