



mochagroup

media kit
2024

mochagroup

Established in 2006, mocha group offers printed and digital trade magazines, media channels, events, awards and competitions to the hair, beauty and barber industries

Below is a snapshot of all our divisions and with our industries showing over \$8 billion value per year, (IBIS) we believe that together, we could come up with some great opportunities for you to reach professionals that are relevant to your market and present some ideas on how to reach this demographic giving a great ROI.

Here is an overview of all of our divisions across hair beauty and barber:

We are the B2B media, marketing, and events partner exclusively for Hair, Beauty and Barbering industry.

16x publications a year

- 6x magazines for the hair industry under the title of [HairBiz](#) – 12765x Physical copies sent across Australia per issue (additional, an average of 5566 impressions online per issue through issuu.com)
- 6x magazines for the Beauty industry under the title of [BeautyBiz](#) – 7530x Physical copies sent across Australia per issue (additional, an average of 5428 impressions online per issue through issuu.com)
- 4x magazines for the Barber industry under the title of [Barbershop](#) – 4085x Physical copies sent across Australia per issue (additional, an average of 2470 impressions online per issue through issuu.com)

4 Major Awards Events

- Australian Hair Industry Awards (AHIA) [Highlight Video](#)
- Australian Hair Industry Awards (AHIA) [Highlight Video](#)
- Australian Beauty Industry Awards (ABIAs) [Highlight Video](#)
- Australian Modern Barber Awards (AMBAs) [Highlight Video](#)

eDM

Our email base is kept up to date and is only made up of business owners, senior artist, managers and active industry leaders

- Hair specific email list = 17,000+
- Beauty Specific email list = 9,000+

Social Media Channels

- Segmented audience/pages for Hair, Beauty, Barbering on Instagram and FB + combined audience on YouTube and LinkedIn.
- 58,000 organically grown true followers
- An increase of 68.3% page and profile Impressions from 1 million to 1.7 million in 2023
- An increase of 91.2% from 338,000 to 857,000 page and profile reach in 2023
- An increase of 135% from 582,000 to 1.4 million post reach in 2023
- An increase of 178% from 1500 posts to 4500 in 2023
- An increase of 2690% from 41781 to a whopping 481,362 reel plays in 2023!

Website:

- We have consistent traffic throughout the year based on continuous exclusive industry news
 - We also get significant spikes in website traffic based on our award entries, review of rules, upload of entries, ticket sales, magazine releases, and galleries from events

Please also check out our youtube channel for many other activities we have rolled out including interviews etc

www.youtube.com/channel/UCIEFCgYfCsTU76doxOrF7g

mocha group is made up of a professional team, who have unparalleled combined experience in trade & consumer publishing, marketing, pr and the hair & fashion industry.

OWNER Linda Woodhead | **GENERAL MANAGER** Jarred Stedman | **EDITOR-IN-CHIEF** Louise May

ART DIRECTOR Kellie Woodhead | **ONLINE EDITOR** Chereine Waddell | **ADVERTISING SALES** Nina Barbara

PR COMPANY Lily Blue Communications | **ADMIN** Jess Richmond | **GENERAL ENQUIRIES** mail@mochagroup.com.au

PHONE 07 5580 5155 **ADDRESS** PO BOX 252, Helensvale Plaza, QLD 4212

mail@mochagroup.com.au www.mochagroup.com.au



mochaprint



HAIRBIZ beautybiz **barbershop**

2023 AHIA Creative NZ Hairdresser of the Year - Dany Pato

HAIRBIZ

[Hair Biz](#) is a business-to-business trade magazine distributed bi-monthly to every Hair Salon throughout Australia. With a distribution in excess of 12,700 this essential business tool reaches a targeted audience and provides a media vehicle in which to promote your products and services.

NO. OF COPIES BY STATE

NSW	4200
VIC	3450
QLD	2520
SA	1100
WA	990
ACT	150
TAS	120
NT	65
Additional	100
TOTAL	12765



DEADLINES

ISSUE	EDITORIAL	AD COPY	HITS SALONS
Year 18 Issue 1 2024	December 7	December 14	January 18
Year 18 Issue 2 2024	February 12	February 19	March 14
Year 18 Issue 3 2024	April 15	April 22	May 16
Year 18 Issue 4 2024	June 11	June 17	July 12
Year 18 Issue 5 2024	August 12	August 19	September 12
Year 18 Issue 6 2024	October 14	October 21	November 14
Year 19 Issue 1 2025	December 6	December 13	January 18

RATES exc. gst

Front Cover \$4730.00

Front Cover Package (FC, IFC, Pg1) \$8850.00

Back Cover \$4390.00

Inside Front Cover/Inside Back Cover \$3530.00

Double Page Spread \$6110.00

Full Page \$3210.00

1/2 Page \$1940.00

1/3 Page \$1450.00

1/4 Page \$1120.00

6 ISSUE CONTRACT - 10% DISCOUNT OFF CASUAL RATE PER ISSUE

10% Loading applies for preferred position. Inserts from \$325 per 1000 depending on weight and size, minimum booking 1000

> ALL MAGAZINES ARE SHARED AS AN ALBUM ON OUR FACEBOOK PAGES AND IN OUR ONLINE DIGITAL VERSION AS A FREE INCLUSION

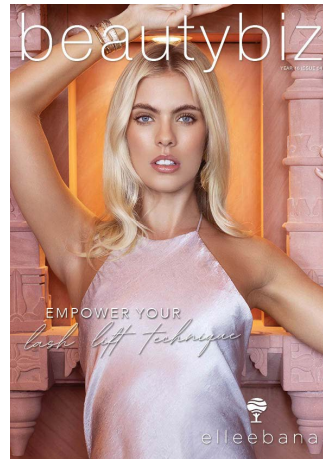
beautybiz

[Beauty Biz](#) is a business-to-business trade magazine distributed bi-monthly to every Beauty Salon and Spa throughout Australia. With a distribution in excess of 7,500 this essential business tool reaches a targeted audience and provides a media vehicle in which to promote your products and services.

NO. OF COPIES BY STATE

NSW	2400
VIC	1800
QLD	1500
SA	400
WA	750
TAS	320
ACT	120
NT	40
Additional	200

TOTAL 7530



DEADLINES

ISSUE	EDITORIAL	AD COPY	HITS SALONS
Year 17 Issue 1 2024	January 17	January 24	February 13
Year 17 Issue 2 2024	March 14	March 21	April 11
Year 17 Issue 3 2024	May 16	May 23	June 13
Year 17 Issue 4 2024	July 11	July 18	August 8
Year 17 Issue 5 2024	September 12	September 19	October 10
Year 17 Issue 6 2024	November 14	November 21	December 12

RATES *exc. gst*

Front Cover \$4420.00

Front Cover Package (FC, IFC, Pg1) \$7220.00

Back Cover \$3450.00

Inside Front Cover/Inside Back Cover \$3080.00

Double Page Spread \$5140.00

Full Page \$2800.00

1/2 Page \$1660.00

1/3 Page \$1270.00

1/4 Page \$960.00

6 ISSUE CONTRACT - 10% DISCOUNT OFF CASUAL RATE PER ISSUE

10% Loading applies for preferred position. Inserts from \$325 per 1000 depending on weight and size, minimum booking 1000

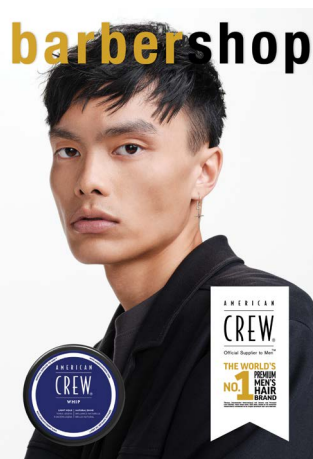
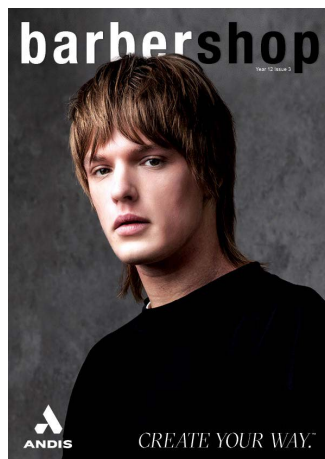
> ALL MAGAZINES ARE SHARED AS AN ALBUM ON OUR FACEBOOK PAGES AND IN OUR ONLINE DIGITAL VERSION AS A FREE INCLUSION

barbershop

[BarberShop](#) is a business-to-business trade magazine distributed free of charge quarterly to every Men's Hair Salon and Barber Shop throughout Australia. With a distribution in excess 4,000 this essential business tool reaches a targeted audience and provides a media vehicle in which to promote your products and services. Barber Shop is also subscribed to by a number of the 12,000 hair salons throughout Australia.

NO. OF COPIES BY STATE

MENS HAIR SALONS	940
BARBERSHOPS	2020
UNISEX SALONS (SUBSCRIBED)	1000
Additional	125
TOTAL	4085



DEADLINES

ISSUE	EDITORIAL	AD COPY	HITS SALONS
Year 13 issue 1 2024	February 03	February 10	February 28
Year 13 issue 2 2024	May 05	May 12	May 30
Year 13 issue 3 2024	August 04	August 15	August 29
Year 13 issue 4 2024	November 03	November 10	November 28

RATES *exc. gst*

Front Cover \$2420.00

Front Cover Package (FC, IFC, Pg1) \$4600.00

Back Cover \$2180.00

Inside Front Cover/Inside Back Cover \$1940.00

Double Page Spread \$3025.00

Full Page \$1690.00

1/2 Page \$1210.00

1/3 Page \$970.00

1/4 Page \$725.00

6 ISSUE CONTRACT - 10% DISCOUNT OFF CASUAL RATE PER ISSUE

10% Loading applies for preferred position. Inserts from \$325 per 1000 depending on weight and size, minimum booking 1000

> ALL MAGAZINES ARE SHARED AS AN ALBUM ON OUR FACEBOOK PAGES AND IN OUR ONLINE DIGITAL VERSION AS A FREE INCLUSION

technical data

FILE FORMATS

Ads to be supplied via email or on usb. If files exceed 10MG please send via a file transfer program such as HIGHTAIL or preferably share with us your DROPBOX file. We prefer files to be in PDF format but can also accept in EPS, TIFF or InDesign formats. All files must be supplied in CMYK. Any picture elements must be TIFF, JPEG or EPS files.

IMAGES

All images should be at an appropriate resolution and scale for the output device. For best results your raw images should be at least 300dpi at 100% scaling. 'Rezing-up' of images does not always create a better image. Neither does scaling or enlarging. The smaller the image, the less it can be enlarged via scaling or resolution.

COLOUR

All content should be in either CMYK, or greyscale. Using an RGB workspace can produce unexpected results, and should only be used by experienced art workers.

FONTS

All fonts should be embedded as standard. There should be no exceptions.

BLEED AND TRIM

5mm bleed should be allowed in all artwork, and trim offset should be set to 5mm. Having a trim offset smaller than the bleed amount will defeat the purpose of allowing bleed at all, as your trims will be inside your bleed area. Text to be a minimum of 8mm from edge of page.

PROOFS

A colour proof can be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour proof is sent with the artwork as a frame of reference for the printer and all files saved as specified.

RESPONSIBILITY

No responsibility will be accepted if publication is delayed or prevented by factors beyond the control of the publisher. No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.

EDITORIAL

Copy should be supplied a minimum of 1 week prior to ad copy deadline.

CANCELLATION

Any cancellation received after the cancellation deadline (21 days prior to on-sale date) will be charged at the full fee OR the publisher reserves the right to repeat any previous advertisement of the same size from the advertiser. Space cancellation within a contract period, thereby affecting a discounted rate, will result in the advertisement under the contract reverting to the appropriate rate for the number of insertions.

NON-RECEIPT OF MATERIAL

We have an obligation to you and other advertisers to deliver the magazine on time and therefore material MUST be received by the close of business on the material deadline. If not, for current advertisers, existing material will be run and for new advertisers a filler advertisement will be run.

INDEMNITY

The publisher accepts no responsibility for typesetting/artwork done by a third-party on behalf of the advertiser. If the publisher designs or amends advertiser material, a proof of the finished artwork will be made available for approval before printing. The publisher reserves the right to cancel any material deemed inappropriate. The publisher reserves the right to destroy any material unclaimed after three months.

TERMS

Payment of advertising is required within 14 days of invoice unless other credit terms have been agreed.

Artwork enquires can be emailed to artwork@mochagroup.com.au

technical data

A4 MAGAZINE (mm)

Full Page
Double Page Spread

DEPTH x WIDTH

297 x 210
297 x 420

NON BLEED MATERIAL (mm)

Full Page
2/3 Page
1/2 Page Vertical
1/2 Page Horizontal
1/3 Page Vertical
1/3 Page Horizontal
1/4 Page square

DEPTH x WIDTH

281 x 194
281 x 124
281 x 93
141 x 194
281 x 60
94 x 194
135 x 90

BLEED MATERIAL (mm)

Plus bleed - minimum of 5mm

DPS Full Page
Full Page
1/2 Page Vertical
1/2 Page Horizontal
1/3 Page Vertical
1/3 Page Horizontal

DEPTH x WIDTH

297 x 420
297 x 210
297 x 101
149 x 210
297 x 68
102 x 210

Text **MUST BE** a minimum of 8mm from edge of page
All marks to be offset by a minimum of 5mm

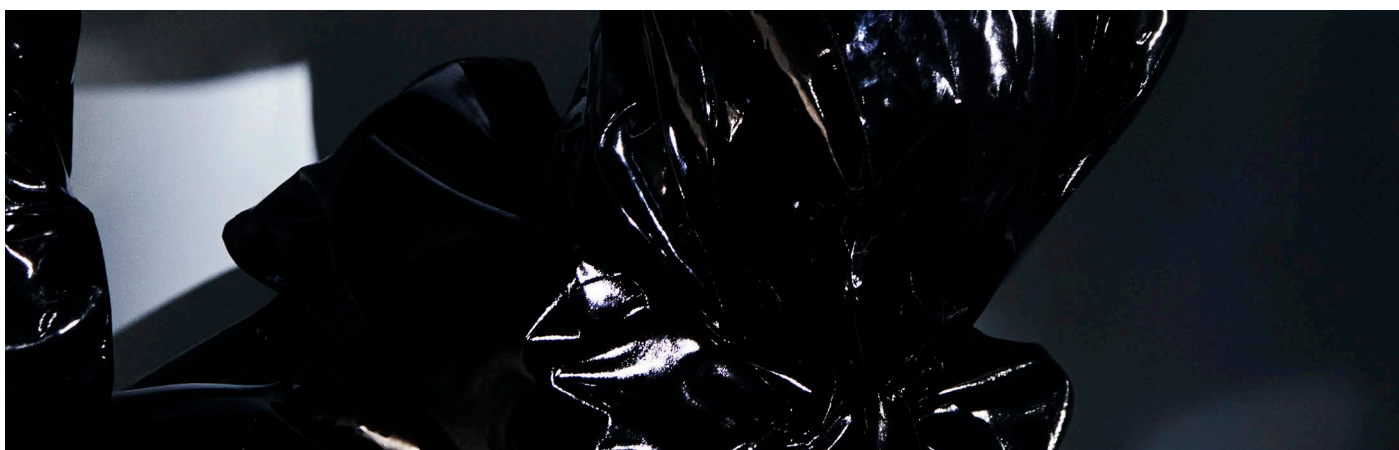


Artwork enquires can be emailed to artwork@mochagroup.com.au





mochadigital



social media

EDMs

magazines

2023 AHIA Creative Hairdresser of the Year - Justin Pae

mochadigital

EDMs Our email databases have been created from our existing readers, clients, opt in from social media and our website, opt in from trade shows and an extensive telemarketing campaign to the industry. We can now provide your brand the opportunity to distribute a personalised email marketing message instantly to our hair and/or beauty database. You supply us the text, images(s) logo, call to action and interactive url link or contact details. We will compile the EDM and send to you for approval EDM's are limited to one per week from mocha to each database. Mocha will send a maximum of 2 emails per week to both of our databases.

SOLUS EDMS

Hair. Target Market - 18,000+ Cost of one EDM - \$1100 *(inclusive of artwork and gst)*

Beauty. Target Market – 9,200+ Cost of one EDM - \$880 *(inclusive of artwork and gst)*

MOCHA GENERAL EDMs Sent weekly approx.

As a featured boxes in a mocha mail EDM:

Box Graphic – 1 headline 1 image and up to 25 words with URL link to website/video/pdf etc.

Hair. Target Market - 18,000+ Cost of one box on a mocha mail EDM - \$440 *(inclusive of artwork and gst)*

Beauty. Target Market – 9,200+ Cost of one box on a mocha mail EDM - \$330 *(inclusive of artwork and gst)*

WEBSITE BLOG POST

A mocha blog post on website and box graphic to appear on a mocha weekly edm. A blog to appear on our website as a feature article with images that mocha will build including link. One box graphic on a mocha weekly edm that links to the website post. **Hair: \$880 Beauty: \$660**

SOCIAL MEDIA We are happy to share our social network with you and offer sponsored posting and stories across our many Facebook and Instagram profiles. **1 X POST/STORY \$330 PER PLATFORM.**

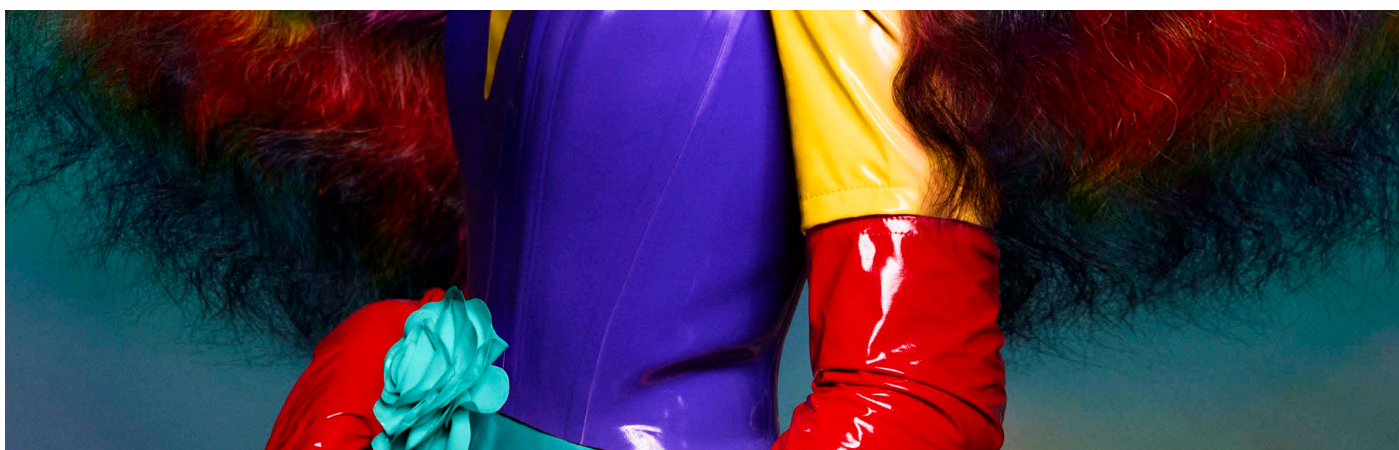
LIVE STORIES/INTERVIEWS/REELS - Price on Application.

DIGITAL MAGAZINE Each edition of **HAIRBIZ, BEAUTY BIZ & BARBERSHOP** will also be uploaded to ISSUU and to our website in digital form, showed to our email database & on social media.

For Information on open and click rates please contact us: mail@mochagroup.com.au

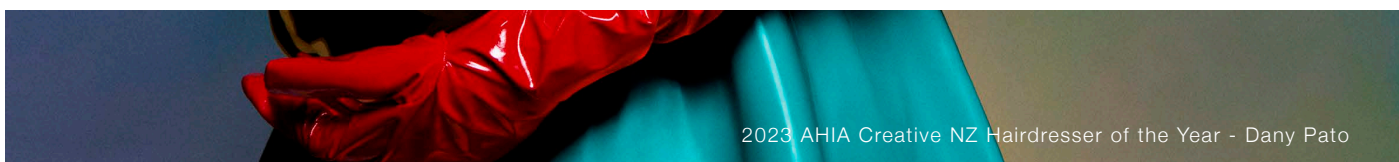


mochavillage



the city centre

the school



2023 AHIA Creative NZ Hairdresser of the Year - Dany Pato

mochavillage

Launching in 2024, The Mocha Village is an online space, that resides within the mocha group website and is unique to the hair, beauty and barber industries where information can be shared by all. The village will be separated into 3 areas for Hair Beauty and Barber, where listings can be duplicated if required

Whether you are looking simply for contact details, paid or free education, business connections, industry links, resource library, staff, business courses and more... the Village is where you will find it.

Due to the ever-increasing traffic for the mocha website, what better place than this to act as a hub for information for our industries!

THE LITTLE BLACK BOOK

As a service to the hair industry mocha group has compiled our very own Little Black Book full of contact info for people to assist you with photoshoots. Contact and website details appear for Photographers, Stylists and MUA in both Australia and New Zealand. General listings are Free of Charge. Additional options for website advertising will be coming soon.

..

THE CITY CENTRE

A directory style area for product and equipment companies or business service providers so that salons can find anyone at any time.

FREE LISTING BY NAME

Company logo/name. Website URL link. Phone number. 1 X Paragraph Description (100 words)

PAID LINK FROM FREE LISTING TO PERSONAL PAGE

First 3 months free then \$1650 annual subscription

Company logo/name. Phone number. 1 X Paragraph Description (100 words) URL link to personalised page. Page to include full 2-300 word description. Up to 6 images or video. Website Link. Contact numbers and Emails of key personnel. Call to action offers. Can be updated up to 4 times per year

..

THE SCHOOL

An area for supplied Free Education Content as well as call to action paid education

FREE CONTENT

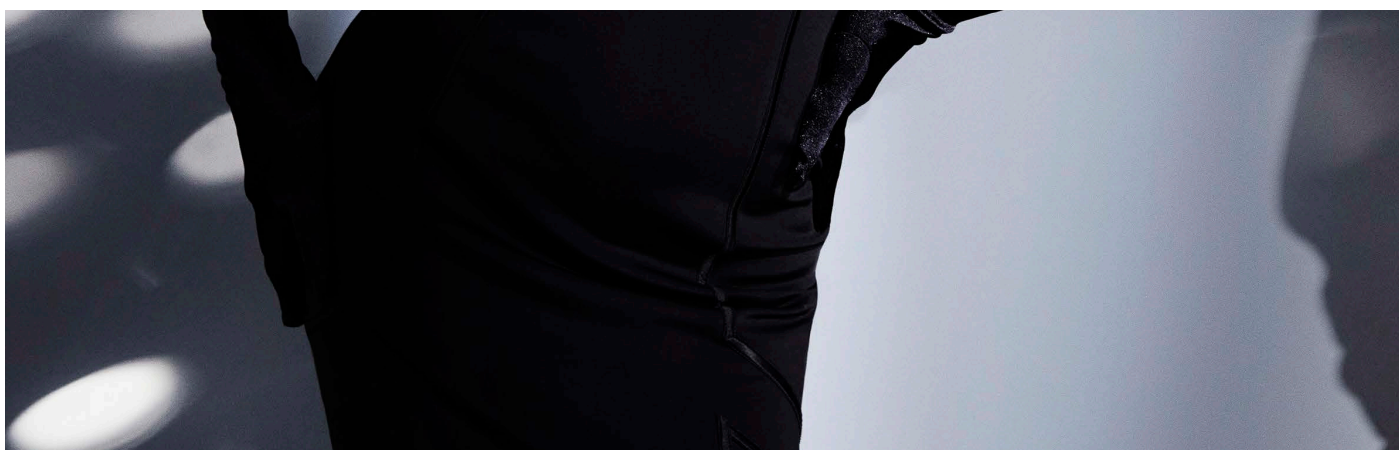
Supply us with your FREE content and we will share across the School section either as a You Tube Video or link to Video. This is restricted to all free content where viewers are not then sent to a fee paying area. This is a community share area without commercial value.

PAID CONTENT - \$440 per month

Supply us with your content i.e. your ongoing business, specific education workshops, website that carry a sales pitch or offer and we will share across the School section either as a You Tube Video or link to Video or we can create a block advertisement with link. This is for paid education that you are charging for either online or in real life.



mochavisual



videography photography lives education

2023 AHIA Creative Hairdresser of the Year - Justin Pace

mochavisual

Media offerings to the industry to assist with all visual marketing needs including:- ***Videography, Photography, Lives and Education***

PHOTOGRAPHY

Brand Photography: A suite of professional images that represent your business visually, and fit with your visual identity through their use of colours, tone, props, sets and more. These can include photos of you, your team, your products, your process, your space and other things that make your business unique.

Maybe you need a branded headshot taken for your social profile or website or new images of your products as new launches come to market and while a beautiful, professional headshot is important, or a stunning image of your products or salon, these are just one piece of the branding puzzle. To make your business look it's best, you'll want a range of consistent, well-crafted photos that will keep your business looking tip-top across all of your marketing material over time.

Available to hair and beauty salons, barbershops, product and equipment companies and business or education service providers

Allow us to quote on your next project either as a one off or a full turnkey approach and let us also offer you FREE VALUE-ADDED BENEFITS through our various media channels in both print and online.

Some of our offerings:-

Photoshoot of Salon/Staff: \$POA

Photoshoot of products/equipment: \$POA

VIDEOGRAPHY

Video Marketing is essential to your overall strategy whether you are a salon owner wanting to promote your business or a product/equipment company wanting to gain marketshare across the hair, beauty and barber industries.

Video Marketing encourages social shares, improves SEO and boosts conversions and sales for your business! It appeals to mobile users and is great for educating and building trust.

Mocha group can help you achieve this in a number of ways but essentially we follow a simple rule to assist you on the road to success through the beauty of videography:-

**ATTRACT – CHANGE STRANGERS INTO VISITORS
ENGAGE – CHANGE VISITORS INTO QUALIFIED LEADS
CLOSE – CHANGE LEADS INTO CUSTOMERS
DELIGHT – CHANGE CUSTOMERS INTO PROMOTERS**

We can tailor to your specific needs to create a unique and bespoke campaign.

SIMPLY ASK US HOW!

Some of our offerings:-

1 x Behind the Scenes 60 sec Promo Video: From \$2200

2 x Brand Inspired 60 sec Videos: From \$3500

2 x Walk Through Salon 60 sec Videos: From \$3500

Event Video: \$POA

All others: \$POA

mochavisual

Social media reels are all about creating and showing pre-recorded context videos shared on social media platforms.

This offering is specifically for product and equipment companies and business service providers or educators.

A member of the mocha team will prep this with you as part of an ongoing campaign or stand-alone strategy. We will promote the reel/story across all of our channels. Each reel can be recorded and then reposted as content on the mocha IG and FB social pages as well as shared to your pages. We also request colabs on this to extend reach.

Cost of Interview/Reel atc from \$1100.00. POA.

EDUCATION

Let the experienced mocha team assist your salon on how to get the most out of Photography and Videography and How to Shoot for Awards, Competitions and Marketing.

This special workshop is all about giving you and your staff or your salon partners an understanding of how it all works on set, what to look out for, how to prep, and what to expect from a photoshoot, a photographer and your support team.

Half Day Inclusion:

Why Shoot - Different types of Shoots. The benefits. Using images wisely.

Pre Shoot - Cost. Understanding the brief. Your ideal kit and support team

During the Shoot – Role break down. How to set up. Time. Safety. The nuts and bolts. Collaborations. BTS.

Post Shoot – How to cull. Retouching. Timeframes

Cost: From \$2200

(does not include travel and accommodation if required – Limit to number of attendees may apply)

Full Day Inclusion:

As per Half Day

PLUS

Videography and how it works

Working with the media

Getting the best bang for your buck!

Entering awards

What judges look for

Written Submissions

Outside Support

Cost: From \$3500

(does not include travel and accommodation if required– Limit to number of attendees may apply)

Can also include full photo shoot from \$5,000

Can also include BTS content from \$2500

BESPOKE

Mocha group is happy to quote on all of your photography or videography needs and include media placement if required. Tell us what you need and we will deliver!



mochaawards



AHIA
australian hair industry awards

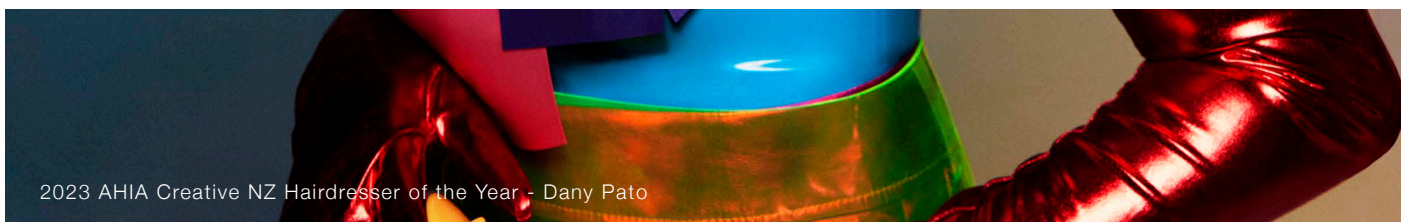
AHIA
australian hair industry awards

ABIA
australian beauty industry awards

hotshots
team

AMBA
australian modern barber awards

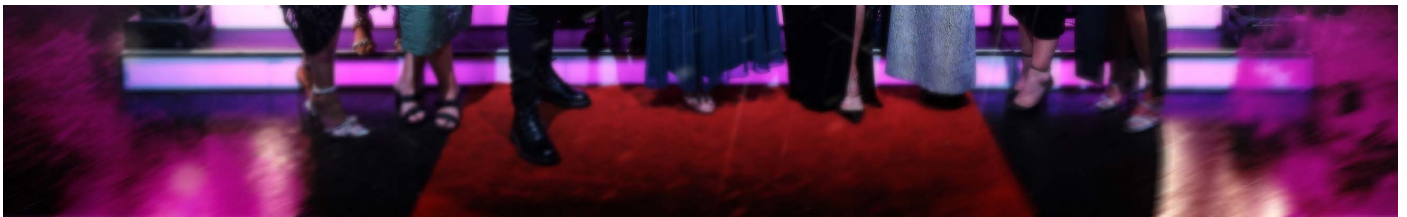
beauty
squad



2023 AHIA Creative NZ Hairdresser of the Year - Dany Pato



mochaawards



AWARDS AND COMPETITIONS

The Industry Awards and Competitions owned by **mocha group** offer an unparalleled benchmark of excellence in both the creative and business side of the hair, beauty and barber industries.

The annual **Australian Hair Industry Awards Creative**, **Australian Hair Industry Awards Business**, the **Australian Beauty Industry Awards** and the **Australian Modern Barber Awards** are entered via online submissions and are judged by national and International judges, media, PR, creative and business specialists. They culminate in spectacular gala award events, attended by finalists, guests, media and sponsors and are seen as the pinnacle of awards in the Australian hair, beauty and barber industries.

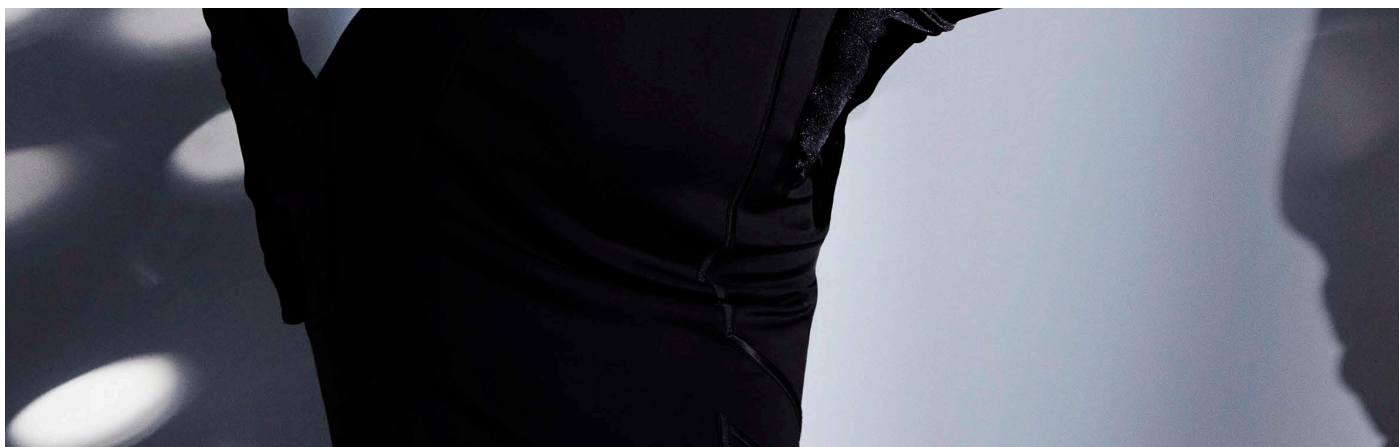
The annual **Hot Shots** and **Beauty Squad** competitions are aimed at the youth of the hair and beauty industry, so as to assist young hair stylists and beauty therapists on their road to career success. Entered via online submissions the two teams of 4 are announced at the **AHIA** and **ABIA** gala events in front of all guests and industry leaders winning a plethora of prizes and experience for their 1 year tenure.

For information on sponsorship of all events please contact mail@mochagroup.com.au





mocha summary



important links to see what we do



2023 AHIA Creative Hairdresser of the Year - Justin Pace

mocha summary

important links to see what we do!

Let us take you on a click through journey of what we can offer you across all of our media channels...

As well as working on our traditional media channels of print and online magazine marketing, still an important part of your campaign we can also offer a variety of visual/video/reel style offerings as well to go across our social media, edm and website channels. When we do these and colab with clients the traction is pretty huge offering literally 1000's of views!

Combined with a comprehensive and holistic campaign incorporating category sponsorship as well as print advertising and editorial, we can offer unimaginable reach across our platforms to help you reach your annual KPI's.

HAIR A few examples:-

www.instagram.com/reel/C2O37j2vOEz/
www.instagram.com/reel/C151g3KRM3P/
www.instagram.com/reel/C00q_mVRJ_K/
www.instagram.com/reel/C00nAFkxdFD/
www.instagram.com/p/C0aaCr6yO4y/

General social posts

www.instagram.com/reel/C14GxJPwcD/
www.instagram.com/p/C0gGTd9RQPg/
www.instagram.com/p/C1_hqyqM9Y/
www.instagram.com/reel/CzpUlc2rmnC/

Blogs linked to our edms

<https://mochagroup.com.au/om-has-announced-its-newest-ambassador-sheridan-rose-shaw/>
<https://mochagroup.com.au/datetime-imports-x-jaye-edwards/>
<https://mochagroup.com.au/a-brighter-new-exciting-website-for-events-with-piloro/>
<https://mochagroup.com.au/blondme-the-authority-in-blonde/>

Solus or spot edms

<https://mailchi.mp/mochagroup/mochamail-170124>
<https://mailchi.mp/mochagroup/mocha-mail-salon-saver-4-day-sale-763193>
<https://mailchi.mp/mochagroup/a-sustainable-future-with-actyva-by-kemon>

The Magazine

https://issuu.com/mochagroup/docs/hairbiz_year18iss1
www.instagram.com/p/C0X52wrRyHF/

Event Category Sponsorship for AHIA BUSINESS & CREATIVE

www.youtube.com/watch?v=9Z6OQSejQb8&t=12s
www.youtube.com/watch?v=H5QyEUIAVPA

BEAUTY A few examples:-

www.instagram.com/reel/C2Jh_7CxFAQh/
www.instagram.com/reel/C1Gi2avxPDJ/
www.instagram.com/reel/C0LFa3sRgP6/

General social posts

www.instagram.com/reel/C0Ssz-Wp-jA/
www.instagram.com/reel/Cy0UwJtNsYQ/

Blogs linked to our edms

<https://mochagroup.com.au/new-retinol-accelerator/>
<https://mochagroup.com.au/how-one-salon-makes-15x-return-on-their-marketing-campaigns/>

Solus or spot edms

<https://mailchi.mp/mochagroup/mocha-mail-bodyography-is-back-and-with-some-amazing-deals-just-for-you-763197>
<https://mailchi.mp/mochagroup/mocha-mail-speed-up-your-pro-peels-results-with-retinol-accelerator-from-dermalogica-pro>
<https://mailchi.mp/mochagroup/mocha-mail-beautydec2023>

The Magazine

https://issuu.com/mochagroup/docs/beautybiz_yr16iss6
<https://youtu.be/3SGORlialfM>

Event Category Sponsorship for ABIA

www.youtube.com/watch?v=KSpaArzXx8w

BARBER A few examples:-

www.instagram.com/reel/C05S0KKyXds/
www.instagram.com/reel/C18qfoLyLdo/
www.instagram.com/reel/C0NjYz2SOWI/
www.instagram.com/reel/CyLqYsFv_4T/

General social posts

www.instagram.com/p/C2Q37BCod_J/
www.instagram.com/reel/C0tY2ekPi4o/
www.instagram.com/reel/Cz5oY6ztW0o/

Blogs linked to our edms

<https://mochagroup.com.au/a-brighter-new-exciting-website-for-events-with-piloro/>
<https://mochagroup.com.au/onezerone-education-with-eoin-mccarthy-and-leigh-winsor/>
<https://mochagroup.com.au/fresha-users-boost-occupancy-by-up-to-44-with-new-feature-built-to-reduce-calendar-gaps/>

The Magazine

www.instagram.com/p/C1LRAgVPikI/
https://issuu.com/mochagroup/docs/barbershop_yr12iss4

Event Category Sponsorship for AMBA

www.youtube.com/watch?v=RbEaffE11wY&t=1s

