

MEDIA KIT 2022 —



BLACK SKIN DIRECTORY



BLACK SKIN DIRECTORY

Black Skin Directory is an award-winning online platform serving beauty businesses and consumers of colour, especially Black women. Founded in 2018 by prominent skin expert and author, Dija Ayodele, our mission is to: **CONNECT** people of colour to professional skincare, share **EXPERTISE** through engaging content and provide **EDUCATION** to the professional skincare community.

In 2001, 8% of the UK population identified themselves as being of a Black, Asian & Minority Ethnic background. By 2011, this figure had increased to 14% with Multi-ethnic being a fast-growing demographic (*UK Government, Ethnicity Facts and Figures Service 2020*). According to the *Black Pound Report* (January 2022), Multi-ethnic consumers spend £230m per month on health and beauty - 25% more than any other consumer and this increases to 30% for Black women.

Black Skin Directory are experts in the consumer insights of Black women and their skincare needs. We connect cosmetic brands to our niche audience of Black women and women of colour and enable brands to broaden their consumer base through marketing across our growing communication channels.

Our Audience



Professional Black Women and Women of colour that are willing to invest in their health, wellness and beauty

The BSD woman takes pride in how she presents herself but remains financially savvy to seek a balance between quality and quantity. Keen to understand the latest health & beauty recommendations, she is well-versed in using social media and online platforms to make an informed decision (a decision she will also share with her network). When not working hard to build her career and family, she believes that a moment of luxury and self-indulgence is deserved to help reset and elevate aspirations.



99%
Trust skincare
advice from
BSD

Our Audience*

97% Female (ABC1)

35 - 54 Age Bracket

72% Identify as Black

13% Identify as Mixed Race

£20k – 35k Median Personal Income

- 22% earn up to £50k
- 11% earn up to £65k
- 13% earn between £65k - £95k +

**Data as of April 2022, BSD Survey*

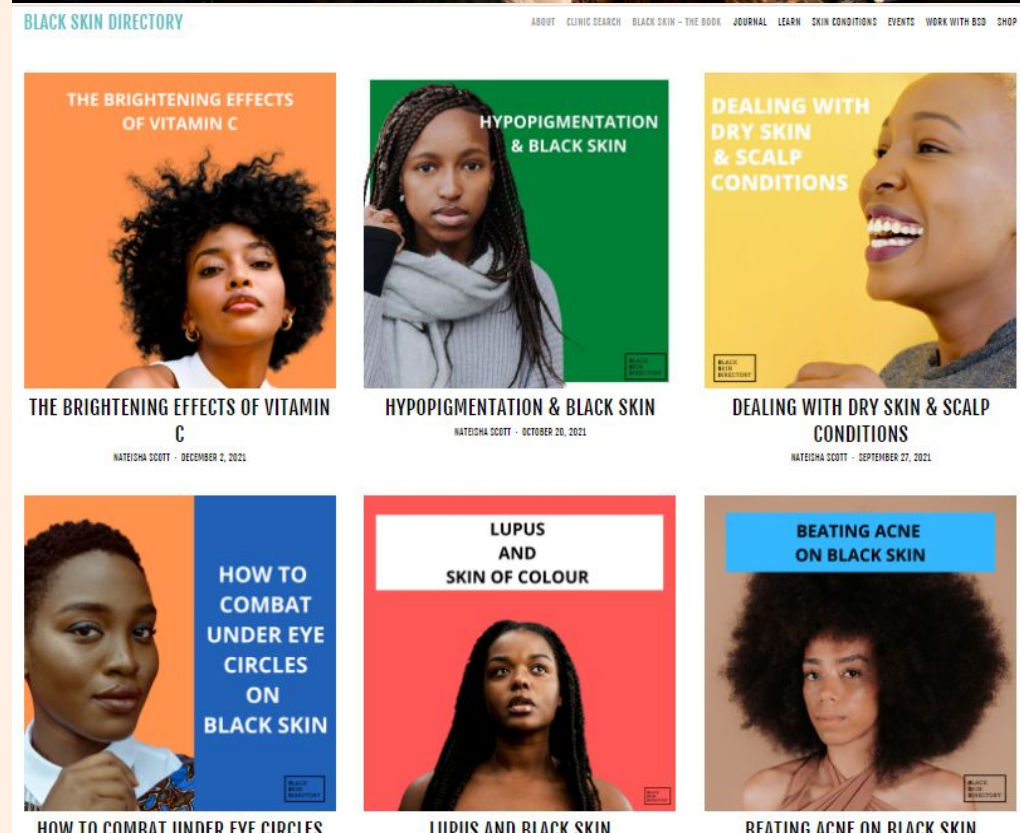
Our Audience*

% of our audience quarterly spend on skincare products:

| | |
|------------|-----|
| Up to £100 | 30% |
| Up to £200 | 24% |
| Up to £300 | 15% |



*Data as of April 2022, BSD Survey



Our Reach*

↑
53%

Year-on-year increase in website visits.

27,600

Total readers of top 3 articles in 2020-2021.

8,500

Instagram followers.

54%

Mailchimp Subscribers are *highly engaged*.

10

Sold out in-person and online events dedicated to women of colour.

*Data as of April 2022
SquareSpace & Mailchimp Analytics



Our Services

| | BANNER TAKEOVER | ADVERTORIAL | PRODUCT SPOTLIGHT | SHOPPABLE UNIT | SAMPLING | COMPETITION |
|------------|-----------------|-------------|-------------------|----------------|----------|-------------|
| WEBSITE | | | | | | |
| NEWSLETTER | | | | | | |
| INSTAGRAM | | | | | | |


Advertorial

A dedicated educational or case study post

- Approx. 800 words & imagery**
- Hosted on website journal
- 1 feature in consumer newsletter
- 1 Instagram post
- 1 Instagram Story (3 frames)
- Direct links / link to purchase

Finding the right SPF for you

Sunscreen Product Recommendations
04 Mar • Written By Diya Ayodele




The right SPF

Choosing the right SPF is essential and several factors should be considered such as skin type, weather conditions, and allowing our skin the chance to acclimatise to the sun. To stay safe and to make the right choices, it's important to understand the information on sunscreen labels for adequate protection.


Look for Broad-Spectrum protection from UVA and UVB rays. Skin that hasn't been exposed to the sun is less able to protect itself. Under the influence of UV rays, the skin begins to thicken and starts to produce melanin, this process can take 10 to 20 days, so use extra protection as your skin is adjusting to the sun. The SPF level indicates protection from UVB rays in heat which burn your skin.

Direct Link



blackskindirectoryuk

Link to purchase



blackskindirectoryuk

ALL YEAR ROUND S

Link to purchase

£2500

Tap into our niche audience and expertise in the skincare & beauty needs of Black women.

Product Spotlight

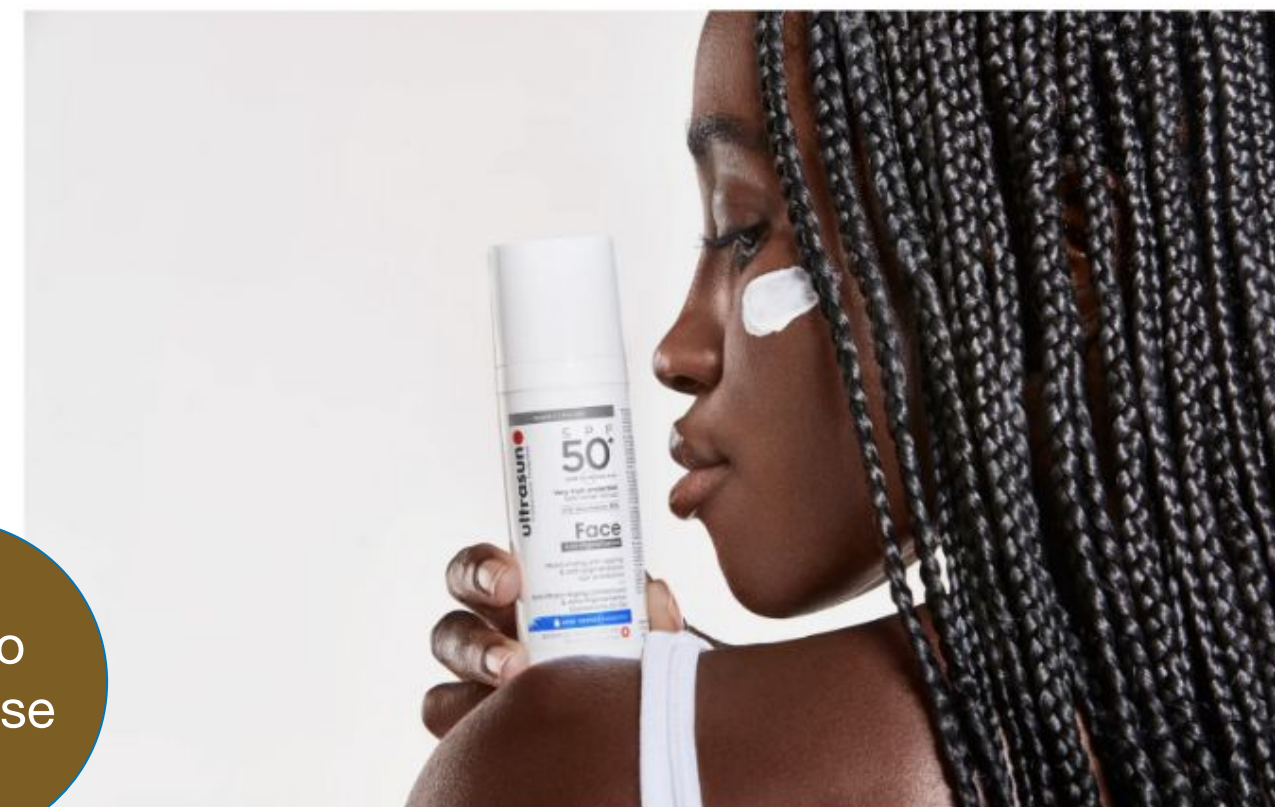
A dedicated post about 1 product

- Approx. 500 words & imagery**
- Hosted on website journal
- 1 Instagram Story (3 frames)
- Direct links / link to purchase

Face Anti-pigmentation SPF50+ goes supersize

Sunscreen Product Recommendations

04 Mar • Written By Dija Ayodele



Link to purchase

Understanding pigmentation

Hyperpigmentation is a broad term that is used to describe conditions that cause dark patches on the skin. They may be caused by hormonal changes such as pregnancy, acne or scarring but the most common cause of the hyper-pigmentation is sun exposure.

UVA rays stimulate melanocyte cells to produce melanin as a defence to absorb light. Occasionally, sun exposure causes an overstimulation of the cells which cluster together to form dark patches on the face, neck, décolletage and hands.

blackskindirectoryuk

Link to purchase

MY 'TO GO' FACE PROTECTION

Ultrasun Face Anti-Pigmentation SPF50+


£1850

Tap into our niche audience and expertise in the skincare & beauty needs of Black women.

Shoppable Unit

A brand dedicated shoppable widget





- Up to 4 products & imagery**
- 1 feature in consumer newsletter
- Direct links / link to purchase



Ultrasun's After Sun

Regardless of your skin type, it's vital to protect your skin with a Broad-Spectrum SPF every day. Choose from our range of lightweight formulas that deliver high level protection. Following any sun damage, we recommend our SPF50+ range which has been tested to a level of at least SPF60 for a significant increase in protection.

SHOP NOW
Discover the latest launches, promotions & insider tips!

| | | | |
|--|---|---|--|
|  <p>Ultrasun Face SPF30 From £11.00</p> |  <p>Ultrasun Family SPF30 From £5.00</p> |  <p>Ultrasun Extreme SPF50+ From £5.50</p> |  <p>Ultrasun Face Anti-Pigmentation SPF50+ £32.00</p> |
|--|---|---|--|

Link to purchase

£700

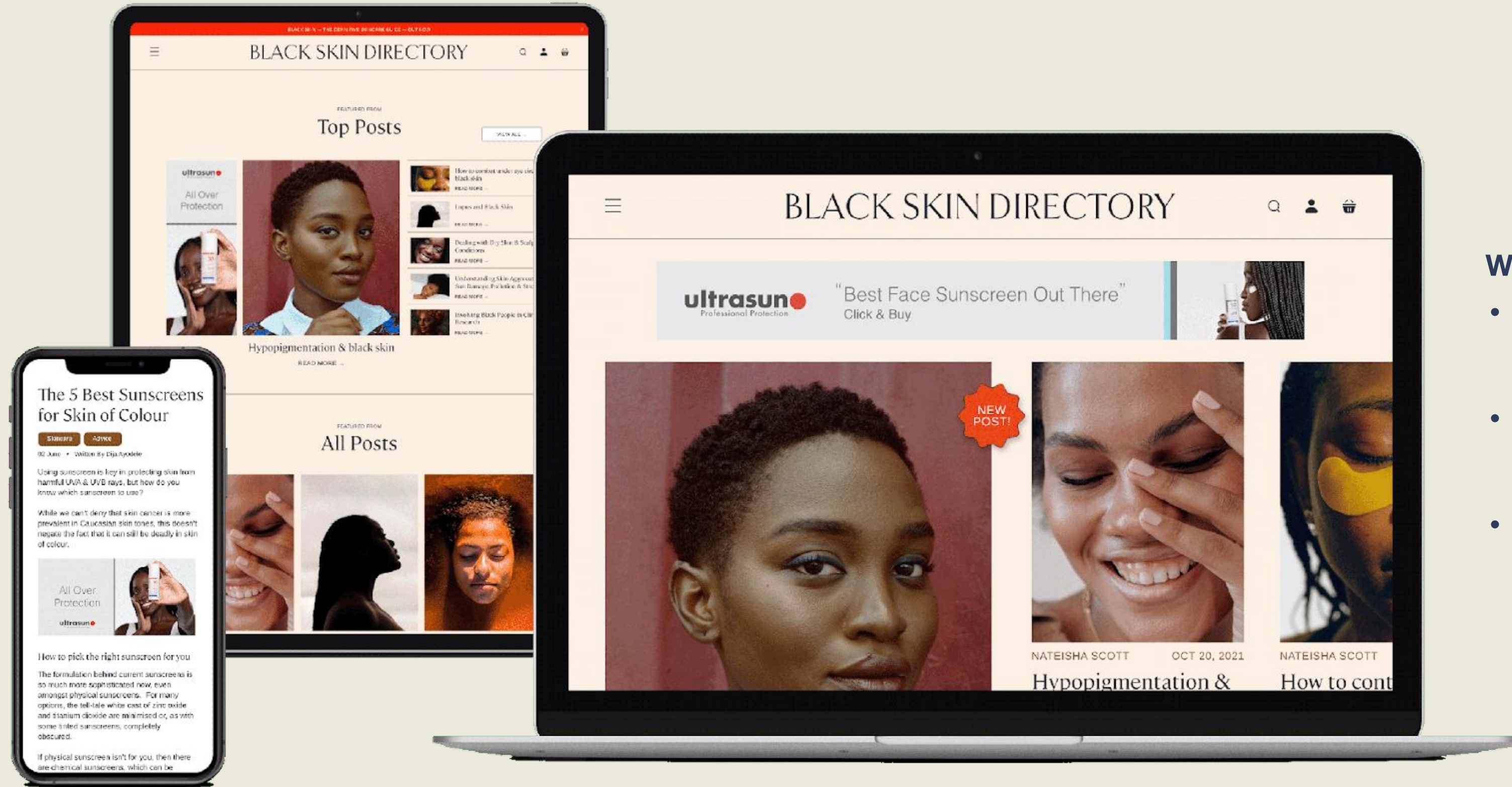
Tap into our niche audience and expertise in the skincare & beauty needs of Black women.



Banner Takeover : Website

A top and side banner

- Hi-res imagery**
- Featured on website journal pages homepage
- 5-day feature
- Direct links / link to purchase



Website specs

- Leaderboard desktop: 1320 x 160px
- Leaderboard mobile: 600 x 300px
- Site side banner: 260 x 640px

£1300

Tap into our niche audience and expertise in the skincare & beauty needs of Black women.

Banner Takeover : Newsletter

A top and side banner

- Hi-res imagery**
- Featured in 1 consumer newsletter
- Direct links / link to purchase

ultrasun Professional Protection All Over Protection

ultrasun Professional Protection All Over Protection

The 5 Best Sunscreens for Skin of Colour

Using sunscreen is key in protecting skin from harmful UVA & UVB rays, but how do you know which sunscreen to use?

ultrasun Professional Protection All Over Protection

Direct Link

Newsletter specs

- Top banner: 600 x 100px
- Side banner: 158 x 386px
- Bottom banner: 600 x 300px

£1500

Tap into our niche audience and expertise in the skincare & beauty needs of Black women.

Competitions

An exciting way to maximise reach & data capture

- 1 website landing page of approx. 300 words & imagery**
- Featured in 1 consumer newsletter
- 1 Instagram Story (3 frame)
- Email data capture (opt-ins only)
- Direct links / link to purchase

Direct Link

WIN a full sunscreen set from Ultrasun worth £120

Sunscreen Competition
04 Mar • Written By Diya Ayodele

ultrasun
Professional Protection

This competition is now closed. We've team up with Ultrasun to give you a chance to win their product set.

Look for Broad-Spectrum protection from UVA and UVB rays. Skin that hasn't been exposed to the sun is less able to protect itself. Under the influence of UV rays, the skin begins to thicken and starts to produce melanin, this process can take 10 to 20 days, so use extra protection as your skin is adjusting to the sun. The SPF level indicates protection from UVB rays in heat which burn your skin.

blackskindirectoryuk

WIN!

A FULL SUNSCREEN SET WORTH £120

see more

Direct Link

Notes

- Recommended minimum prize value of £200+
- Run for 3 days
- Responsibility of brand to deliver prize to winner within 30 days of draw close.

£2800

Sampling

A quick way to get your samples into the hands of new customers

- 1 website landing page of approx. 300 words & imagery**
- Featured in 1 consumer newsletter
- 1 Instagram post
- 1 Instagram story (3 frames)
- Email data capture (opt-ins only)
- Direct links / link to purchase

Hurry! Ultrasun Lip Protection SPF30 up for grab

Sunscreen Sampling Giveaway
04 Mar • Written By Diya Ayodele



Giveaway

This competition is now closed. We've team up with Ultrasun to give you a chance to win their product set.

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Notes

- Recommended minimum 500 samples
- Run for 5
- Responsibility of brand to deliver samples to consumers within 30 days of receipt of winners delivery address.



£3000

Tap into our niche audience and expertise in the skincare & beauty needs of Black women.



Rate Card

| | BANNER TAKEOVER: WEBSITE | BANNER TAKEOVER: NEWSLETTER | ADVERTORIAL | PRODUCT SPOTLIGHT | SHOPPABLE UNIT | SAMPLING | COMPETITION |
|--------|--|---|---|---|---|--|--|
| DETAIL | Top & Side, Link, Homepage & Journal pages, 5-day run. | Top/Bottom & Sides, Link, 1 newsletter. | 800 words, imagery, links. Website, 1 newsletter, 2 IG. | 500 words, imagery, links. Website, 1 IG. | 4 product widget, imagery, links. 1 Newsletter. | 300 words, imagery, links. Website landing page with form. 1 newsletter, 2 IG. Email data capture (opt-ins only) | 300 words, imagery, links. Website landing page with form. 1 newsletter, 1 IG. Email data capture (opt-ins only) |
| RATE | £1300 | £1500 | £2500 | £1850 | £700 | £3000 | £2800 |

Website Homepage Boost : 1 feature for 3 days, £400
**Hi-res images and assets to be supplied by the brand.

Brands We've Worked With



Where We're Featured



VOGUE



BROWN BEAUTY TALK



STYLIST



BLACK BALLAD

BAZAAR Harper's

The Guardian



Aesthetics
MONTHLY JOURNAL FOR MEDICAL AESTHETIC PROFESSIONALS



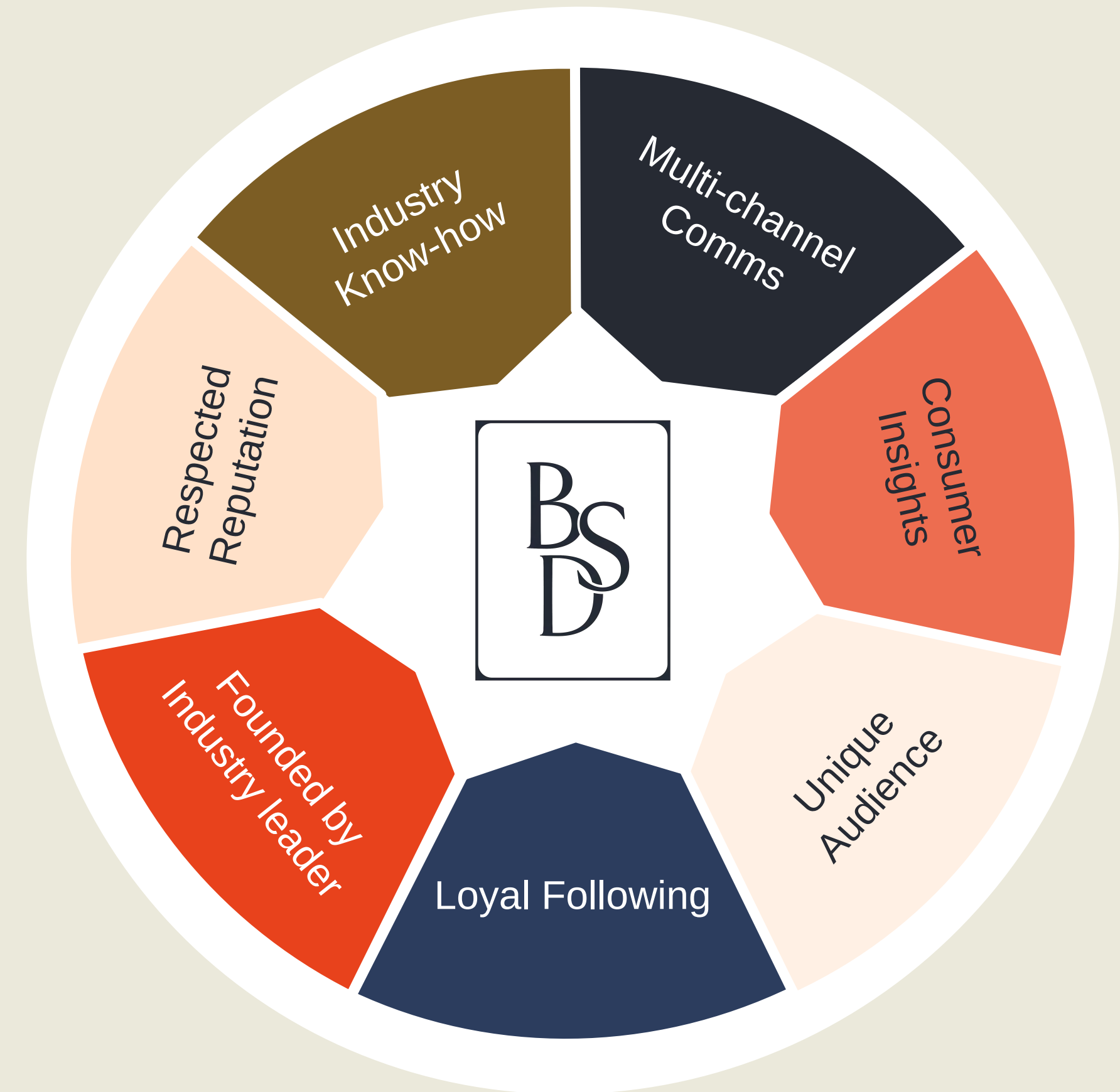
REFINERY29

EveningStandard.

E L L E



Tap into the Black Skin Directory





Contact Us

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