MAGAZINE

Perri Polowy

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



Make an impact with 30,000 spa professionals looking for the latest on skin care, business, science and treatments.

Advertise in the preeminent resource for advancing skin care, the science and technologies behind the products and the ingredients used in today's spas.







Digital Edition

EDITORIAL ADVISORY BOARD

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Eunice Cofie-Obeng

Eunice Cofie-Obeng is the **founder**, **CEO** and **chief cosmetic chemist** of **Nuekie**, an innovative skin care company for people of color. Eunice was inspired to establish Nuekie when her organic chemistry lab professor taught Eunice and her classmates how to create lotions and hair relaxers. She realized there was a lack of specialized health and beauty products for people of color.



Alex Hernandez

Alex Hernandez is a licensed esthetician and certified acne expert with over a decade of experience in the esthetics industry. Known for blending science with storytelling, she's passionate about making skin care education more approachable, inclusive and results-driven to empower fellow estheticians to feel confident, supported and ready to create real change.



Shannon Esau

Shannon Esau is the CEO and national educator of Rhonda Allison Cosmeceuticals. She brings more than 20 years experience of the esthetics industry. Esau owned skin care salons in the Dallas/Ft. Worth area, has studied chemistry in skin care formulations and has been mentored by Rhonda Allison for decades.



Tazeem Jamal

Tazeem Jamal, LE, (www.tazeemjamal.com) is an award-winning spa biz coach and master esthetician. With over 38 years of industry experience, including running a spa for almost 35 years, she now inSPAires spas to scale and grow their businesses using her signature framework, the "Purple Carpet Experience" with coaching, memberships and masterclasses.



Claudia Fabian

Claudia Fabian is a beauty industry expert with 30+ years of experience as a **makeup artist** and **esthetician**. Fabian is a sales and marketing executive and online pro-age beauty content creator. She advocates for "age honoring" skin care and makeup, aiming to shift perceptions around aging and reduce the noise of anti-aging rhetoric within the beauty space. Claudia encourages beauty brands to represent women over 40 and educates spa professionals to welcome a wellness-focused spa menu.



Erin Madigan-Fleck, N.M.D.

Dr. Erin Madigan-Fleck, NMD, LE, LEI, has over 40 years of experience in the esthetic and natural health industry. She is a naturopathic medical physician, a licensed master cosmetologist-esthetician and an esthetic instructor. As a global educator, she serves on the Educational Commission for the International Association of Applied Corneotherapy in Germany. She is the owner of DermaEducationTV and her practice, Naturophoria, which she founded in 2000.



Rebecca Gadberry

Receiving seven awards as a legend in the beauty industry, Rebecca Gadberry, **LE, FSCC**, is a true skin care pioneer and **preeminent ingredient authority** who has taught thousands of skin care professionals during the past 50 years. At the forefront of many of the industry's most popular trends (aloe vera, AHAs, hyaluronic acid, niacinamide, pollution and blue light protection, barrier repair, the microbiome, adaptogens, multi-antioxidants, peptides, epigenetics, exosomes, green chemistry) as well as one of the first cosmetic science communicators and 'myth-busters', Rebecca has received numerous awards for her work.



Tammy Pahel

Tammy Pahel is vice president of spa & wellness at Carillon Miami Wellness Resort and chief wellness officer at Alchemy Wellness Resorts, with over 30 years of leadership in the spa and wellness industry. She began her career in 1989 as executive spa director at Nemacolin Woodlands Resort & Spa, leading it to eight consecutive years on Condé Nast's Gold List of "Top Ten Spas." Since then, she has developed and managed spa and wellness operations at premier properties including Arizona Biltmore, Caesar's Palace and JW Marriott Turnberry Isle.

EDITORIAL ADVISORY BOARD CONT'D

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Maritza Rodriguez

Maritza Rodriguez is the global vice president of marketing and communications for Pevonia International. She has worked with some of the most renowned professional skin care brands on image and marketing. As an experienced bilingual trainer, a published author and a global business building coach, Rodriguez is passionate about empowering others to reach their full potential.



Sherrie Tennessee, PhD

Sherrie Tennessee, PhD, began her career in the scientific world by **conducting research** at renowned institutions, including **Johns Hopkins University** and **MedImmune**. With over 20 years of experience in the beauty, spa and wellness industries, she has served as a massage therapist, nail technician, spa owner, professor, speaker and educator. Her diverse background informs her unique approach to workplace wellness, stress management and resilience training, particularly for high-performance professionals.



Susanne Schmaling

Susanne Schmaling is a NCEA certified, licensed master esthetician, laser technician and accomplished instructor with more than 21 years' experience. Her career encompasses all aspects of the spa world including sales, spa ownership and medical spa modalities. She is the **founder** of the **Esthetic's Council** and is an accomplished author.



Dr. Arun Tomson

Dr. Arun Kallarackal Tomson is a **naturopathic physician** and **director** of AyurMa at Four Seasons resort **Maldives at Landaa Giraavaru**, where he heads an expert team in creating bespoke therapeutic programs that unite Ayurveda, yoga, planetary well-being and wellness. Tomson helps individuals discover their body's innate healing ability using diet, physical activities and natural treatments



Elaine Sterling

Elaine Sterling is a renowned figure in the beauty and wellness industry, known for her expertise and contributions to esthetics, cosmetology and education. She is the **founder and owner** of the **Elaine Sterling Institute (ESI)**, which has two campuses in Georgia. The institute offers comprehensive programs in esthetics, cosmetology, nail care and massage therapy, blending European standards with American science to provide top-tier education and training.



Lashelle Ullie

Lashelle Ullie is a licensed skin health professional and integrative esthetician committed to promoting holistic wellness for men. By combining conventional and complementary treatment strategies, he helps men achieve optimal health by addressing the root causes that impact their overall well-being. His exceptional commitment to excellence has earned him a stellar reputation and celebrity clientele, including Kelly Rowland, Toni Braxton, Emma Watson and numerous other entertainment insiders. Ullie has over 20 years of experience.



Lisa Stewart

Lisa Stewart is the **founder** and **owner** of **Solia Spa** and **Peri Skin Care**. A renowned and trusted skin care expert, Stewart's passion and tireless efforts have earned her a place in the market as one of the country's most beloved and most sought-after skin care professionals. She is a guest beauty expert for Fox and The Doctor's. Stewart is also a writer and advisory board member for *Skin Inc.* and is a co-host for the national TV show, Lite It Up TV.



Terri Wojak

Terri Wojak is the **founder** of **Aesthetics Exposed Education**. She is a powerhouse in the aesthetic industry with over 30 years of experience transforming skin care education, professional development and medical aesthetics. As an international speaker, industry consultant and best-selling author, Wojack has become a go-to expert for bridging the gap between traditional esthetics and advanced medical skin care.

MEDIA PLANNER

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

Perri Polowy

MAY

LUXURY

Retail

Retail

Software

Shipping

Stocking

Super Foods

Supplements

& Beverages

Recipes

Summer

Skin Care

Treatments

• Home Care

Tools/Devices

E-COMMERCE

Website Building

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SKIN CANCER

AWARENESS MONTH



ACNE

AWARENESS MONTH

JAN/FEB

SLEEP

- Products
- Supplements
- Treatments
- Retail Offerings
- Education

AI & DIGITALIZATION

- Marketing
- Product Recommendations
- Retail/Inventory
- Automation
- Trends
- Artificial Environments

SKIN BARRIER

- Skin Care
- Anti-pollution
- Treatments
- Devices & Tools
- Waterless Beauty

SUPPLIER INSIGHTS (DM)*

- Industry Input: Al/digital tools
- Protocols in Practice: Skin Barrier

JAR DECONSTRUCTED: Hemp

- Anti-inflammatory
- Strengthens skin barrier

Magazine Due Dates

Editorial: 12/01/25 Ad Close: 12/23/25

MAR

HYDRATION

- Skin Care
- Treatments
- Tools/Devices
- Trends
- Cycling

EQUIPMENT/DEVICES

- Treatment Tables/Chairs
- Furniture & Storage
- Financing
- Accessibility & Regulation

PERSONALIZED WELLNESS

- Personalized Skin Care
- Al
- Personalized Regimens

SUPPLIER INSIGHTS (DM)*

- Industry Input: Equipment/Devices
- Protocols in Practice: Hydration

JAR DECONSTRUCTED: Chamomile

- Exfoliation
- Psoriases

Magazine Due Dates

Editorial: 12/30/25 Ad Close: 01/30/26

APR

ENVIROMENTAL AWARENESS MONTH

PERSONAL GROWTH/SELF CARE

- Skin Care
- Realistic Goal Setting
- Personalized Solutions
- Sustainability

RELATIONSHIP BUILDING

- Client Retention
- Referrals
- Word-of-Mouth Marketing
- Partnerships, Collaboration
 Networking
- Reviews

NATURAL/ORGANIC

- Skin Care
- Treatments
- Ingredients
- Skinimalism

SUPPLIER INSIGHTS (DM)*

- Industry Input: Relationship Building
- Protocols in Practice: Natural/Organic

JAR DECONSTRUCTED: Jojoba Oil

Magazine Due Dates

Editorial: 01/30/26

Ad Close: 03/02/26

- Soothing
- Oil Production

SUPPLIER INSIGHTS (DM)*Industry Input: E-Commerce

NUTRITION/SUPPLEMENTS

• Relaxation Room Snacks

- industry input. E-Commerc
- Protocols in Practice: Luxury

JAR DECONSTRUCTED: Vitamin C

- Brightening
- Collagen Production

Magazine Due Dates

Editorial: 02/27/26 Ad Close: 03/30/26

CLEANSERS

• Skin Care

JUN

- Retail
- Personalized Solutions
- Regimen
- Ingredients
- Lightweight

MANAGEMENT

- Staffing
- Financing/Business Literacy
- Sustainability
- Equipment/Retail

MEN

- Skin Care
- Treatments
- Education
- Retail Offerings
- Marketing

SUPPLIER INSIGHTS (DM)*

- Industry Input: Management
- Protocols in Practice: Men

JAR DECONSTRUCTED: Colloidal Oatmeal

- Gentle
- UV Protection

Magazine Due Dates

Editorial: 04/01/26 Ad Close: 04/28/26

Editorial content is subject to change.

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

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MEDIA PLANNER CONT'D

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JUL

LIPS

- Skin Care
- Retail
- Personalized Solutions
- Regimen
- Ingredients
- Lightweight

CLIENT MANAGEMENT

- Client Profiles
- Software for Scheduling
- SMS
- Refills & Re-ups

MINDFULNESS & SETTING THE STAGE

- Mindfulness Techniques
- Relaxation Treatments
- Scent Designing
- Spa Sounds
- Sensory Deprivation

AUG

WELLNESS

- Holistic Skin Care
- Stress Management
- Personalized Solutions
- Body Care
- Ingredients
- Recipes
- Motivation
- Travel

RETAIL AND PRICING

- Sourcing Products
- Sales
- Menu Curating & Expansion
- Increases

HOLISTIC SKIN CARE

- Topicals
- Supplements
- Body Wraps/Masks

SEP

BODY CARE

- Holistic skin care
- Stress management
- Personalized solutions
- Body care
- Ingredients
- Recipes

SOFTWARE & APPS

- Client management & appointments
- Marketing & communications
- Mental health

MICROBIOME

- Probiotics
- Supplements
- Spa Snacks
- Recipes

OCT

RETINOLS

- Anti-aging
- Acne
- Product Synergy
- Mitigating Side Effects

SMALL/NEW BUSINESS

- Financing
- Pricing Models
- Finding a Space
- Staffing
- Business Strategy
- Branding

EMOTIONAL WELLNESS

- Sensorial Experiences in Skin Care
- Aromatherapy
- Hydrotherapy

NOV/DEC

REPAIR & REJUVENATION

- Skin Care
- Body Care
- Retail
- Treatments

CLIENT EXPERIENCE

- Decor & ambiance
- Brand
- Menu
- Events
- Immersive Tech

RESILIENCE & ELASTICITY

- Products
- Treatments
- Devices & Tools

SUPPLIER INSIGHTS (DM)*

- Industry Input: Client Management
- Protocols in Practice: Stress Management

JAR DECONSTRUCTED: Vitamin E

- Hyperpigmentation
- Acne Scarring

Magazine Due Dates

Editorial: 05/01/26 Ad Close: 06/01/26

SUPPLIER INSIGHTS (DM)*

- Industry Input: Retail & Pricing
- Protocols in Practice: Holistic Protocols

JAR DECONSTRUCTED: **Lactic Acid**

- Anti-aging
- Acne

Magazine Due Dates

Editorial: 06/01/26 Ad Close: 06/26/26

SUPPLIER INSIGHTS (DM)*

- Industry Input: Software & Apps
- Protocols in Practice: **Body Treatments**

JAR DECONSTRUCTED:

- **Bee Venom**
- Collagen Flastin

Magazine Due Dates

SUPPLIER INSIGHTS (DM)*

- Industry Input: Small/New Business
- Protocols in Practice: Well-aging

JAR DECONSTRUCTED: **Bone Marrow**

Anti-aging

Magazine Due Dates

Editorial: 07/31/26 Ad Close:08/31/26

SUPPLIER INSIGHTS (DM)*

- Industry Input: Client Experiences
- Protocols in Practice: Elasticity

JAR DECONSTRUCTED: Colloidal Silver

- Antimicrobial
- Wound-healing

Magazine Due Dates

Editorial: 10/01/26 Ad Close: 10/20/26

Editorial: 07/01/26 Ad Close: 07/31/26

Editorial content is subject to change.

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

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MEDIA PLANNER

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Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

JANUARY/ FEBRUARY

We're laying the foundation of skin for the year by covering something critical to overall wellness and skin health: sleep.

We're looking at what treatments and products pros are using to maintain the skin barrier, as well as the rise of waterless beauty. Get the latest on how AI is integrating into our digital tools and how hemp is finding its way into our products.

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 biostimulating 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 Aldriven customization to apps that match patients with the perfect surgeon.

APRIL

April's all about watering where we want the greener grass. Self-care and personal growth take center stage with business development and client education, while we celebrate Environmental Awareness Month and Earth Day in our sustainability issue by showcasing natural and organic care.

Building meaningful industry relationships and soothing jojoba oil rounds out our feel-good issue t o welcome spring.

MAY

For Skin Cancer Month, we'll be focusing on every inch of sun care, as well as good nutrition and how to holistically take care of ourselves.

We'll also be prepping pros on selling and providing tips and tricks on how to rock retail. The ever coveted vitamin C rounds out our May issue to kickoff the summer.

JUNE

Our acne issue is back! We'll go through innovations and breakthroughs in cleansers, while diving into considerations for male clientele.

Then, we'll get down to business and talk about major themes in spa management for 2026, including business literacy and sustainability. Then we'll see what vitamin E is up to in the industry and talk everything hyperpigmentation and acne scars.

MEDIA PLANNER CONT'D

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JULY Pucker up! July we're talking about lip health and treatments and the ingredients we love so much, we could kiss 'em. We're talking about mindfulness and how to make it work harder for you and your clients. Take a look at how to optimize client and appointment management and then join us to discover the benefits of colloidal oatmeal.

AUGUST

As the summer season winds down, we'll take a closer look at the relationship between skin care and wellness and how to design a comprehensive approach for both. We'll also include some tips and tricks for retailing effectively. Since it's National Psoriasis Awareness Month, we'll dive deep into the use and benefits of urea in skin care.

SEPTEMBER

We're kicking off peel season with a run down of the state of luxury beauty and what's trending. Then, we're talking about all the good stuff we can do to keep our microbiome flourishing. We'll run through some of our favorite apps for everything from booking and spa management, to marketing and mental health. Don't miss our deep dive into the benefits of bee venom—we promise it won't sting.

OCTOBER

October is all about retinols and other well-aging solutions. This feel-good issue will take a look at what pros can do to maintain and facilitate mental wellness. Also featured: practical advice for small businesses in growth and management and the longevity benefits of bone marrow.

NOVEMBER/ DECEMBER

As we settle back into the cold, dry months, we'll focus on rejuvenation and elasticity and how to carry those through the winter. We'll maximize skin's reparative qualities and resilience and go into other neat ways to improve the client experience. Colloidal silver makes an appearance.

MAGAZINE PRODUCT ROUNDUP

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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 *Skin Inc.*'s Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

BENEFITS

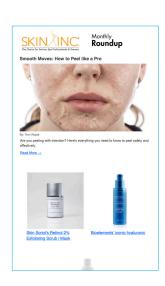
- As a magazine display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
- 2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes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

MARKETING INQUIRIES

- 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

- Schedule a minimum 4x display ad program in Skin Inc. magazine in 2026.
- 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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Establish your position in the industry.

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

SKIN INC.—THE CHOICE FOR SERIOUS SKIN CARE SPA PROFESSIONALS & OWNERS

Skin Inc. is the preeminent skin care spa professional's resource for advancing the skin care business through sciences, technologies and techniques behind treatments and products.

COVER IMAGE EXAMPLES

Covers rotate monthly between subject matter—all specific to caring for our skin. Images should be bold, intriguing and compelling.









MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *Skin Inc.*'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 *Skin Inc.* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

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 Skin Inc. 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 30,000 qualified professionals dedicated to professional skin care.

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

PRINTING: 4-color

4-color (CMYK) sheetfed offset

BINDING:

Saddle-Stitched

PAPER:

Cover 80# Copy 60#



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

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)

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 <u>must</u> 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.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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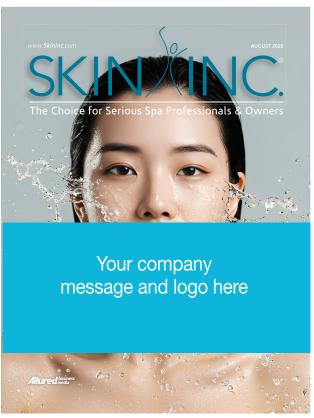
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DIGITAL EDITION ADVERTISING

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

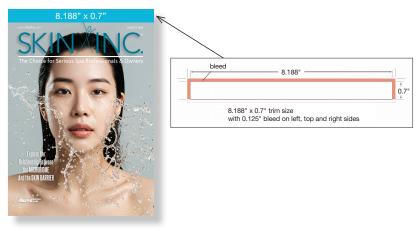


Digital Belly Band

COVER CROWN

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

• The ad will be placed on the <u>top banner</u> of the magazine cover..



COVER CORNER

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

• The ad can be placed in the bottom right corner of the magazine cover.



ADVERTORIAL

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Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate spa 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 Spa Professionals across multiple media channels.

- 30,000 Magazine Subscribers
- 30.500 Newsletter Subscribers
- 58,500 Registered Website Users
- 32,000 Monthly Website Visitors
- 223.000+ 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 Spa Professionals across multiple media channels.

• 30,000 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. We write, edit & lay out the article.