

media information 2020

TRIBU-TE

More than a magazine

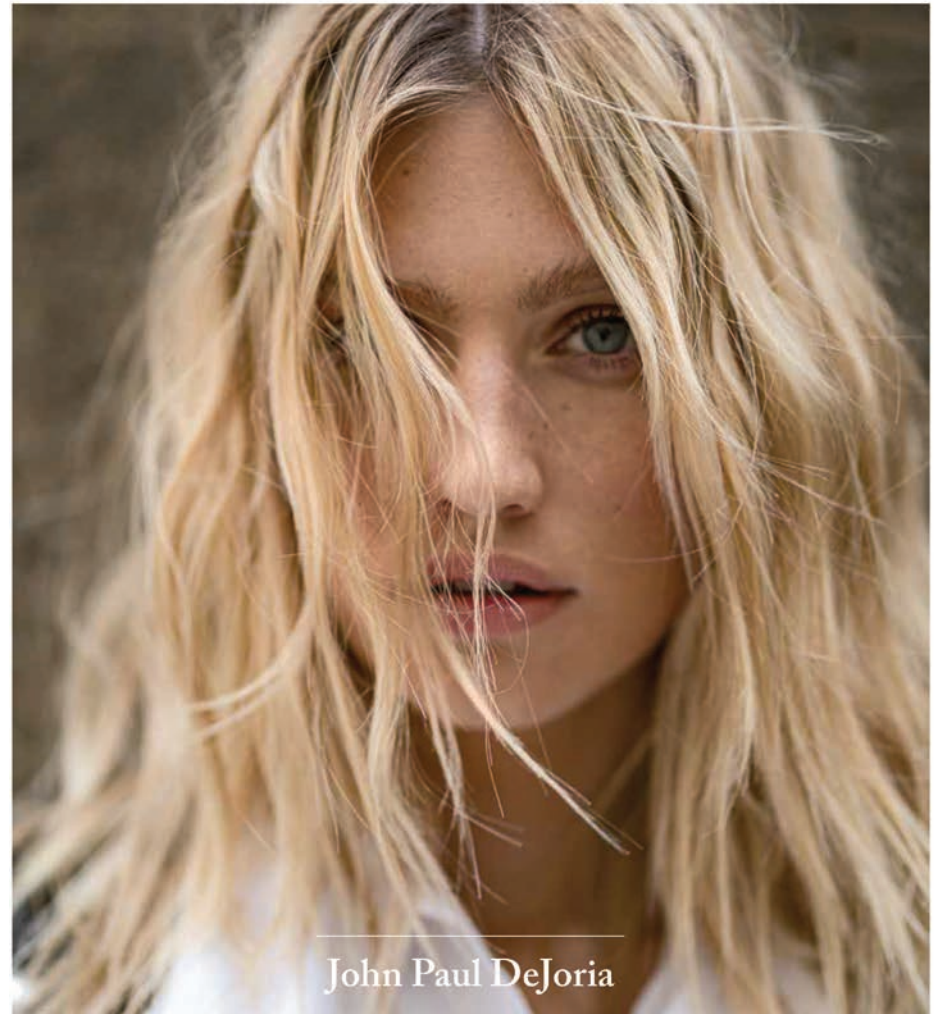
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TRIBU-TE

Hair & Beauty Magazine



John Paul DeJoria

Spring / Printemps 2020

20€ / £15 / 22 USD



Tribu-te shows



The Big One



UK



France



Belgium



The Netherlands

... and editions in Mexico and China

TRIBU-TE

Proud of our community





Better together

During the Lockdown in Spring/Summer 2020, the Tribu-te team stayed at their posts! We worked tirelessly to represent hairdressers, reflecting the huge amount of creative output coming through on social media. From Instagram Lives, to online tutorials and conversation, we knew it was vital to keep our community connected.

Equally, we were committed to representing our clients, sharing your messages of support, advice and importantly, taking advantage of the opportunity to keep education strong.

We posted many stories on our www.tribu-te.co.uk and hosted Facebook Lives which were widely watched.

In early June, we upheld our promise to publish the Summer edition of Tribu-te magazine, in print! We were the only publication to do this. Our message to the industry was that some things can be relied upon. Tribu-te has listened, advised, entertained and informed the hairdressing community.

This is our passion: we are better together



Anthony Grant



Naomi Brooks



Errol Douglas



Jay Mahmood



Junior Green



Michelle Thompson

#blacklivesmatter

At Tribu-te, we are not hairdressers. We are not manufacturers. It's our job to reflect and promote the UK hairdressing industry to hairdressers nationally and globally. If we do this accurately, we can help drive change and encourage both the brands and influential people in hairdressing, and the entire hairdressing community to effect change – particularly where it's most needed.

It's not a matter of trends, but more about real social and cultural reflections including race, sexism, and economics. If there is diversity, we must reflect it. If there isn't enough diversity, we should highlight this and influence a change for the better.

In early Summer 2020, we witnessed a surge of awareness for the #blacklivesmatter campaign. And many of us asked both how we could have been so blind to the problem of systemic racism in so many aspects of our life, our world. And what can we do to drive change?

In our workplace, we must:

- identify any failings, diminishing or wrongful representation of black hairdressing professionals
- learn about what language we need to be helpful, honest and respectful
- help to improve opportunities in our media for black hairdressers whatever their age and stage

- support improved education on black hairdressing skills for all hairdressers
- use our voice and influence where we can to help... and whatever else it takes to be truthful, positive and committed to change.

This starts with finding out what we can do better to communicate – in words and pictures – to share, to question and to promote black hairdressing.

We have invited a number of industry professionals to form an advisory panel, who will regular gift us time to review and explain how we are is doing! And obviously to share advice and ideas. Together we are taking sustainable and long-term action because #blacklivesmatter.

Strong on social media, we value our fans:



55,000 Facebook followers



19,000 Instagram followers



20,000 Twitter followers

Total - 90,000+ fans/followers!

6000 copies of the magazine are distributed in the UK, free to qualifying salons (8+ employees, or recommended as award-winning, or by reputation)

The entire magazine is posted online to be read by visitors at www.tribu-te.co.uk.

We write for the top 25% of the industry. The brand values for Tribu-te Magazine include:

- max of 35% space sold in any edition, retaining our independence and integrity
- only full page display ads accepted ie nothing smaller; protecting our design values
- being picture and design-led, with premium paper stock, for us quality production is paramount.

In print we are perfectly placed to showcase your brand to a more discerning, high-end market with salons and hairdressers who are dynamic, influential decision-makers and high achieving artists.



TRIBU-TE

The magazine

Publishes print editions in
Spring – February
Summer – May
Autumn – August/September
Winter – November

Advertising rates offered:

Single page ad
@ £1,600

Double page ad
@ £2,800

Advertorial rates offered:
Single page advertorial
@ £1,800

Double page advertorial
@ £3,500

DESIGN

SINGAPORE
/ CHEZ VOUS HAIR SALON

106

DESIGN

107

This salon welcomes you with an intriguing and original installation of hair products plus colorful hair sculpture! The representatives, we're told, of all the people working in the hair salon, contributing to the success of both their member and their action. The salon focuses on exhibiting different experimental elements that give depth to the customer journey. The main piece is without doubt an artwork, completing modern panels, they make a small but relevant experience change. Depending on where you stand to study is. The very definition of beauty by brand... it all depends on your point of view.

Notamment, ils ont une installation originale et intrigante de produits capillaires et sculptures de cheveux colorés. Ils représentent l'ensemble des personnes qui ne sont pas dans le salon, car ils ne sont pas tous membres ou ne sont pas les mêmes. L'accent est mis sur l'expérience et expose différents éléments expérimentaux qui enrichissent le parcours du client. La pièce principale est sans aucun doute cette œuvre d'art, complétant de petites mais pertinentes expériences. Selon la perspective du spectateur, la définition de la beauté varie.

DESIGN

Products

108

DESIGN

OUR QUEENMAKER

109

DESIGN

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DESIGN

Design at work

111

*The magazine features events,
business advice, products, advertorials,
fashion, salon design*

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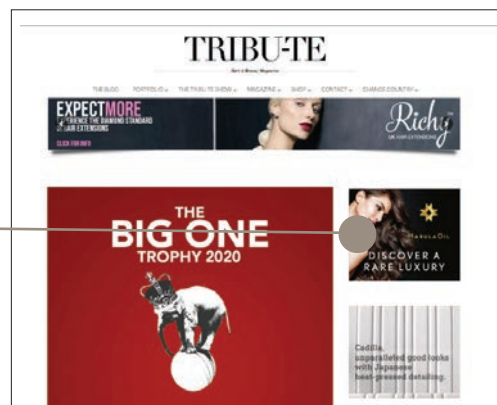
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TRIBU-TE Online

www.tribu-te.co.uk
hosts collections, salon design,
fashion trends and news
of events and shows

This is a
tile ad



This is
a banner
ad



REGULAR BLOG STORIES

share our pick of the best happenings in hairdressing. An online gallery of images and salons makes for lustful browsing! The entire print edition for each issue of Tribu-te is also posted online – so we reach a wider audience who may not see the print magazine due to its premium positioning.

ONLINE

3,000 UNIQUE USERS/MONTH
4,500 PAGE VIEWS/MONTH
AVERAGE TIME ON PAGE 1.15 MINS

DIGITAL ADVERTISING

includes banner ads, and tile ads on the home page. Placing an ad with us means you will have

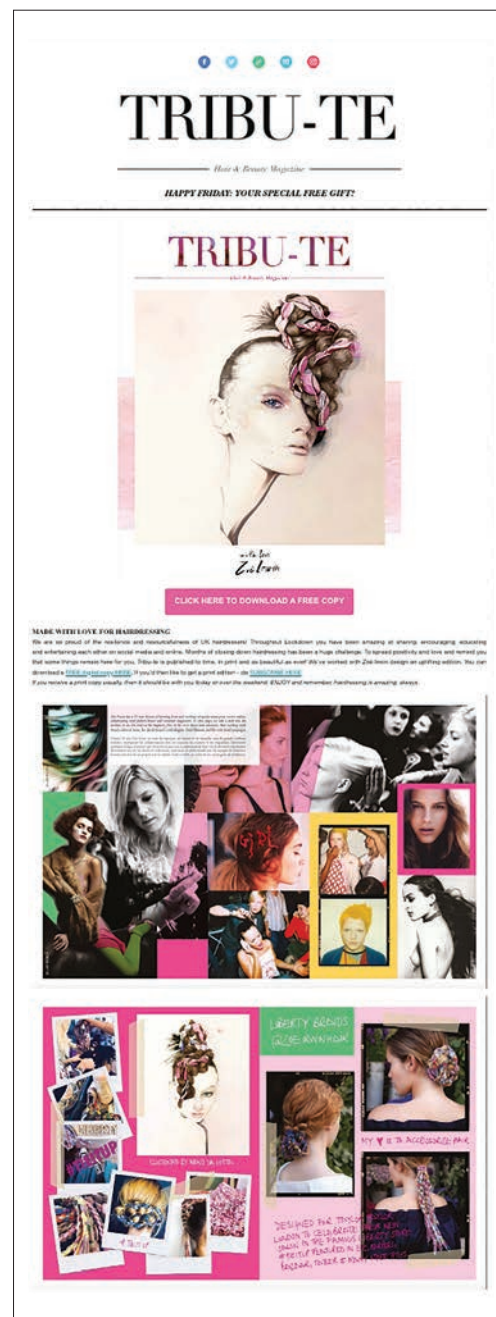
- **brand alignment with Tribu-te** without the cost of print
- **a click through to a site of your choice** to help drive traffic
- **the option to change your ad** on a monthly basis

12 months digital ad + quarterly stories in the Tribu-te email newsletter @ £2,000





Our subscriber base has been built over the past year based on our Facebook fans, and data collected at industry events and by invitation to Tribu-te readers



TRIBU-TE

Newsletter

An email newsletter to 11,000 subscribers is to be mailed direct to inboxes on a fortnightly basis. This will include click-through to the brand site at www.tribu-te.co.uk and both builds loyalty to Tribu-te and satisfies a demand for highly-curated and well-presented artistic creative content

In this newsletter we publish our signature selection of collections, salon design, fashion trends and show stories taken from around the world

Taking a digital ad on our site will entitle you to place one story every three months (i.e. 4 times in the year) on our newsletter



SPONSORSHIP IS £4,500 AND INCLUDES:

- **sponsorship of a particular category** - your ambassador to present the trophy on stage
- **20 seats at the Tribu-te show in London** where the awards are presented (£100 seats i.e. value £2,000)
- **branding on promo** - as a sponsor branding and acknowledgement on editorial in print, online and social media
- **post-event photography and film** for your social media
- **a banner ad on tribu-te.co.uk for 6 months** linking to your site (value £1,000)



SEVEN CATEGORIES CHALLENGE CREATIVITY AND SKILL WITH AN OVERALL TROPHY PRESENTED TO THE BEST OF THE WINNERS:

- **Young Talent UK:** The Up-and-Coming One
- **Salon Stylist UK:** The One for Your Client
- **Avant-garde UK:** The Experimental One
- **Texture Stylist UK:** The One for Texture
- **Art Team UK:** The Team One
- **Colourist UK:** The One for Colour
- **Salon Design UK:** The Design One

TRIBU-TE

The Big One UK trophy

*In 2019, Tribu-te's photographic awards launched in the UK:
The Big One*

Having run successfully in France for 10 years, The Big One was greeted with glee by British hairdressers keen to compete for the most prestigious title



SPONSORSHIP PACKAGES

GOLD: £25K

- **your artist on the line-up for the show** (invaluable!)
- **100 best-level seats for your guests** (value £10,000)
- **the option to host a pre or post show party** in a theatre bar prior to the show (value £2,000)
- **10% discount** on all tickets for your partners
- **sponsor branding** at the event, and on all promo material in print, online and social media
- **2 x double page spreads in Tribu-te magazine** (editions of your choice – value £5,600)
- **automatic sponsorship of The Big One** including a trophy category and branding on promo material



SILVER: £15K

- **50 best-level seats** in the theatre for your own guests (value £4,000)
- **the option to host a pre or post show party** in a theatre bar prior to the show (value £2,000)
- **10% discount** for your partners for any tickets purchased above this
- **sponsor branding** at the event, and on all promo material in print, online and social media
- **3 x single page ads in Tribu-te magazine** (editions of your choice – value £4,800)

BRONZE: £10K

- **30 seats for your guests** (value £3,000)
- **interval drinks voucher** for each of your guests (value £200)
- **10% discount** on all tickets for your partners
- **sponsor branding** at the event, and on all promo material in print, online and social media
- **2 x single page ad in Tribu-te magazine** (edition of your choice – value £3,200)

TRIBU-TE

The show

Presenting only the best artists on the best stage possible, the Tribu-te show takes place in October in London's West End (to coincide with Salon International). This is our premier show featuring 5 of the best international artists today. Approx 1,000 audience

The next edition of the Tribu-te Show will take place in October 2021



TRIBU-TE

For more information, ideas and inspiration, do contact us on any of the following:



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