



Haute Beauty

by Haute Living

2020 Partnership Opportunities

The Haute Beauty Network of Top Plastic Surgeons & Doctors

ABOUT

The Haute Beauty Network

We connect our audience to the most prominent surgeons in the beauty industry. Designed as a partnership-driven portal featuring two experts in each market per specialty. Our partners drive innovation and are the authority in their respective fields.

Haute Beauty is a digital platform, rich in content curated for the most ambitious aesthetic connoisseurs. Haute Beauty is a subsidiary of Haute Living. Haute Living is a luxury lifestyle brand with publications in Miami, New York and Los Angeles. Its vast digital, social media platforms and celebrity events capture an elite audience of the world's most influential consumers. Stellar lifestyles are elegantly displayed in the most affluent destinations. Haute Living partners with some of the world's most prestigious brands making it an opulent media empire.

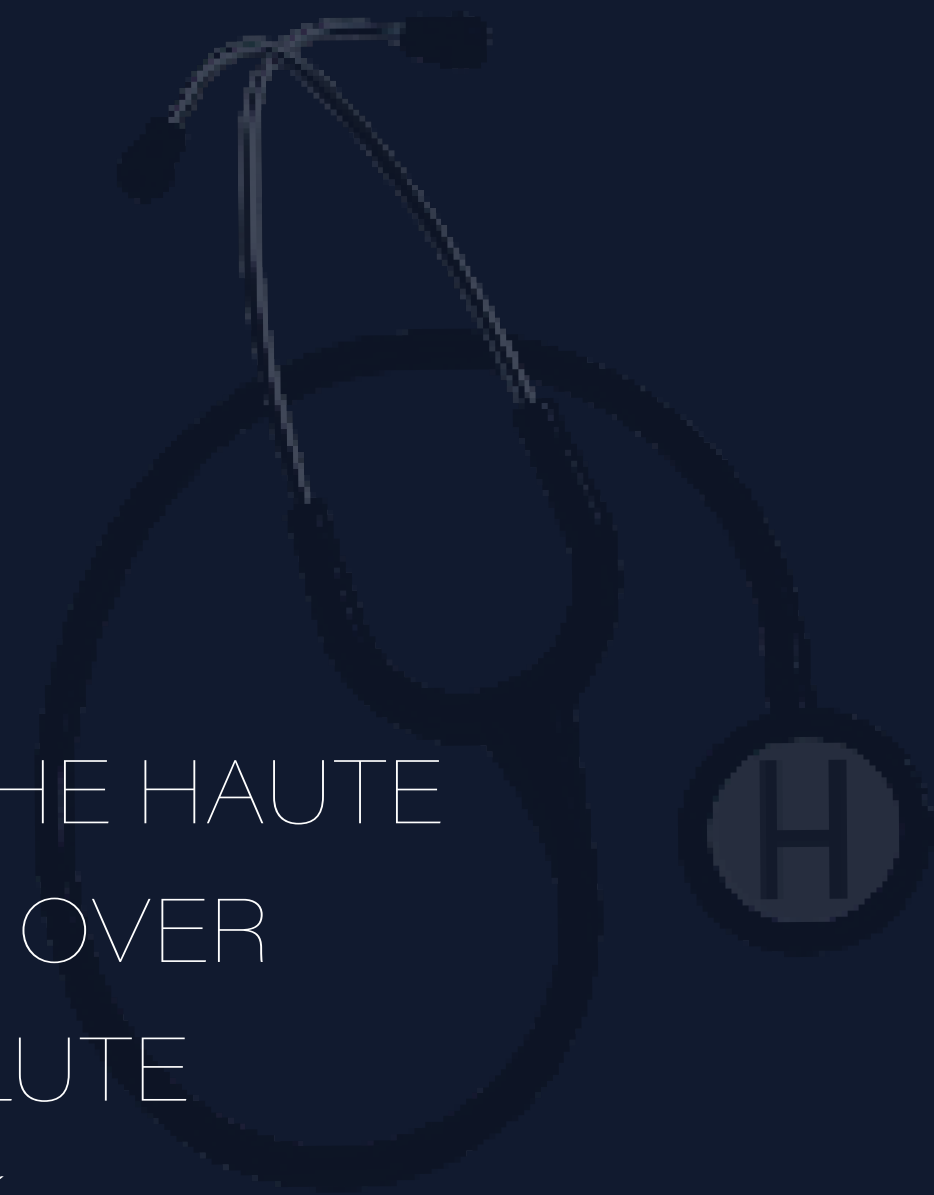
Haute | Beauty



"IT'S BEEN A **PLEASURE** WORKING WITH HAUTE BEAUTY AND THE HAUTE LIVING TEAM IN GENERAL. I'VE GOTTEN TO KNOW THEM WELL, OVER THE YEARS AND THERE IS **NO QUESTION** THEY ARE THE ABSOLUTE BEST. I'M **PROUD** TO BE PART OF THE HAUTE FAMILY AND LOOK FORWARD TO THE **AMAZING** THINGS THEY WILL CONTINUE TO DO"

Dr. Dhaval G. Bhanusali MD FAAD

Market: New York | Speciality: Skin Expert



HAUTE LIVING NETWORK OF TOP PLASTIC SURGEONS

HAUTE BEAUTY MEMBERSHIP \$7,500 FOR 1 YEAR [\$625 PER MONTH]	
EXCLUSIVITY	The Haute Beauty Network is an elite subsidiary product of Haute Living. This partnership-driven network connects consumers to top-ranked cosmetic surgeons in segmented target areas. Be one of two beauty experts – per specialty – in your market.
EXPOSURE	Our exclusive platform offers you visibility, branding and digital + print presence through our Haute Living website, social media channels, press release announcements, inclusion in our New York, Miami and Los Angeles print issues, and more.
NETWORK	Join us at our various VIP events in your market throughout the year where you will be able to network with our affluent and elite network of clients.
SEO RANKING	Boost your SEO ranking through the distribution of personalized, market-specific traffic, spotlight content that appears on the Haute Living landing page – with 500,000 subscribers – and Haute Beauty monthly online article posts about your specialty, in addition to appearing on our mobile website and in our weekly newsletter. www.hauteliving.com is a Google News site, giving our members
PRINT + DIGITAL	"Your membership includes inclusion in our directory of top doctors across the country in the print issues of Haute Living New York, Los Angeles and Miami, with 20,000 issues printed six times a year. Additionally, you will receive monthly online articles highlighting your top procedures, expert advice, your practice and more.
SOCIAL	The Haute Living Instagram, with over 170,000 followers, allows for maximum exposure. You will be announced as our new exclusive doctor in your market and specialty, and will be featured throughout our Instagram stories with links to your member page and articles.



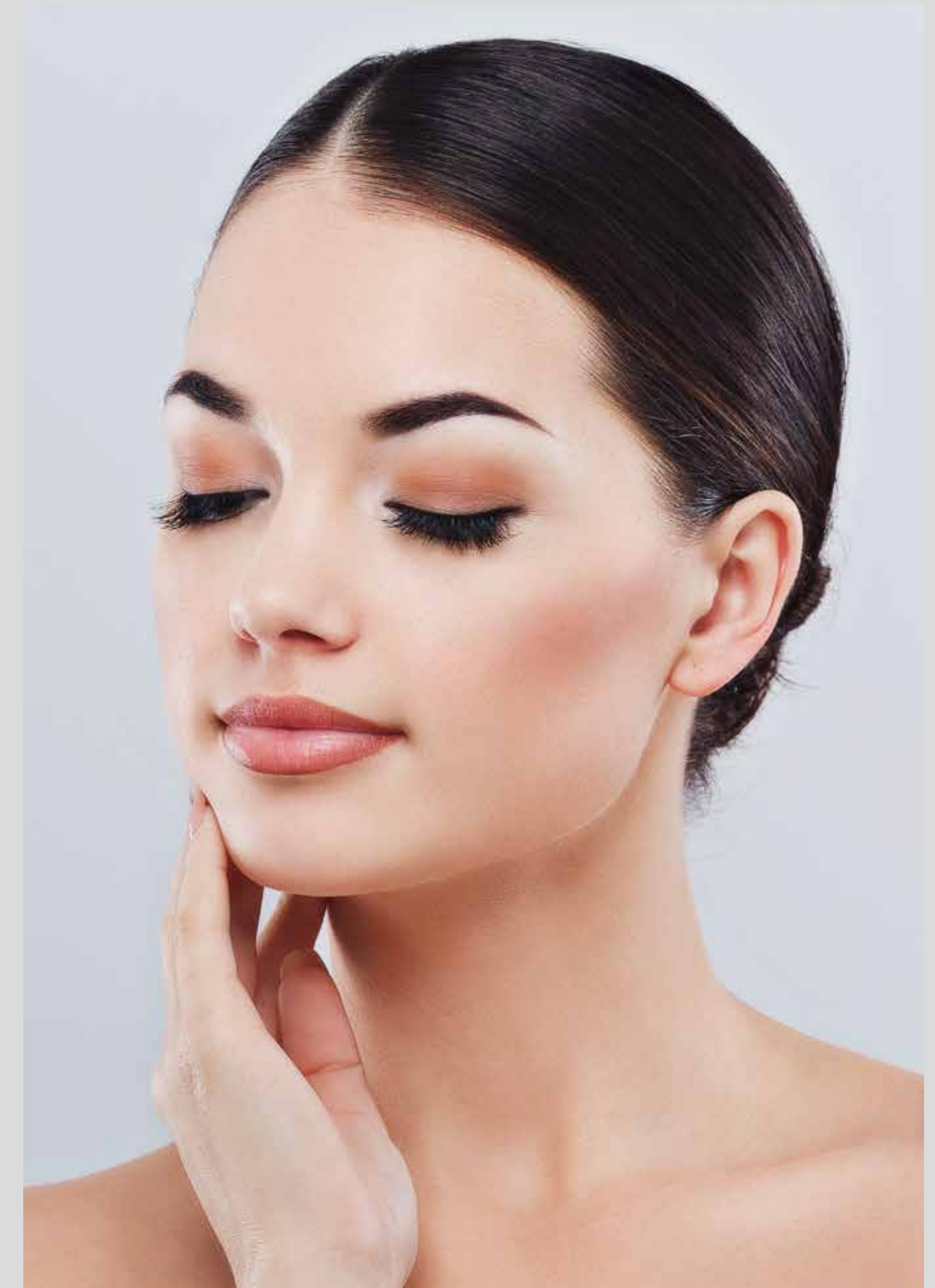
HAUTE LIVING NETWORK OF TOP PLASTIC SURGEONS

HAUTE BEAUTY MEMBERSHIP \$7,500 FOR 1 YEAR [\$625 PER MONTH]	
BRANDING AND POSITIONING	<p>1 Instagram post to make announcement of joining Haute Beauty on @Hauteliving Instagram.</p> <p>Our members appear on HauteLiving.com through the Haute Beauty portal and have their own landing page with links to website, social media, and more.</p> <p>HauteLiving.com is an official Google News site allowing us to boost your SEO ranking through the distribution of personalized spotlight content that appears on Haute Living.</p>
MEDIA RELATIONS	<p>Press release announcing membership via PRWeb.</p> <p>The press release is distributed to over 30,000 journalists worldwide on the #1 Global Press Release Site, linking back to our members personal website.</p>
GOAL	<p>Position our members as an expert on relevant topics for their category. Make them local leaders through Haute Living global brand.</p>
ACCOUNT MANAGER	<p>Haute Beauty has assigned each member a Sales Account Executive along with an editor for monthly content.</p> <p>Monthly communication through phone and email.</p> <p>Sending links and clips in real time to our members.</p>



Benefits of Membership

- Brand Building via Digital, Social Media, and more through Haute Living.
- Media Relations- Press Release via PR Web announcing our partnership as an expert of Haute Beauty Network of top plastic surgeons.
- Celebrities, Influences & Events- Attend various sponsored Haute Living social events in your market.
- Exposure- HauteLiving.com home page reaches over 500,000 subscribers, and our members are showcased as a leading expert on Haute Beauty's home page.
- Featured on our social media pages that jointly boast over 250,000 followers, including some of the most prominent influencers today.
- Featured in our weekly newsletter emailed to our network introducing new partners in addition to top 5 beauty buzz articles written by our surgeons.



Become an Expert Voice in Haute Beauty

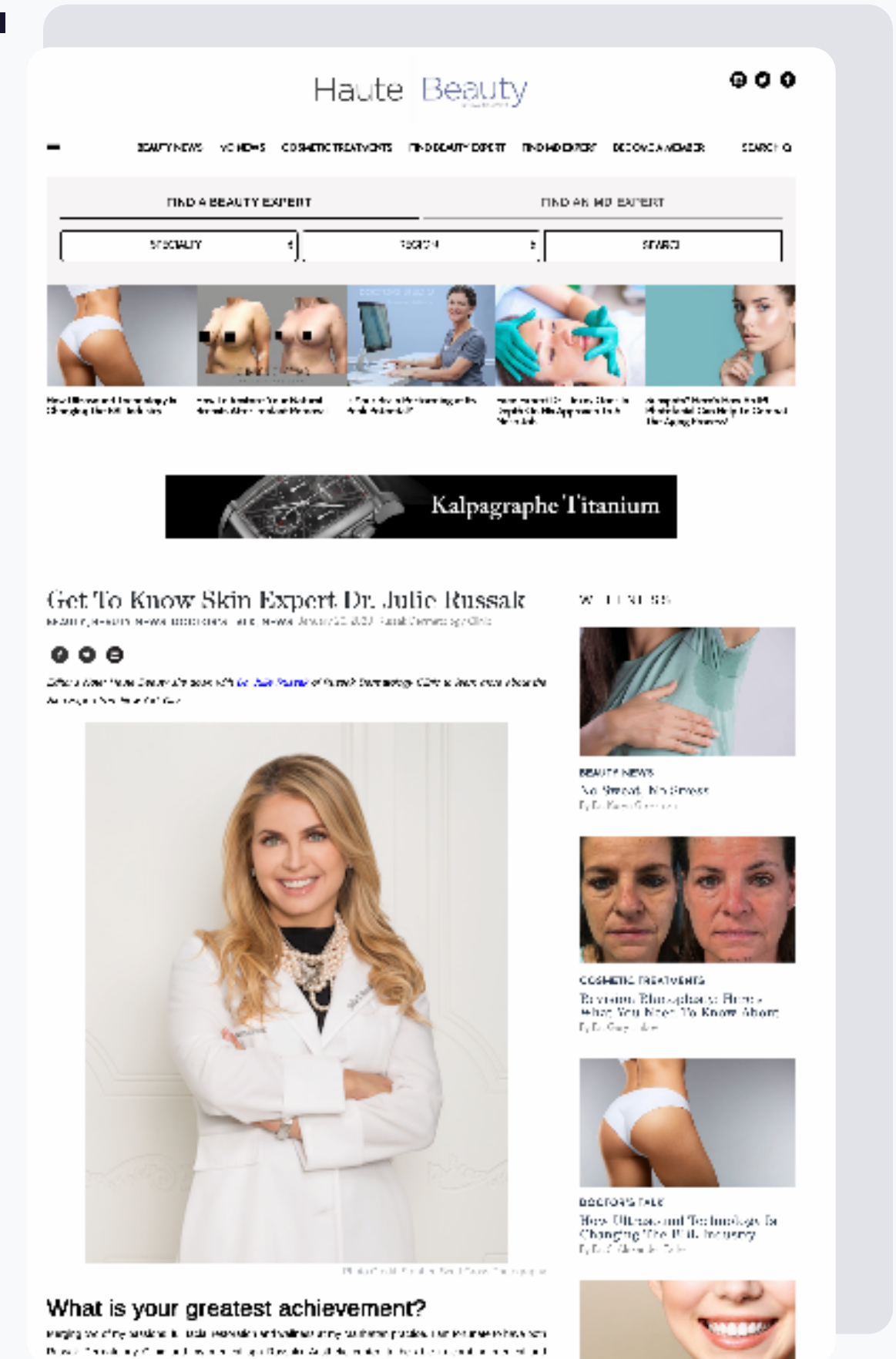
MEMBERSHIP INCLUDES:

1. IG Post on @hauteliving announcing Plastic Surgeon as an exclusive member.
2. Monthly Editorial on our Haute BeautyMember creating powerful SEO.
3. Inclusion in Haute Beauty Directory in 18 Issues of Haute Living Magazine.
4. Press release announcing network partnership through PR WEB.
5. @hauteliving Instagram Story Posts

1.



2.



3.



Amplify your client reach to an elite audience.

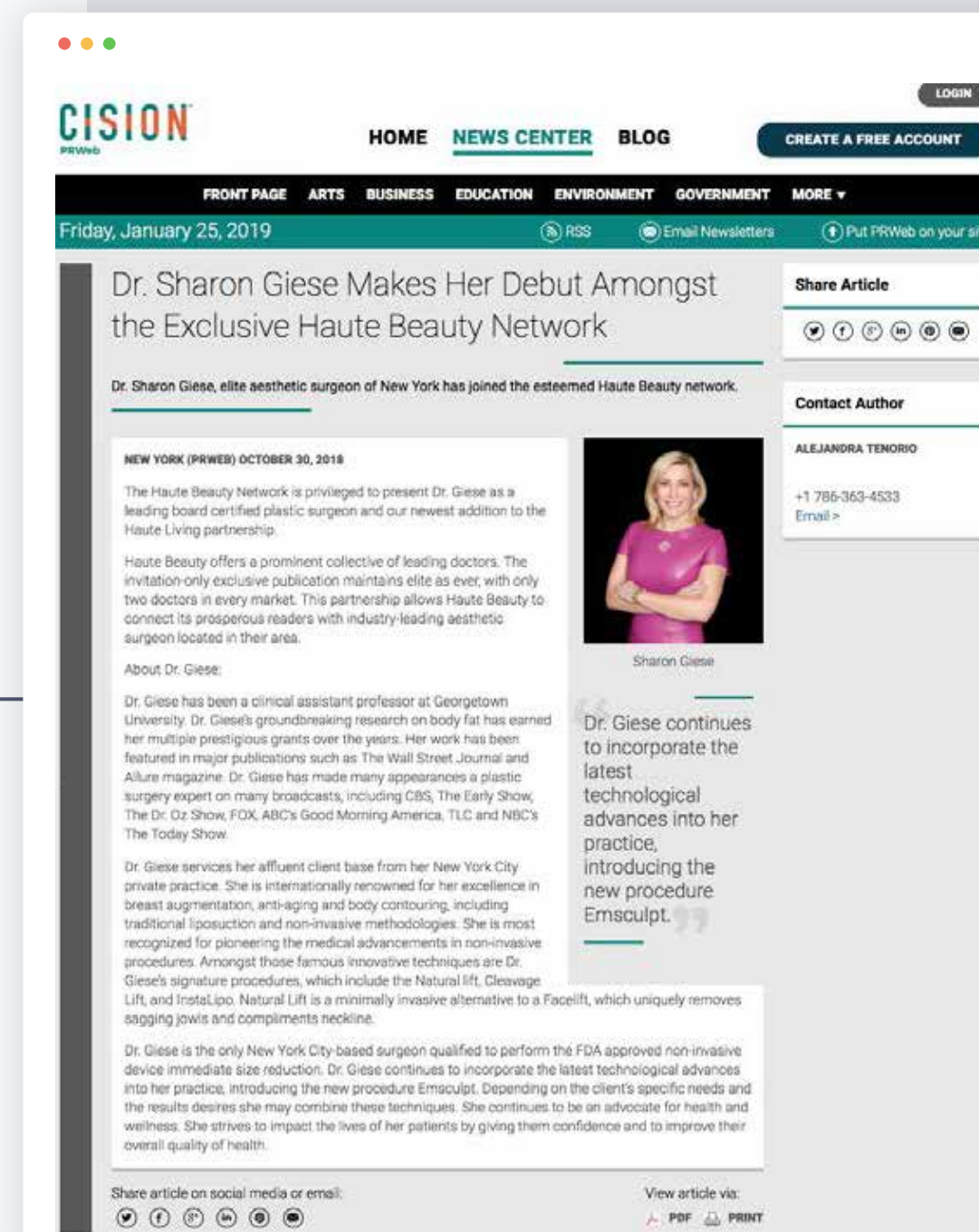
INSTAGRAM STORIES

Connect with our audience through Instagram swipe up stories.

Our team will actively work on identifying your best existing content tailored to our platform.

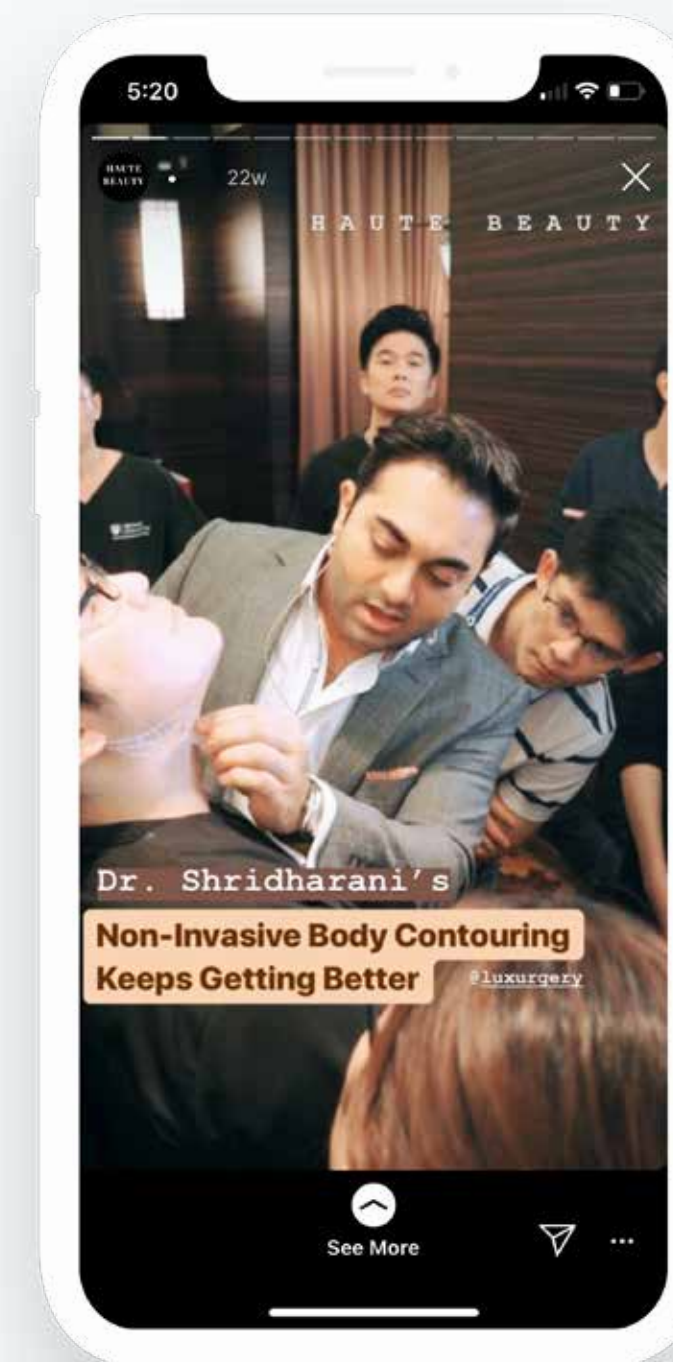
Each story will contain a hyperlink to a desired external landing page (i.e. Haute Beauty member profile).

4.



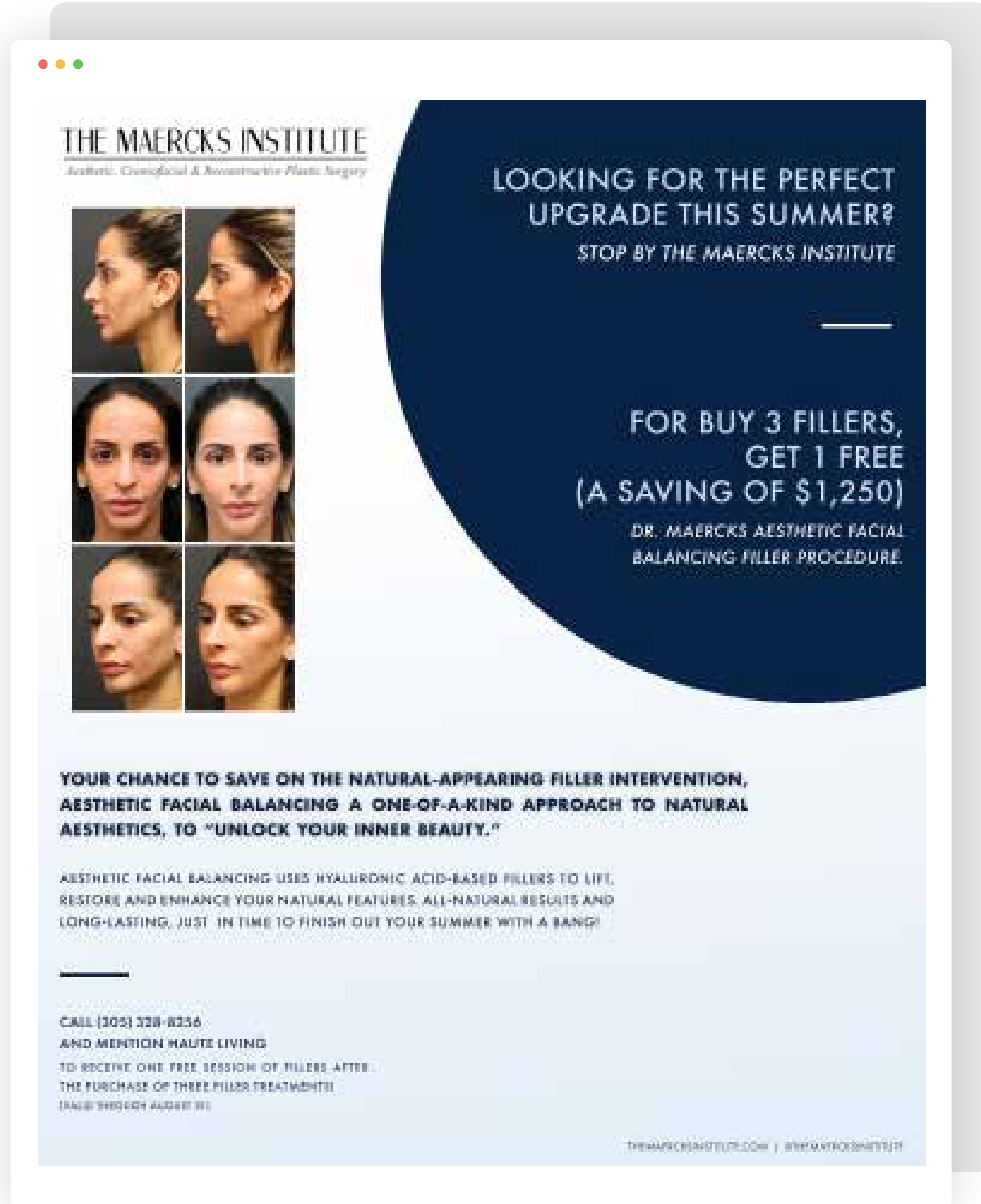
Haute Beauty

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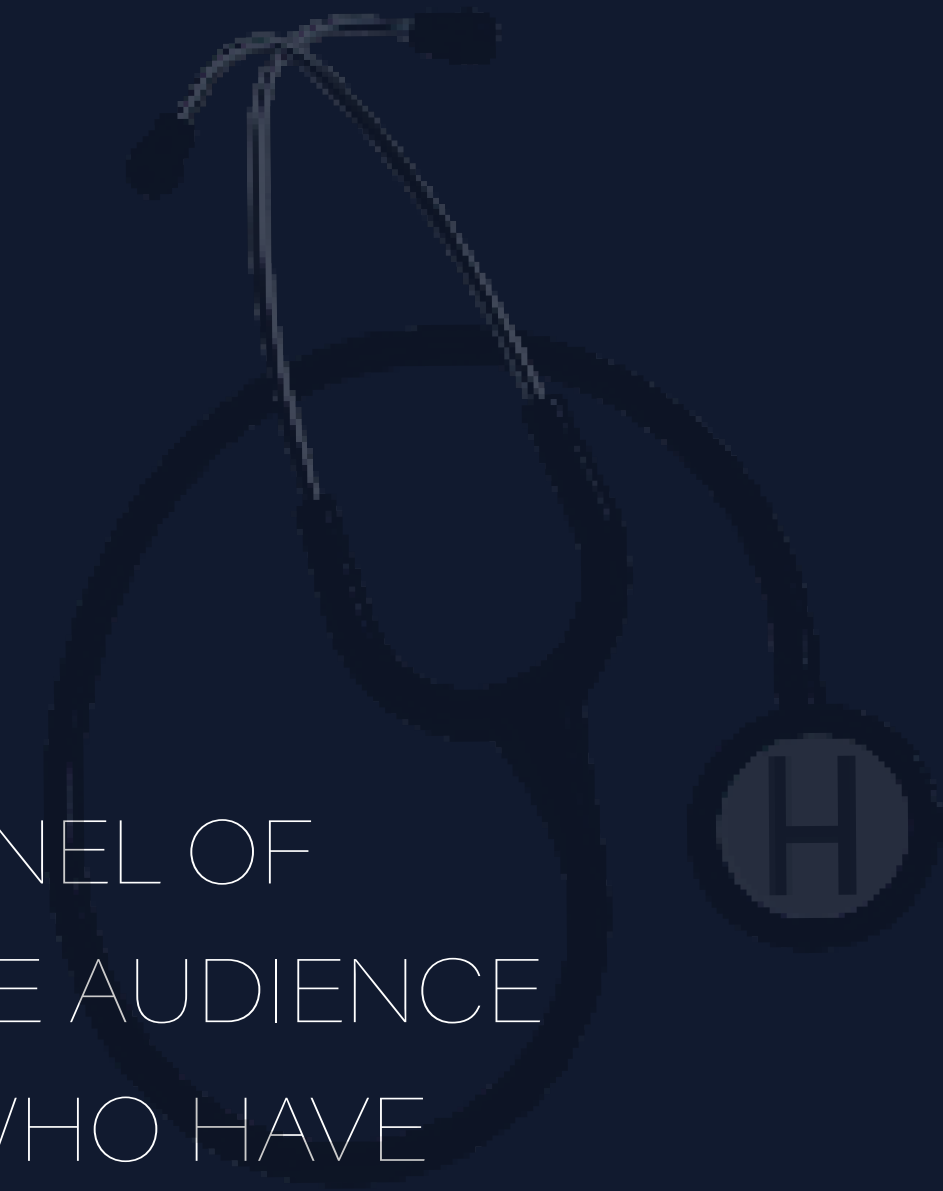
DEDICATED EMAIL BLAST

A personalized email blast sent to 25,000+ opt-in subscribers including the top plastic surgeons Guaranteed 15% open rate
\$2500 per blast.

"THE HAUTE BEAUTY SUMMIT WAS A **COMPLETE SUCCESS!** I HAD THE **HONOR** OF BEING ON A LOCAL AND NATIONAL PANEL OF EXPERTS IN THE AESTHETIC INDUSTRY. IT WAS APPARENT THE AUDIENCE WAS A CURATED GROUP OF **EDUCATED PROFESSIONALS** WHO HAVE A **STRONG INTEREST** IN THE BEAUTY INDUSTRY & THAT DEFINITELY MADE THE EVENT A SUCCESS. THE ORGANIZATION AND VENUE WERE **IMPECCABLE**. I LOOK FORWARD TO BEING ON NEXT YEAR'S PANEL."

Dr. Daniel Careaga MD

Market: Florida | Speciality: Body and Breast Expert





Haute Beauty Networking Events

Our partners have access to key events across the country including Haute Living cover launches, intimate dinners, Haute Residence Summits, cocktail hours and more. Haute Design partners are able to network with leading industry peers, celebrities, athletes, and business tycoons.

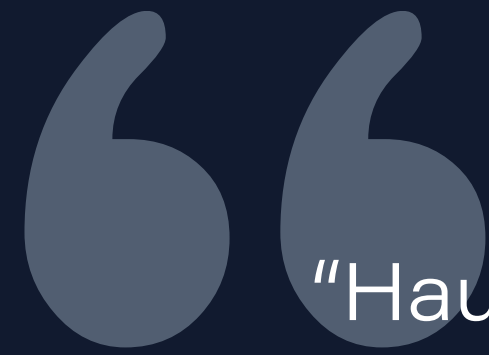


TWO EXCLUSIVE PARTNERS PER SPECIALTY IN EACH MARKET:

- Breast Augmentation
- Body Procedures
- Face Procedures
- Nose Procedures/Rhinoplasty
- Butt Lift/Butt Augmentation
- Cosmetic Dentistry
- Skin/Cosmetic Dermatologist
- Anti-Aging/Stem Cell
- Fertility Expert
- MedSpa
- Spine/Joint Expert
- Stem Cell Research
- Nutritionist
- Acupuncture
- Wellness
- Holistic medicine
- Allergist

BECOME A LOCAL INFLUENCER & EXPERT TO HAUTE LIVING AUDIENCE:

- New York
- Florida
- Southern California
- Northern California
- Las Vegas
- London
- Texas
- Chicago
- New Jersey
- Atlanta
- Boston
- Washington
- ...And More!



"Haute Living is a world class brand with world class reach within the luxury communities around the world. It has been such an honor to attend their amazing events honoring the world's most famous faces and to network within the local community to continue to build my own personal Plastic Surgery brand. The articles and the online presence provided by Haute Living has also been hugely beneficial in helping spread my message about my unique approach to the Plastic Surgery industry. "

Dr. Deepak Dugar MD

Market: Los Angeles | Speciality: Nose Expert

CURRENT

Haute Beauty Members

