

MedEsthetics

The Guide for Excellence in Medical Aesthetics



Since 2005, *MedEsthetics* has proudly served a dynamic community of medspas, physicians, estheticians and aesthetic enthusiasts—sharing their stories and insights to stay at the forefront of innovation and breakthrough treatments that shape the industry and its clientele.

Where new product launches, advanced techniques and creative inspiration are transforming practices and redefining patient goals, we go deeper—amplifying the voices behind these decisions and exploring the science that drives lasting results.

Over the past year, personalization and technology have continued to redefine the standards of care and outcomes in aesthetic medicine. At the heart of these shifts are passionate professionals who believe in the power of aesthetics to bring individuals closer to their self-image, self-esteem and a deeper affirmation of their identities.

Today, aesthetic medicine is about more than procedures and practice management—it's driven by pioneers and visionaries who fuel the industry with a core mission: to help people look and feel their best.

As we look ahead to 2026, our commitment remains steadfast: to deliver trusted news, inspiration and education that empowers leaders to elevate both their careers and business success.

Jamie O'Toole

Jamie O'Toole
Managing Editor, *MedEsthetics*



What is *MedEsthetics*?

MedEsthetics is a multimedia resource for practitioners offering non-invasive and minimally invasive medical aesthetics 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 techniques, new products and devices, industry news and important regulatory issues.

The Stakes are High

The medical aesthetics market size was valued at **\$15.4 Billion** in 2023 and is projected to reach **\$25.9 Billion** by 2028, growing at a **CAGR of 11.0%** from 2023 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.

MedEsthetics provides you with unparalleled access to our audience. Strategically tailoring a yearlong campaign that aligns with your practice goals is a good way to navigate an ever evolving industry.

2026 CONTINUITY PROGRAMS

NEW!
IN 2026

Perri Polowy
New Business Development Manager
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Generate long-term momentum for your brand with Continuity Programs from *MedEsthetics*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

IMPACT (CONVERSION) CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

This conversion-focused strategy begins with awareness ads, builds audience education and excitement and concludes with appeals for action.

FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth and prime audiences for conversions.

DOMINANCE (CONSIDERATION) CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors and encourage consideration from the audience.

Please contact Perri to talk about how a Continuity Program can work for your brand.

AUDIENCE WHO WE REACH

Perri Polowy
New Business Development Manager
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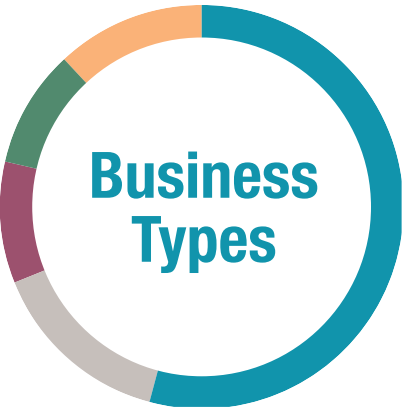
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MedEsthetics Subscribers

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

Primary Market Reach



AUDIENCE HOW WE REACH THEM

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MedEsthetics is the leading multi-channel information platform to reach unique Medical Aesthetics Professionals in the industry.



Magazine Subscribers

15,000



Newsletter Subscribers

14,500



Dedicated E-blast

12,500



Partner Solutions E-blast

13,000



Website Visitors (Monthly Avg.)

30,000

Registered Website Users: 10,000



Social Media Followers

30,500+

AUDIENCE PURCHASING POWER*

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Purchasing Power

91%

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

Number of Treatment Rooms

21% 1
Room

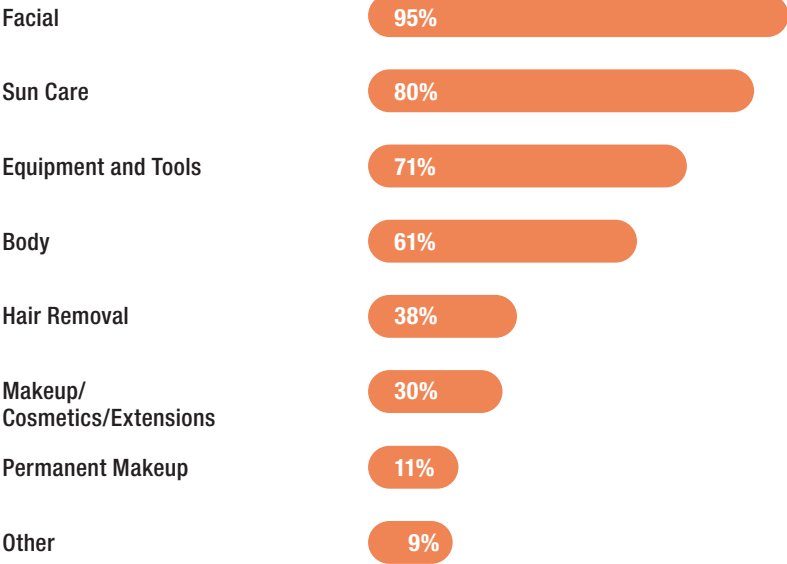
23% 2-3
Rooms

29% 4-5
Rooms

20% 6-9
Rooms

4% 10+
Rooms

Products Purchased



*Publisher's Data