

scratch[®]

The world's #1 resource for nails

MEDIA KIT



PROUD TO POWER:



Nailympia[®]
COMPETITIONS





Welcome to *Scratch*: the organisation that celebrates and champions the nail industry via its magazine, online platforms, competitions and events.

Since its launch in 2003, *Scratch* has stood at the heart of the professional nail world, shining a spotlight on the artistry, innovation and business behind every service. *Scratch* is dedicated to raising the profile of the global nail sector and providing valuable resources for its community of technicians, educators, brands and creatives.

136k

SCRATCH INSTAGRAM
FOLLOWERS

61k

SCRATCH FACEBOOK
FOLLOWERS

37k

NEWSLETTER
DATABASE

25k

3RD PARTY EMAIL
DATABASE

29k

NAILYMPIA INSTAGRAM
FOLLOWERS

10k

NAILYMPIA FACEBOOK
FOLLOWERS

EVENTS & COMPETITIONS



Promotional period: January to September 2026.

Key date: *The Scratch Stars Party* – Sunday 5 July 2026
at The Underglobe, London.

Sponsorship: £5,495 + VAT per category.

scratchmagazine.co.uk/scratchstars | #scratchstars



Locations: Anaheim, China, Orlando, San Antonio, London.

Sponsorship: Price on enquiry.

nailympia.com | [f /Nailympia](https://www.facebook.com/Nailympia) [@nailympiacompetitions](https://www.instagram.com/nailympiacompetitions)



Promotional period: August 2025 to June 2026

Key date: The champion's reveal at the *Scratch Social* – Sunday 31
May 2026 at *Premiere Orlando*, Florida.

Sponsorship: £8,000 per category.

scratchmagazine.co.uk/nasna | #nasna #northamericasstarnailartist



Locations: Orlando, Florida + more to be announced.

Key date: Sunday 31 May 2026.

scratchmagazine.co.uk/scratchesocial



DIGITAL RATES

POSITION	RATE (+ VAT)	SPEC
Boosted social post (Instagram/Facebook/TikTok)	£1,195	Reel, carousel, static image + caption
Giveaway + entry data	£995	1200x780px png/jpeg
Newsletter placement (x4)	£995	650x120px png/jpeg
Solus email Single email to <i>Scratch</i> 's third party database.	£995	Html file with subject + preheader
Branded video interview Includes collaborative post on social media + original and edited files.	£1,995	N/A

PROMOTIONAL PACKAGE:

THE 7-DAY DIGI DRIVE

- 1 x homepage banner
- 1 x solus email
- 1 x boosted social post
- 1 x branded video interview/demo or web feature

£2,995 + VAT

WEB RATES

POSITION	RATE (+ VAT)	SPEC
Homepage takeover Premium button, homepage video, homepage banner + homepage pop-up.	£5,595	As listed
Premium button	£1,995	660x300px png/jpeg
Homepage video	£1,995	1080x1080px MP4 file
Homepage banner	£995	1160x150px png/jpeg (desktop)
Homepage pop-up	£1,995	900x900px png/jpeg
Within article content	£495	1200px W, any height png/jpeg
Digital issue banner	£1,495	1200x150px png/jpeg (desktop) 768x192px png/jpeg (mobile)

Image credit: Nails: Erin Eng & Vu Nguyen | Art direction & graphics: Candace Staples | Model: Valeriya Kuklishyna for The Industry Photography: Lindsey Karnopp | Wardrobe: Adriana Picrella | Hair & make-up: Kelly Shew | Digital retoucher: Froy Gutierrez



PROMOTIONAL PACKAGE:

THE SIX-MONTH STARTER

6 x full page adverts
2 x homepage banners
2 x solus emails
2 x boosted social posts
2 x bespoke magazine features
1 x giveaway

£15,995 + VAT

MAGAZINE RATE CARD

POSITION	RATE (+ VAT)	SPEC
Front cover	£5,495	300dpi tiff, pdf or high resolution jpeg - A4 size.
Spreadmarker	£3,000	580mm W x 100mm H png/jpeg.
Spreadmarker + DPS advert/advertorial	£5,095	As listed.
Insert/flyer (10g)	from £1,495	Contact for info.
Full page (single insertion)	£1,795	Trim: 210 x 297mm Type: 185 x 276mm Bleed: 3mm all edges
Full page (12 insertions)	£1,345	As above.
Double page spread (single insertion)	£2,595	Trim: 420 x 297mm Type: 400 x 276mm Bleed: 3mm all edges
Double page spread (12 insertions)	£1,945	As above.
Digital issue banner	£1,495	1200x150px png/jpeg (desktop) 768x192px png/jpeg (mobile)

Contact for series discounts and save up to 30%.

PROMOTIONAL PACKAGE:

THE GRAND PRESENCE

To be taken over 12 months.

24 x full page adverts (can be a mix of single and double page spreads)
4 x homepage banners
4 x solus emails
4 x boosted social posts
4 x bespoke magazine features
2 x giveaways
1 x branded video interview

£37,995 + VAT

Image credit: Creative director, photographer, stylist & retoucher: Natalia Palmer | Nail stylist: Sophie Donaldson
Make-up artist & hair stylist: Rachel Hawkins | Model: Priscilla de Araújo | Photography assistants: Aung Thant Kyaw



EDITORIAL CALENDAR

ISSUE	KEY FOCUSES	EDITORIAL & ADVERTISING DEADLINE	LANDS FOR PRINT & DIGITAL
Jan 2026	Workplace Wellbeing Builder Gel Focus	03/12/2025	02/01/2026
Feb 2026	Footcare Services & Pedicure Products 3D & Mixed Media Art Valentine's Nail Art Inspo	07/01/2026	01/02/2026
Mar 2026	Spring/summer Nail Trends Money Matters & Handy Business Tools	06/02/2026	01/03/2026
Apr 2026	Bridal Nail Inspo & Products Sustainability Focus	06/03/2026	01/04/2026
May 2026	Natural Nailcare Workplace Furniture & Design	07/04/2026	01/05/2026
Jun 2026	The L&P System Nail Art Tools	07/05/2026	01/06/2026
Jul 2026	The Gel Polish System Safety & Hygiene Matters	08/06/2026	01/07/2026
Aug 2026	<i>Scratch Stars Awards: Party Pics & Winners Reveal</i> Fantasy & Extreme Nail Styles	07/07/2026	01/08/2026
Sept 2026	Autumn/Winter Nail Trends E-files & Bits	07/08/2026	01/09/2026
Oct 2026	The Gel System Business Branding, Marketing & Workwear Halloween Nail Art Inspo	07/09/2026	01/10/2026
Nov 2026	Seasonal Retail Items Treatment Upgrades & Add-ons	07/10/2026	01/11/2026
Dec 2026	Christmas & Party Nail Art Designs <i>Nailympia London winners</i>	03/11/2026	01/12/2026

ADVERTISING

To enquire about advertising contact:
scott.derbyshire@scratchmagazine.co.uk

Image courtesy of Gelish, featuring the Gelish Cream Gel Palette in Neon & On & On, available via www.gelishmorgantaylor.co.uk | Nails: Vu Nguyen | Photography: Linsey Karnopp | Creative director: Liza Samala
Model: Ellie Jay | Imaging: Froy Gutierrez