

If you're interested in receiving a press pass to cover IMATS, please review the following eligibility requirements. If you meet these requirements, please fill out and fax this form to (001) 360-885-1836. Print and broadcast media may also e-mail their forms to [heather\\_w@makeupmag.com](mailto:heather_w@makeupmag.com). Electronic media may submit their forms to [melissa\\_m@keypublishinggroup.com](mailto:melissa_m@keypublishinggroup.com).

**Print/Broadcast Media**

- Name of media outlet and URL \_\_\_\_\_
- Type of media (newspaper, magazine, TV, radio) \_\_\_\_\_
- Your name and professional title \_\_\_\_\_
- Your e-mail address and direct phone number \_\_\_\_\_
- Which show you plan to attend, and which days \_\_\_\_\_

**Electronic Media (Beauty Bloggers, YouTube Vloggers)**

- Name of blog/YouTube channel \_\_\_\_\_
- Number of page views/subscribers (25,000 subscribers\* minimum for vloggers. Bloggers will be taken on a case-by-case basis.) \_\_\_\_\_
- Your name \_\_\_\_\_
- Your e-mail address and direct phone number \_\_\_\_\_
- Which show you plan to attend, and which days \_\_\_\_\_

Print and broadcast media should send clips or links to pre- and post-show coverage to [heather\\_w@makeupmag.com](mailto:heather_w@makeupmag.com). Electronic media can submit links to pre- and post-show coverage to [melissa\\_m@keypublishinggroup.com](mailto:melissa_m@keypublishinggroup.com).

Please credit any *Make-Up Artist* magazine photos you use as: **“Photos courtesy of *Make-Up Artist* magazine.”** And please indicate in all coverage that **IMATS is produced by *Make-Up Artist* magazine.** You may take photos at IMATS, but only on the exhibit floor.

\*For New York and Los Angeles shows. All other IMATS require 10,000 subscribers minimum.