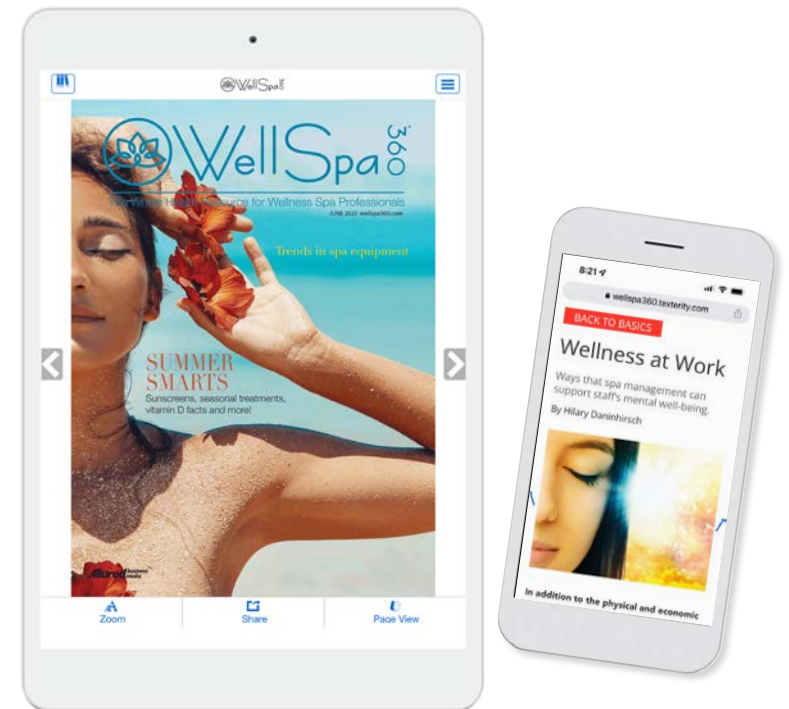


## Make an Impact With 25,500 Health & Wellness Spa Professionals That Read In-depth Articles on Health and Wellness Innovations, Trends and Treatments for the Skin, Body and Mind

Advertise in the premier resource covering worldwide wellness and health trends; luxurious mind & body offerings; scientific breakthroughs; and business advice for high-end spas, destinations, resorts, wellness centers and fitness spas who are dedicated to improving client well-being and overall health.



Print Edition



Digital Edition

# MAGAZINE EDITORIAL ADVISORY BOARD

**Shamella Anderson**  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
[www.WellSpa360.com](http://www.WellSpa360.com)



The world of spa and wellness is still booming. From local day spas to international wellness destinations, it seems everyone is booked and enjoying ongoing success. The Global Wellness Institute (GWI) even predicts the wellness economy will reach \$7 trillion by 2025, with wellness tourism, thermal mineral springs and spas expected to experience significant growth.

And *WellSpa 360* is growing right alongside the industry. With consumers more savvy than ever about their beauty and wellness routines, it's important that spas and wellness facilities continue providing guests with innovative treatments and experiences that address their needs—and wants.

Whether it's innovative technologies, holistic programming, natural skin care or on-trend tools, *WellSpa 360* is here to help spas support the well-being of their guests and their businesses. We arm readers with the latest research, business advice, treatment inspiration and product recommendations to support guests' health and wellness journeys.

Join us as we delve into physical health, mental wellness, beauty and personal care, and financial advice for spas to grow their businesses. *WellSpa 360* has it all, from in depth print and web articles to video interviews, educational webinars and so much more.

Spa-goers' desire for better well-being isn't going away anytime soon, and we look forward to helping them meet that need in 2024.

Here's to being well,

**Laura Waldon**  
Managing Editor, *WellSpa 360*



**Rebecca Olpin**  
Director of Education  
**Sorella Apothecary**



**Sherrie Tennessee**  
Education Director  
**SpaSOS**



**Tammy Pahel**  
Vice President of Spa  
& Wellness Operations  
**Carillon Miami**  
**Wellness Resort**



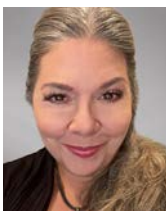
**Toshiana Baker**  
Founder  
**Network of Multi-Cultural**  
**Spa and Wellness**  
**Professionals**



**Samantha Gatewood,**  
**MSN, APRN, FNP-C**  
Nurse Practitioner  
**BIAN Chicago**



**Amber McBain**  
Vice President of Marketing  
& Communications  
**Eminence Organic**  
**Skin Care**



**Maritza Rodriguez**  
Global VP Marketing &  
Communications  
**Pevonia International**



**Arun Tomson**  
Director of AyurMa  
**Four Seasons Resort**  
**Maldives at Landaa Giraavaru**



**Dierdre Strunk**  
Vice President, Fitness & Beauty  
**Canyon Ranch Spa**

# MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **WellSpa 360's** media universe throughout the year.

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## JAN THEMES

### NUTRITION

- Beauty Ingestibles
- Supplements/Nutraceuticals
- Spa Drinks/Teas
- IV Therapy
- Protein Powders
- Waters/Infusion

### FITNESS

- Activewear
- Yoga Mats/Accessories
- Sunscreen
- Spa Design
- Fitness Topicals
- Equipment
- CBD
- Recovery Aids
- Lymph Drainage Tools
- Light Therapy

### SEASONAL TREATMENTS

- Body Care
- Scrubs
- Skin Care
- Body Treatments
- Aromatherapy

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Detoxifying Treatments
- Trend Watch: Functional Spa Beverages/Ingestibles

### Product Roundup:

- CBD
- Seasonal Spa Products

### Magazine Due Dates

Editorial: 11/01/23  
Ad Close: 12/15/23

**Bonus Distribution:**  
Premier Anaheim (DM)\*

## FEB THEMES

### AROMATHERAPY

- Essential Oils
- Skin/Body Care
- Bath/Shower

### ENERGY WORK

- Rollers/Gemstone Tools
- Gemstone Jewelry
- Gemstone Skin Care
- Crystals
- Singing Bowls

### HEALING TREATMENTS

- Skin Care
- Body Care
- Massage Products
- Bath/Shower
- CBD
- Sleep Aids
- Light Therapy
- Salt Therapy

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Essential Oils
- Trend Watch: Crystals and Gemstones

### Product Roundup:

- Aromatherapy
- Sensitive Skin Care

### Magazine Due Dates

Editorial: 12/01/23  
Ad Close: 01/09/24

**Bonus Distribution:**  
IBS New York & IECSC  
New York (co-locating with IECSC)  
IHRSA 2024

## MAR THEMES

### MASSAGE

- Massage Oils/Creams
- Tools/Rollers
- CBD Body Care
- Poultices
- Hot Stones

### SALT THERAPY

- Spa Design
- Salt Stones/Massage Tools
- Body Care
- Body Scrubs
- Bath Soaks

### SPA SOFTWARE

- Business Software
- Financing Tools
- Marketing Software
- Scheduling Software

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Body Scrubs
- Trend Watch: New Software Features

### Product Roundup:

- Massage Oils/Tools
- Salt Products

### Magazine Due Dates

Editorial: 01/23/24  
Ad Close: 02/07/24

**Bonus Distribution:**  
America's Beauty Show (ABS)  
ISpa

## APR THEMES

### SUSTAINABILITY

- Natural/Organic Skin Care
- Natural/Organic Body Care
- Green Spa Design
- Spa Equipment
- Waterless Treatments
- Eco-Friendly Products
- Eco-Friendly Equipment

### PLANT-BASED TREATMENTS

- Skin/Body Care
- Body Wraps
- Skin/Body Masks
- CBD

### MENTAL WELLNESS

- CBD
- Sleep Aids
- Crystals/Gemstones
- Ingestibles
- Light Therapy
- Holistic Skin/Body Care
- Relaxation Aids
- Mindfulness Aids

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Flowers and Botanicals
- Trend Watch: Green Skin Care and Cosmetics

### Product Roundup:

- Natural/Organic Products
- Relaxation Products

### Magazine Due Dates

Editorial: 02/01/24  
Ad Close: 03/05/24

**Bonus Distribution:**  
IBS Las Vegas & IECSC  
Las Vegas

## MAY THEMES

### HOLISTIC TREATMENTS

- Skin/Body Care
- Ingestibles
- Crystals
- Facial Devices
- CBD
- Sleep Aids
- Salt Therapy

### LIGHT THERAPY

- LED Devices
- Infrared Fixtures/Saunas/Wraps
- Infrared Wraps/Blankets
- Light Therapy

### MEN'S WELLNESS

- Skin Care
- Body Care
- Massage Products
- Fitness Equipment
- Fitness Aids
- Recovery Aids
- CBD

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Men's Treatments
- Trend Watch: Light Therapy

### Product Roundup:

- Holistic Products
- Products for Men

### Magazine Due Dates

Editorial: 03/01/24  
Ad Close: 04/05/24

**Bonus Distribution:**  
IBS Las Vegas & IECSC  
Las Vegas

## JUN THEMES

### SUMMER

- SPF
- Skin Care
- Body Care
- Body Slimming/Contouring
- Body Treatments/Wraps
- Nutrition/Ingestibles

### EXFOLIATION

- Body Care
- Body Scrubs
- Body Brushes
- Exfoliation Devices
- Salt

### SPA DESIGN

- Equipment
- Treatment Tables
- Decor
- Hardware
- Gym Equipment

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Sun Damage
- Trend Watch: Spa Design and Decor

### Product Roundup:

- Sun Care/Summer
- Exfoliation Products

### Magazine Due Dates

Editorial: 04/01/24  
Ad Close: 05/09/24

Editorial content is subject to change. All bonus distributions are tentative. Please contact Shamella for up-to-date show distribution information.

\*(DM) - Digital Magazine

# MAGAZINE MEDIA PLANNER CONT'D

Use our Media Planner to take advantage of opportunities across **WellSpa 360's** media universe throughout the year.

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## JUL THEMES

### SELF-CARE

- Spa Design
- Singing Bowls
- Jewelry
- Spa Decor
- Crystals
- Meditation
- CBD
- Sleep Aids
- Light Therapy

### HOT/COLD THERAPY

- Cryotherapy Devices/Equipment
- Infrared Devices/Equipment
- Cryo Globes
- Cold Masks
- Warming Masks
- Hot Stones
- Salt Stones
- Poultices
- Heating Pads/Mats/Wraps

### HYDROTHERAPY

- Body Care
- Body Scrubs
- Bath/Shower
- Spa Equipment/Showers
- Spa Design
- Spa Robes

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Body Treatments
- Trend Watch: Cryotherapy

### Product Roundup:

- Aromatherapy
- Bath/Shower Products

### Magazine Due Dates

Editorial: 05/01/24  
Ad Close: 06/07/24

## AUG THEMES

### PAIN MANAGEMENT

- Massage Products
- Light Therapy
- CBD
- Bath/Shower
- Heating/Cooling Packs

### HEALTHY AGING

- Skin Care
- Body Care
- Nutrition/Ingestibles
- Fitness
- Sleep Aids
- Salt Therapy
- Light Therapy

### WELLNESS TECHNOLOGY

- Spa Equipment
- Treatment Tables
- Touchless Treatments/Tech
- Financing Tools
- Spa Software
- Sleep Aids
- Light Therapy
- Apps

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: CBD Protocols
- Trend Watch: Healthy Aging

### Product Roundup:

- Pain Relief Products
- Anti-Aging

### Magazine Due Dates

Editorial: 06/03/24  
Ad Close: 07/08/24

**Bonus Distribution:**  
Face & Body

## SEP THEMES

### FEMININE WELLNESS

- Skin Care
- Body Care
- Nutrition/Ingestibles
- Bath/Shower

### BODY CONTOURING

- Body Wraps
- Body Care
- Body Masks
- Contouring Devices/Tools

### BUSINESS SUPPORT

- Business Tools
- Spa Software
- Financing Tools
- Uniforms
- Education
- Robes

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Body Shaping/Contouring
- Trend Watch: Well Beauty

### Product Roundup:

- Products for Women
- Body Products/Tools

### Magazine Due Dates

Editorial: 07/01/24  
Ad Close: 08/08/24

## OCT THEMES

### HOLIDAY

- Skin/Body Care
- Jewelry
- Bath/Shower
- Makeup
- Candles
- Aromatherapy
- Apparel
- Yoga Mats/Accessories
- Mindfulness Aids
- Fitness Accessories

### STRESS

- Essential Oils/Aromatherapy
- Massage Products
- Bath/Shower
- Body Care
- CBD
- Sleep Aids
- Salt Therapy

### SPA BRANDING

- Private Label Products
- Spa Linens
- Robes
- Spa Uniforms
- Spa Decor/Design
- Spa Software
- Financing Tools

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Holiday
- Trend Watch: Self-Care Retail Products

### Magazine Due Dates

Editorial: 08/01/24  
Ad Close: 09/06/24

## NOV THEMES

### ANCIENT MEDICINE

- Ayurveda
- TCM
- Acupuncture
- Reflexology
- Body Oils
- Ingestibles

### SLEEP

- Aromatherapy
- Sprays/Mists
- Eye Masks
- Pillowcases
- Skin/Body Care
- CBD
- Sleep Aids

### THE UNWELL CLIENT

- Sensitive Skin Lines
- Natural/Organic Lines
- Oncology Skin Care
- Gentle Treatments
- Massage
- Ingestibles
- Light Therapy
- Salt Therapy

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Aromatherapy Treatments
- Trend Watch: Sleep Aids

### Product Roundup:

- Holistic Products
- Nighttime Products

### Magazine Due Dates

Editorial: 09/02/24  
Ad Close: 10/08/24

## DEC THEMES

### TOP 10 WELLNESS TRENDS

- Skin/Body Care
- Massage
- Nutrition
- Fitness
- Spa Equipment

### WINTER HYDRATION

- Spa Drinks
- Hydrating Skin Care
- Body Wraps
- Body Masks

### READERS' CHOICE AWARDS

- Skin/Body Care
- Massage
- Body Treatments
- Makeup
- Bath/Shower
- Devices/Tools
- Ingestibles
- Aromatherapy
- CBD
- Crystals/Gemstones
- Spa Supply/Equipment
- Spa Uniforms
- Spa Design/Decor
- Salt Therapy
- Light Therapy
- Spa Robes
- Spa Retail

### SUPPLIER INSIGHTS (DM)\*

- Serene Services: Hydrating Treatments
- Trend Watch: Wellness in 2025

### Magazine Due Dates

Editorial: 10/01/24  
Ad Close: 11/08/24

Editorial content is subject to change. All bonus distributions are tentative. Please contact Shamella for up-to-date show distribution information.

\*(DM) - Digital Magazine



# MAGAZINE PRODUCT ROUNDUP

Shamella Anderson  
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## Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *WellSpa 360'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 *WellSpa 360 website* and will be included in the monthly Product Roundup feature page on [www.WellSpa360.com](http://www.WellSpa360.com)
4. Highlights of the Product Roundup featured page will be promoted via *WellSpa 360* daily newsletter and social media channels.

### Marketing Inquiries

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

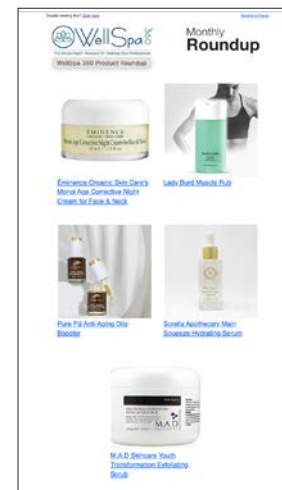
### Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *WellSpa 360* 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. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 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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[www.WellSpa360.com](http://www.WellSpa360.com)



## Showcase Your Expertise in the Professional Wellness Industry and Align Your Brand With *WellSpa 360* as an Industry Leader

The accompanying 4-page folio will educate the *WellSpa 360* audience on your thought leadership in an area you wish to push to the forefront.

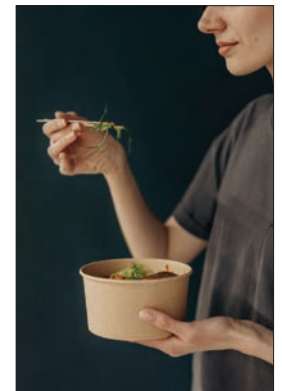
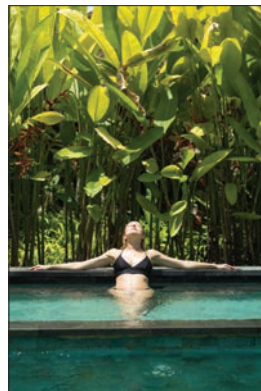
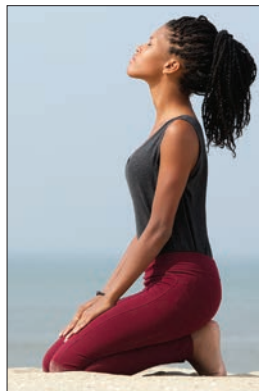
### ***WellSpa 360* – The Whole Health Resource for Wellness Spa Professionals**

*WellSpa 360* provides wellness spa professionals with protocols, trends, business advice and research to serve the whole health experience to the clientele.

#### Cover Image Examples

Images should be strong, dramatic, intriguing and future forward.

All cover images should be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



Final Cover Image -  
Enlarged and cropped.



Original Image →



Final Cover Image -  
Enlarged and cropped to  
fit the vertical format.



Original Image →



Final Cover Image -  
Enlarged and cropped to  
fit the vertical format.

# MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *WellSpa 360'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 *WellSpa 360* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

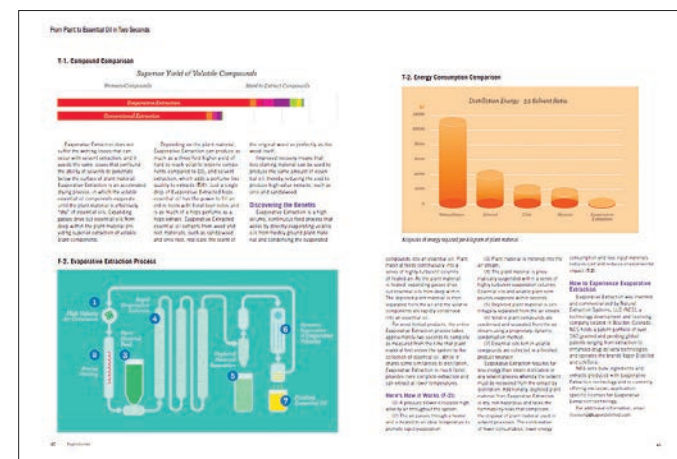
## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 1x in *WellSpa 360's* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

**Rate: \$21,000**



Optional Cover Branding - Corner



# MAGAZINE ADVERTISING SPECIFICATIONS

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Reach Over 25,500 Qualified Subscribers Dedicated To Providing Professional Health & Wellness Spa Services

- Printing:** Four-color (CMYK) web offset
- Binding:** Saddle stitch
- 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