

PODCASTS

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Drive engagement with your brand by sharing your expertise or aligning your brand with industry experts/leaders selected by our editorial team.

Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven Podcast with an industry leader.

Who You Reach

Qualified Spa Professionals across multiple media channels.

40,464	Daily Newsletter subscribers
40,335	Magazine subscribers
82,435	Registered website visitors
169,900+	Social Media Followers

Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

The podcast cover features a dark background with a large, detailed image of a dandelion seed head on the left. On the right, there is a circular portrait of Solenne Briand, a woman with long dark hair. The word 'PODCAST' is written in white capital letters next to a red RSS icon. Below the portrait, the name 'Solenne Briand' and her title 'International Educator for Sothys' are listed. At the bottom, the title 'THE BOTANICAL INGREDIENT DIFFERENCE' is displayed in large, bold, white capital letters. To the right of the title, it says 'SPONSORED BY' above the 'SOTHYS PARIS' logo, which includes a small crest.

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The Program

4-week **Lead Generation** and branding ride along.

Podcast will be

- Posted in the daily newsletter once a week and listed as the sponsor
- Shared in our social media as the sponsor
- Published on the website
 - Logo will be placed on the podcast website page
 - Company name will be listed as “Sponsored by Company Name” (no logo).
 - Listed on the home page (4-5 days)
 - Listed under description of podcast on the list pages
 - Listed under author name on detail page
 - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

Material Needed:

Logo, 300 dpi & Company Name to be listed.

Rate: \$3,200

- Must book at least 6 weeks before run date
- Material is due 4 weeks before run date