

## Make an Impact With Over 19,000 Medical Professionals Who Specialize in Minimally and Non-Invasive Cosmetic Procedures

Our subscribers include both new and established medical aesthetic 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 minimally and non-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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics



Since 2005, *MedEsthetics* has served as the go-to resource for medical aesthetics providers. Our mission is to help practitioners who specialize in medical cosmetic procedures, including noninvasive, minimally invasive and invasive, to build and sustain profitable practices that deliver exceptional patient outcomes. This past year highlighted the incredible resiliency and continuing innovation of the medical aesthetics industry. The demand for elective cosmetic procedures is not slowing down, and neither are we. In 2024, we will continue in our mission by bringing our readers the latest industry news, education, suppliers and expert advice they need to advance their careers, patient outcomes and business success.

*Rebecca Lane*

**Rebecca Lane**  
Managing Editor, *MedEsthetics*



**FRANCIS X. ACUNZO**  
Founder and CEO of Acara Partners,  
Chief Medspa Officer of Princeton  
Medspa Partners.



**CHERYL WHITMAN**  
Founder and CEO of Beautiful  
Forever aesthetic business consulting  
firm and the Beautiful Forever  
University training program for  
medspas and author of Beautifully  
Profitable, Forever Profitable.



**PAUL EDWARDS**  
CEO and co-founder of CEDR  
Solutions, an on-demand HR support  
for medical practices of all sizes and  
specialties across the United States  
and author of the HR Base Camp  
blog.



**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.



**CHESAHNA KINDRED, MD, MBA**  
Board-certified dermatologist and  
founder of Kindred Hair & Skin Center,  
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.



**KAY DURAIRAJ, MD**  
Medical Director of Beauty by Dr. Kay,  
Chair of ENT at Huntington Memorial  
Hospital, Clinical professor at UCLA/  
Olive View Medical Center.



**JOEL L. COHEN, MD**  
Founder and medical director of  
AboutSkin Dermatology and  
DermSurgery in Greenwood and  
Lone Tree, Colorado, and assistant  
clinical professor of dermatology,  
University of California, Irvine.



**SUZANNE KILMER, MD**  
Founder of the Laser and Skin  
Surgery Center of Northern California,  
clinical professor, University of  
California, Davis, and former  
president of the American Society  
for Lasers in Surgery and Medicine  
(ASLMS).



**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  
professor, Meharry Medical College  
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  
of Plastic Surgeons.

# MAGAZINE MEDIA PLANNER

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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

## MedEsthetics.

The Guide for Excellence in Medical Aesthetics

### JAN/FEB THEMES

#### LIGHT DEVICES

- Lasers
- LED

#### INNOVATIVE INGREDIENTS

- Stem Cells, Exosomes
- Peptides
- Probiotics/Prebiotics
- Ceramides
- Growth Factors
- Acids

#### BIZ: SERVICE MENU

- Software (Artificial Intelligence, Alternate Reality)
- Apps (Patient Communication/Retention, Simulating & Tracking Treatment Results, etc.)
- Practice Consultants

#### EXPERT OPINIONS (DM)\*

- What treatments are you adding to your menu?

#### Product Roundup:

Products With Innovative Ingredients

#### Magazine Due Dates

Editorial: 11/01/23  
Ad Close: 01/09/24

### FEB ONLINE ONLY!

#### EXOSOMES/REGENERATIVE AESTHETIC TREATMENTS

- Skin Care Treatments/Products

#### Magazine Due Dates

Editorial: 12/01/23

### MAR THEMES

#### BODY CONTOURING

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

#### SUN/POLLUTION PROTECTION

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

#### BIZ: FINANCING

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

#### EXPERT OPINIONS (DM)\*

- How do you make sun protection attractive enough to convince your patients to protect their skin from sun damage and forgo the tanning trend?

#### Product Roundup:

Body Contouring

#### Magazine Due Dates

Editorial: 01/01/24  
Ad Close: 02/07/24

### APR THEMES

#### LIP ENHANCEMENT

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

#### HOT/COLD SERVICES

- Cryotherapy Tools
- Cryotherapy Devices
- Thermotherapy Devices

#### BIZ: GEN Z

- Prejuvenation Devices
- Skin Care
- Deep Cleansing
- Sun Care
- Hair Removal
- Patient Financing (Software, Apps, Insurance, Membership/Subscription Services)

#### EXPERT OPINIONS (DM)\*

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

#### Product Roundup:

Lip Enhancement

#### Magazine Due Dates

Editorial: 02/01/24  
Ad Close: 03/08/24

### MAY/JUN THEMES

#### NECK AND DECOLLETE

- Energy-Based Devices
- Dermal Fillers
- Botulinum Toxins
- Topical Creams and Serums

#### MULTICULTURAL SKIN

- Scar Treatment
- Brightening Skin Care
- Lasers for Darker Skin
- Peels for Darker Skin

#### BIZ: RETAIL

- Software
- Skin Care
- Makeup
- Trail Sizes/Gift Sets
- Sun Care
- Lip/Eye Care
- At-home devices

#### EXPERT OPINIONS (DM)\*

- What digital tools such as software and apps do you find most useful for boosting and managing the retail side of your practice?

#### Product Roundup:

Neck/Decollete Skin Care and Devices

#### Magazine Due Dates

Editorial: 03/01/24  
Ad Close: 04/23/24

### JUN ONLINE ONLY!

#### SKIN BRIGHTENING

- Peels
- Skin Brighteners
- Spot Treatments

#### Magazine Due Dates

Editorial: 04/01/24

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

\*(DM) - Digital Magazine





# MAGAZINE PRODUCT ROUNDUP

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.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's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

### Benefits

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 mid-month "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *MedEsthetics website* and will be included in the monthly Product Roundup feature page on [www.medestheticsmag.com](http://www.medestheticsmag.com)
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.

*Best Practice – for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.*

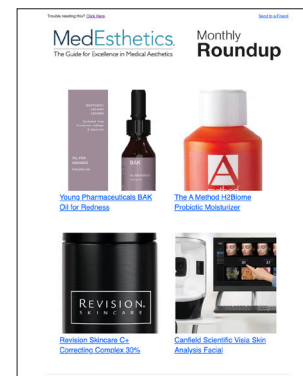
## Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *MedEsthetics* magazine in 2024.
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. Provide a 50 word product or service description.
2. Supply a single image in any of these formats: .jpg, .gif or .png. Maximum resolution should be 300 dpi. Do not include company logos, trademarks or additional verbiage on images.
3. Include 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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
www.Medestheticsmag.com

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

## Showcase Your Expertise in the Medical Aesthetic Industry & Align Your Brand With *MedEsthetics* as an Industry Leader

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 minimally or non-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 that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine 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 going into the pages of *MedEsthetics* magazine and on our website, we will provide you a PDF version for your use in marketing and to place on your website.



Optional Cover Branding - Corner

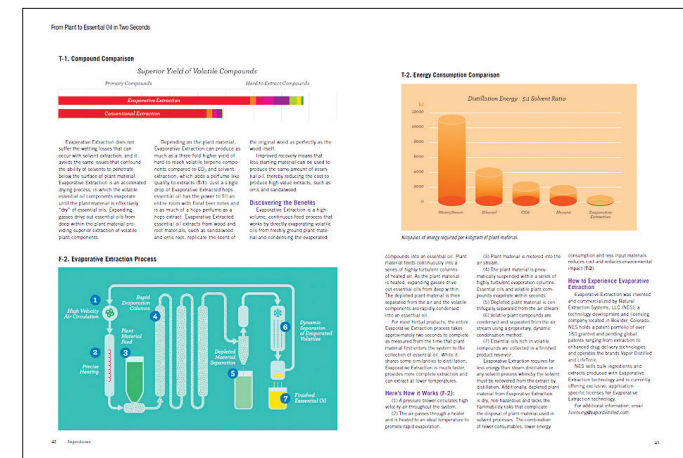


Optional Cover Branding - Circle

### What's Included

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

**Rate: \$21,000**



Example 4-Page Folio

# MAGAZINE ADVERTISING SPECIFICATIONS

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.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.

## NEW IN 2024


### 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 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 vertical**  
2.167" x 10"  
55 mm x 254 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 vertical**  
3.333" x 10"  
85 mm x 254 mm




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



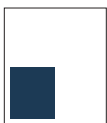
**Live Area**  
7" x 10"  
176 mm x 252 mm



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



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



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

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

## 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.

### DIGITAL EDITION ADVERTISING

Issue Ready Email Ad	300 x 250 px, 72 dpi
Reader Banner Ad	728 x 90 px, 72 dpi
Belly Band	7.875" wide x 4"-5" tall

### 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.

