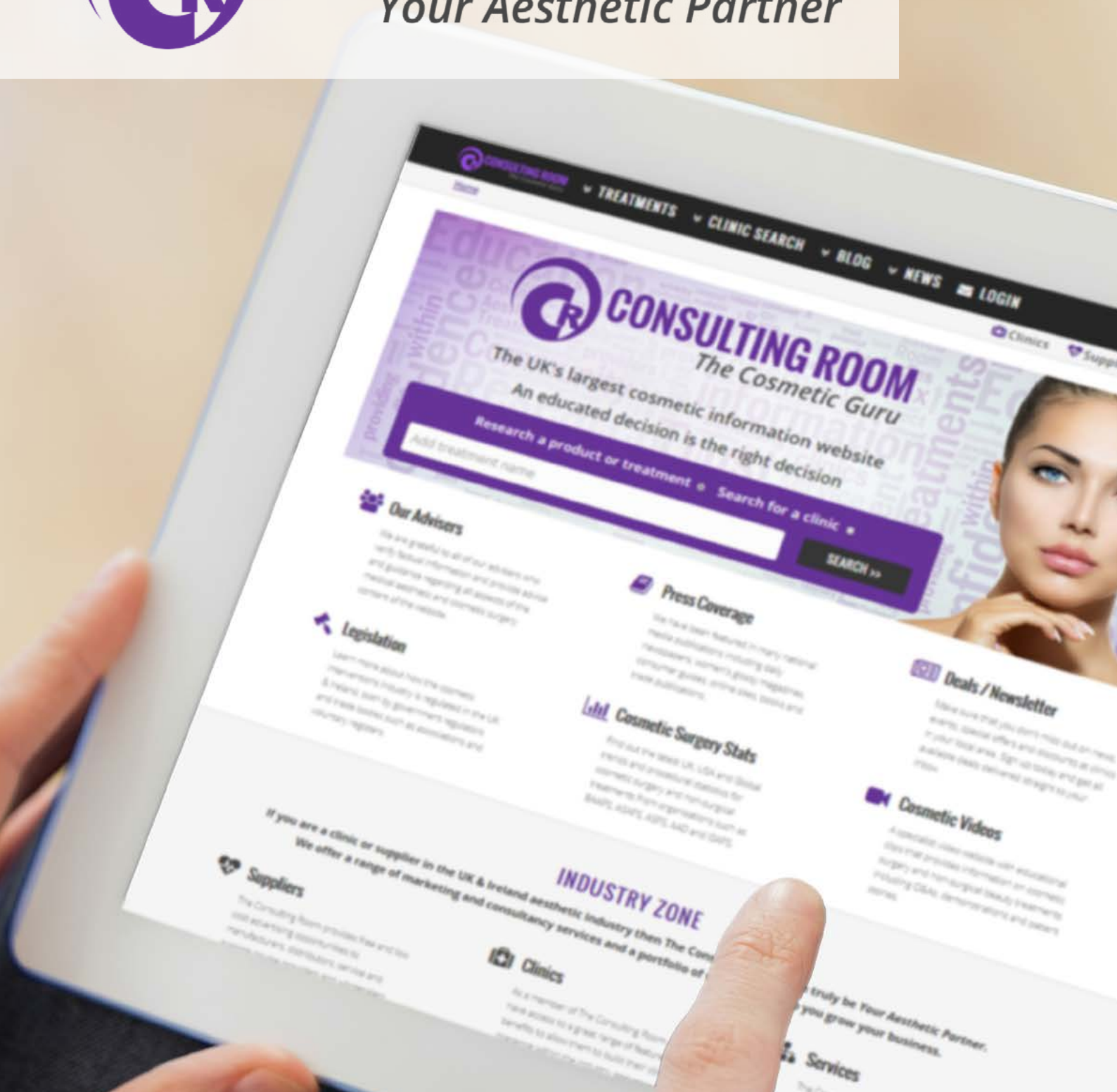




CONSULTING ROOM

Your Aesthetic Partner



Marketing Opportunities & Rates

Targeted Advertising for Your Key Audience

Are you involved in the UK aesthetic industry as a direct manufacturer, a UK distributor, a third party wholesaler or a service provider? If the answer is yes then Consulting Room can help.

As the largest and longest standing clinic membership portal in the UK we can help you maximise awareness of your company, products and services and increase engagement with your target market with free promotion as well as low cost advertising and bespoke marketing solutions.

We have a database of over 1,600 UK clinics who have opted into receiving our marketing emails and have over 6,500 average monthly visits to our aesthetic sister sites. Banner adverts on these sites receive an average of 75 unique clicks per month.

All of our marketing solutions include an optional link to a custom built branded landing page with a data capture form with all leads sent directly to you. We can direct traffic to this lead gatherer instead of your website and provide fully measurable ROI.

The Consulting Room



The Consulting Room Magazine

Our educational magazine features business hub, clinical information, new products, industry announcements, legislation and news written by our Editor, winner of the MyFaceMyBody Award for Journalist of the Year 2014, Lorna Jackson. Advertising is available in our monthly member magazine, with inclusion in our non-member mail out to over 1,200 clinics.

Weekly E-news

Our weekly E-news is sent to all of our Consulting Room members and non-members, as well as their key members of clinic staff and includes a rundown of the latest training, classifieds, recruitment and videos. Banner advertising slots are available.

Banner Advertising

Linked advertising to your website

or landing page. Additionally, we can provide custom built branded data capture forms on dedicated landing pages with all leads sent directly to you.

E-shots

Multimedia E-shots can be produced and sent via email to over a 1,600 active aesthetic industry professionals within our fully opted in mailing list. These can contain videos and images, as well as web and email hyperlinks. We are able to see exactly what those individuals in receipt of the email have clicked on, giving you the ultimate in tracking of interest, potential leads and ROI analysis. Additionally, we can create branded landing pages with data capture forms and create bespoke follow up campaigns to re-engage with your audience to turn interested individuals into warm leads. Our former campaigns have shown that re-engagement can further interaction by up to 50%.

The Consulting Room Suppliers Portal

Membership to our supplier portal is FREE - Suppliers can create searchable company profiles and promote exclusive deals straight to key decision makers in UK clinics via special offers in our Supplier Deals section. All deals (e.g. money or percentage off, new account promos, multi-buys etc.) will also be promoted in Consulting Room member magazines and weekly E-news emails.

Social Media

Get your message to a combined

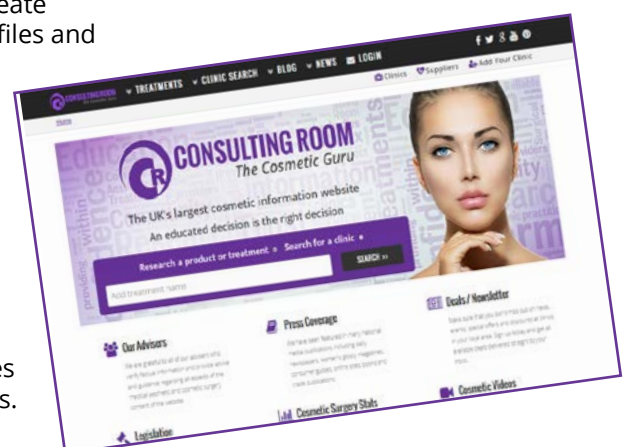
audience of almost 8,000 people. Our Consulting Room Twitter and Facebook accounts are used as a hub for clinics to hear the latest industry news as well as staying informed about the latest training opportunities, classifieds, recruitment and educational information from the UK aesthetic industry.

Supplier Directory

Inclusion in our extensive industry supplier directory is distributed to all Consulting Room members as an easy reference guide, so make sure your details are up to date. Advertising opportunities are also available in this publication.

Spread the word about your new products, devices or services

We disseminate information to our members via a number of routes - our Members Area, a monthly digital magazine and weekly E-news emails, sent to over 600 clinics. We also have public facing Treatment FAQs with average monthly traffic of 40,000 viewers and blogs that reach 7,000 digital readers per month to name but a few.



Aesthetic Sister Sites

Cosmetic Training www.cosmetictraining.co.uk

Inclusion of your training courses, workshops, conferences, meetings, launch events, webinars, training venues for hire, mentorship or qualification gaining opportunities together in one focused and searchable online directory - one off placements or unlimited listings available.

Banner Ads	✓	Publicised via Social Media	✓
One Off Listings	✓	Unlimited Listings	✓
Weekly E-news	✓	Cosmetic Training Newsletter	✓

Cosmetic Classifieds www.cosmeticclassifieds.co.uk

Advertise second hand and ex-demonstration devices, equipment and products for businesses involved in the aesthetic industry.

Banner Ads	✓	Publicised via Social Media	✓
One Off Listings	✓	Unlimited Listings	✓
Weekly E-news	✓		

Cosmetic Recruitment www.cosmetic-recruitment.co.uk

Advertise one off or unlimited job vacancies to those seeking employment in the aesthetic industry. Each listing is also included in job alerts to those who have posted CV's.

Banner Ads	✓	Publicised via Social Media	✓
One Off Listings	✓	Unlimited Listings	✓
Weekly E-news	✓		

Cosmetic Videos www.cosmeticvideos.co.uk

You can provide educational or training videos direct to us to display in either the public pages, or members only area. This is a great way of getting visual information about the benefits, results and ease of use for your products/devices seen by aesthetic industry professionals. A profile linked to the videos will also be created to include a corporate logo, web link and small biography.

Banner Ads	✓	Publicised via Social Media	✓
One Off Listings	✓	Unlimited Listings	✓
Weekly E-news	✓	Job Alerts	✓

SMART Ideas Seminar www.smartseminar.co.uk

SMART Ideas is our CPD approved business and educational event aimed at promoting new ideas to grow aesthetic businesses and increase turnover. For only £800 (plus VAT) you will receive a 3 x 2 metre exhibition space at either SMART Ideas South or SMART Ideas North, and your details and logo on all of our digital and print promotion including your company profile, links to your website and business logo on www.smartseminar.co.uk, you can add print literature to delegate bags as well as receive complimentary delegate tickets to hand out to your customers.

Banner Ads	✓	Publicised via Social Media	✓
Printed Literature	✓	E-shots to database	✓

If you would like any more information please contact us at danielle@consultingroom.com or call 01788 577 254 We are flexible when it comes to industry marketing opportunities and build bespoke packages around your specific budget and specifications to ensure optimum exposure and maximum engagement.

Marketing Packages to Suit Every Budget

The Consulting Room Starter Marketing Package Save over £200

- 2 x E-shots
- 1 x Consulting Room Newsletter Advert
- 1 x 12 month banner advert on any Consulting Room sister site

Total cost if
bought individually: £1,200 exc VAT
Package Cost: £995 exc VAT

The Consulting Room Professional Marketing Package Save over £1,000

- 3 x E-shots
- 3 x Consulting Room Newsletter Adverts
- 2 x 12 month banner adverts on any Consulting Room sister site

Total cost if
bought individually: £3,150 exc VAT
Package Cost: £1,995 exc VAT

The Consulting Room Premium Marketing Package Save over £3,000

- 4 x E-shots with optional dedicated landing page to send this traffic through to with the express purpose of collecting leads via a branded data capture form with additional re-engagement campaign
- 6 x Consulting Room Newsletter Adverts
- 5 x 12 month banner adverts on all Consulting Room sister sites: Cosmetic Videos / Cosmetic Training/ Cosmetic Recruitment/ Consulting Room and Cosmetic Classifieds
- 12 month subscription to Cosmetic Recruitment and Cosmetic Classifieds with unlimited listings
- 1 x Full page advert in Consulting Room Supplier Guide

Total cost if
bought individually: £8,000 exc VAT
Package Cost: £4,995 exc VAT

Our marketing packages include a full breakdown of how well campaigns performed per month as well as sending any leads we gather directly to you.

We are flexible when it comes to industry marketing opportunities and build bespoke packages around your specific budget and specifications to ensure optimum exposure and maximum engagement.

If you want to discuss any of the marketing packages above or create a bespoke package contact: danielle@consultingroom.com



Consulting Room Advertisers Rate Card

(All prices exclude VAT unless otherwise stated)

SMART Ideas

Exhibit	£800
Main Sponsor	£2000

E-shots

E-shots - Single	£400
E-shots - x 3	£900

Consulting Room Newsletter

A4 AD - 1 Month	£350
A4 AD - 2 Months	£550
A4 AD - 3 Months	£700

Consulting Room Suppliers

Members Area Banner Ad - 6 Months	£450
Members Area Banner Ad - 12 Months	£600
CR Weekly E-news Banner Ad - 1 Month	£75
CR Weekly E-news Banner Ad - 6 Months	£300
CR Weekly E-news Banner Ad - 12 Months	£500

Cosmetic Classifieds

1 Listing website only - 90 days	£95
Unlimited Listings with login	£600 per year
Banner Ad on Site - 1 month	£450
Banner Ad on Site - 12 months	£600

Cosmetic Training

1 Listing in any category	£95
Unlimited Listings with login	£600 per year
Banner Ad on Site - 1 month	£450
Banner Ad on Site - 12 months	£650
Banner Ad Monthly Mailout - 1 Month	£75
Banner Ad Monthly Mailout - 6 Months	£300
Banner Ad Monthly Mailout - 12 Months	£500

Cosmetic Recruitment

Recruitment Listing - 90 days	£395
Unlimited Listings with login	£600 per year
Banner Ads on Site (Header) - 1 month	£200
Banner Ads on Site (Header) - 12 months	£1500
Banner Ads on Site (Footer) - 1 month	£450
Banner Ads on Site (Footer) - 12 months	£600

For more info contact:

danielle@consultingroom.com