

PLANETLOOK



Editions calendar

PE3 January

DEADLINE
23-01-2024

- News
- Special colouring
- Intensive moisturising hair treatments
- Hair extensions for volume
- Hair appliances special: professional hair dryers and straighteners
- Special men's beard care / trimming machines

Fairs/Events:
EXPOBELLEZA ANDALUCÍA 2024
SEVILLA, 09-11 FEBRUARY
ANDALUCÍA BELLEZA & MODA 2024
GRANADA, 15-17 MARCH

PE5 June

DEADLINE
11-06-2024

- News
- Summer hairstyles
- Colouring to reflect the sun
- Post-sun hair treatments
- Anti-frizz and anti-humidity treatments
- Special equipment: keratin treatments, permanent hair straightening
- Men's special: hair care for summer hair loss

PE4 March

DEADLINE
19-03-2024

- News
- Spring haircuts and hairstyles
- Hair colouring in light tones
- Hair hydration treatments
- Hair extensions
- Bridal Special
- Special appliances: styling products such as hairsprays, gels, mousses and styling products
- Special men's beard care: anti-hair loss treatments

Fairs/Events:
EXPOBEAUTY BARCELONA 2024
BARCELONA, 06-08 APRIL

PE6 October

DEADLINE
08-10-2024

- News
- Salon Look Special
- Autumn cuts
- Hair strengthening treatments
- Hairstyles for seasonal events
- Colour maintenance special
- Men's Special: Moisturising and care treatments for men's hair

Fairs/Events:
SALÓN LOOK 2024
MADRID, 01-31 OCTOBER



Magazines

Format: DIN-A4.

Periodicity: 4 issues per year.

Circulation: +31.200 shipments/edition.

Interactive version: Viewer of the magazine in all interactive devices.

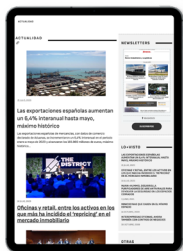
Distribution: Technicians and professionals in the sector; Distributors in the sector; Hairdressing training centers; Representative associations; Large users of hairdressing services; and Hairdressing, barbering and beauty salon companies.



Virtual Fairs

The **Interempresas virtual fair**, made up of **more than 20,000 exhibiting companies** organised in more than **90 sectoral halls**, is the world's most important permanent internet exhibition centre for professionals in the Spanish-speaking world.

Interempresas.net has its **audience audited by the Oficina de Justificación de la Difusión (OJD)**, whose monthly reports are public and can be consulted online.



Digital Magazines

Digital magazines provide always updated information, accessible from any computer, tablet or smart-phone. News, reports, interviews, technical articles, blogs, news, calendar of events and exhibitions, a collection of high quality information offered to all companies and sectorial professionals.



Newsletters

Sent by email to users who show interest in the sector with address validated and with authorization for the reception of newsletters. **A high quality B2B database, with more than +1M users** classified by sector.

Hairdressing and beauty sector: +30.500 registered users.



Social Networks

The contents published in the **e-magazines** are disseminated and shared daily in the sectorial accounts of Twitter and LinkedIn.

Related Magazines: Belleza Pro, Industria farmacéutica & cosmética, Puericultura market

Barcelona

Amadeu Vives, 20-22
08750 – Molins de Rei
Tel.: + 34 93 680 20 27

Madrid

Santa Leonor, 63, planta 3a, nave L
28037 – Madrid
Tel. 913291431

redaccion@interempresas.net

comercial@interempresas.net

www.interempresas.net/info