

TextureMedia®

EMPOWERING CURLS, COILS AND WAVES IN THE DIGITAL AGE

**LARGEST HAIRCARE PLATFORM**  
**TRUSTED THOUGHT LEADER**  
**INSPIRING & EDUCATING MILLIONS**  
**OF BEAUTY ENTHUSIASTS**

TextureMedia®

NATURALLYCurly<sup>COM</sup>

CURLYNIKKI®

curlmart®  
NATURALLYCURLY'S ONLINE BOUTIQUE

texture  
trends  
by TextureMedia and thebeautyindustry

# *what we stand for*

17 YEARS AND COUNTING, WE BROUGHT TEXTURE TO THE FOREFRONT



**1998**

NaturallyCurly was born out of the struggles of curly girls

**2004**

**CurlMart** launched  
NaturallyCurly's Online Boutique

**2009**

CurlStylist & Best of the Best Awards launched



**2012**

Texture on the Runway NYC launched

**2011**

TextureTrends 1st report launched

**2010**

Joined forces with CurlyNikki



**2016**

Texture on the Runway NYC in partnership with Target

**2017**

Coming soon!  
Book by NaturallyCurly

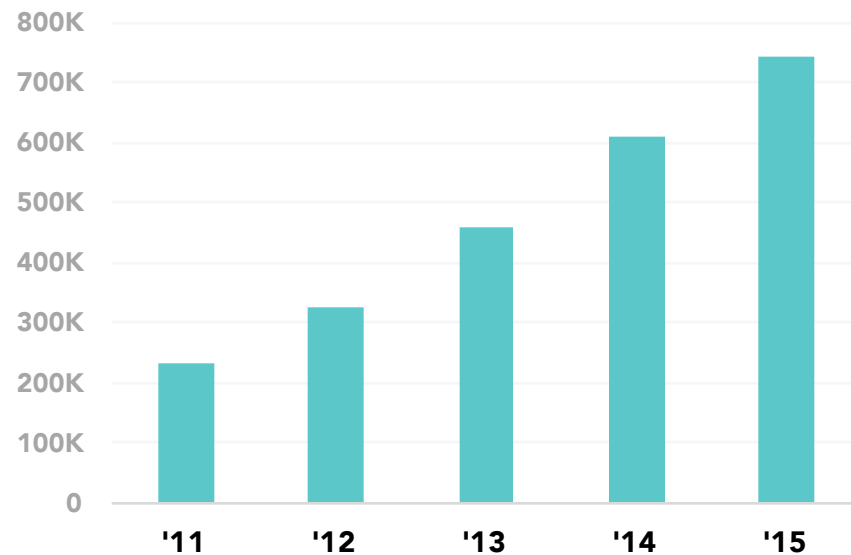


# *growth*

THE LARGEST ONLINE HAIR PLATFORM SEEING RAPID GROWTH YEAR OVER YEAR

## EMAIL SUBSCRIPTIONS

Now we're at **800K** in 2016



## SOCIAL

**1.6 Million** social followers in 2016





# *audience*

## WHO IS SHE?

She is a young, multi-faceted shopper and enthusiastic product user who is always on the go. She wants immediate access to her product anytime, anywhere.

**40%**  
MILLENNIALS  
AGED 18 – 34

**81%**  
ARE UNDER THE  
AGE OF 45

**40%**  
MULTI-ETHNIC,  
CAUCASIAN, LATINO,  
ASIAN, ETC.

**60%**  
AFRICAN  
AMERICAN

**65%**  
HAVE  
SOME COLLEGE  
OR A DEGREE

**60%**  
HAVE CHILDREN IN  
THE HOUSEHOLD



## JUST OUR COMMUNITY

SPENDS **\$1B+** ON HAIR PRODUCTS ANNUALLY

**4X MORE LIKELY** TO BE INTERESTED IN HAIR CARE  
PRODUCTS VERSUS THE AVERAGE INTERNET USER



2A



2B



2C



3A



3B



3C



4A



4B



4C



# *our numbers*

NATURALLY *Curly*.com®

**2M**

UNIQUE VISITS

**400K**

UNIQUE EMAIL SUBS

**2M**

SOCIAL REACH

**26-35**

CORE AGE

**70%**

MOBILE USERS

CURLYNIKKI®

**1M**

UNIQUE VISITS

**200K**

UNIQUE EMAIL SUBS

**20M**

SOCIAL REACH

**26-35**

CORE AGE

**70%**

MOBILE USERS





# product offerings

## DIGITAL MEDIA

Desktop & mobile presence via display banners, mobile placements & emails



## CONTENT

Best in class editorial team produces bespoke content, including advertorials & infographics



## VIDEO

From inception to mobile delivery, visual storytelling via worldwide distribution channels



## COMMUNITY

Brand-exclusive giveaways, social amplification & community engagement



## EVENTS

Online and offline experiential activations that connect community members & brand names



## ONLINE SHOPPING

CurlMart custom boutique & product sampling



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# *service offerings*

## QUALITATIVE RESEARCH

Focus groups & roundtable feedback from consumers, stylists & editors



## WHITE LABEL TESTING

Highly targeted user testing



## CONSULTATIVE SERVICES

Best in class team of experts develops custom creative solutions ranging from content to technology tools based on your brand's needs

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## QUANTITATIVE RESEARCH

Targeted surveys to uncover answers to your key brand questions



## TEXTURETRENDS REPORT

One-of-a-kind insights uncovering trends & behaviors across product, hair types, concerns & retailer utilization



# *amplifying the conversation*

LOOK WHO'S TALKING  
WE MIRROR OUR AUDIENCE







FOR GENERAL INQUIRIES

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