

# MAGAZINE

Perri Polowy

New Business Development Manager

ppolowy@allured.com

630-344-6075

[www.SkinInc.com](http://www.SkinInc.com)

**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

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.



Print Edition



Digital Edition

# EDITORIAL ADVISORY BOARD



## 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](http://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, **Natuophoria**, 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



## 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.



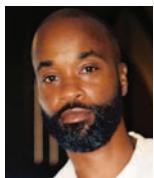
## Dr. Arun Tomson

Dr. Arun Kallarakkal 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.

### Perri Polowy

New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)

**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

# MEDIA PLANNER

Themes listed are **examples of content** covered each month.

All content listed each month **may not** be included.

Perri Polowy

New Business Development Manager

ppolowy@allured.com

630-344-6075

[www.SkinInc.com](http://www.SkinInc.com)



## 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: AI/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

### Bonus Distribution:

IBS New York and IECSC New York

## MAR

### HYDRATION

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

### EQUIPMENT/DEVICES

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

### PERSONALIZED WELLNESS

- Personalized Skin Care
- AI
- Personalized Regimens

### SUPPLIER INSIGHTS (DM)\*

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

### JAR DECONSTRUCTED:

#### Chamomile

- Exfoliation
- Psoriasis

## APR

### ENVIRONMENTAL 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

- Soothing
- Oil Production

## MAY

### SKIN CANCER AWARENESS MONTH

### LUXURY

- Skin Care
- Treatments
- Tools/Devices
- Home Care
- Retail
- Summer

### E-COMMERCE

- Retail
- Software
- Shipping
- Website Building
- Stocking

### NUTRITION/SUPPLEMENTS

- Super Foods
- Supplements
- Relaxation Room Snacks & Beverages
- Recipes

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: E-Commerce
- Protocols in Practice: Luxury

### JAR DECONSTRUCTED:

#### Vitamin C

- Brightening
- Collagen Production

## JUN

### ACNE AWARENESS MONTH

### CLEANSERS

- Skin Care
- 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

*Editorial content is subject to change.*

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

# MEDIA PLANNER CONT'D

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

## 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

- 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

## 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

- HOLOSTIC SKIN CARE
  - Topicals
  - Supplements
  - Body Wraps/Masks

- 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

## 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

- SUPPLIER INSIGHTS (DM)\*
  - Industry Input: Software & Apps
  - Protocols in Practice: Body Treatments

- JAR DECONSTRUCTED: **Bee Venom**
  - Collagen
  - Elastin

- Magazine Due Dates
  - Editorial: 07/01/26
  - Ad Close: 07/31/26

## Perri Polowy

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



## 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

- 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

## 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 Experiences
  - Protocols in Practice: Elasticity

- JAR DECONSTRUCTED: **Colloidal Silver**
  - Antimicrobial
  - Wound-healing

- Magazine Due Dates
  - Editorial: 10/01/26
  - Ad Close: 10/20/26

- Bonus Distribution:
  - Cosmoprof Miami (2027)
  - Premiere Anaheim (DM\*) (2027)

*Editorial content is subject to change.*

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

# MEDIA PLANNER

Perri Polowy  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)



## 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 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

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 to 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.

*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.

**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.

*Editorial content is subject to change.*

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

# MAGAZINE PRODUCT ROUNDUP

Perri Polowy  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)

**SKIN INC.**<sup>®</sup>  
The Choice for Serious Spa Professionals & Owners

## 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

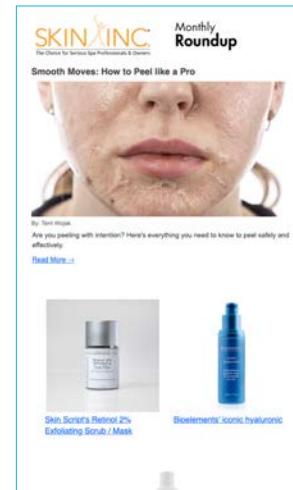
1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *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

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 *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

Perri Polowy  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)

**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

## Establish your position in the industry.

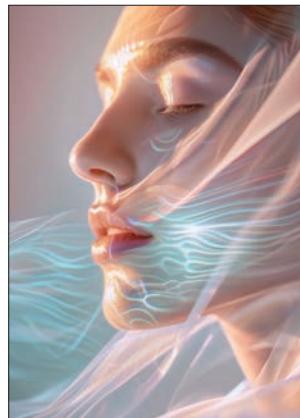
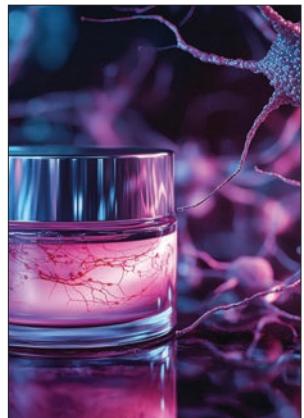
The accompanying 4-page folio will educate the *Skin Inc.* audience on your thought leadership in an area you wish to push to the forefront.

### **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

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

Perri Polowy

New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)

# SKIN<sup>INC.</sup>



### *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  
[www.SkinInc.com](http://www.SkinInc.com)

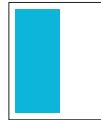
**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

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



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



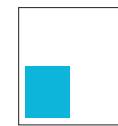
**1/4-PAGE HORIZONTAL**  
7" x 2.333"  
178 mm x 59 mm



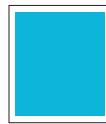
**FULL PAGE\***  
Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125"  
214 mm x 282 mm



**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



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

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Perri Polowy  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)



## 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](mailto: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

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

**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

## DIGITAL EDITION ADVERTISING

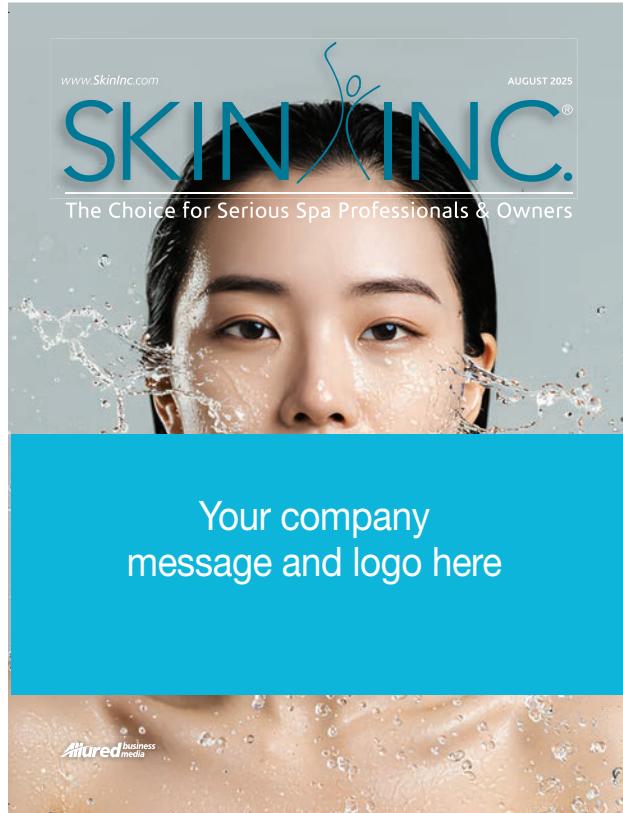
Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

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

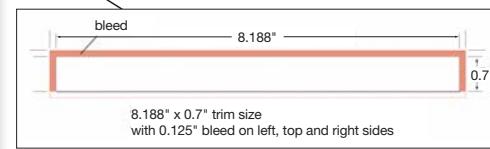


Digital Belly Band

## COVER CROWN

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

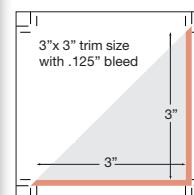
- The ad will be placed on the top banner of the magazine cover..



## 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

Perri Polowy  
New Business Development Manager  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://www.SkinInc.com)



## 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.*