

AUDIENCE

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MedEsthetics.
The Guide for Excellence in Medical Aesthetics

MedEsthetics – The Guide for Excellence in Medical Aesthetics



What is *MedEsthetics*?

MedEsthetics is a multimedia resource for practitioners offering noninvasive and minimally invasive medical aesthetic procedures. Our goal is to help medical professionals who offer cosmetic procedures deliver consistent outcomes and better manage and grow their practices and medspas. We cover practice management, practice growth, the latest treatment tools and techniques, new products and devices, industry news and regulatory issues of importance to the medical aesthetics industry.

Why It's Important

The medical aesthetics market size was valued at **\$11.41 Billion** in 2020 and is projected to reach **\$27.55 Billion** by 2028, growing at a **CAGR of 10.6%** from 2021 to 2028, attracting new providers and presenting increased competition for existing practitioners.

In addition to delivering optimal outcomes to a wide range of patients, practice and medspa owners must understand how to attract and serve patients seeking elective medical procedures—a skill set that differs from clinical medical care.

For more than 15 years we have been helping medical professionals in the medical aesthetics industry understand the unique needs and goals of their target patient base and stay abreast of new regulations, best practices and the latest treatment tools and techniques, so they can achieve high patient satisfaction within a profitable business model.

AUDIENCE WHO WE REACH

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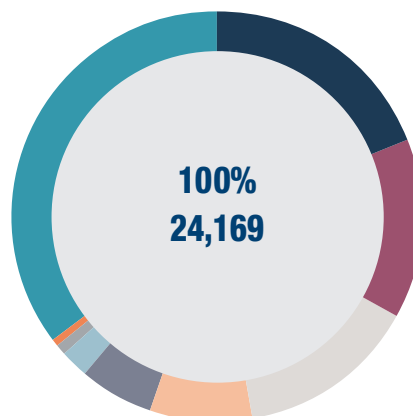
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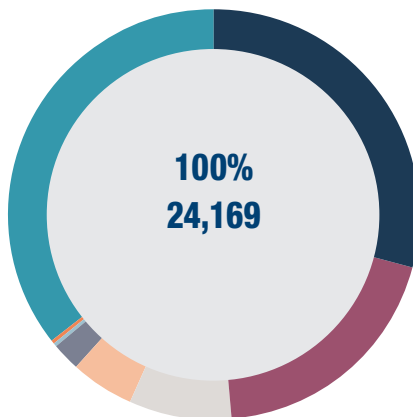
MedEsthetics Subscribers

- Dermatologist
- Plastic Surgeon
- Oculofacial Plastic Surgeon
- Oral Maxillofacial Surgeons
- Otolaryngologists
- Cosmetic Surgeons
- Office/Practice Manager
- Salon/Spa Manager/
Esthetician
- Medical Director
- Physician or
Physicians Assistant
- Nurse
- Esthetician
- Other Medical
Personnel
- Owner/
Principal



Primary Job Functions

- | | |
|---|---|
| Physician
19% (4,587) | Physician Assistant
2% (579) |
| Esthetician
14% (3,401) | Medical Director
1% (230) |
| Owner/Senior Mgr.
14% (3,327) | Laser Technician
<1% (108) |
| Practice/Facility
Manager
8% (1,980) | Allied to the Field
35% (8,463) |
| Nurse/Nurse Practitioner
6% (1,494) | |



Primary Business Types

- | | |
|---|--|
| Medical Spa
29% (6,928) | Cosmetic Surgery
2% (686) |
| Dermatology
Practice
19% (4,589) | Oral & Maxillofacial Surgery
<1% (79) |
| Plastic Surgery
8% (1,919) | Otolaryngology
Surgery
<1% (53) |
| Other Medical Practice
5% (1,258) | Allied to the Field
35% (8,657) |

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The leading multi-channel information platform to reach **24,169** unique medical aesthetics professionals.

Custom E-blast List



8,494

Website Registered Users



4,623

Unique Monthly Users: **34,931**

Daily E-Newsletter Subscribers



19,675

Magazine Subscribers



19,000

Social Media Followers



22,500+

Save the Date!

SKIN INC.
FACE & BODY
SKIN CARE SHOW
August 20-21, 2023

AUDIENCE PURCHASING POWER

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Purchasing Power

96%

Are the Sole Decision
Maker, Part of a Decision
Making Team or Influence
Decision Makers

Number of Treatment Rooms

20%	1 Room
22%	2-3 Rooms
26%	4-9 Rooms
18%	6-9 Rooms
11%	10 + Rooms

Products Purchased

