



INTERNATIONAL

PROFESSIONAL MAGAZINE FOR  
PERMANENT MAKEUP ARTISTS



**ALINA SOLOVEVA** –  
*international class  
permanent makeup artist,  
the head of the SOLO PMU  
Academy, publisher of the  
PMU International magazine.*

In 2014 Alina Soloveva and her team created the PMU International magazine – international edition for permanent makeup artists, created for the purpose of professional growth, exploration of the modern techniques, technologies and new products, the opportunity for experienced artists to share their knowledge and show their skills. The symbiosis of theoretical knowledge and practical skills that are essential to the success of any artist of permanent makeup anywhere in the world – that is the basis of our publication.

## COLUMNS

- THEORY
- PERSON
- EXCLUSIVE
- EQUIPMENT
- PIGMENTS
- BUSINESS
- EXPERT
- SPECIAL PROJECT
- MASTER CLASS
- PSYCHOLOGY
- MEDICINE
- AESTHETICS
- MAKEUP
- TRAVELING
- GALLERY OF ARTISTS
- PHOTO GALLERY

## MAIN CHARACTERISTICS OF PUBLICATION

<b>Format</b>	A4
<b>Page count</b>	120-150 pages
<b>Periodicity</b>	2 times a year
<b>Language</b>	English
<b>Circulation</b>	3000 copies

## DISTRIBUTION

Printed version of the PMU International magazine can be purchased at our website

[www.pmuinternational.com](http://www.pmuinternational.com)

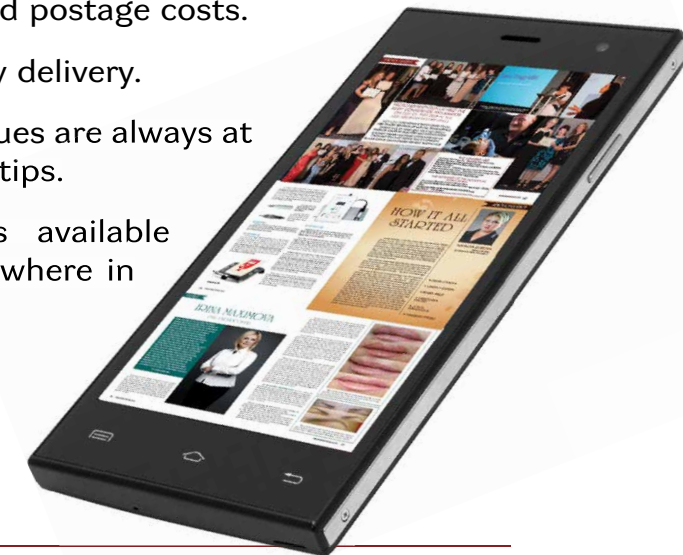
You can buy any issue released so far or even purchase the Gift-pack. Here you can also find a lot of interesting and unique articles, look through artist portfolios from all over the globe, learn about professional brands and their products, and get information about educational projects and professional conferences hosted worldwide.

Online version PMU International magazine is available on our website as well.



## THE ADVANTAGES OF THE ELECTRONIC FORMAT

- The cost of the electronic version is lower, as this excludes both printing house services and postage costs.
- Momentary delivery.
- Archive issues are always at your fingertips.
- Content is available to you anywhere in the world.



FOR THE CONVENIENCE OF READERS AROUND THE WORLD, WE HAVE DEVELOPED A MOBILE APPLICATION FOR



iOS



Android

Our magazine is also available at:

amazon



Google play

**PMU**  
INTERNATIONAL

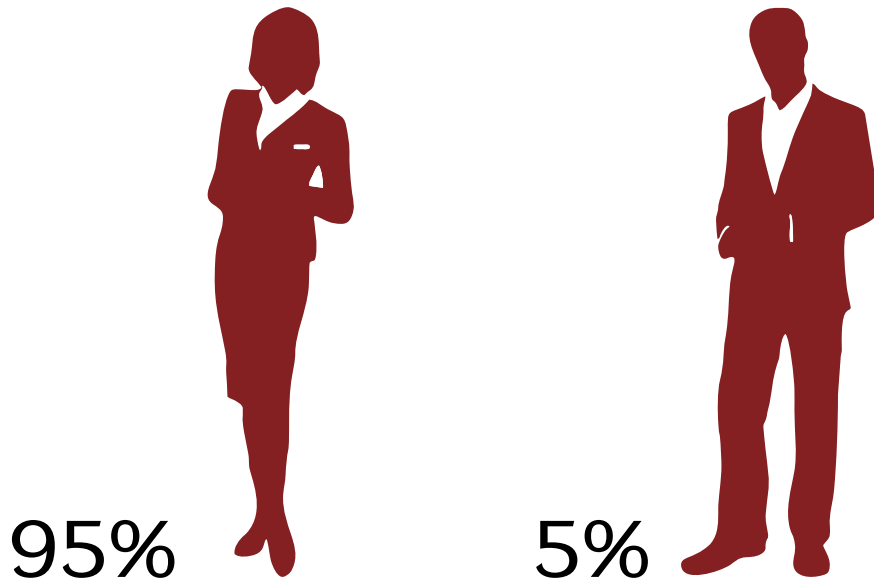
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## READERSHIP

The core audience is represented in the form of permanent makeup artists of different levels – those who are just starting their careers and specialists with great experience. The magazine is also often ordered by the heads of permanent makeup studios for their employees, or by artists as a gift to their students during the master classes and conferences.



PMU INTERNATIONAL MAGAZINE TAKES AN ACTIVE PART IN PROFESSIONAL CONFERENCES AND ASSEMBLIES THROUGHOUT THE WORLD. ASK THE EVENT ORGANIZERS FOR A COPY.



## PRICE LIST

We offer **special discount** for organizers of conferences, educational courses and master classes. **Save 30%** while purchasing ad space in our magazine (all bonuses remain intact).

SIZE	TRIM	BLEED	PRICE
FULL PAGE	212 x 280 mm	222 x 290 mm	980 \$
1st Spread	424 x 280 mm	434 x 290 mm	1950 \$
Two-page SPREAD	424 x 280 mm	434 x 290 mm	1450 \$
Split cover	106 x 280 mm	116 x 290 mm	2500 \$
Cover Three (the inside of the back cover)	212 x 280 mm	222 x 290 mm	1480 \$
Cover Four (the back cover)	212 x 280 mm	222 x 290 mm	1480 \$

### SPECIAL PROPOSES:

- Insert of different density
- Insert of samplers
- Special attachments for the magazine, etc.

The calculation of the non-standard costs for advertising is carried out individually.

### AD SIZES & RESOLUTION REQUIREMENTS

1. CMYK, not less than 300 dpi.
2. Convert All Text to Outlines.
3. Layout can be provided as Vector graphics
  - \*.cdr (up to and including version X6),
  - \*.ai (up to and including version CS6),
  - \*.eps (up to and including version CS6),
  - \*.indd (up to and including version CS6).
4. All the layouts should have 5 mm outputs of the bleed



## LINDA DIXON

PMU Magazine has achieved perfection with their passion for our profession.

The talent of contributors and editors is breathtaking. I commend each of you on the staff of PMU Magazine for your efforts. Thank you.



## DAWN CRAGG

Your PMU International Magazine is absolutely brilliant. It gives us all a lot of information and allows us to “meet” technicians and trainers from around the world.



Aleksandra Górecka



Elena Nikora



Audrey Smile



Dora Marciano



Esther Lemmens



Joanne lee



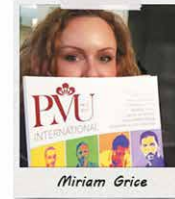
Katerina Zapletalova & Leighanne Pitman-Smith



Jody Lea



Matteo Perazzi



Miriam Grice



Monika Lanik



Moshe Alul



Naomi Labyed



Solvår Hegge



Tünde Méhn



Valentina Tecchio



Alexander Sivak



Victoria Tomashivskaya



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Head of Project

pmuinter@gmail.com

## MAXIM GRANKO

Editor-in-chief

pmuinter@gmail.com

**ALAN SPADONE**  
BRAZIL

My name is Alan Spadone, I am a master technician in Micro Pigmentation, a member of ANIMA International. I've been in the industry for 10 years, I've worked in various countries, I've been able to work with the most complete Master Level. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry.

**FACIAL MORPHOLOGY (SYMMETRY)**

**SWISS COLOR**  
International

Swiss perfection for your Permanent Make up Business

As a world wide living partner, delivering our products to 38 countries worldwide, we provide outstanding quality and customer service to all our customers. This enables our partners to be more profitable and fulfil all the needs of their customers. Get it touch with us and experience Permanent Make up all you have experienced so far. With a smile and Swiss perfection.

www.swiss-color.com

**TINA DAVIES**  
CANADA  
TORONTO

THE OWNER OF THE ALMA SOLOVEVA STUDIO

It was the other person in the room who inspired me to become a permanent makeup artist. I have been in the industry for 10 years, I've worked in various countries, I've been able to work with the most complete Master Level. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry.

www.pmuinternational.com

**Lipigments**

The Forever Color Series™

**MAXIMO FROIO:**  
"I REALLY ENJOY MY WORK"

Massimo began his adventure as a pioneer in the professional micro-pigmentation sector more than 25 years ago. Starting out as a long haired young man with a guitar in one hand and a tattoo machine in the other, Massimo Froio has grown a business of the most important figures in the permanent makeup industry. Today his company stands upon the most cutting edge equipment, colors and accessories on the market in professional all over the world. With more than 40 branch offices in Italy alone, Massimo runs his company with the help of his beloved wife and daughter, making it a family business with people interests at heart.

www.lipigments.be

**ESTHER LEMMENS**  
BELGIUM

Full Lip Makeup is one of the most popular treatments in Permanent Cosmetics. It makes lips look really bright, attractive and at the same time subtle. Every client that light pink and natural lips has been there when I started my own business. I think, with the right lip color, you can work with permanent lip products via for an interesting and exciting job. I've been in the industry for 10 years, I've worked in various countries, I've been able to work with the most complete Master Level. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry.

**NPM EYE SHADOW**  
AESTHETIC PERMANENT MAKEUP - A NEW VISION

Would I ever see eyes with a bright and thick line of pigment?  
Would I apply permanent eye shadows that will fade after a couple of years?  
No!

**VICTORIA TOMASHYVSKAYA**

1. I've helped the following ladies NPM eye shadow in such a way that they can be proud of their eyes. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry. I have a lot of experience in the field of advertising, where I was creating brands and organizing campaigns to create specific content, and I've been able to work in the beauty industry as well as having experience in the fashion industry.

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**PMU INTERNATIONAL**

UNIQUE INDIVIDUAL AND GROUP PROGRAMS BY ALINA SOLOVEVA

EVERYTHING ABOUT PERMANENT MAKEUP FROM BASICS TO ADVANCED LEVELS

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