



PUBLICATION PROFILE

2019

English Version



BNB published its first issue in June 2006 under the name of BXB Magazine, and changed the name to BNB Magazine in January, 2008.

Premier Issue : June 2006

Publisher: Byung D. Lee

Size: 9 7/8" X 13"

Frequency: Monthly

Country of Origin: US

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USEFUL MAGAZINE

It all started with a passion for making good beauty magazines. With that passion, the first issue of BNB was released in June 2006. BNB magazine has been issued in both English and Korean from the beginning and released all over the U.S, free of charge, with a big commitment to make magazines that are not one sided. BNB focuses on providing useful information that can be applied to its readers' business by communicating with an open-mind with great graphic design to arouse interest.

BNB has secured its position as the industry's top beauty magazine with its interesting features as well as good quality pictures, infographics, and graphic design. BNB will keep contributing to provide practical information that can be applied to its readers' business and easy-on-the-eye graphic design for their better understanding. BNB will focus on making useful magazines that can be read over and over.

BNB Magazine is made by people who have a strong passion for making practical magazines.

BNB MAGAZINE
President Byung D.Lee

ADVANTAGES OF BNB

BNB consists of useful content that is fun, informative, and noble. Special report is BNB's most proud content that is a result of a lot of effort and time and can't be found in any other magazine. BNB will keep its commitment of providing practical and updated information while keeping its high quality content.

01 FREE SUBSCRIPTION

BNB Magazine is currently distributed to over 7,500 readers in the U.S. for free and written in both English and Korean.

02 VISUAL MAGAZINE

BNB Magazine has evolved from "Magazine to read" to "Magazine to look at" by adding lively pictures taken with professional cameras and photograph techniques to show real situations to its readers.

03 OBJECTIVE ARTICLES

BNB Magazine provides objective articles that are not on anyone's side. BNB is politically neutral as it stands for no specific companies or associations, which enables BNB to write articles based on facts only.

04 UP-TO-DATE MAILING LIST

BNB Magazine checks a mailing list of subscribers twice a year to keep its list updated. Also, once an individual has submitted a subscription request via mail, fax, or website and the submitted address has been confirmed as a legitimate business address, she or he will be added to the mailing list. The number of subscribers has been steadily increasing.

05 PRACTICALITY

BNB Magazine aims to make constant communication with its readers by offering various participating opportunities such as Dining and Talking, Retailers' comments, SNS news, and Reader quizzes.

06 PARTICIPATION

BNB Magazine offers special content that various wholesale companies participate in such as Product development, Interview with salesmen, Products in focus, which is to introduce products or wholesale companies.



EDITORIAL OVERVIEW

BNB Magazine is made from the perspective of its readers.

Which consists of useful business content, the latest trend news, introduction of new products, Look Book, and stories about retailers which gain empathy. Also, its visual design that effectively deliver content gives an impression that each page of the content looks like a piece of art.

Special Report To provide must-know information of each month that happens in the beauty industry.

Interviews with retailers and wholesalers To provide business tips or business know-how from retailers or wholesalers

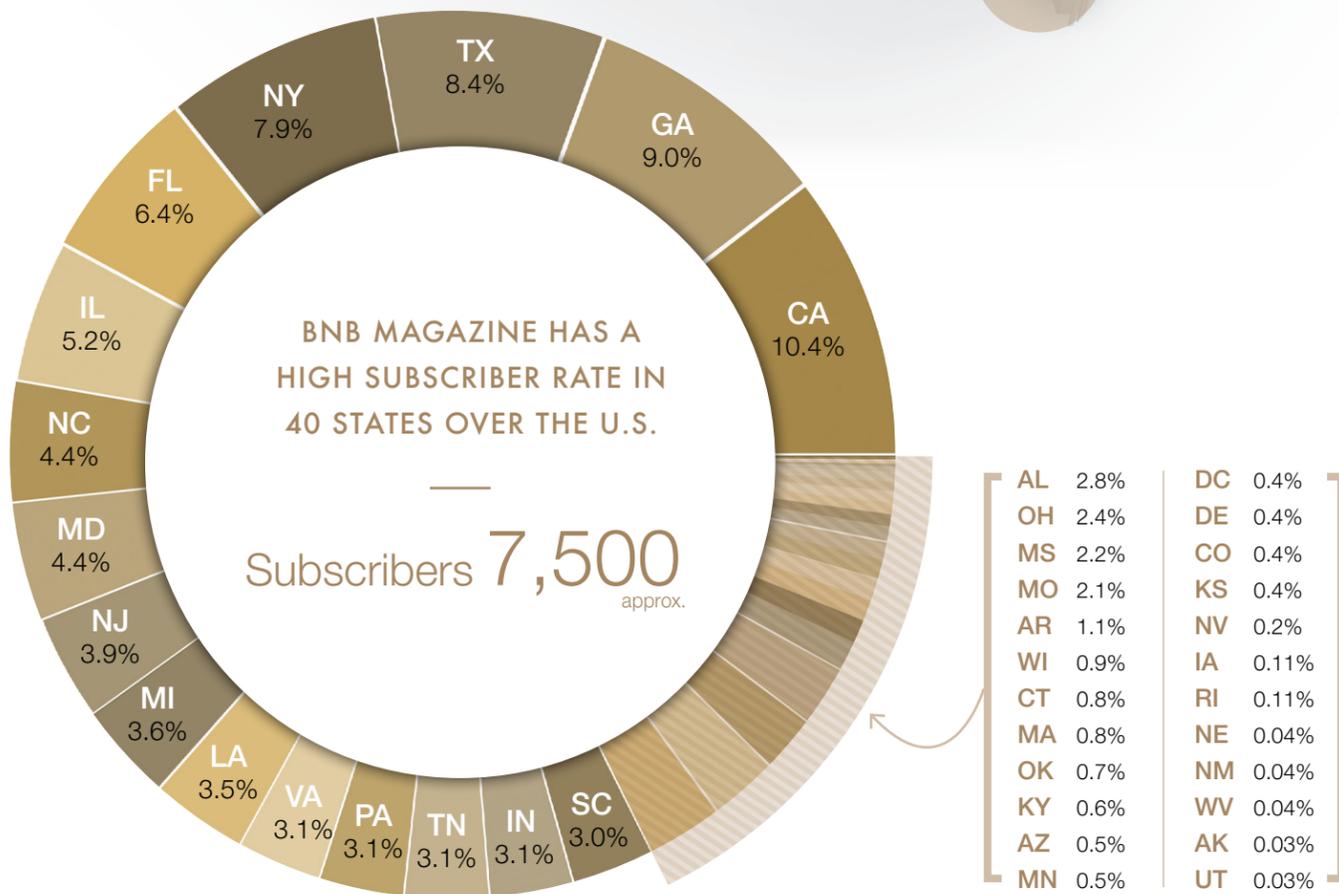
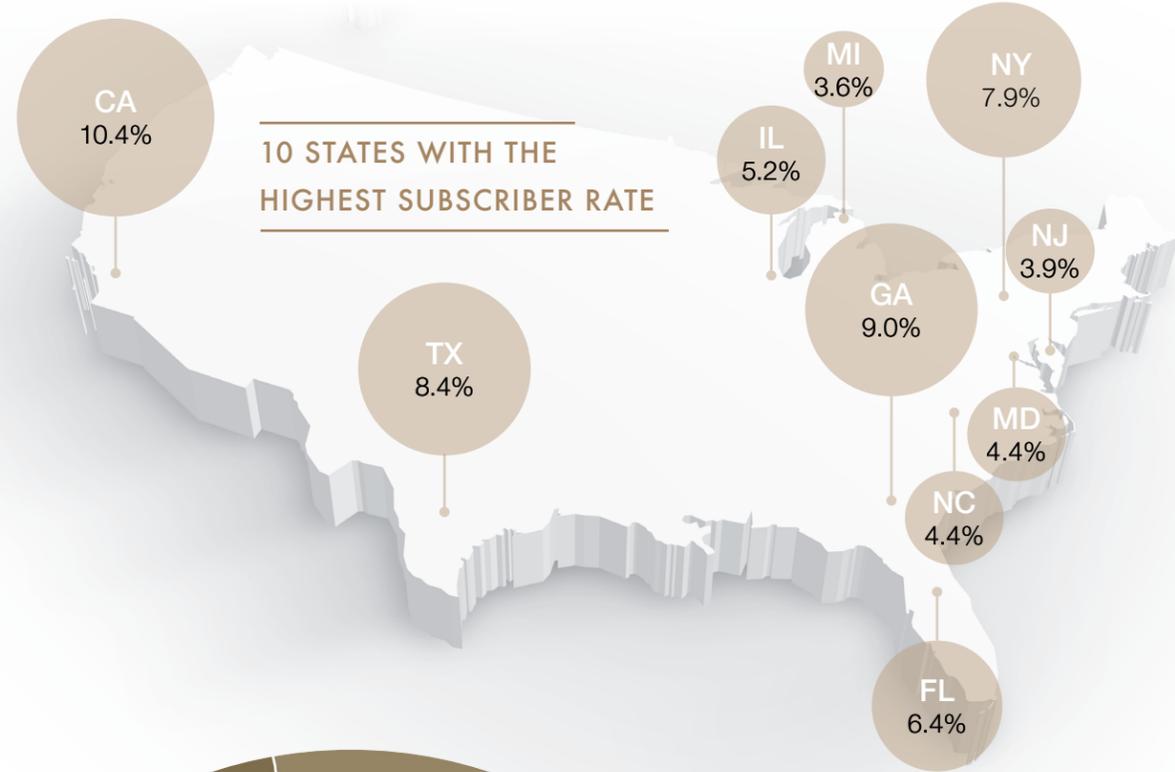
Product Development To tell the backgrounds and interesting factors from product development.

Business tips To give advice that helps run businesses such as Marketing, Management, and Retail Advice.

Industry news A place to communicate in the beauty industry such as Dining and Talking, Retailers' comments, and Association News.

BNB Magazine features various topics of beauty business.

BNB Magazine shares necessary information to its readers through its interesting content.



Market Size of Beauty Supplies for African Americans

\$6 Billion

Out of **7,500** subscribers
99% Beauty Supply Retail Owners & Related Personnel
1% Wholesale / Distributor & Related Personnel

- Who reads BNB Magazine?
- Majority of Store Owner's Gender: **Couple (52%)**
 - Average Operation Period: **12 Years**
 - Average Size of Stores: **5,800 sq ft.**
 - Majority Level Of Education Of Store Owners: **Bachelors**
 - Most Preferred Language: **Korean**
 - Average Age of Owners: **52 Years Old**
 - Highest Component of Customers: **African American (91%)**



PARTICIPATION IS OPEN TO ALL ADVERTISERS

***Participation for Special Report**

BNB directly introduces or makes references to advertisers' products related to topics of Special Report. For example, in the Special Report the topic was about different types of hair curls, and the advertisers' curl products were introduced.

***Hot & New items** (Monthly)

BNB readers' most favorite and must-read article "Hot & New items" introduces advertisers' products that they want to promote within the half size of a page per advertiser every month.

***Retailer's Pick / Special Products**

To introduce specific groups of products that need to be spotlighted. For example, when braided wigs were sought after, the products of advertisers who were selling braided wigs were introduced.

'It' products

Introducing 'It' products that have special features in detail.

Professional Column

BNB features business advising columns from professional contributing writers.

Exploring Wholesalers

To introduce advertisers' company by visiting their company in person to collect article material, which helps the advertisers enhance their brand image.

Industry News

To provide must-know industry news for retailers or updates on various events such as shows.

My Company!

The story of your company that you want to communicate to readers on any subject such as our products, culture, brands, employees, etc.

***BNB newsletter guides our clients to participate in monthly articles and special articles by email.**

FOR HAIR COMPANIES

***Look Book** (Monthly)

One of BNB's popular feature, LookBook, is introducing hairstyles of the month under a certain theme and hair products matching. It is designed to be cut off and put up at retail stores, which is directly exposed to consumers and attracts them to buy the products. (e.g hairstyles for job interviews, hairstyles by face shape, hot celebrities' hairstyles, and hairstyles by dress type for homecoming)

Story of a Salesman

Introducing hair industry' news reporter "salesmen", such as their personal life, that interests retailers, their main products that they carry in their business trip baggage, which naturally promotes their company and products.

R&D story

Introducing interesting stories behind specific products as how they are developed or what unknown features they have.

Youtuber's choice

Introducing Youtubers' reviews on hot items matter of factly.

FOR HAIR CARE PRODUCT COMPANIES

All about chemicals

Explaining ingredients about hair care products and their effects in an easy and fun way.

Product Reviews

Selecting a product every month and providing its consumer reviews matter of factly, which shows how the product is evaluated on the market.

FOR GM / FASHION / APPLIANCES / COSMETIC COMPANIES

General Merchandise (Monthly)

Introducing hot-selling items and new general merchandise in accordance with seasons.

Hot seasonal make-up items

Introducing seasonal make-up items.

Learning Cosmetics

Accurate information about cosmetics is provided to the Beauty Supply retailer officials.

Let retailers
hear about your
products.

**EXPECT
MORE**
than just a page of
advertisement

As a trade magazine, advertising pages on BNB are helpful sources for our readers to find products for their business, not like "time-wasting and distracting factors in other magazines". To maximize advertising impact, BNB Magazine has various sections to introduce products, which provides articles with objective evaluations about them.

01 / Retail Explorer

BNB selects one retail store that has a good reputation in that area, visits it in person, and interviews the retailer every month. It is one of BNB readers' favorite articles due to its pictures that show every nook and corner of the store and the retailer's business know-how.



02 / Wine, Dine, and Talk

One of retailers' favorite BNB articles is "Wine, Dine, and Talk" that is written based on a real talk with people from all walks of life in the beauty field, while wining and dining with them. BNB invites all people in the retail or wholesale fields such as retail owners, wholesale salesmen, or wholesale presidents to talk about the inside story of the beauty industry.



03 / Kakao-talk News

BNB receives current retail news from readers by communicating with them via KAKAO-TALK (Messenger app) in a casual way. It is about giving retailers an answer for their most common question, "How are others' businesses doing?"



04 / Reader Columns

We introduce a monthly column by our readers here in BNB magazine. We have readers who write about their beauty supply business experiences and views. Our major customer, African American also shares their interesting hair episodes with us. We thank you all who have been sharing your unique and wonderful columns with us. Your special columns help our industry flourish.



06 / Leader talk lounge

BNB interviews retailer owners, talking about what hair, hair care products, and general merchandise are sought after, and the retailers' difficulties, know-how, and happenings while running their store.



07 / Interviews at Beauty shows

BNB delivers the latest news by interviewing people working in the beauty field, including retail owners at beauty shows.



08 / Retailers' complaints

There's a time when people need to cry on somebody else's shoulder when getting through frustrating or unfair things, hoping that these things would not happen to others. BNB listens to them and provides a place to share their problems with others in the form of an article, which is open to anyone in the beauty supply field.



09 / Annual phone survey

A lot of magazines by other companies are delivered to a wrong address such as a former address. To prevent wasting precious time and efforts of making your AD because of wrong addresses, BNB calls every single subscriber on the list of subscribers at least once a year and double-checks the address every month by using NCOA (National Change of Address) by USPS.

BNB's efforts doesn't stop there. We call up every single readers annually to check addresses and make sure it is operating as a beauty supply store. Also through the phone check, BNB gets feedbacks from readers such as BNB Magazine's weak points or things to improve, and the most helpful articles. BNB tries to apply this feedback into the magazine.

Moreover, BNB interviews store owners and related personnel by phone, between 30 and 100 times every month to keep up with the most up-to-date issues. A lot of articles are based on contributions from over 30 years of experience retail owners.



ADVERTISING RATES

	OPEN BASE	YEARLY CONTRACT			Best Rate
		3 months	6 months	12 months	
Full page (9 7/8" x 13")	\$2,500	\$2,200	\$1,900	\$1,600	
Half page (8 3/8" x 5 3/4")	\$1,700	\$1,500	\$1,300	\$1,100	
Cover 4 Outside Back Cover **	N/A	-	-	\$6,500	
Cover 3 Inside Back Cover *	N/A	-	-	\$3,500	
Cover 2 Inside Front Cover *	N/A	-	-	\$6,500	
Page 3 adjacent to the inside cover	N/A	-	-	\$4,500	
Royal Pages page 4-11	\$3,800	\$3,400	\$3,000	\$2,600	
Adjacent Contents Page	N/A	-	-	-	

* heavy paper stock | ** heavy paper stock + UV coating



After contracting, please assign a graphic designer or a marketing personnel for us to provide more detailed information on AD file formats.

CUSTOM PRINTING RATES

The stated price is subject to change depending on the size of circulation or postage rates.



Heavy Stock - 2 page AD \$2,533 + AD rates
 9 7/8" x 13" | 80 lb cover - glossy or matte
 + add UV coating (both sides).....+ \$ 523
 + add spot UV (1side).....+ \$2,416
 + add foil stamp (3"x 3")+ \$1,527



example of spot UV



*** Gate fold - 4 page AD**..... \$2,756 + AD rates
 19 1/4" x 13" | 100 lb text (little heavier paper stock)
 + on 80 lb cover stock (heavy paper)+ \$ 420
 + add UV coating (both side) & Scroing+ \$1,157



Gate fold covers - 4 page AD..... \$3,628 + AD rates
 29 3/8" x 13" | paper stock varies
 1- continued from front cover - UV coating & heavy stock
 2 & 3 gatefold & inside front cover - heavy stock
 4 - pg.3 - 70 lb text



*** Polybagging**
Inserts under 0.5 lb \$3,988
Inserts 0.5~1 lb \$6,761
 9 7/8" x 13" | external print's printing price not included
 Add brochures, phamplets or posters to the backside of the magazine and secure it with polybag.



Glued Sample\$3,512 + AD rate
 up to 0.5 lb | On top of your current AD
 Tip-on glue dots for easy removal of sample / brochure and etc.
 A sample must be provided | automated process
 Please contact BNB for specifications



Hand Inserts \$5,208+AD rate
 0.5 lb x 2 | inserted in front of your current AD
 Insert brochure / sample / or posters. Samples must be provided.
 Recommended when automated gluing isn't available.

General Policies

1. BNB Magazine ("publisher" hereafter) reserves the right to reject advertising when the contents of an ad do not meet its editorial and/or ethical standards. Publisher reserves the right to modify such standards from time to time.

2. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is approved by publisher.

3. Cancellation of space order forfeits the right to position protection.

4. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof.

5. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.

6. Publisher reserves the right to revise advertising rates upon a 30 day written notice. Conditions, other than rates, are subject to change by publisher without notice.

7. Publisher's liability for errors shall be limited to cost of space.

8. Annual contract must be signed in advance to earn other than the open rate.

9. The advertiser will forfeit all benefits such as the discounted rate from the long term contract, for a breach of contract, retroactive to the effective date of the contract. The advertiser will be charged the total amount of the accumulated benefits that is retroactive to the execution period of the contract.

10. Announcements, public notices and one-party statements require advance payment.

11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published. If it should become necessary to initiate any legal proceedings to collect balance due, advertiser and/or its agency agrees to the jurisdiction of Duluth, GA. Advertiser and/or its agency shall also pay attorney's fee and all other collection costs.

12. No conditions other than those set forth here shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions stated here.

13. The agreement will automatically renew with the same conditions for another year unless the advertiser or publisher requests to terminate the agreement, giving a notice of at least one month prior to the end of the term.

Terms of Payment

1. Payment must accompany all orders unless credit has been established with BNB Magazine.

2. All invoices are due and payable upon receipt, with a 2% late charge per month on balance due.

Issue	Ad materials due	Distribution	Theme
JAN	12.06	01.03 – 01.10	Preparing products for the tax season -How to prepare for for tax return season
FEB	01.07	02.03 – 02.10	How profitable is my store? -Reviewing how to calculate the profit and loss of a retail store. In addition, how to evaluate inventory assets
MAR	02.06	03.03 – 03.10	Analysis of black consumers -Examining shopping patterns and trends of black consumers and coming up with the sales strategies appropriated to the changes
APR	03.06	04.03 – 04.10	Braid trend analysis -Introducing new braids and learn about braid fashion of famous celebrities
MAY	04.05	05.03 – 05.10	Hair style, color, and dye -Look for the best hairstyles and colors in spring and summer, as well as the types and characteristics of hair dye products
JUN	05.06	06.03 – 06.10	Off-season check List -Reviewing the stock managements and display management methods with checklists that are essential for low season
JUL	06.06	07.03 – 07.10	Important miscellaneous items -A list of miscellaneous items that a beauty supply retailer must prepare for each season
AUG	07.05	08.03 – 08.10	Analyze Beauty Supply Stores -Analyzing the profile of a beauty supply retailer obtained through surveys and think about what is most needed
SEP	08.06	09.03 – 09.10	Trends of wigs -Reviewing the trends of wigs and suggesting the most reasonable wig purchase strategy
OCT	09.06	10.03 – 10.10	How to Prepare Year End Promotion? -Think about what theme and how you would like to run the promotion during the holiday season
NOV	10.07	11.03 – 11.10	Hair styling products -Learn about the features and markets of hair styling products such as hair dryers, irons, and brushes
DEC	11.06	12.03 – 12.10	2020 Beauty Market Forecast -Take a look at the status of the beauty industry in relation to the 2020 outlook

*The editorial plan is subject to change.

BNB
magazine

847-847-1525
4450 Peachtree Lakes Dr. #100
Duluth, GA 30096
www.bnbmag.com