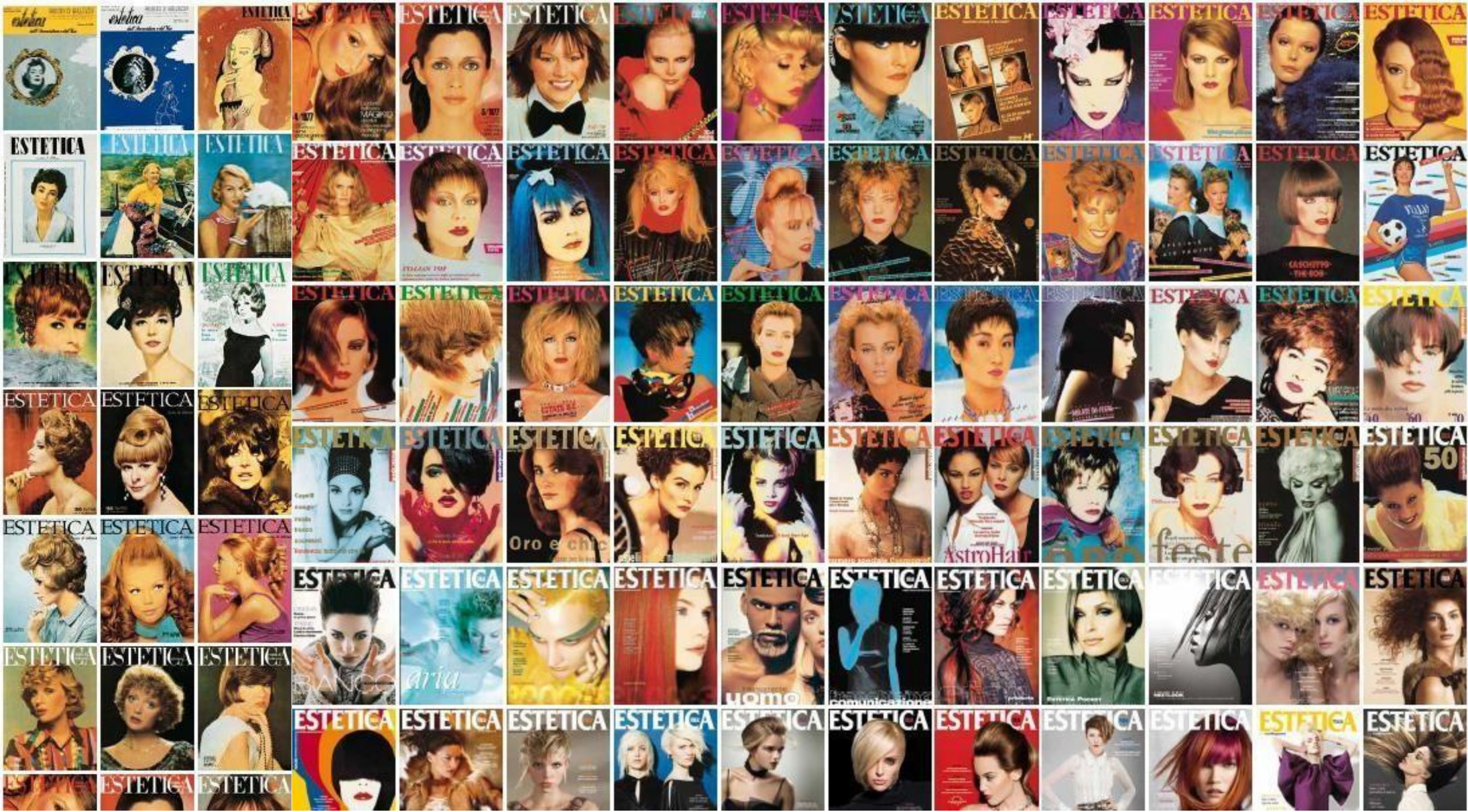


INDIA ESTETICA HAIR

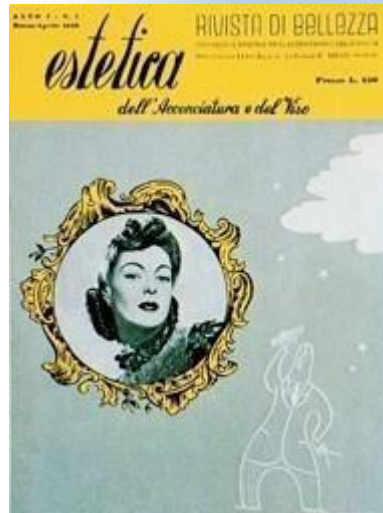
MEDIA KIT 2025



Estetica's history

Founded in Turin in 1946 by Mino Pissimiglia, Estetica was the first beauty magazine aimed at both hairdressers and their clients, and it quickly became the most respected Italian magazine in the field. Since the 1977 launch of the first international Italian/ English edition, Estetica has continued to grow rapidly all over the world, offering its readers constant fashion news and updates, reports and interviews to become **the unquestionable industry leader** that it is today, with a network comprising 27 editions in 60 countries and a total circulation of over **339,500** copies.

ESTETICA ITSELF DIRECTLY MANAGES 11 EDITIONS WITH OFFICES IN PARIS, MILAN, LONDON, KARLSRUHE, BARCELONA AND MIAMI AS WELL AS THE TURIN HEADQUARTERS. IN ANOTHER 17 COUNTRIES, CLOSE LICENSING PARTNERSHIPS HAVE BEEN SET UP WITH LOCAL PUBLISHING HOUSES.



- 1946 ESTETICA ITALIA
- 1977 ESTETICA WORLD
- 1991 ESTETICA UK
- 1992 ESTETICA DEUTSCHE AUSGABE
- 1993 ESTETICA USA
- 1993 ESTETICA FRANCE
- 1998 ESTETICA ESPAÑA
- 1999 ESTETICA KOREA
- 2000 ESTETICA MÉXICO
- 2001 ESTETICA PORTUGAL
- 2001 ESTETICA RUSSIA
- 2002 ESTETICA HELLAS
- 2004 ESTETICA ASIA
- 2003 ESTETICA TURKEY
- 2004 ESTETICA CHINA
- 2005 ESTETICA BRAZIL
- 2005 ESTETICA AUSTRALIA
- 2006 ESTETICA INDONESIA
- 2007 ESTETICA POLSKA
- 2007 ESTETICA ROMANIA
- 2008 ESTETICA SOUTH AFRICA
- 2008 ESTETICA THE NETHERLANDS
- 2008 ESTETICA LATINA
- 2009 ESTETICA INDIA
- 2010 ESTETICA BULGARIA
- 2011 ESTETICA MIDDLE EAST
- 2012 ESTETICA CZECH & SLOVAK
- 2014 ESTETICA WEST BALKAN
- 2014 ESTETICA HUNGARY
- 2024 ESTETICA INDIA (LAUNCHED)

Legacy of Estetica magazine

The magazine is divided into three sections:

an initial section targeted

at the consumer

an international section

dedicated to hairdressing fashion and trends

a professional section

dedicated to the local market (companies,



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ESTETICA UNIVERSE

