THE HAIR & BEAUTY DIRECTORY

MEDIA PACK FOR BRANDS AND SUPPLIERS 2027

Put your brand in front of the hair and beauty industry

The Hair and Beauty Directory is a global home for hair, beauty and aesthetics professionals, and the clients looking for them.

thehairandbeauty.directory

WHO WE ARE

The home of hair, beauty and aesthetics

One platform for the whole industry: professionals, brands, training, events, jobs and room rental. Built by Helen Ward, with 30 years in the industry, 40 national awards and a working salon.

ON THE SITE TODAY

- Verified professionals
- Brands and suppliers
- Courses and training
- 337 live events in 48 countries
- Jobs and room rental
- Guides, blogs and advice

GOOGLE SEARCH · LAST 28 DAYS TO 17 NOVEMBER

Reach that grows by the day

114,500

Google search appearances in the last 28 days

323,000

over the last 3 months

+30%

our reach this month alone, and climbing by the day

Almost everyone coming to our pages is a hair, beauty or aesthetics professional.

HOW YOU CAN WORK WITH US

Three ways in

1

Join as a member

Your own verified brand profile, where professionals find you, your offers and your reviews.

From £149 a year

2

Sponsor a treatment or ingredient guide

Become the expert on the guide. Own a trademarked treatment, or yours is missing from our list? We create a custom page for it.

£395 for 6 months, intro price

3

Personalised sponsorship

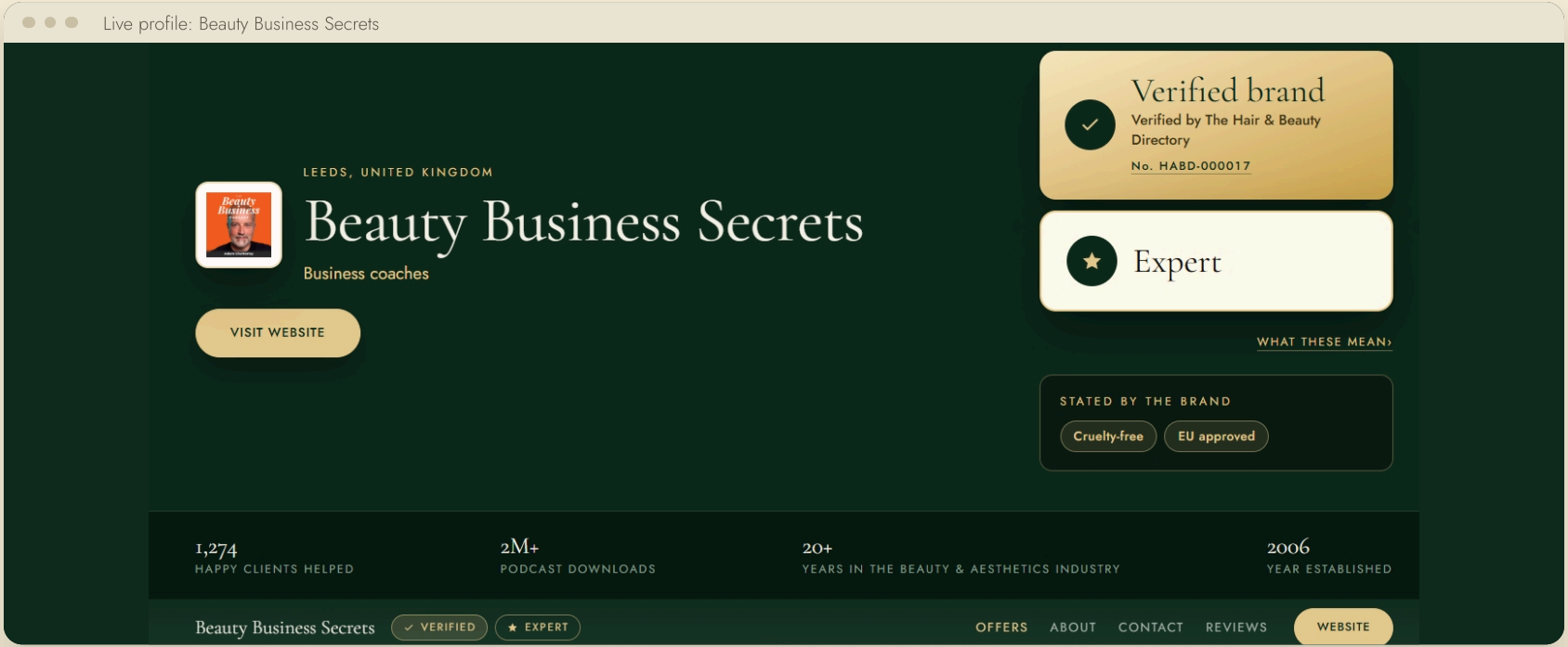
Your brand on the pages around our site that bring in our traffic and match what you sell.

Talk to us

1 · JOIN AS A MEMBER

Your brand profile

What you gain: a verified home on the directory, with your offers first, your story and team, searchable brand features, contact in one tap and reviews from professionals. From £149 a year at thehairandbeauty.directory/sign-up



2 · SPONSOR A TREATMENT OR INGREDIENT GUIDE

Why sponsor a guide?

Each guide explains one treatment or one ingredient from start to finish, built to do well in Google and in AI search.

Top 5
on Google for some treatment guides in their first week

13,200
Google impressions, live for just 2 weeks

It answers their questions

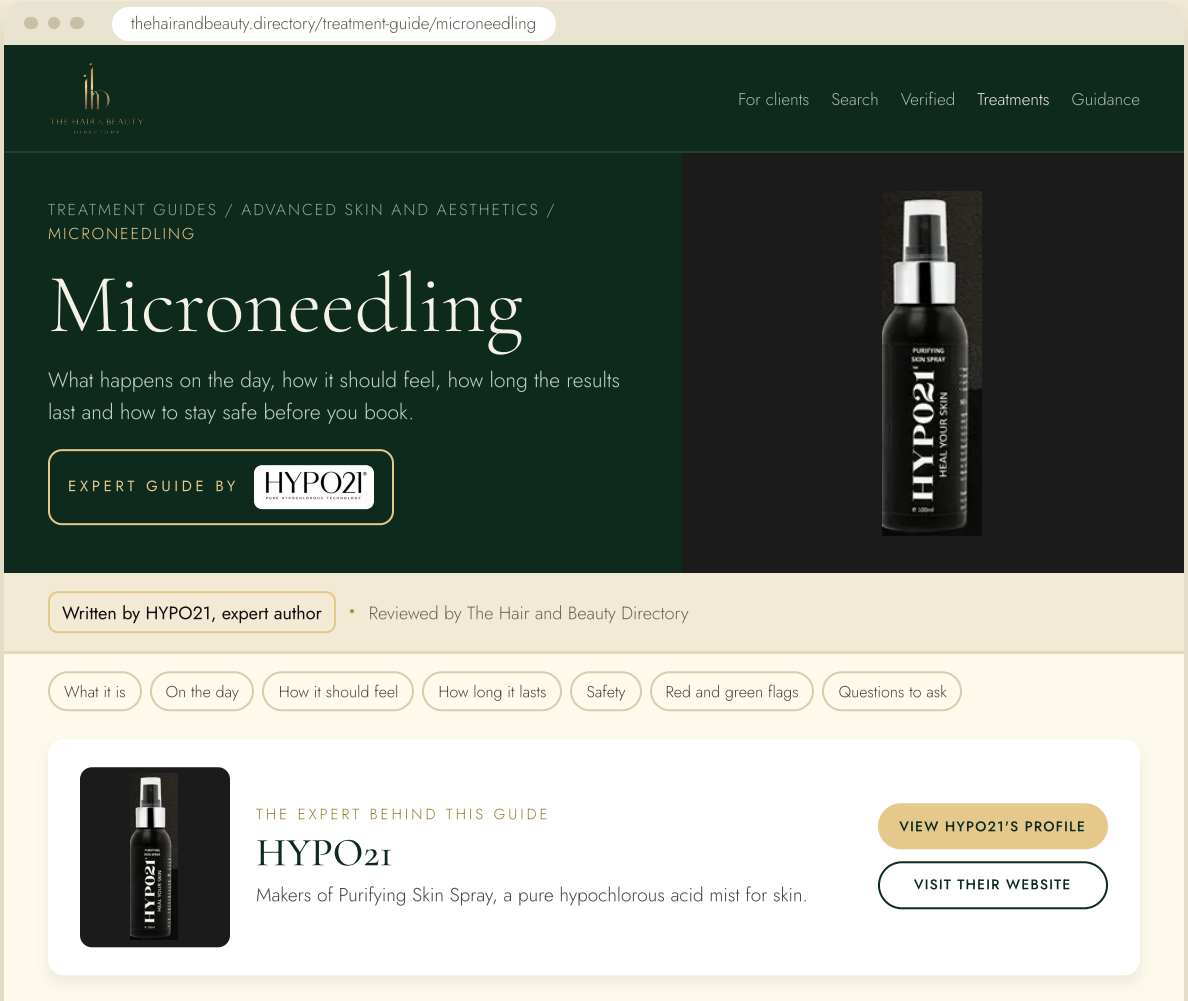
The questions clients and professionals type into Google and ask AI, answered in one place.

It is found in search and AI

Written and structured so Google and AI tools can read it, quote it and send people to it.

It shows authority

Written by an expert, so the page carries your name and your expertise.



2 · SPONSOR A GUIDE

What you gain

1 Pick your treatment or ingredient

The one your brand knows best. Not on our list, or your own trademarked treatment? We create a custom page.

2 You are the expert

The guide carries your advice, with your name as the author.

3 We build the page around you

Your logo, your products and links back to your account.

A mockup of how our microneedling guide would look with HYPO21 as sponsor. Ingredient guides work the same way, taking orders now. £395 for 6 months.

3 · PERSONALISED SPONSORSHIP

Sponsorship built around your brand

Why: these pages bring in our traffic. What you gain: your brand in front of the people reading about what you sell. We shape each sponsorship around your brand.

Event pages	74,000 Google impressions in 28 days, two thirds of our search visibility.
Blogs	11,800 Google impressions in 28 days.
Advice pages	Asked in the Salon, Questions You're Too Shy to Ask, the Glossary and Search Insights.

WE REBUILT THE DIRECTORY

A major overhaul, and the results are already here

+30%

reach this month alone, and climbing by the day

Top 5

on Google for new treatment guides in their first week

An around-the-clock trade show, with so much more to come.

INTRODUCTORY PRICE, BECAUSE IT'S NEW

£395

to sponsor a treatment or ingredient guide, for 6 months

Now is the time

These are introductory prices because guide sponsorship is new. Take advantage of them while they last.

Brand profiles from £149 a year. Personalised sponsorship priced around you. Spaces are limited, and brands we already work with get first choice.

THE HAIR & BEAUTY DIRECTORY

Let's get your brand in front of the industry

Reply to this email to claim your guide or set up your brand profile.

Helen Ward, Founder thehairandbeauty.directory