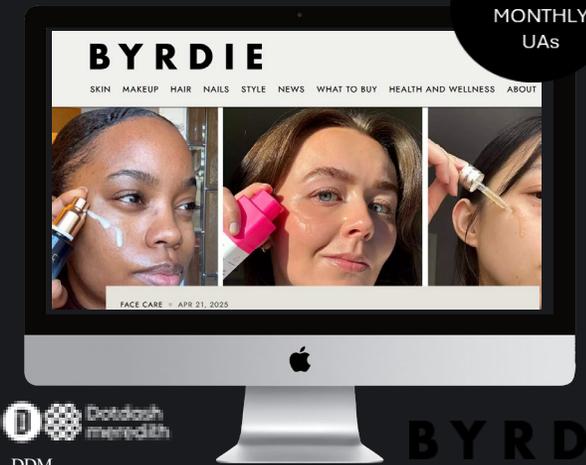
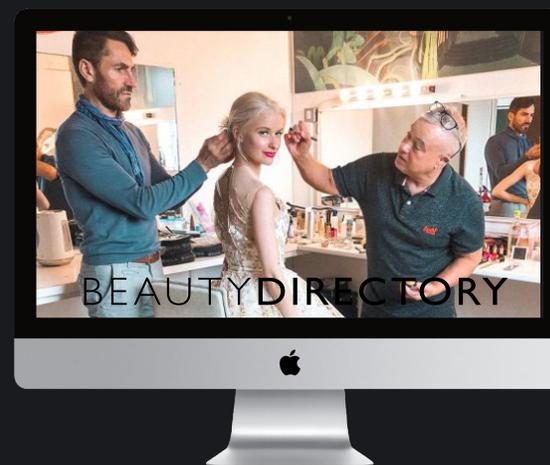


We *are* Australia's
leading beauty brands
for *female consumers*

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



8.807M
MONTHLY
UAs


DDM
DIGITALEXTENSION*
VIA Dotdash Meredith
Partnership

BYRDIE
BRIDES
SHAPE

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 145,000 active members as part of our review community.

Across our beauty network, we reach over

825,000

women 14+

*Ex- Dotdash Meredith

DRIVING INFLUENCE IN FASHION AND BEAUTY AT SCALE
Via our Dotdash Meredith Partnership



BYRDIE BRIDES SHAPE

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

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
186,543



E-NEWSLETTER SUBSCRIBERS
8,100



BEAUTY/crew

Editorial Calendar



WELLNESS

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



INVESTMENTS

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



FASHION

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



RECREATING

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



UPGRADES

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



COUNTDOWN

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



SELF-LOVE

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



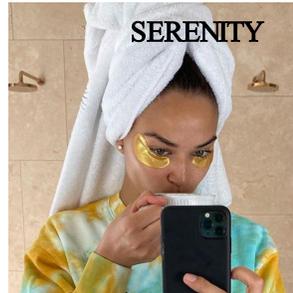
DUPES

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



ADVICE

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



SERENITY

Special effects makeup, Halloween beauty looks, Halloween nail art



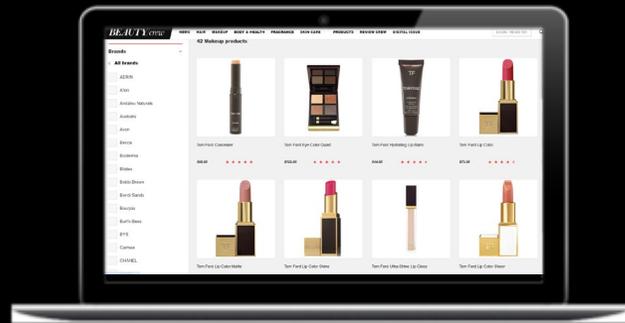
SFX

Party season makeup, Christmas nails, gift guides

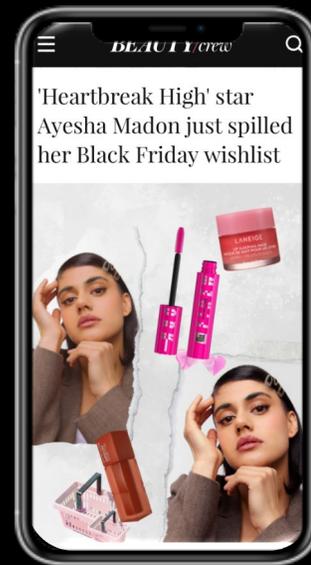


OCCASIONS

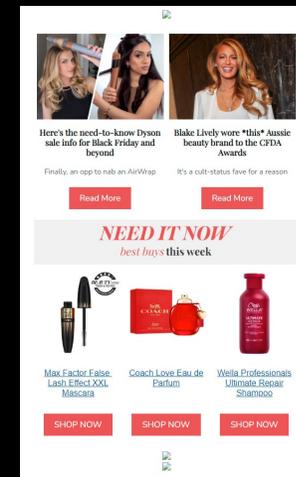
Membership INCLUSIONS



Up to 50 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

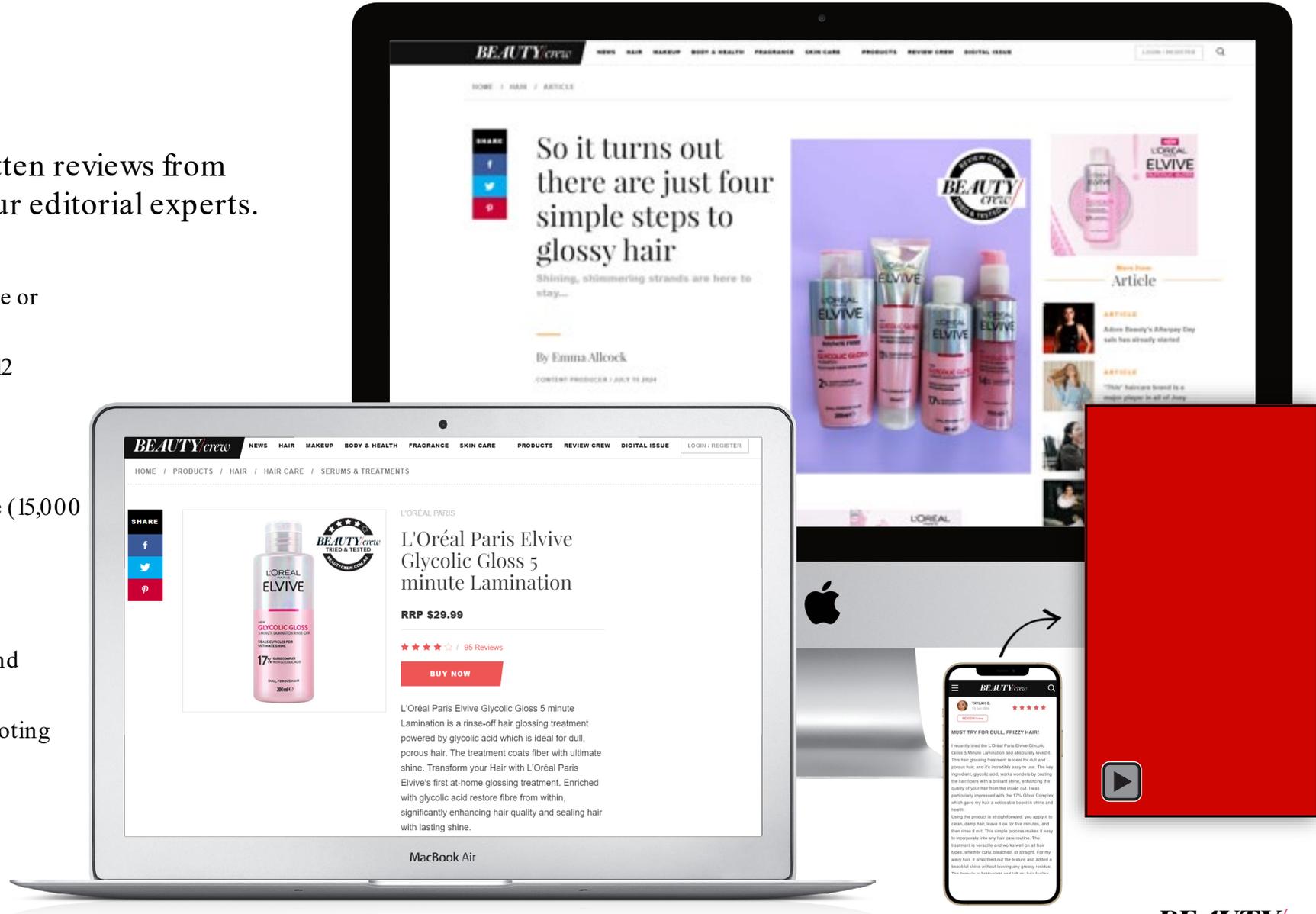
\$92,000 in total media value

BEAUTY/crew *Review Generation:*

Creating advocacy for brands with written reviews from real targeted members, amplified by our editorial experts.

- Guaranteed reviews syndicated via Bazaarvoice or data export
- Star rating badge to use on own platforms for 12 months
- 5,000 page views on editorially written article highlighting product and trial result
- 100%SOV on all surrounding display on article (15,000 impressions)
- Editorial and network drivers
- 250,000 network teaser impressions
- Editor led social video amplifying trial result and member reviews
- 1x trade article on BEAUTYDIRECTORY promoting trial result and star rating

Packages from: \$20,500 + \$1,500 production



BEAUTY/crew: *Micro-Influencer Collective*

5 x BEAUTY/crew micro-influencers will create 1x social video each to post on their own platform, driving reach across their peers and local audiences.

BEAUTY/crew editorial to create a compilation video of micro-influencer REVIEW/crew videos.

Compilation video to be:

- Posted on BEAUTY/crew's TikTok delivering 15,000 views
- Pinned to BEAUTY/crew Pinterest page, which receives over 4mil+ monthly visits
- Supplied as asset for brand to use on own platforms (or spark code access) for 12 months.

Packages from: \$12,500 + \$1,200 production



BEAUTY

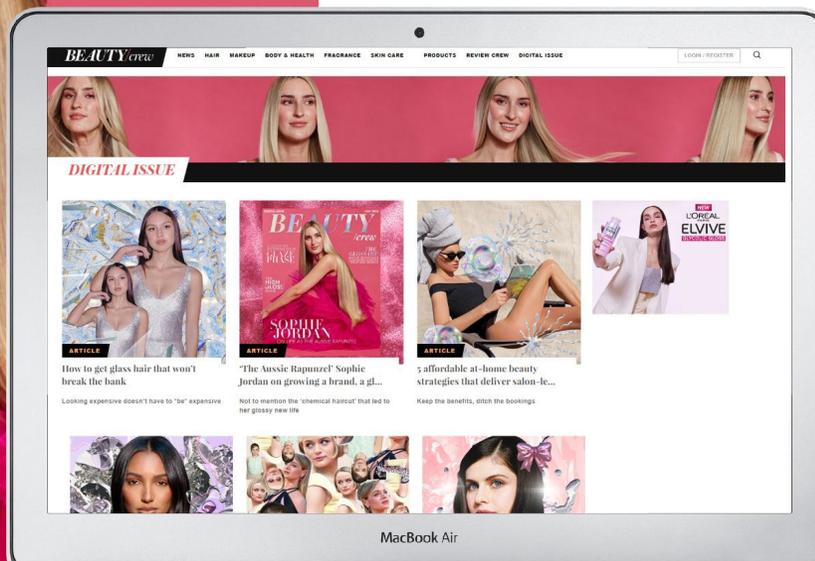
/crew

A GUIDE TO
ENTERING YOUR
GLAZE
PHASE

THE
GLOSSARY:
SALON SWAPS
GLASS HAIR HACKS
ACTIVES INTEL

THE
HIGH
GLOSS
ISSUE

SOPHIE
JORDAN
ON LIFE AS 'THE AUSSIE RAPUNZEL'



BEAUTY/crew *Digital Issue:*

BEAUTY/crew's dedicated digital issue provides the audience with deeper thought-provoking, long-form content on the latest beauty trends and products. Each edition has a seasonal focus and includes a cover star, curated interviews and inspiring features, all through a beauty lens.

- Cover star/talent integration (if applicable) throughout the entire execution (cover, Q&A article, surrounding display, and social)
- 3 x sponsored native long-form content aligned
- 100%SOV display media across the digital issue section for the duration of the sponsorship
- Content drivers across the Are Media network with logo integration driving to the digital issue
- Sponsorship of the Digital Issue eDM which will be sent to 8,000 subs
- Logo and partnership inclusions across marketing support
- Logo Integration into brand exclusive social amplification and support.

Investment: \$60,000 media (to unlock) + \$4,500 production

BEAUTY/crew: *Editor Tried & Tested*

Leveraging our editorial expertise, and social credentials, BEAUTY/crew will road-test your brand's products under an expert editorial lens.

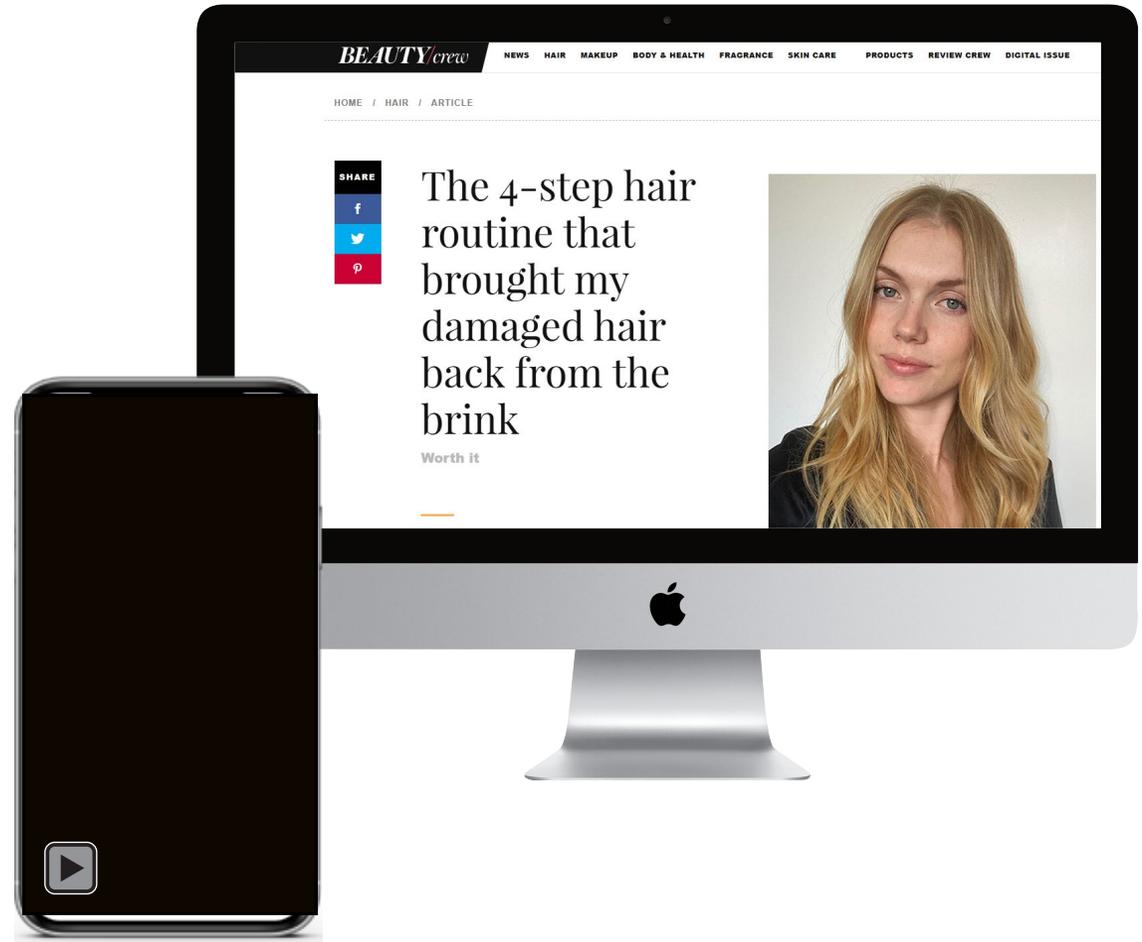
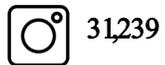
Editor Tried & Tested article will receive:

- 5,000 guaranteed views
- 100%SOV of all display surrounding article during campaign timing
- 250,000 network teaser impressions
- Editorial and social drivers

Editor Tried & Tested TikTok video will receive:

- 15,000 guaranteed views
- Be shared on BEAUTY/crew Instagram and pinned to BEAUTY/crew Pinterest board which receives over 4,000,000 visits per month

Investment: \$17,250 + \$2,750 production



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 alllllll 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



REFRESHING

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



LOW-MAINTENANCE

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



GENERATIONS

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



COMFORT

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



COLOUR

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



BUDGET

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



DIY

beautyheaven readers share their favourite lipsticks, hair trends, fragrances



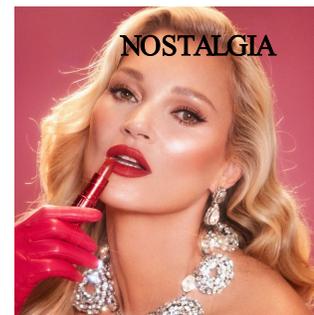
COMMUNITY

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



SOLUTIONS

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



NOSTALGIA

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



INSPIRATION



Gift guides, stocking stuffers, party season manicures



CELEBRATION

beautyheaven *Membership Benefits:*

- Up to 50 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 1x product
- 1x 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.

Best New Beauty– April to May

The beautyheaven Best New Beauty 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

At the end of the day celebrities are just like us, and by like us we mean that they need concealer just as much as we do — puffy eyes are a pandemic, people.

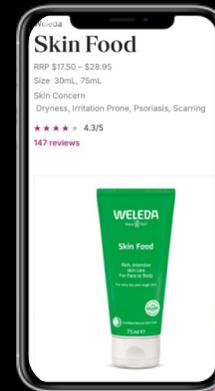
Some celebrities have favourite cheap beauty products, like Eva Longoria and Drew Barrymore, shop for their concealers at the chemist just like we do. While A-listers like Julianne Moore may prefer more premium options, which we then like to find dupes for.

Whatever the price point, we know we can count on our favourite celebrities to give us decent concealer recommendations. Keep scrolling to discover nine celebrities' favourite concealers.

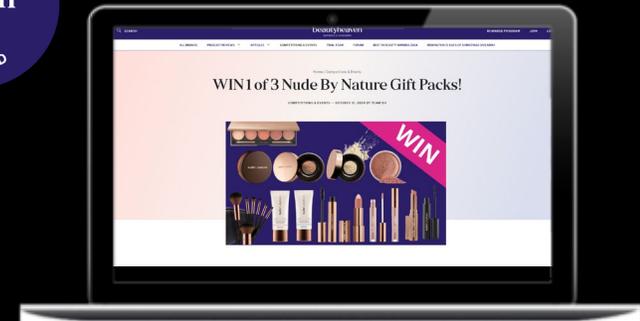


Jennifer Lopez: Yves Saint Laurent Touche Éclat

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



Up to 50 product listings in brand's own profile page which allows for organic review generation and awareness

\$105,000 in total media value

beautyheaven: *Review Generation:*

Creating advocacy for brands with written reviews from real targeted members, amplified by our editorial experts.

- Guaranteed reviews syndicated via Bazaarvoice or data export
- Star rating badge to use on own platforms for 12 months
- 5,000 page views on editorially written article highlighting product and trial result
- 100%SOV on all surrounding display on article (15,000 impressions)
- Editorial and network drivers
- 250,000 network teaser impressions
- Editor led social video amplifying trial result and member reviews
- 1x trade article on BEAUTYDIRECTORY promoting trial result and star rating

Packages from: \$20,500 + \$1,500 production

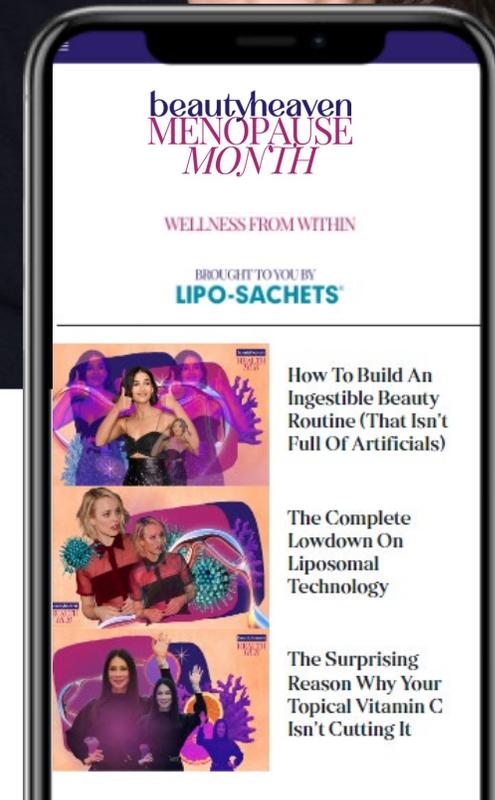
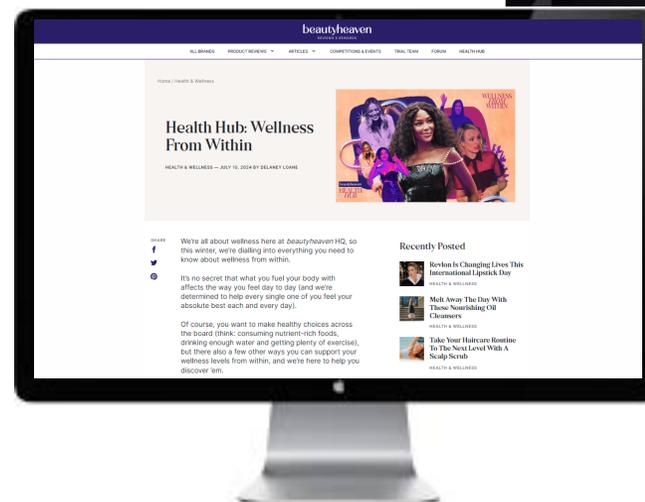
The image illustrates the review generation process across multiple devices. The laptop screen displays a detailed product review for Neutrogena Visible Repair Night Moisturizer, featuring a star rating, a 'WRITE REVIEW' button, and a 'Most helpful reviews' section. The tablet screen shows a trial team announcement for Neutrogena Visible Repair Range, highlighting the 'Trial Team' and the product's benefits. The smartphone screen shows a social media post from a user named 'Bea09' with a star rating and a video of a woman's face. The background is a dark purple gradient with the beautyheaven logo and navigation menu.

beautyheaven: *Health Hub*

In October 2025, beautyheaven will be dedicating its Health Hub section, to highlight Menopause Awareness Month, with a series of targeted content, all aimed to drive awareness and education around this agenda for our core audience of women 35+. The Menopause Awareness Health Hub will run across 2 months, with brand exclusivity across this section sponsorship.

- Brand exclusive hub sponsorship for 2-month period with 'brought to you by' integration
- 20,000 guaranteed page views across hub and content
- 3 x sponsored native long-form content articles aligned with theme
- 100%SOV display media across the hub section and all content landing pages for the duration of the sponsorship – 60,000 impressions
- 500,000 content drivers across the Are Media network with logo integration driving to the hub
- Sponsorship of the hub eDM which will be sent to 27,000 subs.

Investment: \$37,500 + \$5,200 production



BEAUTYDIRECTORY

Informative. Industry. Authoritative.

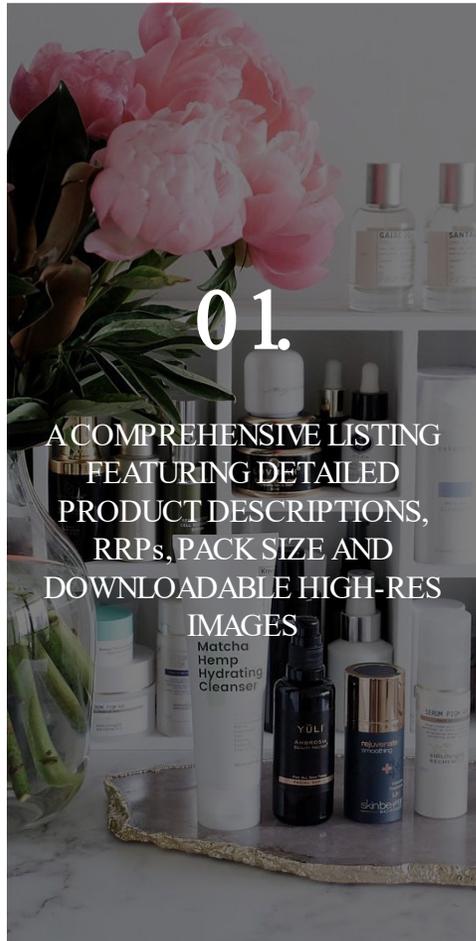
Go-to digital resource for the Australian beauty industry.

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 ensures 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.



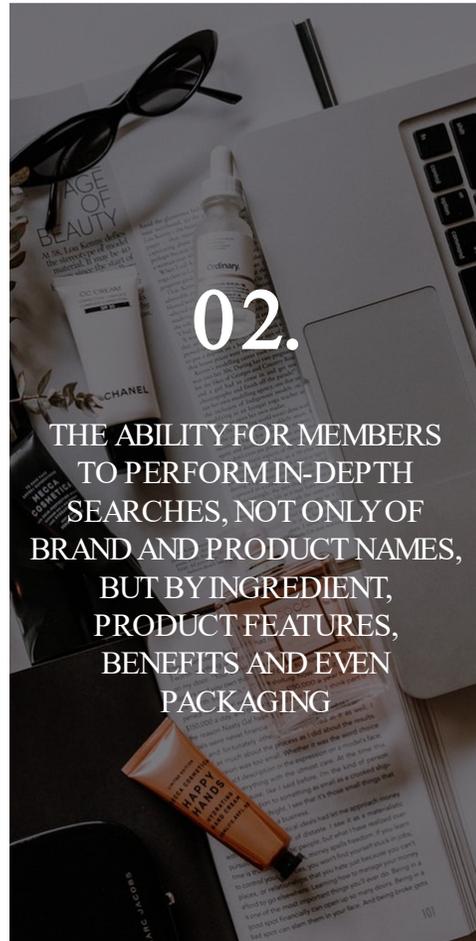
Created to bring greater efficiency and ease to making the all-important *connections* between brands and media



01.

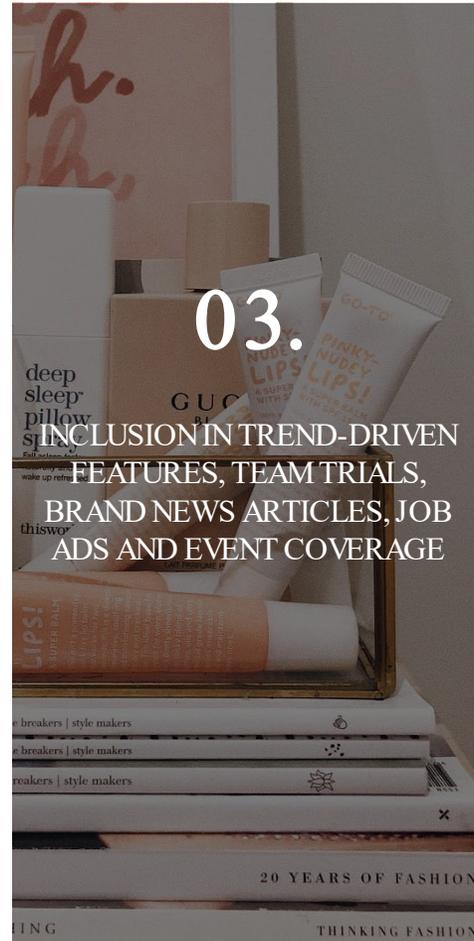
A COMPREHENSIVE LISTING
FEATURING DETAILED
PRODUCT DESCRIPTIONS,
RRPs, PACK SIZE AND
DOWNLOADABLE HIGH-RES

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.

INCLUSION 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

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
- Up to 50 product listings
- 4 editorial article product inclusions
- 4 editorial e-newsletter product inclusions

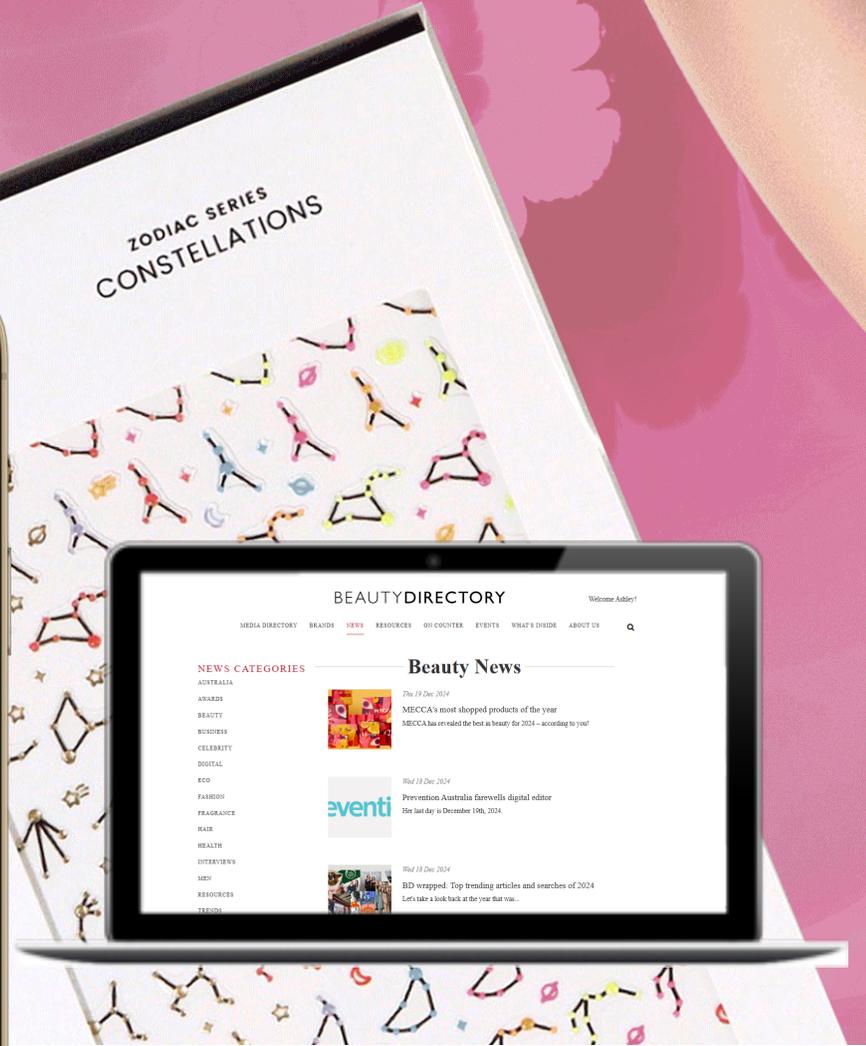
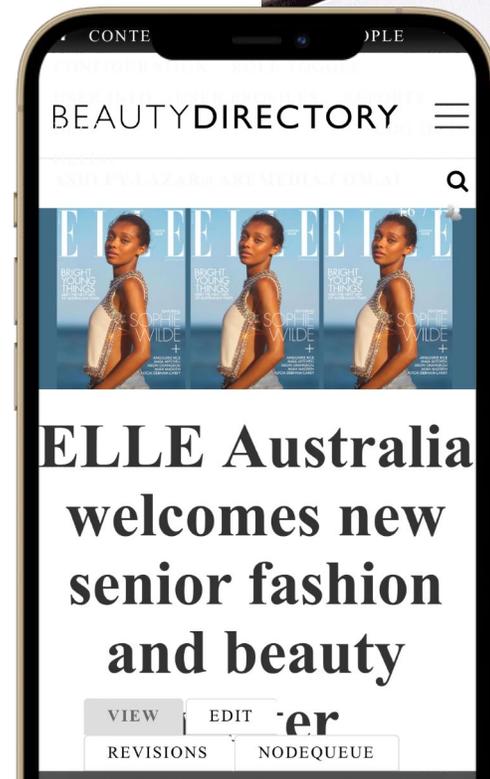


BEAUTYDIRECTORY

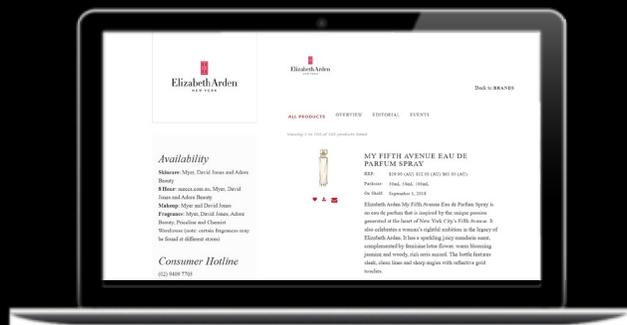
Membership Features:

- 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.

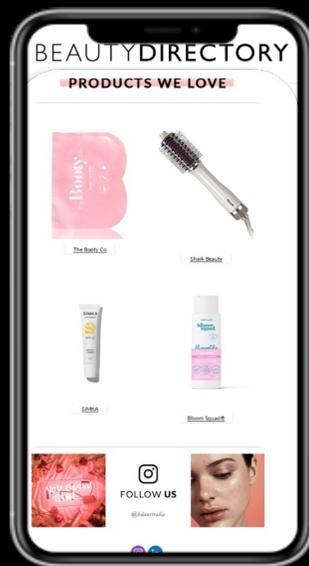
BEAUTYDIRECTORY



Membership INCLUSIONS



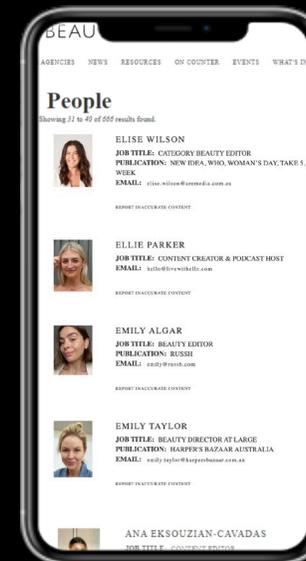
Up to 50 product listings within the directory, which allows for media and content creators to download high-res images for publication



Product integration across editorial articles, 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.