

A woman with dark hair, wearing a pink headband and a white bathrobe, is shown from the chest up. She has her eyes closed and a serene expression, tilting her head slightly back. She is holding a small, dark glass bottle with a white label and a black spray nozzle in her right hand, from which she is spraying a mist onto her face. The background consists of a light-colored wall on the left and white vertical panels, possibly a shower door, on the right. The overall lighting is soft and warm.

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► **Women 35+**

Who are
passionate
about their
beauty

► **18,000**

EDM
subscribers

► **145,000**

Registered
members

► **461,000**

Reviews
on site

► **100,000**

Monthly
users

► **340,000**

Social media
touch points

Our latest BEAUTYVOICES research revealed what we already knew
beautyheaven is a *credible source* for our audience



90%

agree they are
influenced by
reviews they read
on beautyheaven



84%

have *purchased* a
product after
reading a review
on beautyheaven



96%

agree the reviews
on beautyheaven
are *credible &*
trustworthy

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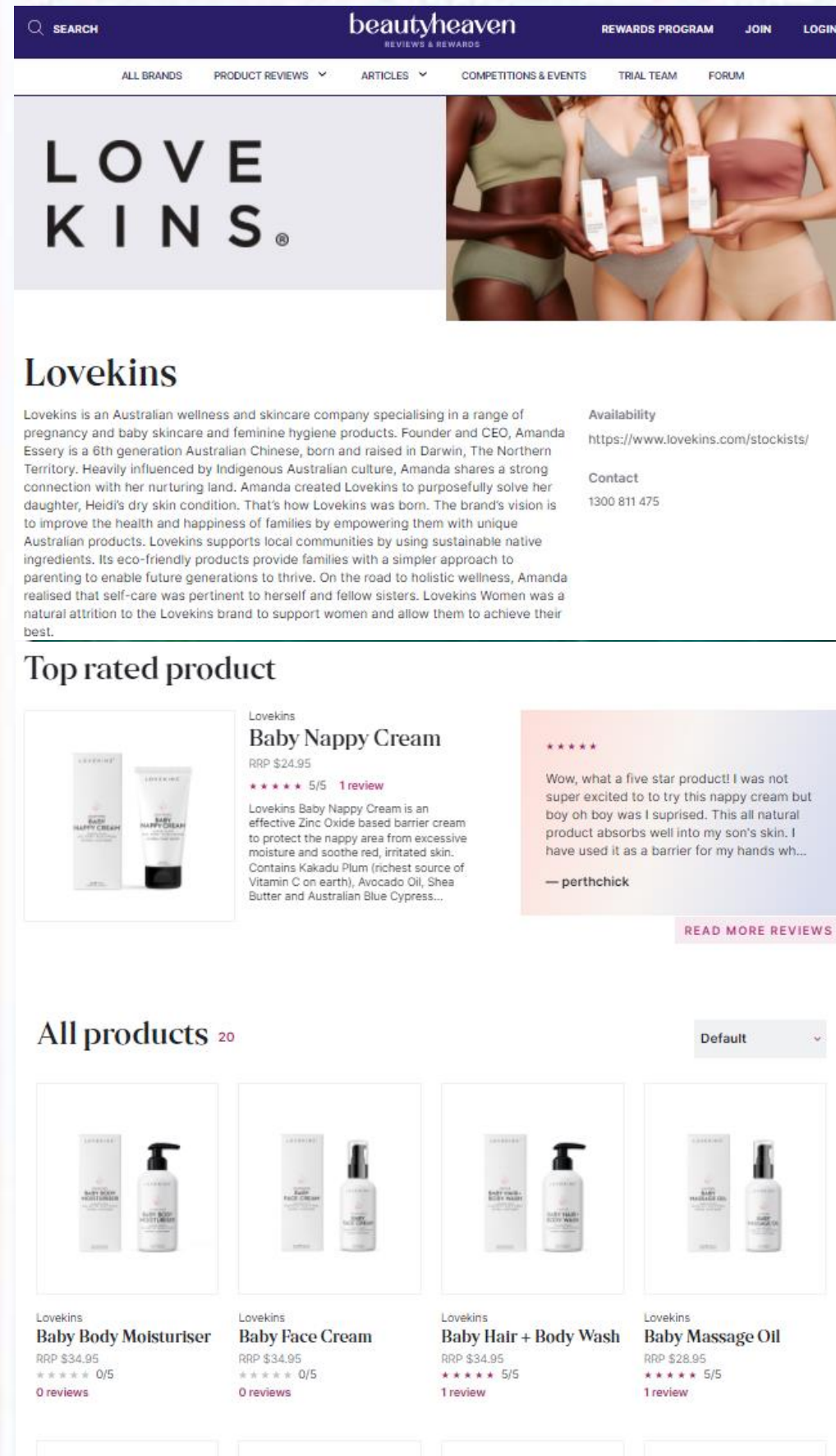
Membership Benefits

Access Australia's biggest beauty community, an environment that allows organic reviews, and builds brand awareness for your product:

- Product listing with buy now links, and unlimited updates for new products, news and launches throughout the year
- List of your official retailers, consumer hotline and website link on your product listings page
- Moderated consumer-generated reviews
- Editorial coverage throughout the year for new launches and pre-existing products
- Hero product showcase
- Social media support and share options on all products listed on site
- SEO benefits for your brand
- 3 x editorial inclusions (minimum)
- 1 x branded competition hosted on site
- Review generation sampling opportunity
- Brand eligibility for annual awards

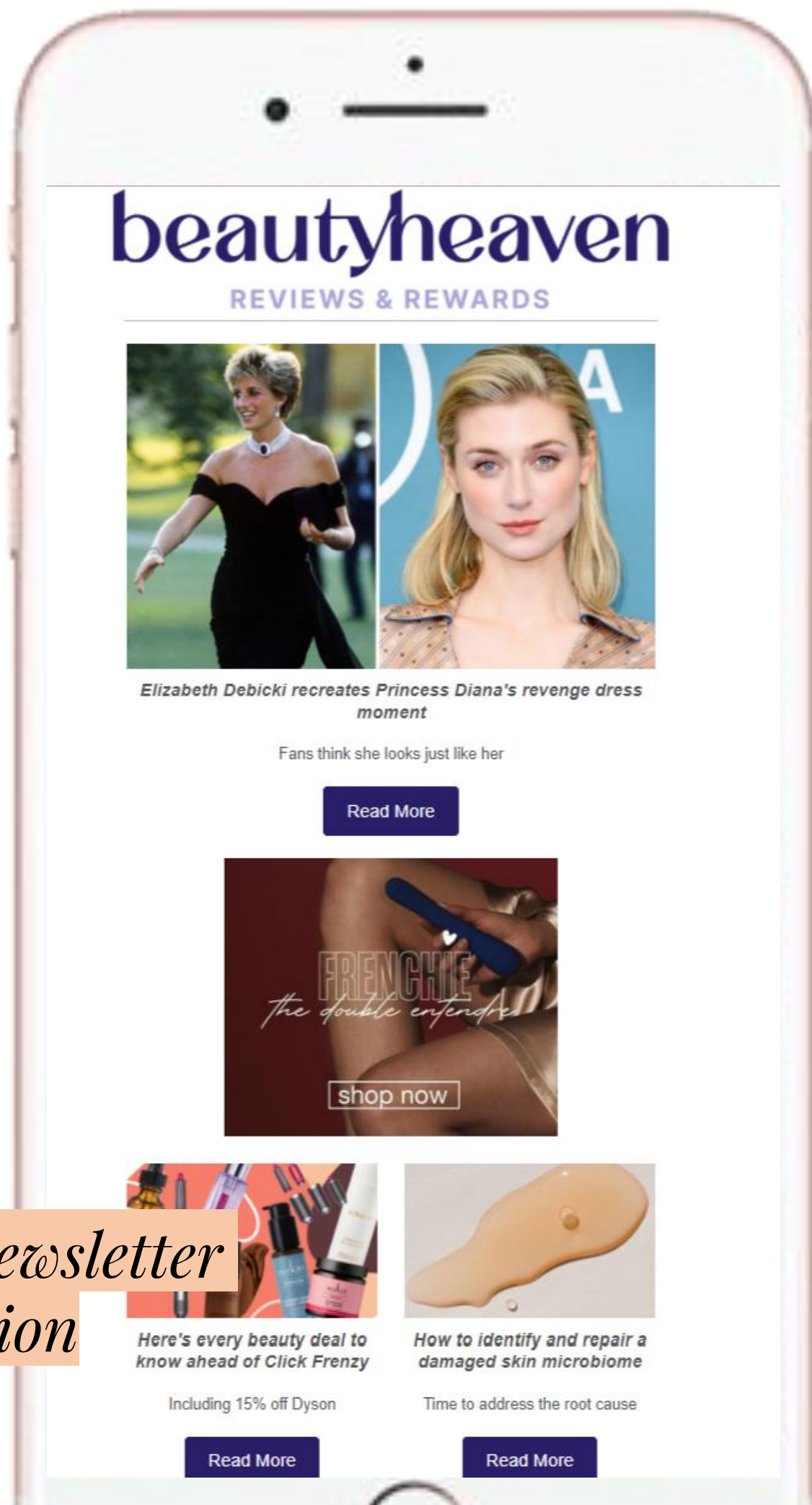
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*Memberships
from:*
\$2,500

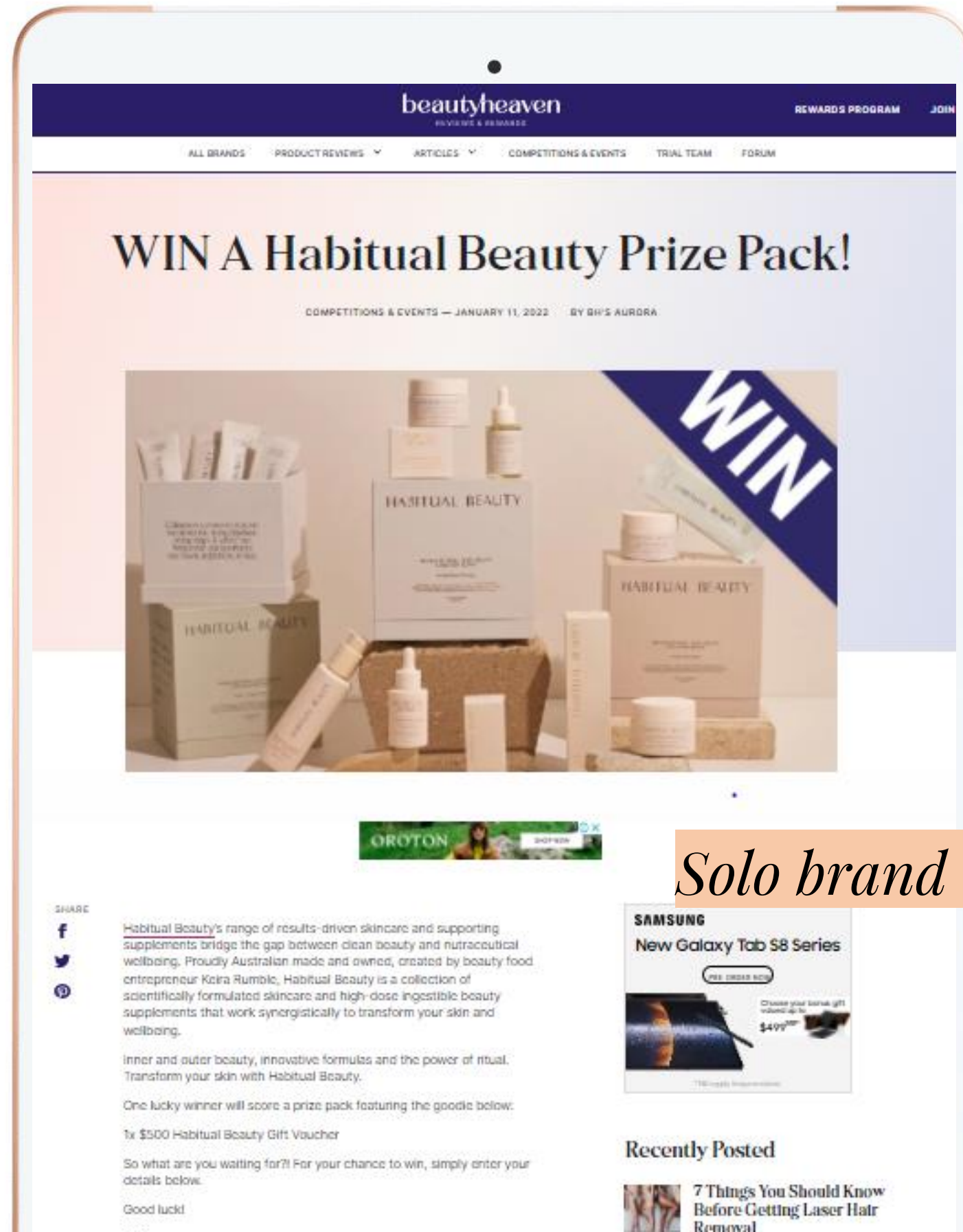


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Membership Inclusions



*Editorial e-newsletter
MREC inclusion*



Solo brand competition

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Opportunities for your brand to be featured throughout editorial

MONTHLY COMPETITIONS

All beautyheaven brand members have the opportunity to run one competition per year.

Brands can choose between a brand exclusive competition (pending availability) or a shared 'Beauty Bundle' competition.

BEST BEAUTY OFFERS

Each month beautyheaven publishes a 'Best Beauty Offers' article that incorporates member brand offers in market.

Types of Best Beauty Offers featured include:
discounts or money back offers
gift with purchase, social competitions,
exclusive in-store & online offers

BEAUTY INSIDER

Through their beautyheaven membership brand's can submit products for consideration in our monthly content series

Types of Beauty Insider content:
ambassador announcements,
influencer collaborations,
celebrity promotions,
new product launches & consumer events

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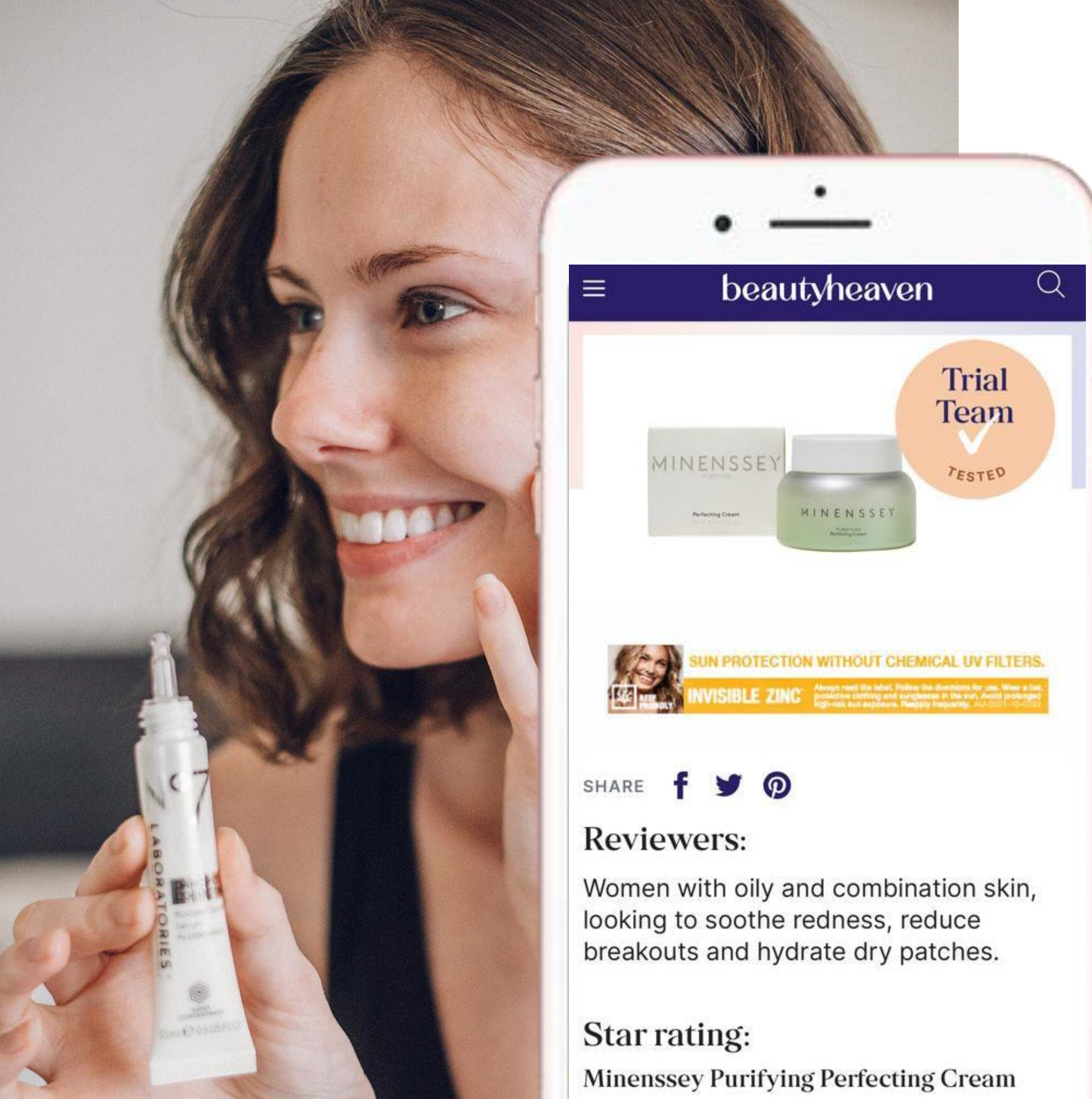
Trial Teams

Trial Teams provide brands with consumer generated content that is directly in line with a brand's requested target audience.

The results generated can also form a wider marketing and communications strategy when products are launching which is invaluable for beauty and health brands.

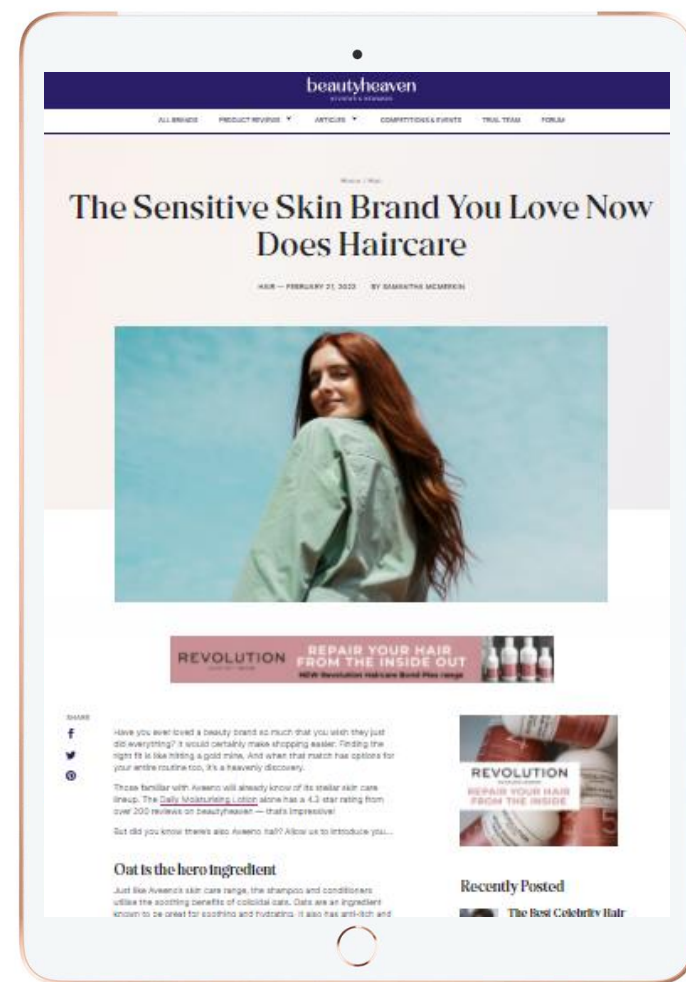
- Recruitment, administration and send out of product to targeted demographic.
- Guaranteed reviews on beautyheaven product listing
- Native article summary page
- Editorial drivers
- Co-branded beautyheaven built display media banners
- Social media driver
- Newsletter driver
- On-going SEO benefits from permanently archived content
- Star-rating badge to utilise across all assets for a 12-month period
- Opportunity to include survey questions to gain additional insights

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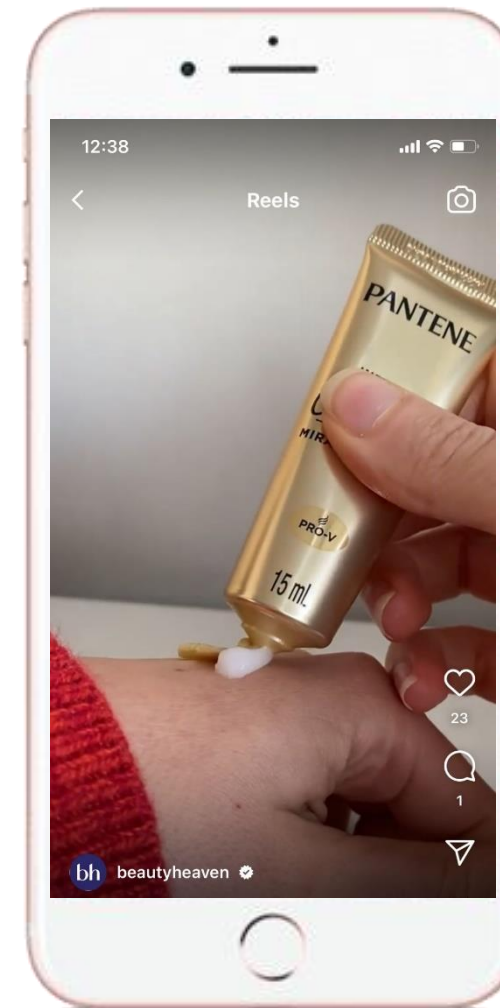
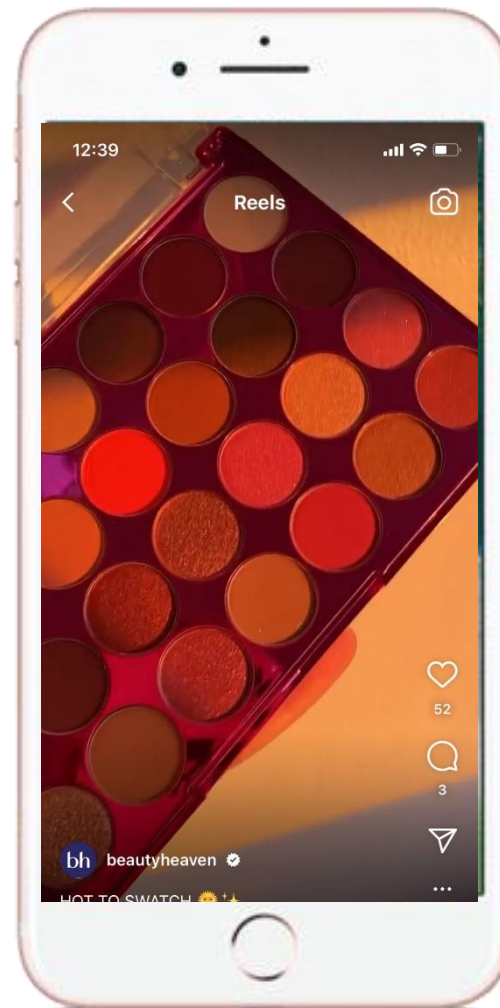
our beauty content

Owning beauty through multiple touchpoints



native & video

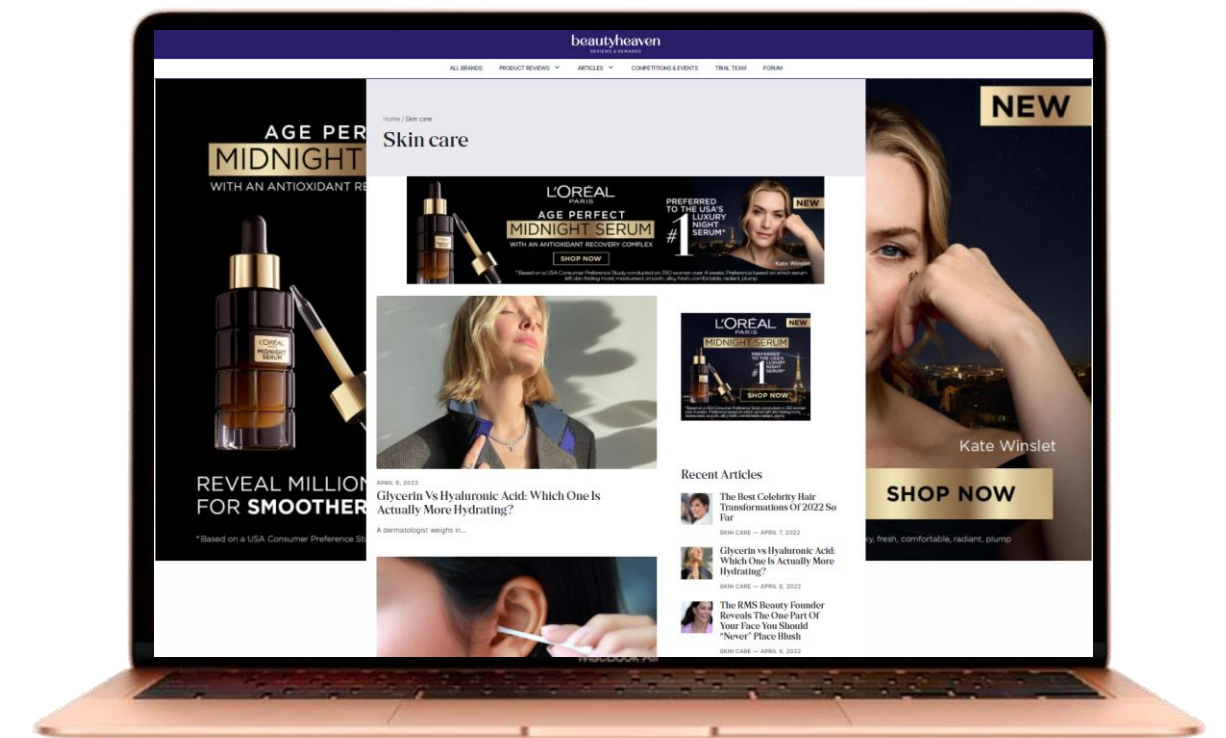
Sponsored native and video content enable consumers to be educated and informed whilst also generating engagement with a chosen product or product range. Our talented team will provide concepts, write the content and also enable syndication opportunities



social

Social media campaigns provide a platform for communicating with consumers outside of a standard website via::

- Sponsored posts – flat lays or still images
- Stop motion video posts
- Instagram stories
- IGTV videos
- Social Competitions



display & take-overs

Display media is a great way to gain brand awareness. Brands have the opportunity to have their assets run across the site, on the homepage, or on a select silo, with a click-through URL directing consumers to your brand's preferred website or beautyheaven listing.

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beautyheaven *Consumer 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 50,000 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.

*Sponsorship
packages
AVAILABLE*



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beautyheaven *Rewards Room*

Launching in May 2022, The beautyheaven Rewards Room is our product shopfront where our members can swap their hard-earned loyalty points for beauty products.

With an always on approach launching in 2022, 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

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Translating trends and seasonality into meaningful *content* for our members



MARCH

Glosscar
Awards



MAY

Biggest Ever
Beauty
Giveaway



MAY

Mother's Day



JULY

Christmas in
July



AUGUST

Natural & Green
Beauty Month



OCTOBER

Best in Beauty
Awards



DECEMBER

12 Days of
Christmas



Contact Us



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