

A collage of seven diverse women's faces, each with unique features and styles. The women represent various ethnicities, ages, and beauty preferences. The text is overlaid on the collage, with the word 'are' in italics and 'female consumers' in red.

We *are* Australia's  
leading beauty brands  
for *female consumers*

Through being the experts, our brands  
understand the audience & the ever-evolving beauty landscape



List your brand's products, across a credible third-party environment, that allows for editorial features and product reviews.  
With over 500,000 consumer reviews, and 115,000 active members as part of our review community.

Across our beauty network, we reach over

825,000

women 14+



# ***BEAUTY**/crew*

Elevated. Aspirational. Informative.

Beauty is a tool we all use to transform into the most elevated versions of ourselves, and BEAUTY/crew is the place to find the expert advice and premium products that allow you to do that on the daily.

Whether it's a luxury fragrance or eyeshadow palette you're eyeing up, BEAUTY/crew's editors are here to ensure that nothing but the very best makes it into your beauty repertoire.

BEAUTY/crew cuts through the clutter of the beauty industry, delivering an expertly considered (and endlessly chic) edit of the beauty products, trends and tricks truly worthy of our readers...



DIGITAL UNIQUE AUDIENCE  
52.011



SOCIAL TOUCHPOINTS  
186.513



E-NEWSLETTER SUBSCRIBERS  
8.100



# BEAUTY/crew

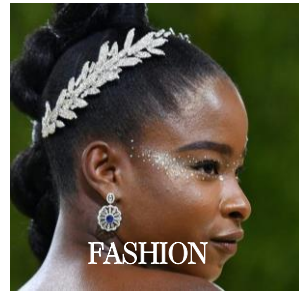
## Editorial Calendar



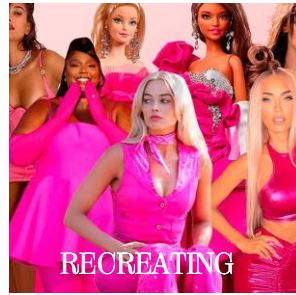
Celebrity wellness routines, wellness tips to try, wellness enhancing products.



The products beauty editors say are worth the investment, beauty treatments that pay off daily



Met Gala get the looks, fashion week beauty red carpet trends, editorial creative beauty looks



Get the beauty looks inspired from pop culture and trending films tv



Spring refresh inspiration, spring wellness resolutions, beauty bag upgrades to make for spring



Advent calendars, party season prep, Black Friday wish list recommendations

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

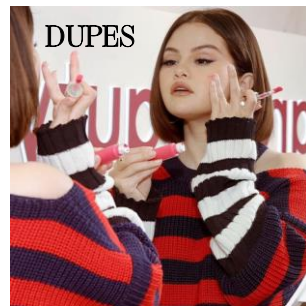
NOV

DEC

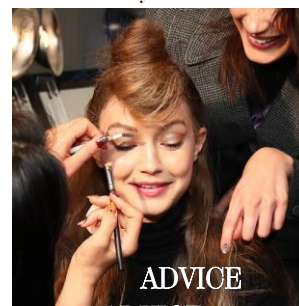
Self care product, best sex toys, Valentine's Day nails



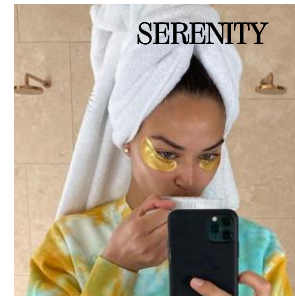
For cult products, celebrity brands, and affordable dupes for expensive products



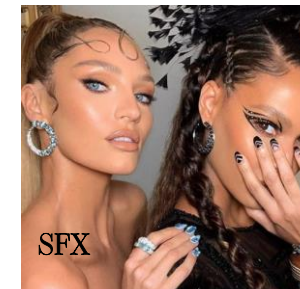
Dermatologist answers your skin questions, beauty editor's winter makeup picks, celebrity beauty advice



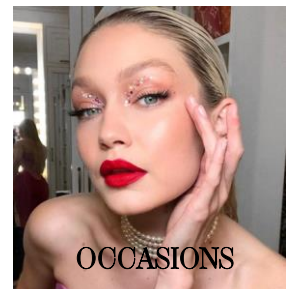
Best facials in Sydney, best massages for relaxation, self care rituals to try



Special effects makeup, Halloween beauty looks, Halloween nail art



Party season makeup, Christmas nails, gift guides





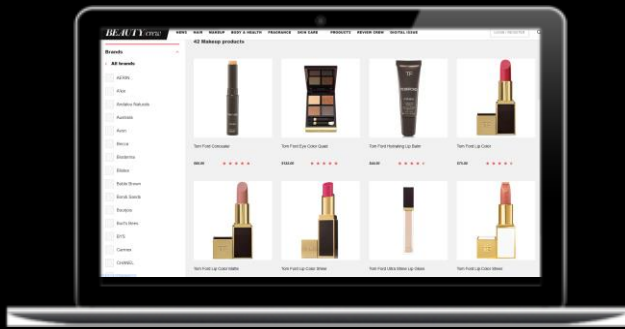
## BEAUTY/crew

### *Membership Benefits:*

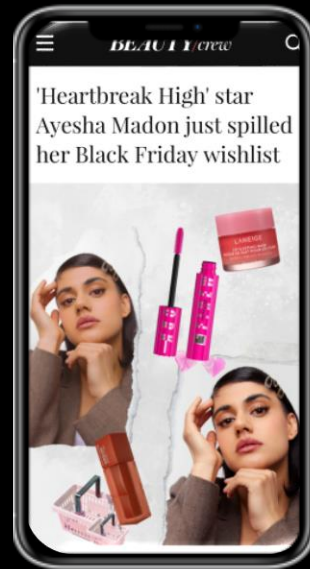
- Unlimited product listings across 12-month period
- 3 editorial article product inclusions
- 3 editorial e-newsletter product inclusions
- 3 homepage product listing features
- 20 syndicated reviews for 1 x product
- 1 x product inclusion in editorial TikTok social video



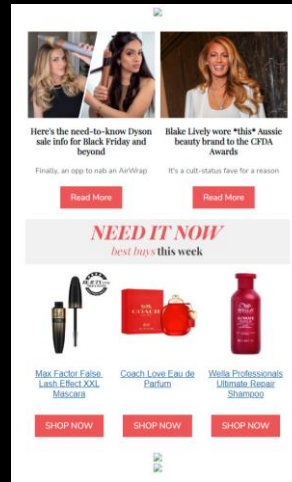
# Membership INCLUSIONS



Unlimited product listings in BEAUTY crew's directory, which allows for organic review generation and awareness



Product inclusion in editorial articles, across homepage features, and editorial e-newsletters



Review generation for 1x product per membership year – delivering 20 syndicated reviews



Product inclusion in 1 editorial TikTok video

\$92,000 in total media value

# beautyheaven

Fun. Relatable. Helpful.

Ummmm, reminder: the world of beauty is supposed to be fun. And creative! And colourful! At beautyheaven we're all about encouraging you to play around with your beauty look to find what you love most.

In that spirit, our goal is to make sure you never suffer through a beauty/wellness query alone! Because we're allllll about sharing our hard-won wisdom (and encouraging our beloved community to do the same).

On the hunt for a blush with \*just\* the right amount of shimmer? We've tried 'em all (and so have our reviewers). Need to know how on earth to rescue your nails from beyond the grave? We've been there. On the hunt for a saucy new sex position (ideally aligned to your star sign)? You know where to go.



DIGITAL UNIQUE AUDIENCE  
229,563



SOCIAL TOUCHPOINTS  
338,109



E-NEWSLETTER SUBSCRIBERS  
25,600





# beautyheaven

## Editorial Calendar



How to clear out beauty collections, best refreshing face mists, how to refresh your workout routine



Hair colours that don't require constant touch ups, the low maintenance makeup products our members are loving



Mother's Day gift guides: what to buy and what to ask for, beauty products for your kids



Richest winter body creams, best cozy weather candles, comforting self care solutions



Spring nail colours, hair colour trends, how to embrace colour in makeup



How to save on party season prep, affordable gift ideas, best affordable product edits

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

Best at-home pedicure tools, how to make your hair colour last from home



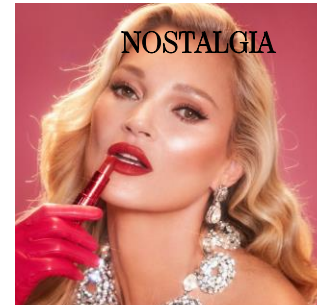
beautyheaven readers share their favourite lipsticks, hair trends, fragrances



Dermatologist solutions for skin concerns, handy makeup artist hacks, hair stylist answers to FAQs



Old Hollywood beauty tips, how to bring back nostalgic beauty trends, the nostalgic perfumes we're reviving



Halloween inspiration, hair colour inspiration, celebrity get the look inspiration



Gift guides, stocking stuffers, party season manicures





# beautyheaven

## *Membership Benefits:*

- Unlimited product listings across 12 month period
- 3 editorial article product inclusions
- 3 editorial e-newsletter product inclusions
- 3 homepage product listing features
- 20 syndicated reviews for 1 x product
- 1 x solo competition housed on beautyheaven
- Entry into our two annual awards: Glosscar and Best in Beauty
- Opportunity to supply unlimited SKUs in Rewards Room



# beautyheaven *Rewards Room*

The beautyheaven Rewards Room is our product shopfront where our members can swap their hard earned loyalty points for beauty products.

Members can browse a multitude of beauty brands and products across all categories, add their favourites to their shopping basket and check out by paying with their loyalty points.

Points are earned by being active on the site through reviewing products, commenting on articles, and contributing to forums.

Opportunity to supply unlimited SKUs in Rewards Room.





# beautyheaven *Awards*

Through your beautyheaven membership, brands can nominate their listed products for our two annual awards:

## **Best In Beauty – September to November**

beautyheaven's Best in Beauty Awards is a celebration of Australia's favourite beauty products of all time, as voted by consumers. This attracts over 80,000 votes each year and provides brands with a credible third party badge for the winner's to be used in market.

## **The Glosscar's – February to March**

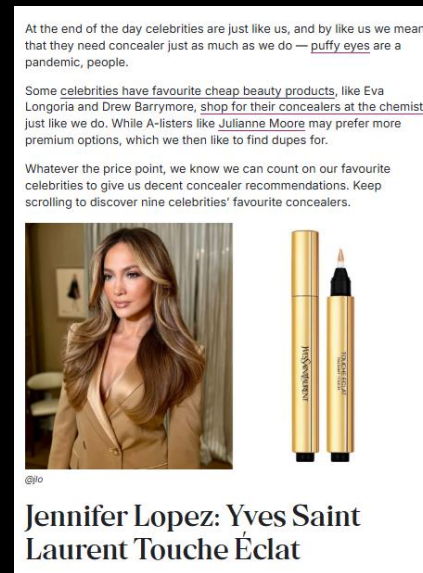
The beautyheaven Glosscar Awards are for any new products released the year prior and is voted by the top 100 beautyheaven members. This is a fantastic way for brands with new product launches to utilise a tick of approval which has been given by the exclusive beautyheaven members panel.



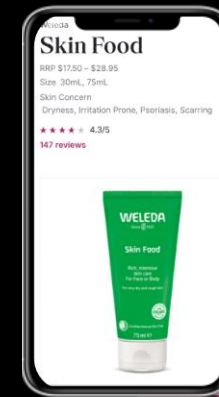
# Membership INCLUSIONS



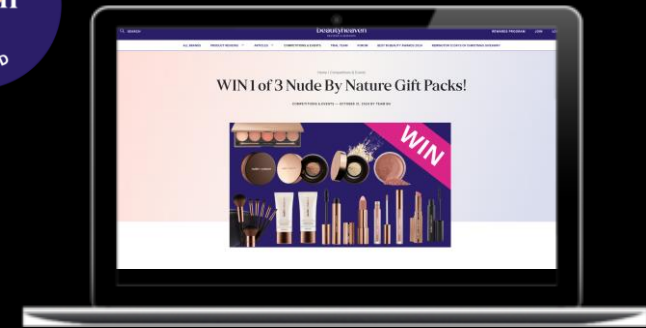
Unlimited product listings in brand's own profile page which allows for organic review generation and awareness



Product inclusion in editorial articles, across homepage features, and editorial e-newsletters



Review generation for 1x product per membership year – delivering 20 syndicated reviews



Brand exclusive competition, housed on competitions page

\$105,000 in total media value



# BEAUTYDIRECTORY

Informative. Industry. Authoritative.

Go-to digital resource for the Australian beauty industry.

Provides members connections to beauty editors and writers, key influencers and retailers alike. Our dedicated team brings you up-to-date, inside information on everything beauty.

BEAUTYDIRECTORY provides health and beauty journalists with thought-starter articles based on current industry trends. We ensure that key Australian holidays and events are factored into our content every year so that beauty journalists can easily source product ideas for their pages.





Created to bring greater efficiency and ease to making the all-important *connections* between brands and media

01.

A COMPREHENSIVE LISTING  
FEATURING DETAILED  
PRODUCT DESCRIPTIONS,  
RRPs, PACK SIZE AND  
DOWNLOADABLE HIGH-RES  
IMAGES

02.

THE ABILITY FOR MEMBERS  
TO PERFORM IN-DEPTH  
SEARCHES, NOT ONLY OF  
BRAND AND PRODUCT NAMES,  
BUT BY INGREDIENT,  
PRODUCT FEATURES,  
BENEFITS AND EVEN  
PACKAGING

03.

LUSION IN TREND-DRIVEN  
FEATURES, TEAM TRIALS,  
BRAND NEWS ARTICLES, JOB  
ADS AND EVENT COVERAGE

04.

SOCIAL MEDIA SUPPORT  
THROUGHOUT THE YEAR

05.

A DEDICATED ACCOUNT  
MANAGER TO ASSIST YOU  
WITH SITE ENQUIRIES AND  
OFFER ADVICE ON PR AND  
MARKETING BEST PRACTICES

BEAUTYDIRECTORY

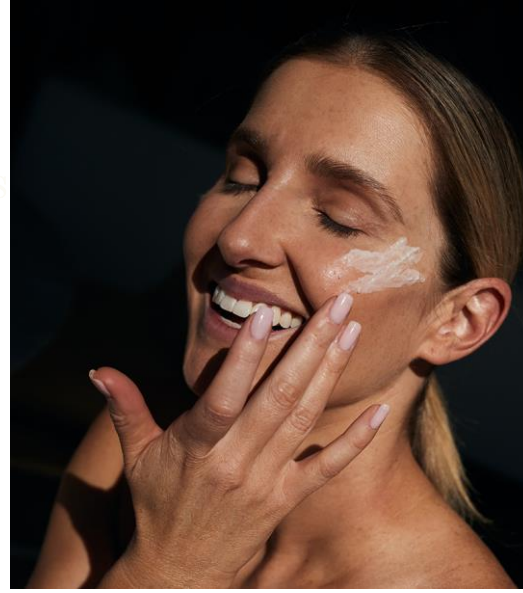


# BEAUTY DIRECTORY

January – March 2025 Editorial Calendar



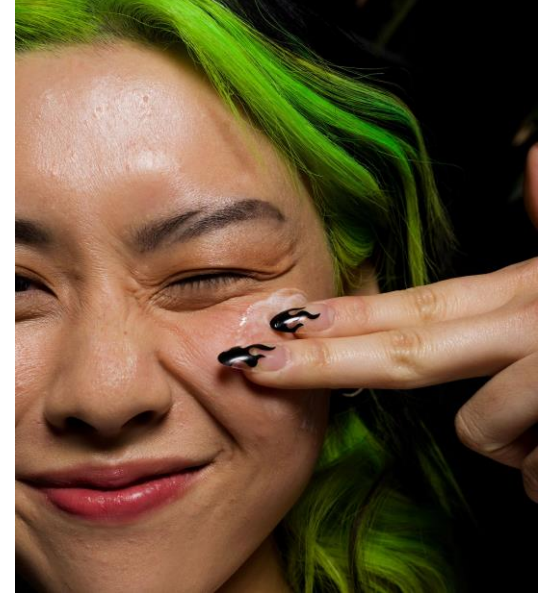
Skincare secrets  
from Dermatologists



Beauty resolutions for the New  
Year i.e. wearing sunscreen  
everyday/cleaning makeup  
brushes



Budget friendly  
beauty buys



Gen Z's  
favourite beauty  
trends

# BEAUTYDIRECTORY

## *Membership Benefits:*

- 1 x trade article promoting new range or hero product to industry database
- Unlimited product listings
- 3 editorial article product inclusions
- 3 editorial e-newsletter product inclusions
- 3 homepage product listing features





# BEAUTYDIRECTORY

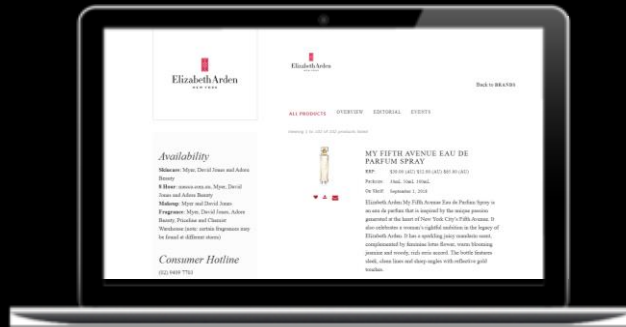
## *Membership Features:*

- Fully responsive website: to be accessed from any device
- Un-gated 'News' section: any news content can be read without need of login
- Brand listing page features product request for sampling and trial
- Users can 'Favourite' products for easy access
- Media Directory (people, publications & experts) and PR pages
- Easier filtering options to find who/what you are looking for
- Option to report incorrect/outdated information
- Events: users can now submit events to the website
- On Counter: on counter gets its own section on the main menu, with an easy navigation.

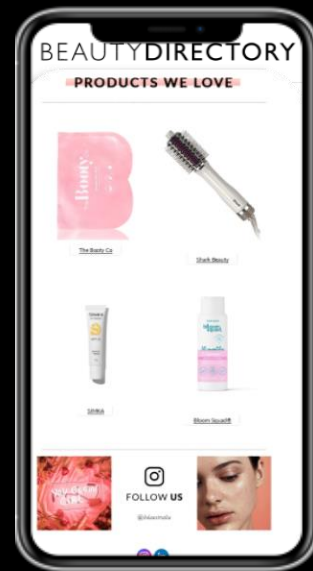
BEAUTYDIRECTORY



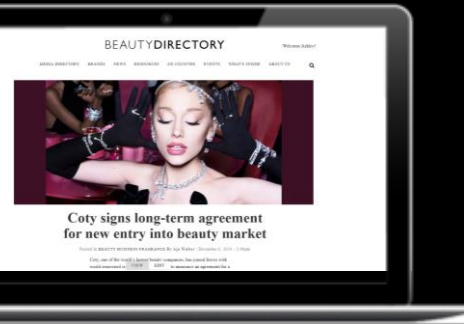
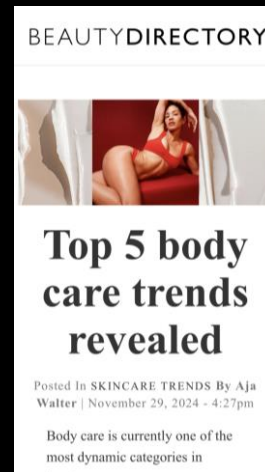
# Membership INCLUSIONS



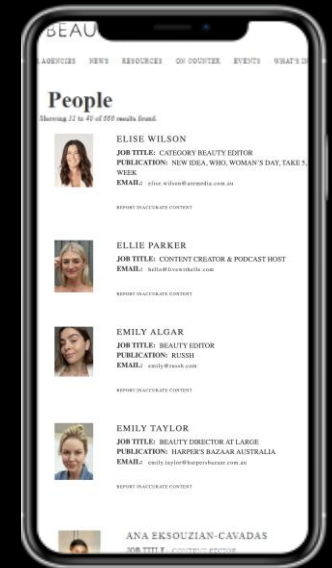
Unlimited product listings within the directory, which allows for media and content creators to download high-res images for publication



Product integration across editorial articles, homepage and e-newsletters



Trade and event coverage



Access to media database

\$92,000 in total media value

BEAUTYDIRECTORY





For more information  
contact your  
**BEAUTYVOICES**  
account representative.