

All prices quoted are subject to VAT

# PRINT

## Display Advertising

Size	UK	Ireland
Page run of magazine	£1,500	€1,200
Double page run of magazine	£2,500	€2,000
Outside back cover	£1,800	€1,500

## Advertorial (written & designed by us to your approval)

Size	UK	Ireland
Page run of magazine	£2,000	€1,700
Double page run of magazine	£3,500	€2,500
4-page insert, superior stock	£6,000	€5,000
8-page insert, superior stock	£8,000	€6,750

# DIGITAL

## Homepage Video Takeover – £3,000/week

Be the exclusive advertiser on the homepage, for one week. We'll use your promotional activity to create engaging displays at key touch points across the homepage, sitting beautifully within our editorial backdrop. Alongside your branded assets (such as banner adverts and MPUs), we can also create bespoke panels harnessing your video content to stop the scroll.

Package includes:

- Bespoke panel, including video (content-dependent)
- Main banner advert
- Micro banner advert
- Accompanying MPU featured site-wide
- Online advertorial (on site for six months)
- Solus eshot, sent to our UK and Irish email databases, with links to the online advertorial

## Standard Ads

Homepage Banner Main (1600 x 400px) – £1,000/month

Homepage Banner Micro (1600 x 200px) – £800/month

MPU Square (400 x 400px) or Portrait (400 x 600px) featured site-wide – £500/month

## Advertorial

Presented in highlight panel on homepage for one week – £500

## RUNWAY

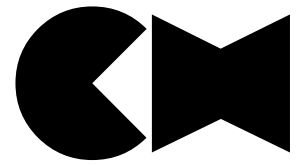
DPS display ad with live links plus DPS feature showcasing your brand being used at a Fashion Week show – £2,000

Eight-page advertorial deep-dive into your brand incorporating video, slideshows and live links as relevant – £5,000

## EMAIL

Sponsor the Creative HEAD weekly newsletter – £750

Send a dedicated Solus Email to our database of 8.6k opted-in subscribers – £1,500



# SOCIAL MEDIA

## Organic & Targeted Social

Instagram Static Post\* – £1,500

Instagram Reel\* – £2,000

Instagram Carousel\* (up to 5x frames) – £2,000

Single Stories frame\* – £500 / 3x Stories frames\* – £1,200

Facebook Static Post\* – £1,200

Facebook Carousel (up to five frames)\* – £1,500

Facebook Video Post (landscape, longer-form, up to 30 minutes duration)\* – £1,500

## Instagram Hijack (Regular)\* – £4,000

Up to 3x feed posts – a mix of Reels, static images and carousels – either posted consecutively across a three-hour period, with up to 8x Stories, or intermittently over one week, with 3x Stories shared each time.

## Instagram Hijack (Real-time)\* – £4,500

A day-long Instagram takeover to showcase live coverage of your brand event/activation, with content exclusively captured, created and posted by Creative HEAD digital team. This includes up to 4x feed posts, which can be a mix of Reels, static images and carousels, as well as up to 8x Instagram Stories with key moments from the day.

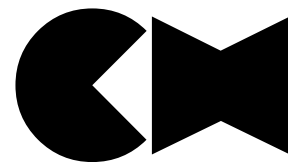
## UGC at your place – £3,000

Spotlight a new service or treatment from your brand in a way that is both authentic and appealing to the Creative HEAD audience. Our expert digital team will attend your event, capture exclusive content and shout about your newness in our signature style! Includes 2x pieces of video content – both shared to our Instagram and TikTok channels. After posting, content can be used freely on your brand social media channels, as well as for advertising purposes on your brand digital platforms.

## UGC TikTok exclusive\* – £2,000

TikTok has massive growth potential and delivers real engagement, which is why we're looking to experiment with original content, showcasing the latest launches and haircare heroes from selected trade partners. We know the value authentic UGC-style content has on this platform, so let us promote your products on it! Send your new product(s) to the Creative HEAD digital team and we will create 2x pieces of video content – featuring unboxing, squeezing, applying, before/after usage, etc. Each piece of content will be boosted on TikTok (either for increased views or to direct to a specific URL – your choice!). After posting, content can be used freely on your brand social media channels. Content can also be shared to Creative HEAD's Instagram channel for an additional £750.

\*Assets supplied by you; posts designed by us. 10% of the cost goes towards boosting.



## FILE REQUIREMENTS

- Files must be print-ready PDFs.
- Double-page spreads must be supplied as two single pages and labelled left and right.
- All files to be supplied as composite CMYK.
- A bleed area of 3mm on all edges must be contained within the file.
- All images contained within the PDF must be high-resolution (300dpi recommended), CMYK format and all fonts must be embedded.
- Files should be supplied via email, WeTransfer or Dropbox.
- All files must be clearly labelled with magazine, issue date and your company name.

# IMPORTANT!

**CREATIVE HEAD IS PERFECT BOUND, THEREFORE ALL DPS FILES MUST BE SUPPLIED AS SEPARATE SINGLE PAGES**

## MECHANICAL DATA

(HEIGHT X WIDTH)	BLEED	TRIM	TYPE
PAGE	291mm x 226mm	285mm x 220mm	265mm x 200mm

## ONLINE ADS

### MICRO BANNER

1,600 x 200px (desktop)

1,000 x 1,000px (mobile)

### MAIN HOMEPAGE BANNER

1,600 x 400px (desktop)

1,000 x 1,000px (mobile)

### MPUS (SIDE PANELS):

Square displayed at 1,000 x 1,000px

Portrait displayed at 800 x 1,200px

### DIGITAL MAGAZINE HOMEPAGE

1,200 x 150px (desktop)

768 x 192px (mobile)

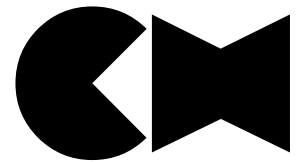
### VIDEO PANEL:

Size - 1,980 x 1,080px

Resolution - 1,080px

Please supply your artwork to [laura.t@alfol.co.uk](mailto:laura.t@alfol.co.uk)  
Queries: 020 7324 7540





	<b>ADVERTORIAL BRIEFS</b> Email to amanda@alfol.co.uk	<b>DISPLAY ADVERTS</b> Email to laura.t@alfol.co.uk	<b>MAIL-OUT DATE</b>
UK JAN 25	16 OCTOBER	29 NOVEMBER	17 DECEMBER
IRE JAN/FEB 25	16 OCTOBER	29 NOVEMBER	17 DECEMBER
UK FEB 25	28 NOVEMBER	14 JANUARY	28 JANUARY
UK MARCH 25	17 JANUARY	11 FEBRUAR	25 FEBRUARY
IRE MARCH/APRIL 25	17 JANUARY	11 FEBRUARY	25 FEBRUARY
UK APRIL 25	14 FEBRUARY	11 MARCH	25 MARCH
UK MAY 25	14 MARCH	10 APRIL	28 APRIL
IRE MAY/JUNE 25	14 MARCH	10 APRIL	28 APRIL
UK JUNE 25	17 APRIL	13 MAY	28 MAY
UK JULY/AUG 25	16 MAY	12 JUNE	26 JUNE
IRE JULY/AUG 25	16 MAY	12 JUNE	26 JUNE
UK SEPT 25	20 JUNE	11 AUGUST	26 AUGUST
IRE SEPT/OCT 25	20 JUNE	11 AUGUST	26 AUGUST
UK OCT 25	15 AUGUST	11 SEPTEMBER	25 SEPTEMBER
UK NOV/DEC 25	19 SEPTEMBER	14 OCTOBER	28 OCTOBER
IRE NOV/DEC 25	19 SEPTEMBER	14 OCTOBER	26 JUNE

