

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



## What is *WellSpa 360*?

*WellSpa 360*, the only brand dedicated to professional wellness by offering the physical, mental/spiritual, beauty and financial wellness information it takes to have a thriving wellness business. In it, you can find protocols, trends, research, business tips and more to create healthy businesses, healthy practitioners, healthy clientele and ultimately a healthier world. We are dedicated to wellness professionals so that they can ensure a healthier tomorrow.

## Why It's Important\*

**Nearly 80% of people believe wellness is important, with 42% believing it is a top priority.**

In the past 2-3 years, every market has seen an increase in the prioritization of wellness:

- spa economy at \$119 billion.
- fitness and mind-body at \$595 billion.
- personal care, beauty and anti-aging is a leader at \$1,083 billion.
- wellness is expected to increase a CAGR of 4.10% from 2021-2026.

Global Wellness valued at **\$4.5 trillion**



# AUDIENCE WHO WE REACH

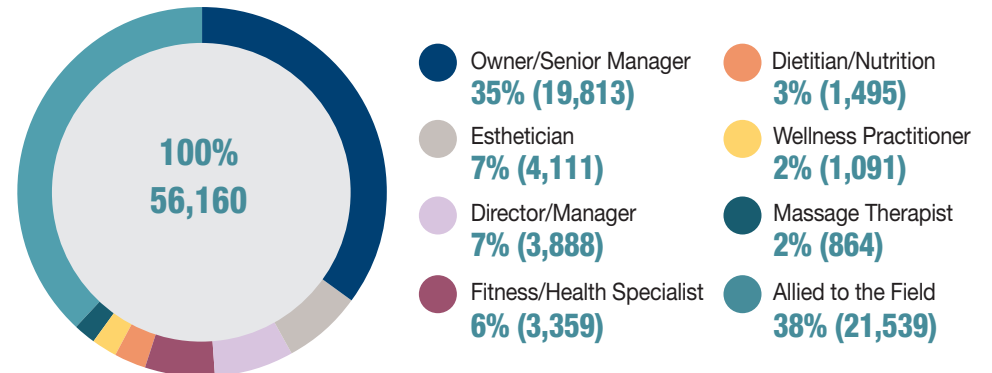
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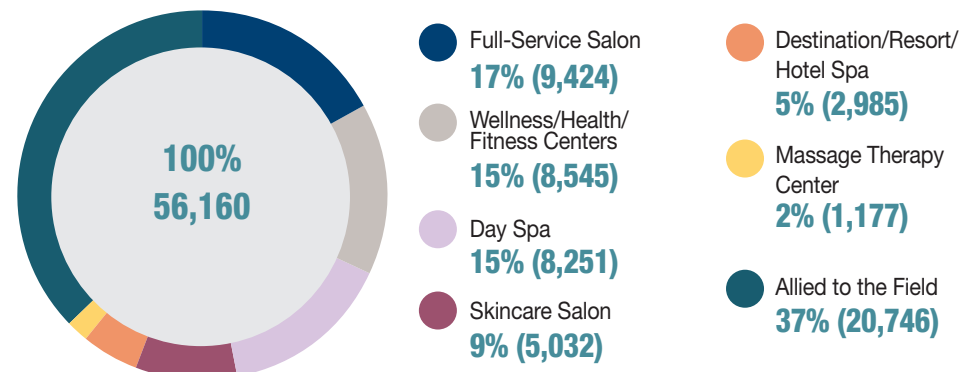
## Subscribing Companies

Ashram Retreat	Kohler Company	SoJo Spa Club
Canyon Ranch	The Lodge at Woodloch	St. Regis
Fairmont Hotels and Resorts	Mandarin Oriental	The Westin
Four Seasons	Marriott International	Vintage Hotels
Gaia Retreat and Spa	Oceana Resorts LLC	Waldorf Astoria
Hand & Stone Massage & Facial Spa	Ritz-Carlton	Yalorde Yoga Retreats
Hilton	Scottsdale Resorts	
	Sheraton	

## Primary Job Functions



## Primary Business Types



# AUDIENCE HOW WE REACH THEM

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The leading multi-channel information platform to reach **56,160** unique health & wellness spa professionals.

Custom E-blast List



**28,099**

Magazine Subscribers



**25,393**

Website Registered Users



**4,028**

Unique Monthly Visitors: 20,134

Social Media Followers



**100,900+**

Daily E-Newsletter Subscribers



**21,207**

Save the Date!

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



# AUDIENCE PURCHASING POWER

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## Purchasing Power

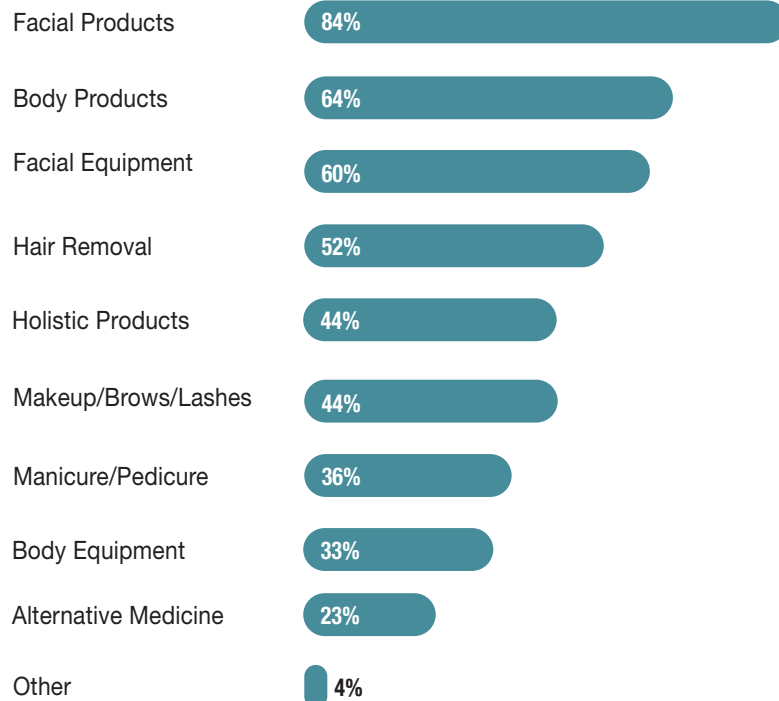
# 95%

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

## Number of Treatment Rooms

**31%** 1 Room  
**24%** 2-3 Rooms  
**25%** 4-9 Rooms  
**12%** 10 + Rooms

## Products Purchased



*\*Publisher's Data*

