



सलोन प्रोफेशनलस कि नयी पहचान

# ग्लैमर-टार

हमारे  
रिडरस् हैं  
आपके  
ग्राहक...

# सलून प्रोफेशनलस कि नयी पहचान ग्लैमस्टार

## About us

'GlamStar' is C&E Media's exclusive Hindi title catering to the Indian salon industry and is backed by C&E Media's 12+ years of experience and knowledge of the professional salon & spa industry.

Hindi is the one of the most popular languages in India, along with English, and enjoys a popularity that far exceeds English in as many as 14 states in the country. It is the language of choice in this 'Hindi belt' and is commonly used in business. This holds true for the salon industry in this region as well, where professionals comfortable with Hindi, far outweigh the ones who prefer to communicate in English. Our in-depth research revealed the need for a quality Hindi publication for salon professionals that has the flair of an international magazine which takes regional influences into account.

**GlamStar** aims to be the go-to magazine for the salon industry in Hindi. With carefully crafted content that will have global flavour and local relevance, **GlamStar** will be an inspirational tool for all professionals. It will be a hands-on guide equipping stylists with the technical know-how to push their creativity to new heights. It will focus on the Indian audience and its unique needs, featuring in-demand topics such as Bridal hair, make-up and couture; Step-by-Step tutorials for hair and make-up, and a focus on gadgets and their usage, every month. Additionally, inspiring stories of Industry icons will empower the Hindi speaking salon community to excel in their profession.

### Our Mission

- Produce an informative magazine that will be a rich knowledge source and a handy guide that will inspire today's professionals, enabling them to take their creativity and business to new heights
- Foster a feeling of fraternity between all members of the Indian salon industry, to help the industry grow.
- Develop an iconic magazine that will be a benchmark for knowledge in the salon industry.

### Reader Profile

- 28-35 years old, SEC AB
- Owners of Hair and Beauty Salons & Spas

### Reader Statistics

- Gender Ratio 80:20 female: male
- No. of people per salon: < 5: 12%: 5 - 10: 56%: > 10: 32%
- Median Age: 30.5 yrs



## Contents

### **News**

Latest news and happenings in the industry

### **Marketplace**

New product launches

### **Gadgets & Tools**

A special marketplace only for gadgets and salon tools

### **Seminars and Events**

Calendar detailing the seminars, conferences and events taking place

### **Bridal Step by Step**

Special step-by-step tutorials dedicated to creating bridal hair and make-up

### **Bridal Trends**

Get to know the trends prevalent in Indian Bridal Fashion right off the ramp

### **Academies and Schools**

Know the best academies in the country and state

### **Interviews**

Inspiring stories from respected leaders in the field

### **Celebrity Interview**

Interviews with Bollywood and television celebrities

### **Recreate a Movie Look**

Learn to recreate looks from the silver screen

### **Experts Columns**

Expert advice on hair, beauty, salon design, natural remedies etc.

### **Salon Management**

Experts show how to manage a salon

### **Salon Review**

A feature on the best salon in a selected area

### **Style Files**

Inspiring creative hair collections

### **Nails Section**

All about the fast growing nail industry

## Advertising Tariff

Four Colour	X 1	X 3	X 6	X 12
GATE FOLD	600000	560000	510000	420000
Opening Spread	320000	300000	270000	225000
2nd Opening Spread	260000	240000	220000	180000
Regular Double Spread	240000	225000	205000	170000
Inside Back Cover	240000	225000	205000	180000
Back Cover	500000	450000	410000	340000
Last Page				
Full Page	200000	180000	160000	140000
Half Page	80000	70000	65000	60000
Quarter Page	40000	35000	32000	30000
Vertical Strip Ad	50000	45000	40000	32000
<b>Innovations</b>	at actuals			
<b>comitted positions @ 20% premium</b>				
<b>CLASSIFIEDS</b>				
Per Column Centimetre (CC)	600	500	450	400
<b>MECHANICAL DATA</b>				
<b>Space</b>	<b>Size</b>			
GATE FOLD	428mm width x 276mm height			
Double Spread	428mm width x 276mm height			
Full Page	214mm width x 276mm height			
Half Page - No bleed allowed	210mm width x 130mm height			
Quarter Page - No bleed allowed	130mm high x 90mm wide			

**Note:** Keep 3mm extra bleed on all sides

### MATERIAL

- High resolution PDF / JPEG / TIFF / EPS / COREL files in CMYK format
- CD with digital proofs
- Vital advertising matter should be kept at least 10mm (1 centimeter) away from all edges.

### SPECIAL NOTE

- All prices per insertion per issue
- All prices are exclusive of agency commission.
- Taxes as applicable

## About C&E Media

### PUBLISHERS

GlamStar is published by **C&E Media**, a division of Conferences & Exhibitions Pvt. Ltd. Established in 1990 and based in Mumbai, the commercial and fashion capital of India, C&E Media specialises in publishing; organisation of international trade shows & conferences, and brand consulting.

### Print

C&E Media has the unique distinction of publishing, not one, but two of India's leading professional magazines, StyleSpeak and Spa Mantra.



**StyleSpeak** is the 1st Indian magazine dedicated to the hair and beauty industry, targeted specifically to salon & spa professionals to be their definitive monthly guide to hair and beauty trends, products and services from India and around the globe.



**Spa Mantra**, established in 2011, was the sister publication to StyleSpeak to cater to the growing spa industry in India. Spa Mantra is the must have magazine for any spa owner to keep up with the competition and the newest ideas or technique formations from around the world.

### Events

Apart from publications, C&E Media also organizes events like **StyleSpeak NAILATHON**, India's first professional nail championship which has united the fledging nail industry atop one platform. It had previously organized the **Times Images**, the first international trade fair for the Indian beauty industry, in association with the Times of India, which ran from 1997 to 2004.



### Education

With its special interest in education C&E Media also regularly initiates Conferences and Seminars to boost knowledge and information sharing within the industry. One of these was the recently concluded **National Spalon Conference** which highlighted and explored the trend of merging spa and salon services in a single space. The company has also previously launched an exclusive tutorial **Cut & Style DVD** featuring 10 stunning haircuts by the L'Oreal Dream Team. An upcoming project includes the highly-anticipated '**The Contemporary Indian Bride**' bridal book by C&E Media which showcases 24 contemporary bridal looks by the leading hair and make-up artists of our times.

### Global Media

C&E Media is a globally recognized and respected organization, being the preferred media partner for international events like as Cosmoprof Worldwide, Bologna; Cosmoprof Asia, H.K.; Beauty World Dubai; Salon International, U.K.; Global Spa & Wellness Summit (GSWS) and Asia Pacific Spa & Wellness Coalition (APSWC), besides key national expos and conferences.