

The cover features a central white circle containing the title. This circle is surrounded by several overlapping circular segments in shades of maroon, teal, and light pink. The background of these segments is a blurred image of a stack of books. A small maroon circle in the upper right of the central white circle contains the word "English".

English

PUBLICATION PROFILE

2021



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

The first Issue: **June 2006**

Publisher: **Byung D. Lee**

Size: **10" X 13"**

Frequency: **Monthly**

Country of Origin: **US**



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PRACTICAL MAGAZINE

It was 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 Hot & New items, Retailers' comments, SNS news.

06 PARTICIPATION

Articles contributed by various companies bring a unique flavor of stories exclusive to BNB magazine. They provide up-to-date product and company news about popular products, new products, next generation business executives, and product reviews, among others.





PAGE 5 / 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

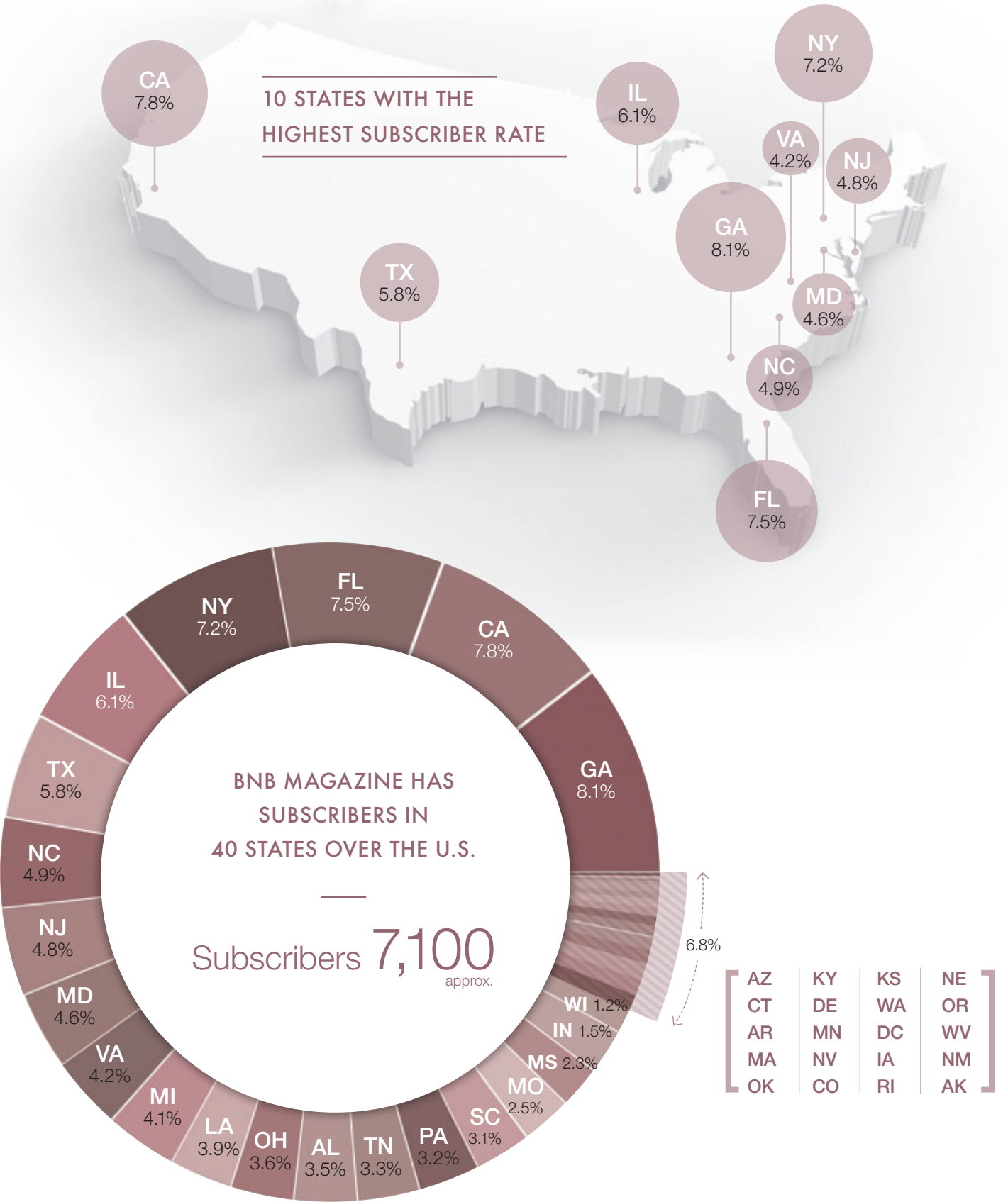
Product Reviews To correct product information about newly launched products and their pros and cons for BNB readers.

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 Retailers' comments, and Association News.

BNB Magazine features various topics of beauty business.

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



MARKET SIZE OF BEAUTY SUPPLIES FOR AFRICAN AMERICANS

\$7 Billion

Out of 7,100 subscribers

95% Beauty Supply Retail Owners & Related Personnel

5% Wholesale / Distributor & Related Personnel

Majority of Store Owner's Gender
Male (60%) Female (40%)

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/English

Average Age of Owners
56.6 Years Old

Highest Component of Customers
African American (91%)



WHO READS BNB MAGAZINE?



PARTICIPATION IS OPEN TO ALL ADVERTISERS

Participation for Cover Story*

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.

Products Reviews

A detailed coverage of new products including product features and pros and cons.

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.

Let's Dissect an Advertisement

This section supplements an advertisement by providing extra details not available in the advertisement. From hidden meanings of brand names to behind stories around product development and packages, we welcome all sorts.

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.

Let Retailers
Hear about Your
Products.

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

FOR HAIR COMPANIES

Featured Products

Introducing seasonal products selected for the time being. For example, during the braid wig boom, we introduced all of products available from companies with braid wigs.

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.

Product Development Story

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

Now on Social Media

We introduce reviews on certain products popular on social media including YouTube reviews.

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.

**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 / **Industry news**

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

04 / **Reader columns**

We introduce columns 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' voices**

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

Best Rate

	OPEN BASE	YEARLY CONTRACT		
		3 months	6 months	12 months
Full page (10" x 13")	\$2,500	\$2,200	\$1,900	\$1,600
Half page (8 1/2" x 5 3/4")	\$1,700	\$1,500	\$1,300	\$1,100
커버 4 Outside Back Cover **	Not Available	-	-	\$8,000
커버 3 Inside Back Cover *	Not Available	-	-	\$3,500
커버 2+ 페이지 3 Inside Front Cover *	Not Available	-	-	\$7,000
커버 1 Custom Printing 04*	\$14,500	-	-	-
로열 페이지 page 4-17	\$3,800	\$3,400	\$3,000	\$2,600

* 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



1
HEAVY STOCK
Front / Back

01 Heavy Stock - 2 page AD

10" x 13" | 80 lb cover - glossy or matte

- + add UV coating (both sides)
- + add spot UV (1side)
- + add foil stamp (3"x 3")



example of spot UV



2
GATEFOLD
4 page AD

02 Gatefold-4 page AD

9 3/4" x 13" | 100 lb text (little heavier paper stock)

- + on 80 lb cover stock (heavy paper)
- + add UV coating (both side) & Scroing

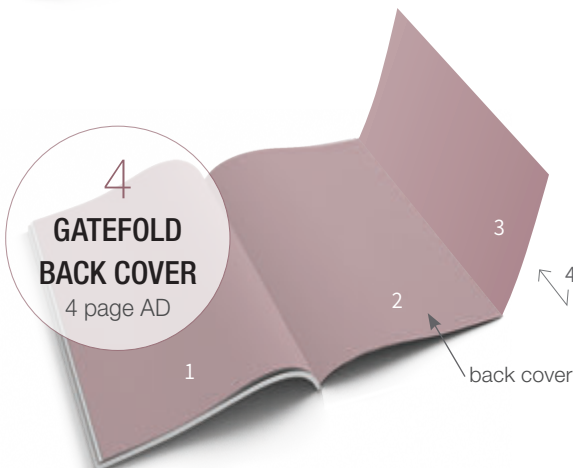


3
GATEFOLD COVER
4 page AD

03 Gatefold Cover-4 page AD

9 3/4" x 13" | 80 lb cover

- 1- continued from body
- 2 & 3 inside & outside continued from front cover - heavy stock
- 4 - inside front cover -heavy stock



4
GATEFOLD BACK COVER
4 page AD

04 Gatefold Back Cover-4 page AD

9 3/4" x 13" | 80 lb cover

- 1- pg.131 - 70 lb text continued from body
- 2- inside back cover -heavy stock
- 3 & 4 -inside & outside continued from back cover - heavy stock



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