

MedEsthetics – The Guide for Excellence in Medical Aesthetics



What is *MedEsthetics*?

MedEsthetics is a multimedia resource for practitioners offering minimally and non-invasive medical aesthetic procedures. Our goal is to help medical professionals who offer cosmetic procedures deliver consistent outcomes and better manage and grow their practices and medspas. We cover practice management and growth, the latest treatment tools and techniques, new products and devices, industry news and important regulatory issues to the medical aesthetics industry.

Why It's Important

The medical aesthetics market size was valued at **\$11.41 Billion** in 2020 and is projected to reach **\$27.55 Billion** by 2028, growing at a **CAGR of 10.6%** from 2021 to 2028, attracting new providers and presenting increased competition for existing practitioners.

In addition to delivering optimal outcomes to a wide range of patients, practice and medspa owners must understand how to attract and serve patients seeking elective medical procedures—a skill set that differs from clinical medical care.

For more than 15 years we have been helping medical professionals in the medical aesthetics industry understand the unique needs and goals of their target patient base and stay abreast of new regulations, best practices and the latest treatment methods, so they can achieve high patient satisfaction within a profitable business model.

AUDIENCE – WHO WE REACH

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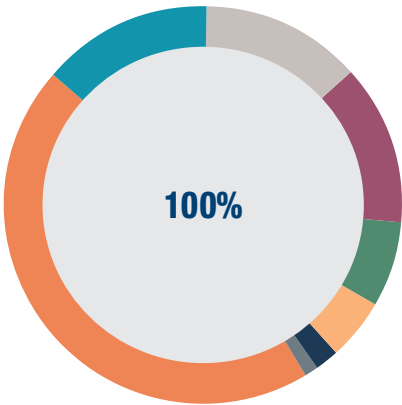
MedEsthetics.
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MedEsthetics Subscribers

- Aesthetician - Master/Advanced/Licensed
- APRN
- CEO/COO/President/VP
- Dentist/DDS
- Dermatologist
- Director/Manager
- Esthetician
- Injector/Aesthetic Nurse Injector
- Laser Tech
- Medical Doctor
- Nurse
- Other Medical Personnel
- Owner/Principal/Founder/Partner
- Plastic Surgeon

Total Market Reach – 24,000



Primary Job Functions

- Owner/Senior Mgr. 14%
- Esthetician 13%
- Physician/ Medical Director 13%
- Practice/Facility Manager 7%
- Nurse/Nurse Practitioner 5%
- Physician Assistant 2%
- Laser Technician 1%
- Allied to the Field 45%

Primary Business Types

- Medical Spa 29%
- Dermatology Practice 11%
- Plastic Surgery/ Cosmetic Surgery 8%
- Other Medical Practice 5%
- Allied to the Field 47%

AUDIENCE HOW WE REACH THEM

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The leading multichannel
information platform to
reach **24,000** unique
Medical Aesthetics
Professionals.

Magazine Subscribers



19,000

Website Users (Monthly Avg.)



34,300

Registered Website Users: **6,000**

Daily Newsletter Subscribers



18,500

Social Media Followers



28,800

E-blast Subscribers



10,000

Face & Body Attendees



3,355

Save the Date!



FACE & BODY

SKIN CARE SHOW

September 8-9, 2024

AUDIENCE PURCHASING POWER*

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Purchasing Power

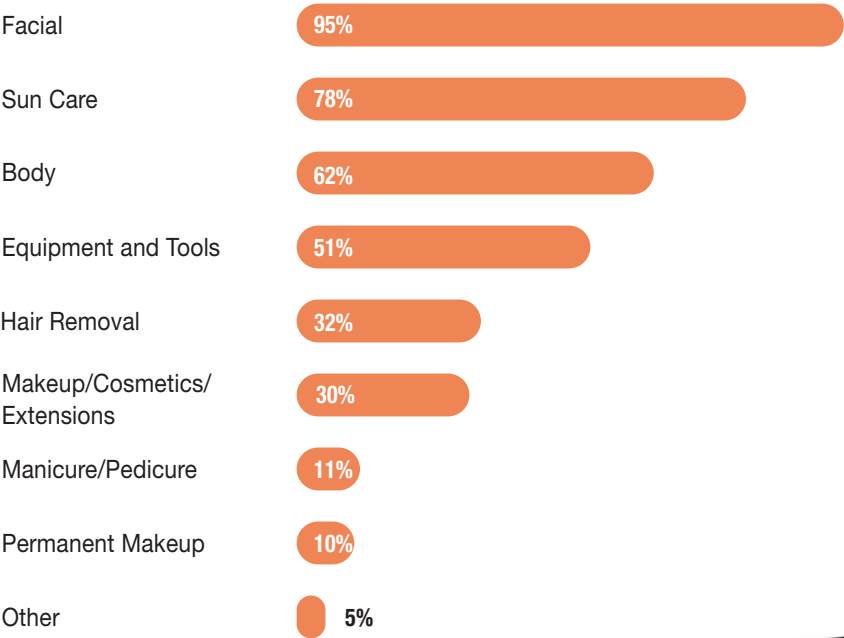
96%

Are the Sole Decision
Maker, Part of a Decision
Making Team or Influence
Decision Makers

Number of Treatment Rooms

- 20% 1 Room
- 22% 2-3 Rooms
- 26% 4-9 Rooms
- 18% 6-9 Rooms
- 11% 10 + Rooms

Products Purchased



*Publisher's Data