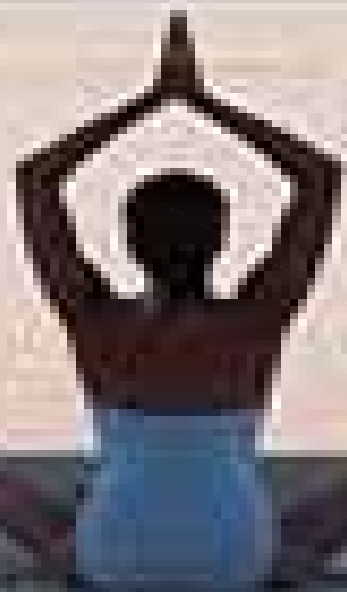


TELEVISION | MAGAZINE | WEB TV

The Beauty Show™

SPAS • RESORTS • FASHION • HOME FITNESS • HEALTHY AGING



A Media Experience
Like No Other—
For The Beauty Industry
Worldwide

www.thebeautyshow.com

A MEDIA EXPERIENCE LIKE NO OTHER—FOR THE BEAUTY INDUSTRY WORLDWIDE



THE VISION: CREATING INCREDIBLE BRANDING OPPORTUNITIES

The Beauty Show's™ promotional platform is truly spectacular!

It combines the branding capacity of a live performance with the most technologically advanced “new media” technologies in the world.

The Beauty Show™ brings together the worlds of retail, media and entertainment in a single, stellar showcase, to create a never-before-seen synergy.

The Beauty Show's™ traffic generating TV segments reach up to 44 million homes creating a direct link to an invigorating, multidimensional experience unique to beauty that will increase your retail sales.

There has never been a promotional platform as extravagant in its scope, or as detailed in its focus as The Beauty Show™.

THE FUTURE:

The success of today's TV programs are measured on the ability to organically employ product placement and branded entertainment without appearing to be a self-serving, advertising infomercial or shopping program.

Pioneering the realization of this concept, the producers of The Beauty Show™ have worked to successfully create and implement one of the best “new media” branded-entertainment models in the industry.

Most importantly, The Beauty Show™ successfully capitalizes on the infrastructure of the Internet by incorporating interactive Web TV capabilities that enable viewers to purchase products and services highlighted on the show.

The Beauty Show™ promises to reinvent the way the beauty industry is experienced by consumers. By seamlessly uniting media, entertainment and retailing under one magnificent experience, your company will receive no greater exposure in one positive way.

Come and be part of it.

THE BEAUTY SHOW™ IS A CELEBRITY, EVENT DRIVEN NEWS-FORMATTED TV SERIES

THE TV SERIES

The Beauty Show™ is a celebrity, event driven TV series in a news format. Think “Extra” meets “CNN”!

The Beauty Show™ provides viewers with current information in the beauty product, spa/resort, fitness, fashion and health industries.

The Show spotlights the innovators and personalities behind the scenes, as well as featuring exotic spas and resorts from around the world. The style of the series is both vibrant and fast-paced, with it’s own unique identity and appearance. Its character is encompassed in everything from the energetic opening to the celebrity and profiled interviews.

THE DISTRIBUTION -

The Beauty Show’s™ half-hour series consists of thirty shows produced each year. The series reaches 44 million homes in 195 markets through Comcast, Dish Network and Adelphia programming. At the beginning of each week, a fresh new show is delivered, with additional re-runs of each show airing throughout the week. For added exposure, each show is distributed on The Beauty Show’s Web TV, which reaches a worldwide audience.

ON LOCATION

The Beauty Show™
TV SERIES



THE BEAUTY SHOW™ IS A CELEBRITY, EVENT DRIVEN NEWS-FORMATTED TV SERIES

THE BEAUTY SHOW™ PRESENTS EXTRAORDINARY HEADLINERS IN ONE IRRESISTIBLE SHOW

The Beauty Show™

Beauty Treatments & Trends
A look at the newest trends in spa treatments, cosmeceuticals and more



The Beauty Show's™ incredible lineup of upbeat, informative, and engaging segments captures the viewers attention. The programming highlights the best beauty products, spa treatments, fitness programs, travel and fashion often with a celebrity guest.

Each series is divided into 3-5 minute segments that are archived for immediate playback on The Beauty Show™ Web TV reaching viewers world-wide.

Various segments include:

- **Beauty Treatments & Trends—**

A look at the newest trends in spa treatments, cosmeceuticals and more

- **Beyond the Border—**

Join us as we showcase a resort or spa outside of the domestic lines

- **Fashion & Shopping—**

Discover where to shop for the hottest fashions and styles, and what to buy when you get there

- **Health & Fitness—**

Learn about the latest developments in fitness, exercise, and equipment

- **Spa Cuisine—**

You'll almost taste the delectable and delicious healthy cuisine we feature

- **Medical Minute—**

Explore up-to-date information from cosmetic physicians regarding new treatments and trends and medical procedures

- **Resort Report—**

Find out what's new with spa resorts from around the world.



The Beauty Show™

Healthy Cuisine

You'll almost taste the delectable and delicious spa cuisine we feature

The Beauty Show™

Beyond the Border

Join us as we showcase a resort or spa outside of the domestic lines



The Beauty Show™

Medical Minute

Explore Up-to-date information from cosmetic physicians regarding new treatments and trends in medical procedures



The Beauty Show™

Fashion & Shopping

Discover where to shop for the hottest fashions and styles, and what to buy when you get there



The Beauty Show™

Celebrity Events



The Beauty Show™

Health & Fitness

Learn about the latest developments in fitness exercise, and equipment



The Beauty Show™

Resort Report

Find out what's new with spa resorts from around the world



THE BEAUTY SHOW™ TV SERIES RATES AND INFORMATION

THE BEAUTY SHOW™ TV REACHES 44 MILLION HOMES NATIONWIDE

Cable and Satellite TV Series

The Beauty Show™—the TV series—is a segment-sponsored series —where participants are sponsors of the show and are presented positively and believably, while always keeping in mind the “entertainment” value that is crucial for maintaining viewers.

TV opportunities include:

- **PR News Release Story—\$2,500 per release (Min. three news release stories)**

These are one-minute news release stories – delivered by our news anchor with B-roll footage and or still pictures. Each news story will be on TV (with our 44 million distribution) a minimum of three times each! This is one terrific buy! The most affordable PR available today!

- **“Tips & Trends” —\$500 per tip (Min. 10 tips)**

Client receives a 30 second spot - with graphics, delivering a tip to go into the appropriate segment programming for their company ie; Treatment & Trends, Fashion, Fitness, Healthy Aging, Medical Minute, Spa Cuisine etc.

- **30 Sec. Ad Spot—\$500 per spot (Min. 12 spots)**

Be an anchor sponsor of The Beauty Show with your ad spots on national TV (44 million homes, plus The Beauty Show’s Web TV, where your spot will be aired in-addition). Don’t have a 30 sec. spot produced?

We can produce your spot – which is in-addition and custom priced. (production costs are \$1,500 and up depending on client’s production)



- **Special Feature News Story—\$5,500 —Have your news be The Beauty Show’s feature news story (4 minutes in length)**

Presented by anchor host with B-roll or still pictures included in news delivery. Your story will be presented as “breaking news” – “feature story.” This news feature needs to have a definite news worthy angle.

- **Special Live Guest Appearance**

The Beauty Show has featured guests come to our studios in Los Angeles or New York City wherein you will be a “guest” of The Beauty Show. The “guest appearance” is five minutes of programming time and is custom priced according to venue.

- **On-location —Events Programming**

Throughout the year, The Beauty Show attends and shoots TV shows at several celebrity events, fashion shows along with special resorts and spas from around the world. Please inquire about our next on-location shoot to take part. Priced according to venue.



WATCH IT >
READ IT >
BUY IT >



THE MAGAZINE

The Beauty Show™ Magazine is designed to partner with The Beauty Show™ TV series and Web TV to provide extended branding opportunities along with current information on product offerings and resort and spa specials.

THE DISTRIBUTION:

The Beauty Show's print distribution is 50,000 quarterly, and digital is over 100,000 readers per month. Our print distribution is through spas nationwide, plus TV viewers who request a subscription. Our digital distribution is prompted by our Web TV which gives play-back of all TV shows 27/7.



THE BEAUTY SHOW™ MAGAZINE RATES AND INFORMATION

Magazine Advertising Rates—All ads are 4 color net retail rates

ad size	2x	4x
full page	\$4,600	\$4,200
1/2 page	3,600	3,100
1/3 page	3,200	2,800
1/4 page	2,200	1,800

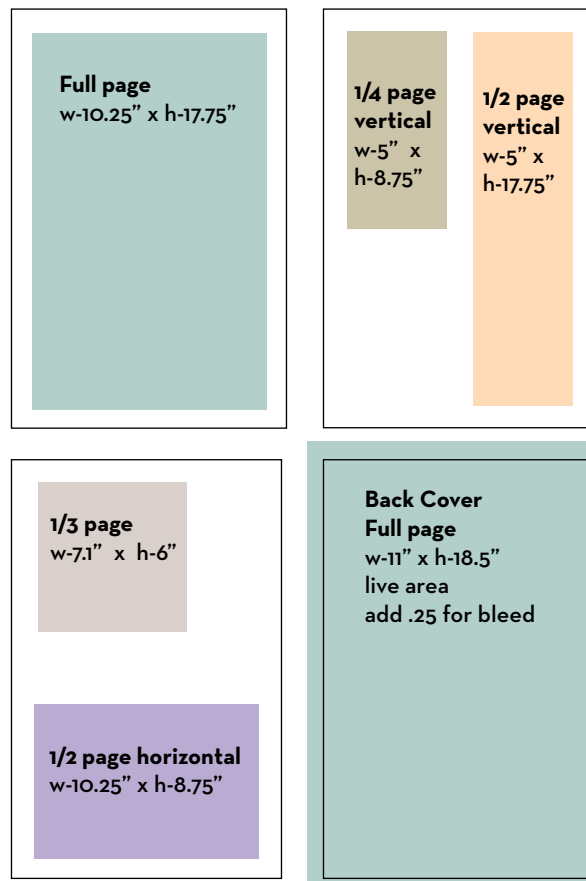
Haute Picks—rate depends on size

one time run	\$800	\$1,000	\$1,200
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premiums and covers rates

placement	2x	4x
back cover	\$6,000	\$5,800
inside front	5,800	5,500
inside Front-spread		10,000

Mechanical Specifications



Deadlines and Materials

Cancellations must be received by the space reservation deadline of the issue in which to be published. Due to the nature of the printing process and paper stock that the magazine incorporates, color may vary somewhat from preferred proofs.

Acceptable Media: The Beauty Show™ accepts CD and email submissions. We accept print ready PDF x1a, Adobe Photoshop files, and TIFF.

Color: All ads must be CMYK. RGB and PMS colors are not acceptable

Images: All images must be in CMYK or Grayscale mode at 300dpi saved as TIFF. JPEGs and image files using indexed color, RGB mode or LZW compression will not output correctly.

Ad design: The design of an ad is an integral part of the style of The Beauty Show™ magazine. The Beauty Show™ magazine reserves the final approval rights on design and photography used in advertisements. Art-work should be approved by The Beauty Show™ magazine before final production commences.

Clients will be billed extra for ads designed in-house or that do not arrive per Spec Sheet.

Production contact: info@abigproductioncompany.com

Please ship materials to: Gordon | Sterling, 5772 Hollister Ave. Suite B, Goleta, CA 93117

Credit and Conditions

Invoices are due and payable at net 15 day terms.

All advertising must be approved by the publisher.

Publisher reserves the right to refuse any ad for any reason.

Advertisers and their agencies will indemnify, defend, and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

The liability of the publisher for any error or omission or delay for which it may be held generally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual.

A MEDIA EVENT LIKE NO OTHER—FOR THE BEAUTY INDUSTRY WORLDWIDE



“ENTERTAINMENT-AS-MEDIA” EVENTS:

The Beauty Show™ has orchestrated successful spa events and programs for venues such as

Premiere Movie Magazine—*Sundance Film Festival*

Fashion Week—*New York for Elle Magazine*

Sobe—*Miami for Evian*

New York Fashion Week *for Evian*

Chrysler Corporate Event—*Miami*

W Magazine—*Celebrity Event, Los Angeles*

The Beauty Show™ has proven its ability to deliver high-impact brand programs for clients and consumers alike.

The Beauty Show's™ in-house team and resources include seasoned TV producers, magazine publishers, event producers, promoters, and staffers—all connoisseurs of beauty style and design, who cater to the elite of corporate and celebrity productions. We emphasize style and design in order to create exciting environments and entertainment while making sure our clients are seen and remembered as the event hosts, and not just sponsors.

THE BEAUTY SHOW™ DEMOGRAPHICS

THE BEAUTY SHOW™ REACHES AFFLUENT READERS WHO FREQUENT SPAS AND RESORTS WORLDWIDE, SHOP, FINE DINE, ARE FIT AND PERSUE A HEALTHY LIFESTYLE.

The U.S. spa industry generated an estimated \$13.6 billion in revenues in 2004 an increase of about 19 per cent over 2003.

Baby Boomers entering their fifties are making anti-aging products the core of the skincare market, pushing sales up to a record \$4.4 billion.

In 2004, Americans spent 44.6 billion on anti-aging products and services. This number is projected to reach \$72 billion by the year 2009.

MEDIAN INCOME: \$75,000
AVERAGE INCOME: \$150,000
MEDIAN NET WORTH: \$525,000
AVERAGE NET WORTH: \$785,000
OWN RESIDENCE: 75%
MEDIAN HOME VALUE: \$435,000
AVERAGE HOME VALUE: \$997,000
AVERAGE AGE: 30-58
HAS SECONDARY EDUCATION: 87%

VERY INTERESTED IN SPAS: 95%
VERY INTERESTED IN SHOPPING: 92%
VERY INTERESTED IN FITNESS/HEALTH: 85%

The spa industry ranks fourth among leisure industries behind golf which in 2002 was valued at \$19.7 billion cruise lines worth \$14.7 billion and the health and racquet club industry valued at \$14.2 billion. Spas derive higher revenues than amusement/theme parks, box-office receipts and vacation ownership sales. The hotel/resort sector attracts 37.2 million spa visits annually.

Americans spent just under \$12.5 billion on cosmetic procedures in 2004.

Travelers booked \$65 billion worth of vacation packages online in 2005. Orbitz reports a 150% increase since last March.

**VERY INTERESTED IN
HOME DESIGN: 82%**
HAS TRAVELED INTERNATIONALLY: 75%
**HAS TRAVELED OUT-OF-STATE
FOR VACATIONS: 80%**
**USES INTERNET TO BOOK TRAVEL
AND BUY PRODUCTS: 95%**

Statistics from: The Day Spa Association • The International Spa Association • The American Academy of Plastic Surgery

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