

**Make an impact with over 19,000 medical aesthetics professionals who specialize in noninvasive and minimally invasive cosmetic procedures.**

Our subscribers include both new and established medical aesthetics practices and medspas, and they look to *MedEsthetics* to stay on the cutting edge of aesthetic care.

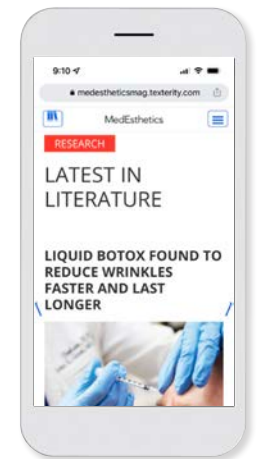
Advertise in the premiere resource for medical aesthetics dedicated to covering noninvasive and minimally invasive treatments, practice management and marketing trends, legal and regulatory issues, industry news, best practices and the latest products and devices.



Print Edition



Digital Edition



# MAGAZINE EDITORIAL ADVISORY BOARD

**Perri Polowy**  
New Business Development  
Manager  
ppolowy@allured.com  
630-344-6075  
medestheticsmag.com

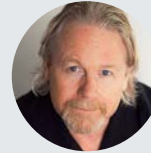
**MedEsthetics.**  
The Guide for Excellence in Medical Aesthetics



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Chief Medspa Officer of Princeton  
Medspa Partners.



**CHERYL WHITMAN**  
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clinical professor, University of  
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**CHESAHNA KINDRED, MD, MBA**  
Board-certified dermatologist and  
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the first dermatology office with a full-  
service salon specializing in hair loss,  
immediate past chair of the National  
Medical Association Dermatology  
Section and founder and president of  
Onyx Medical Society.



**MICHAEL GOLD, MD**  
Medical director of Gold Skin Care  
Center and Tennessee Clinical  
Research Center, assistant clinical  
professor, Vanderbilt University School  
of Nursing, and adjunct assistant  
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School of Medicine.



**SANJAY GROVER, MD**  
Founder and medical director of  
Grover Aesthetics and Grover Surgical  
Arts Surgery Center in Newport  
Beach, California, chair of the ASAPS  
Marketing Task Force and past  
president of the Orange County Society  
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**OMAR A. IBRAHIMI, MD**  
Board certified dermatologist and  
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Connecticut Skin Institute, Stamford  
and Milford, Connecticut.



**EMILY KIRBY, MD**  
Board certified plastic surgeon, chief  
of plastic surgery at Texas Health  
Resources Harris Methodist hospital,  
and founder and medical director  
of Kirby Plastic Surgery and Kalos  
Medical Spa.

# MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **MedEsthetics'** media universe throughout the year.

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## MedEsthetics.

The Guide for Excellence in Medical Aesthetics

### JAN/FEB THEMES

#### ENERGY-BASED DEVICES

- Lasers
- LED
- Ultrasound (HIFU, MFU, etc.)
- Acoustic Wave Therapy
- RF/Microneedling

#### INNOVATIVE INGREDIENTS & DEVICES

- Stem Cells and Exosomes
- Peptides
- Probiotics/Prebiotics
- Ceramides
- Growth Factors
- Acids
- Neurocosmetics/  
Neuropeptides

#### BIZ: SERVICE MENU

- AI, AR Software
- Patient Management Apps
- Simulating & Tracking  
Treatment Results Apps
- Practice Consultants

#### EXPERT OPINIONS (DM)\*

- What treatments are you  
adding to your menu?

#### TRENDS & INNOVATIONS\*

- Innovative Topical Skin Care  
Ingredients & Devices

#### Product Roundup:

Energy-Based Devices &  
Products with Innovative  
Ingredients

#### Magazine Due Dates

Editorial: 11/01/24  
Ad Close: 01/08/25

### FEB ONLINE ONLY!

#### REGENERATIVE AESTHETICS

- Stem Cells, Regenerative  
Aesthetics Energy-Based  
Devices, Injectables

#### Magazine Due Dates

Editorial: 12/01/24

### MAR THEMES

#### BODY CONTOURING

- Noninvasive/Minimally  
Invasive Devices
- Cellulite Treatment
- Topical Skin Care
- Injectables

#### SUN/POLLUTION PROTECTION

- Sunscreens
- Topical Skin Care Ingredients
- UV Protective Clothing
- Nutraceuticals

#### BIZ: RETAIL

- Software
- Sun/SkinLip/Eye Care
- Makeup
- Trial Sizes/Gift Sets
- At-home Devices

#### EXPERT OPINIONS (DM)\*

- How do you convince your  
patients to protect their skin  
from sun damage and forgo  
tanning?

#### TRENDS & INNOVATIONS\*

- Sun Protection

#### Product Roundup:

Body Contouring & Sun  
Protection

#### Magazine Due Dates

Editorial: 01/01/24  
Ad Close: 02/05/25

### APR THEMES

#### NECK AND DECOLLETE

- Energy-Based Devices
- Dermal Fillers
- Neurotoxins
- Topical Creams and Serums

#### HOT/COLD SERVICES

- Cryotherapy Tools & Devices
- Thermotherapy Devices

#### BIZ: GEN Z

- Sun/Skin Care
- Prejuvenation Treatments  
(Energy-Based Devices,  
Injectables, etc.)
- Laser Hair Removal
- Patient Financing (Software,  
Apps, Insurance, Member-  
ship/Subscription Services)

#### EXPERT OPINIONS (DM)\*

- What services and unique  
financing options do you  
market to the younger  
generations?

#### TRENDS & INNOVATIONS\*

- Gen Z Treatments

#### Product Roundup:

Neck & Decollete, Hot/Cold  
Services

#### Magazine Due Dates

Editorial: 02/01/25  
Ad Close: 03/07/25  
**Bonus Distribution:**  
Music City Scale (DM\*)

### MAY/JUN THEMES

#### ACNE

- Prescription Topicals
- Oral Medications
- Energy-Based Treatments/  
Laser/LED
- Chemical Peels
- OTC Home Care
- Scar Treatments

#### MULTICULTURAL SKIN

- Scar Treatments
- Brightening Skin Care
- Lasers for Darker Skin

#### BIZ: INCLUSIVITY/DIVERSITY

- Sun/Skin Care
- Design/Décor (Design  
Services, Treatment Tables/  
Chairs, Recovery Tables,  
Linens, etc.)
- Laser Hair Removal
- Patient Financing
- Practice Consultants

#### EXPERT OPINIONS (DM)\*

- What elements of your  
practice have you tailored  
to encourage inclusivity and  
diversity in your practice?

#### TRENDS & INNOVATIONS\*

- Transgender/Multicultural  
Inclusivity in Aesthetics

#### Product Roundup:

Acne & Multicultural Skin

#### Magazine Due Dates

Editorial: 03/01/25  
Ad Close: 04/30/25

### JUN ONLINE ONLY!

#### SKIN BRIGHTENING

- Peels
- Skin Brighteners
- Spot Treatments

#### Magazine Due Dates

Editorial: 04/01/25

# MAGAZINE MEDIA PLANNER CONT'D

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### JUL/AUG THEMES

#### MID-FACE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- PDO Threading

#### MEN

- In-Office and Energy-Based Treatments
- Prescription Topicals
- Oral Medications
- PRP/LED Hair Restoration

#### BIZ: MARKETING

- Apps and Social Media
- Software
- Consultancies

#### EXPERT OPINIONS (DM)\*

- What marketing tools and topics do you find most useful for drawing more male clients?

#### TRENDS & INNOVATIONS\*

- Men's Treatments

#### Product Roundup:

Mid-Face Rejuvenation

#### Magazine Due Dates

Editorial: 05/01/25

Ad Close: 07/02/25

### AUG ONLINE ONLY!

#### INJECTABLES

- Neurotoxins
- Dermal Fillers and Skin Boosters

#### Magazine Due Dates

Editorial: 06/01/25

### SEP THEMES

#### CHIN, JOWLINE AND JOWLS

- Aesthetic Devices
- Submental Fat Reduction
- Injectables
- PDO Threads

#### AESTHETIC TOOLS

- Microneedling
- Energy-Based and Hot/Cold Therapy Devices
- Extraction & Surgical Tools
- Procedure Supplies
- Imaging
- Software

#### BIZ: CONTINUING EDUCATION

- CEU Education

#### EXPERT OPINIONS (DM)\*

- What tools do you find most helpful in your practice?

#### TRENDS & INNOVATIONS\*

- Chin, Jawline & Jowls

#### Product Roundup:

Chin, Jawline and Jowls

#### Magazine Due Dates

Editorial: 07/01/25

Ad Close: 08/04/25

### OCT THEMES

#### EYE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- Neurotoxins
- PDO Threading

#### SCAR TREATMENTS

- Aesthetic Devices
- Injectables
- Topicals

#### BIZ: STAFF

- Consultancies
- Hiring Services
- Practice Management Software/Apps

#### EXPERT OPINIONS (DM)\*

- How do you celebrate your staff to create a harmonious team culture?

#### TRENDS & INNOVATIONS\*

- Eye Rejuvenation

#### Product Roundup:

Eye Rejuvenation & Scar Treatments

#### Magazine Due Dates

Editorial: 08/01/25

Ad Close: 08/29/25

### NOV/DEC THEMES

#### LIP ENHANCEMENT

- Lip Fillers
- Neurotoxins
- Resurfacing Treatments
- Microneedling
- Chemical Peels
- Topical products and Ingredients

#### PEELS

- Peeling Agents
- Indication-Specific and Smart Peels

#### BIZ: FINANCING

- Insurance
- Financing for New Equipment
- Practice Management Consultants
- Software/Apps

#### EXPERT OPINIONS (DM)\*

- What do you consider when planning for the upcoming year?

#### TRENDS & INNOVATIONS\*

- Lip Enhancement

#### Product Roundup:

Lip Enhancement & Peels

#### Magazine Due Dates

Editorial: 09/01/25

Ad Close: 10/31/25

### DEC ONLINE ONLY!

#### WHAT'S COMING TO AESTHETICS IN 2026

- Exosomes
- Stem Cells
- Injectables
- Topicals
- Aesthetic Devices
- Software
- Digital Tech, etc.

#### Magazine Due Dates

Editorial: 10/01/25

Editorial content is subject to change. Please contact Perri for up-to-date show distribution information.



# MAGAZINE PRODUCT ROUNDUP

Perri Polowy  
New Business Development  
Manager  
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630-344-6075  
medestheticsmag.com

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

## Product Roundup Program for magazine display advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *MedEsthetics'* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

### What's Included:

1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries and soft leads.
3. Additionally, your product information will be posted on *MedEsthetics* **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *MedEsthetics* daily newsletter and social media channels.

### Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. Best Practice – for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.

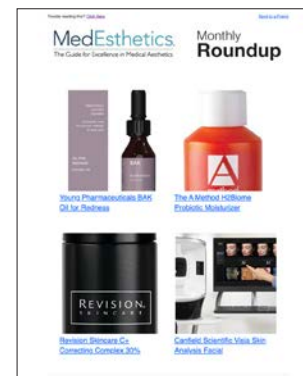
### Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *MedEsthetics* magazine in 2025.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

### Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



# MAGAZINE COVER SPONSORSHIP

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New Business Development  
Manager  
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630-344-6075  
medestheticsmag.com

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

## Ensure your presence in the industry is a statement in itself.

The accompanying 4-page folio will educate the *MedEsthetics* audience on your thought leadership in an area you wish to push to the forefront.

## MedEsthetics - The Guide For Excellence in Medical Aesthetics

*MedEsthetics* provides the latest in practice management, regulations, skin care research and techniques to deliver optimal patient outcome and success for providers of non-invasive or minimally invasive aesthetic procedures.

The cover sponsorship allows you to provide the image for *MedEsthetics* magazine's cover. This gives you the opportunity to use an image of your own to tie in with your brand in the minds of our subscribers.

Our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to appearing in *MedEsthetics* magazine and on our website, we will provide you a PDF version for your marketing use.

## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio that is converted to a web exclusive
- Mentioned in editor's note
- Included 3x in *MedEsthetics* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

# MAGAZINE ADVERTISING SPECIFICATIONS

Perri Polowy  
New Business Development  
Manager  
ppolowy@allured.com  
630-344-6075  
medestheticsmag.com

MedEsthetics<sup>®</sup>  
The Guide for Excellence in Medical Aesthetics

Reach over 19,000 qualified subscribers dedicated to medical aesthetics

**Printing:** Four-color (CMYK) web offset

**Binding:** Perfect bound

**Paper:** Cover 80# Body 60#

**Proofs:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

**ADVERTISING SIZES** All dimensions are width by height.



**Spread**

Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



**1/2-page vertical**  
3.333" x 10"  
85 mm x 254 mm



**1/4-page horizontal**  
7" x 2.333"  
178 mm x 59 mm

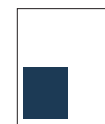


**Full page**

Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125" (1/8" bleed)  
214 mm x 282 mm



**1/2-page horizontal**  
7" x 4.833"  
178 mm x 123 mm

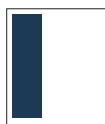


**1/4-page vertical**  
3.333" x 4.833"  
85 mm x 123 mm



**Live Area**

7" x 10"  
176 mm x 252 mm



**1/3-page vertical**  
2.167" x 10"  
55 mm x 254 mm

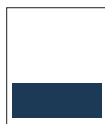


**1/6-page horizontal**  
7" x 1.0"  
178 mm x 25 mm



**1/2-page horizontal spread**

Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm  
Note: Bleeds 1/8" left, right and bottom of spread



**1/3-page horizontal**  
7" x 3.167"  
178 mm x 80 mm

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## ELECTRONIC FILES

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.  
**Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

If your file is 20 MB or smaller, email it to Ethan Grisham at [egrisham@allured.com](mailto:egrisham@allured.com). Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.



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## DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

**Rate: \$3,525**

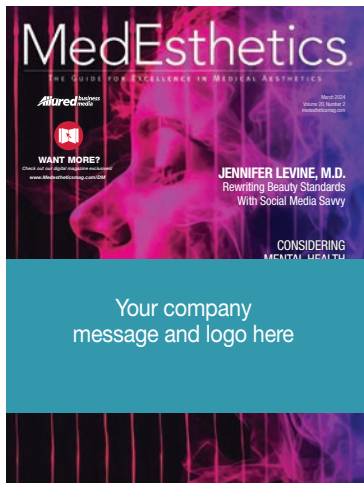
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 7.875" wide x 4"-5" tall

**Rate: \$6,825**



Digital Belly Band

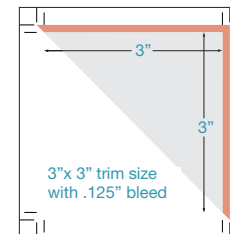
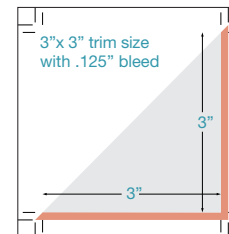
## COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

**Cover Corner: \$2,775**

**Cover Corner With Ad: \$2,350**



## Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate medical aesthetics professionals** on your offerings, demonstrate thought leadership and build trust with medical aesthetics industry professionals. Provide in-depth information on your products, including benefits and best practices, or tell your story and how you continue to positively impact the industry and receive a **content asset** for future use.

### 2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

### Who You Reach

Qualified Medical Aesthetics Professionals across multiple media channels.

- 19,000 Magazine Subscribers
- 17,000 Daily Newsletter Subscribers
- 7,600 Registered Website Users
- 34,000 Monthly Website Visitors
- 29,500 Social Media Followers

### What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60-day marketing push as web exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media platforms
- PDF content asset for your website and marketing purposes
- Automated Reporting

### Rates

2 Page Advertorial (Supplied*)	<b>\$6,825</b>
2 Page Advertorial (Q&A Interview**)	<b>\$7,775</b>
Per Additional Page (after 2 pages)	<b>\$2,525</b>

\*Supplied: You supply production ready content & images, we lay out the article.

\*\*Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.