

Make an impact with 15,000 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.

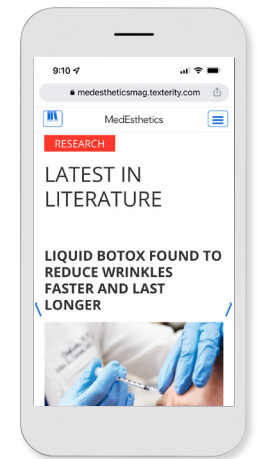
Advertise in the premiere resource for medical aesthetics dedicated to covering non-invasive and minimally invasive treatments, practice management and marketing trends, legal and regulatory issues, industry news, best practices and the latest products and devices.



Print Edition



Digital Edition



EDITORIAL ADVISORY BOARD

Perri Polowy

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

MedEsthetics.

The Guide for Excellence in Medical Aesthetics



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.



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.



MIGUEL A. ARISTIZÁBAL, MD

Co-founder of the ADEI - Aesthetics & Dermatology Institute, Bogota, Colombia.



OMAR A. IBRAHIMI, MD

Board certified dermatologist and founder and medical director of the Connecticut Skin Institute, Stamford and Milford, Connecticut.



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.



CHESAHA 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.



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.

MEDIA PLANNER

Themes listed are **examples of content** covered each month.
All content listed each month **may not** be included.

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MedEsthetics[®]
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JAN/FEB

PREJUVENATION

- Millennials and Gen Z in Aesthetics
- Non-Invasive Devices
- Routine Treatments

NON-INVASIVE & NEEDLE-FREE TECHNOLOGY

- Peptides and Growth Factors
- Hyaluronic Acid Products
- Ultrasound and Radiofrequency Skin Tightening
- Barrier Repair Skincare

MINIMALLY INVASIVE DEVICES FOR FACIAL REJUVENATION

- Chemical Peels
- Neuromodulators
- Plasma Energy Devices
- Fractional Lasers

ACNE PREVENTION & REPAIR

- Retinol
- Antioxidants
- LED Light Therapy
- Topicals and Actives for Scarring

BIZ:

- Influencers and marketing tactics that impact new-gen beauty goals and decisions

TRENDS & INNOVATIONS*

- Peptides and Growth Factors

Product Roundup:

- Post-Procedure Essentials

Magazine Due Dates

Editorial: 12/11/26
Ad Close: 12/22/25

MAR

BIO-STIMULATING TREATMENTS

- Exosomes
- PRP Therapy
- Stem Cells
- Skin Booster Injectables and Topicals (ie: PDRN)

WELLNESS' IMPACT ON RADIANCE

- Nutraceuticals & Supplements
- Detoxification
- Microcurrent Facial Devices
- Lymphatic Drainage Tools

AI IN PERSONALIZED TREATMENTS

- Software
- Matching Patients to Surgeon
- Apps
- Customizing Treatment and Recovery Care
- Imaging

BIZ:

- How to use a private/white label to build a brand beyond service menus, unique to your practice

TRENDS & INNOVATIONS*

- Biostimulatory Injectables

Product Roundup:

- Confidence in Every Bottle

Magazine Due Dates

Editorial: 01/13/26
Ad Close: 01/28/26

APR

HOLISTIC AESTHETICS

- Facial Devices
- Skincare Blending Crystal Energy and Emotional Regulation
- Organic and Botanical Facials
- Clean Medical Grade Skincare

ANTI-AGING

- Dermal Fillers
- Collagen Stimulating Devices and Products
- Sun Protection

FULL BODY TREATMENTS

- Body Contouring
- Microdermabrasion
- Exfoliation

BIZ:

- Integrating self-care and emotional/energy alignment, not just appearance enhancement
- Supplement & Lifestyle Retail

TRENDS & INNOVATIONS*

- Sun Protection

Product Roundup:

- Modern Solutions for Modern Skin

Magazine Due Dates

Editorial: 02/11/26
Ad Close: 02/25/26

MAY/JUN

BODY SCULPTING

- Muscle Toning Procedures
- Cryolipolysis
- Laser Lipolysis
- GLP-1 Body and Face Treatment Innovation

MALE AESTHETICS

- Sexual Wellness Treatments
- Mental Health in Skincare and Aesthetics

LIP ENHANCEMENT

- Fillers or Augmentation Procedures
- PDO Threads
- Lip Masks
- Plumping Products

BIZ:

- How to target the male market
- Continuing education for current evolving techniques and trends in aesthetics

TRENDS & INNOVATIONS*

- PDO Threads

Product Roundup:

- The Future of Skin Health

Magazine Due Dates

Editorial: 04/07/26
Ad Close: 04/21/26

Editorial content is subject to change.

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MEDIA PLANNER CONT'D

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JUL/AUG

SKIN TECH AT-HOME INNOVATIONS & SELF-USE DEVICES

- LED Light Therapy Masks
- Microcurrent Devices
- Cold Therapy Tools

PIGMENTATION & MELASMA SOLUTIONS

- Chemical Peels
- Hormonal Health
- Vitamin C
- Tranexamic Acid Serums

SKIN BRIGHTENING & LIFTING

- Sheet Masks
- Korean Beauty Influence in Aesthetics
- Ceramides
- Energy-Based Devices

BIZ:

- Virtual coaching & device support programs
- Social media shaping aesthetic trends

TRENDS & INNOVATIONS*

- Hyperpigmentation Correction

Product Roundup:

- From Treatment Room to Daily Routine

Magazine Due Dates

Editorial: 06/10/26
Ad Close: 06/24/26

SEP

SCAR REVISION & TISSUE REMODELING

- Procedures and Grafting for Post-Trauma Scarring
- Scar Prevention and Minimalization Techniques
- Stem Cell Therapy

HAIR REJUVENATION & RESTORATION

- Red and Near-Infrared Light Therapy
- At-Home Laser Caps
- Growth Stimulating Ingredients
- Mesotherapy Injections
- Hair Transplant Procedures

CHIN, JAWLINE & JOWLS

- Devices
- Injectables
- Therapies
- Products

BIZ:

- Common Causes of Hair Loss in Men and Women and early intervention with biohacking

TRENDS & INNOVATIONS*

- Hair Growth Stimulators

Product Roundup:

- Beauty Built on Trust

Magazine Due Dates

Editorial: 07/14/26
Ad Close: 07/28/26

OCT

POST-PROCEDURE WELLNESS & RECOVERY BOOSTERS

- Micro-Injury Repair Products
- Barrier Moisturization
- Pre-Treatment Skin Routines
- Sun Protection

INFECTION CONTROL

- Techniques
- Medspa Supplies
- Disinfectant Products
- Staff Training
- Topicals

SKIN HYDRATION

- Microneedling
- Vitamins
- Lotions and Creams

BIZ:

- Post-procedure recovery protocol
- Optimizing skincare retail
- Creating treatment and skincare packages for the holidays

TRENDS & INNOVATIONS*

- Infection Control Topicals

Product Roundup:

- Care Beyond the Clinic

Magazine Due Dates

Editorial: 08/12/26
Ad Close: 08/26/26

NOV/DEC

EYE REJUVENATION

- Blepharoplasty Techniques and Innovations
- Injections for Undereyes
- Brightening Topicals

NON-SURGICAL FACELIFTS

- Aesthetic Devices
- Tightening Products

NON-SURGICAL BUTT LIFTS

- Fillers
- Electromagnetic Stimulation
- Thread Lifting
- Cellulite-Reduction

TEXTURE & TONE IMPROVEMENT

- Topicals
- Exfoliating Devices
- Skin Renewal Devices

ETHICS IN AESTHETICS

- Educational Courses
- Regulations for Estheticians and Medspas
- Training
- Hiring Protocols and Services

BIZ:

- How to conduct AI-driven consultations and match with the right surgeon/provider
- How to implement safety and compliance for patient trust and staff standards of care

TRENDS & INNOVATIONS*

- Skin Lifting Treatments

Product Roundup:

- Formulated with Purpose, Back by Results

Magazine Due Dates

Editorial: 10/06/26
Ad Close: 10/20/26

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Perri for up-to-date show distribution information.

Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

JANUARY/ FEBRUARY

This issue explores the rising trend of prejuvenation—a proactive approach to skincare and aesthetics embraced primarily by Millennials and Gen Z. Topics covered include the influence of social media and marketing on beauty decisions, innovations in peptides, growth factors and antioxidants and the growing popularity of ultrasound, radiofrequency, LED light therapy and minimally invasive devices.

If you have a focus on how new-generation beauty goals are shaping the future of aesthetic treatments and future generations, then this one's for you!

MARCH

Get ready to dive into the future of beauty and wellness with our March issue focused on Regenerative Aesthetics. This edition unpacks cutting-edge bio-stimulating treatments—think exosomes, PRP, stem cells and skin boosters like PDRN—that go beyond surface fixes to trigger real, lasting skin renewal.

Explore how wellness practices, detox protocols and nutraceuticals are now essential for that inside-out glow and discover the latest in tech-forward care, from AI-driven customization to apps that match patients with the perfect surgeon.

APRIL

The April issue on Holistic Aesthetics is all about treating the skin—and the self—as a whole. This edition explores the powerful synergy between high-performance treatments and mindful beauty practices. From crystal-infused skincare and organic facials to collagen-stimulating devices, clean medical-grade products and full-body treatments, we're diving into the intersection of outer beauty and inner balance.

Learn how sun protection is evolving, explore the latest in facial devices, body contouring and exfoliation, and discover how emotional well-being, energy alignment and self-care are becoming essential parts of modern aesthetics.

MAY/ JUNE

The May/June issue is all about transformation—Body Sculpting and beyond. We're spotlighting the latest innovations in muscle toning, fat reduction (like cryolipolysis and laser lipolysis), and cutting-edge GLP-1 treatments that are reshaping both body and face aesthetics.

This edition also dives into the fast-growing world of male aesthetics and sexual wellness, while addressing the important link between mental health and appearance. On the business side, we'll explore how to effectively reach the male market and the importance of continuing education in a rapidly evolving industry.

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Plan a yearlong campaign around our focus each issue

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JULY/ AUGUST

Your go-to guide for the latest in Skin Tech and At-Home Innovations. From LED light therapy masks and microcurrent devices to cold therapy tools and energy-based treatments, we're diving into the high-tech tools that are bringing professional results into the hands of consumers.

You'll also find expert insights on tackling pigmentation and melasma, hormonal skin challenges and the science behind brightening ingredients like Vitamin C, tranexamic acid and ceramides. With a nod to Korean beauty's influence, we explore skin-lifting solutions, sheet masks and glow-boosting rituals.

SEPTEMBER

Our September issue focuses on Scar Revision & Tissue Remodeling, highlighting the advanced techniques and technologies transforming skin and hair restoration. From surgical grafting and stem cell therapy to scar prevention strategies and topical innovations, we're exploring the full spectrum of healing and renewal.

This issue also dives deep into hair rejuvenation, plus powerful growth-stimulating ingredients and biohacking insights. We're also putting the spotlight on sculpting the chin, jawline and jowls.

OCTOBER

This is all about Post-Procedure Wellness & Recovery Boosters—because what happens after treatment is just as important as the treatment itself. Dive into essential strategies for optimizing healing, from micro-injury repair products and barrier-repair moisturizers to hydration-boosting topicals, vitamins and soothing lotions.

We cover key protocols for pre- and post-treatment care, sun protection and infection control, along with must-have medspa supplies and staff training essentials.

NOVEMBER/ DECEMBER

Explore the latest in blepharoplasty innovations, under-eye injections, non-surgical facelifts and thread lifting, alongside powerful tightening products and electromagnetic stimulation for enhanced contouring.

We also dive into non-surgical butt lifts, cellulite reduction and solutions for improving texture and tone with cutting-edge devices and topicals. Beyond treatments, this issue addresses critical topics such as ethics, regulations, training and hiring protocols for estheticians and medspas.

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MAGAZINE PRODUCT ROUNDUP

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

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Make more of an impact with the Product Roundup Program.

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.

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 monthly "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.
4. Highlights of the Product Roundup featured page will be promoted via *MedEsthetics'* 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 NEW PRODUCT ROUNDUP PROGRAM

1. Schedule a minimum 4x display ad program in *MedEsthetics* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

The collage displays three components of the Product Roundup program:

- Top Page (Newsletter):** Titled "Chisel, Lift, Define," it features a "PRODUCT ROUNDUP" header and lists targeted products designed to sculpt and define the chin, jawline, and jowls.
- Middle Page (Magazine Spread):** Titled "Mid-Face Contour and Vitality," it features "EnviroSkin Skin Care Body Essentia Tri-Complex Contouring Cream" and "Merz Redness" products. The text describes how these products address skin concerns like redness and contouring.
- Bottom Page (Website):** Shows a detailed product page for "Merz Redness" and "EnviroSkin Skin Care Body Essentia Tri-Complex Contouring Cream," including product descriptions and contact information.

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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Ensure your position in the industry.

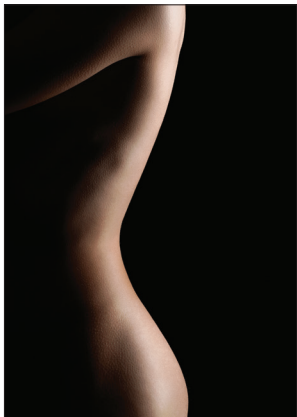
The accompanying 4-page folio will educate the *MedEsthetics* audience on your thought leadership in an area you wish to push to the forefront.

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.

CONCEPTUAL DIRECTION COVER IMAGE EXAMPLES

All cover images need to be vertically oriented.
Covers need to be clean, elevated, dynamic and representative of practice.



PRACTICE PHOTOGRAPHY COVER IMAGE EXAMPLES

All cover images need to be vertically oriented.
Take this opportunity to showcase the professional practice by photographing the environment or an individual.



MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *MedEsthetics*' 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.

Our editors will help you create a web exclusive 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* and on our website, we will provide you a PDF version marketing use.

WHAT'S INCLUDED

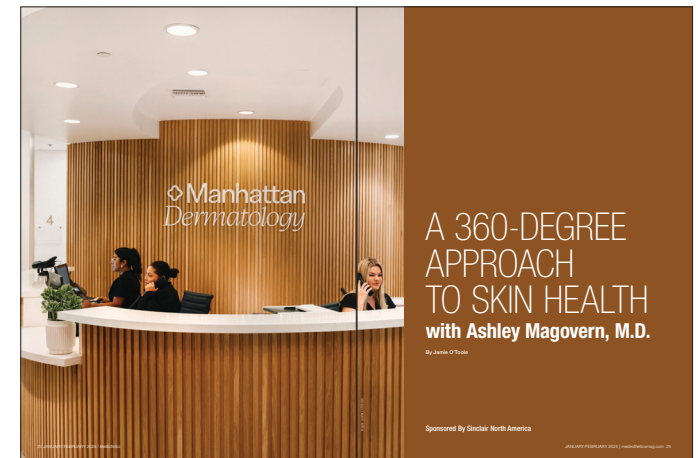
- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio, becomes a web exclusive
- Mentioned in editor's note
- Web exclusive included 3x in *MedEsthetics* newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print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



Optional Cover Branding—Corner



Optional Cover Branding—Circle



MAGAZINE ADVERTISING SPECIFICATIONS

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Reach over 15,000 qualified professionals dedicated to medical aesthetics.

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



FULL PAGE*
Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125"
214 mm x 282 mm



LIVE AREA
7" x 10"
176 mm x 252 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



1/2-PAGE VERTICAL
3.333" x 10"
85 mm x 254 mm



1/2-PAGE HORIZONTAL
7" x 4.833"
178 mm x 123 mm



1/3-PAGE VERTICAL
2.167" x 10"
55 mm x 254 mm



1/3-PAGE HORIZONTAL
7" x 3.167"
178 mm x 80 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



1/6-PAGE HORIZONTAL
7" x 1.0"
178 mm x 25 mm

PRINTING: 4-color (CMYK) sheetfed offset
BINDING: Saddle-Stitched
PAPER: Cover 80# Copy 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.

*Note: Bleeds 1/8" left, right and bottom of spread (add top bleed for Full Page and Spread)

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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 Sarah Krotz at skrotz@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, TransferBigFiles, Hightail, etc.

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DIGITAL EDITION ADVERTISING

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

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	8.188" wide x 4"-5" tall

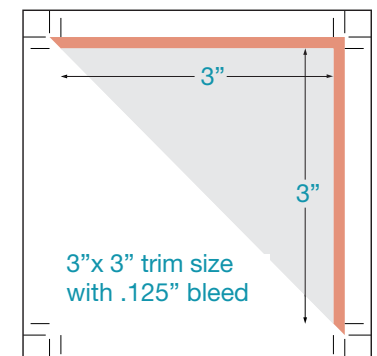
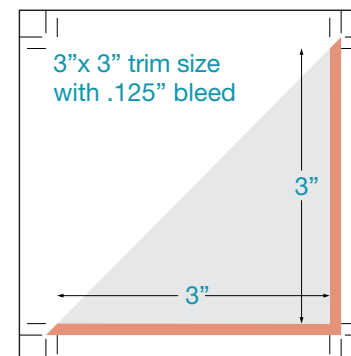
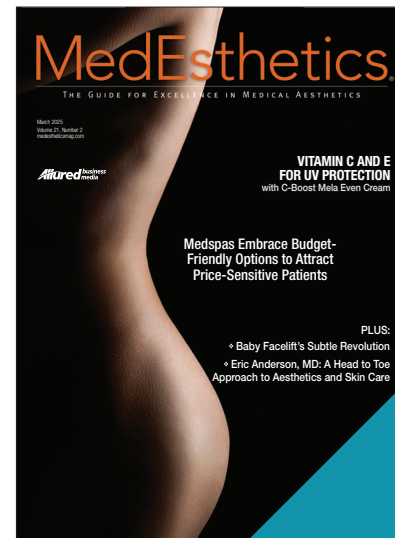


Digital Belly Band

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.



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 within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about how you continue to positively impact the industry.

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.

- 15,000 Magazine Subscribers
- 14,500 Newsletter Subscribers
- 10,000 Registered Website Users
- 30,000 Monthly Website Visitors
- 30,500+ 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 marketed as a Web Exclusive
- Web exclusive included 3x in the newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website and marketing purposes
- Automated Reporting

1-PAGE ADVERTORIAL

A 1-page layout will fit approximately 400–600 words, 1–2 images and one headshot.

WHO YOU REACH

Qualified Medical Aesthetics Professionals across multiple media channels.

- 15,000 Magazine Subscribers

WHAT'S INCLUDED

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as “Sponsored”
- PDF content asset for your website and marketing purposes

**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.*