

MAGAZINE PRODUCT ROUNDUP

Please refer to *Skin Inc.*'s 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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

SKIN INC.
The Choice for Serious Spa Professionals & Owners

Product Roundup Program for Magazine Display Advertisers

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 the very popular Spotlight or Inspiration sections of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in one of two mid-month "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 on www.skininc.com
4. Highlights of the Product Roundup featured page will be promoted via *Skin Inc.*'s **Daily Newsletter** and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email 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 treatment protocol, white-paper or a sample request.



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Qualifications for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Skin Inc.* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

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.
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.

