

## Make an Impact With Over 19,000 Medical Professionals Who Specialize in Noninvasive and Minimally Invasive Cosmetic Procedures

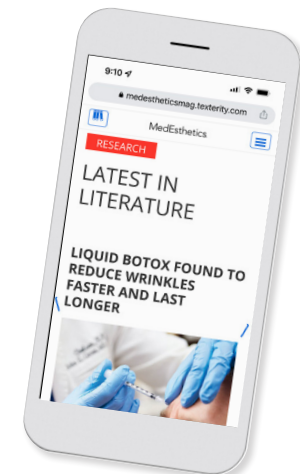
Our subscribers include both new and established medical aesthetic practices and medspas, and they look to *MedEsthetics* to stay on the cutting edge of aesthetic care.

Advertise in the premiere resource for medical aesthetics dedicated to covering noninvasive and minimally invasive treatments, practice management and marketing trends, legal and regulatory issues, industry news, best practices and the latest products and devices.

**81%** Of the Audience Personally Requested the Magazine



Print Edition



Mobile

# MAGAZINE EDITORIAL ADVISORY BOARD

**Barbara Carreon**  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

**MedEsthetics.**  
The Guide for Excellence in Medical Aesthetics



Since 2005, *MedEsthetics* has served as the go-to resource for medical aesthetic providers. Our mission is to help practitioners who specialize in noninvasive and minimally invasive medical cosmetic procedures build and sustain profitable practices that deliver exceptional patient outcomes. This past year highlighted both the resiliency and continuing innovation of the medical aesthetics industry. The demand for elective cosmetic procedures is not slowing down, and neither are we. In 2022, we will continue in our mission by bringing our readers the information, suppliers and expert advice they need to advance their careers, patient outcomes and business success.

*Rebecca Lane*

**Rebecca Lane**  
Managing Editor, *MedEsthetics*



**FRANCIS X. ACUNZO**  
Founder and CEO of Acara Partners,  
Chief Medspa Officer of Princeton  
Medspa Partners.



**CHERYL WHITMAN**  
Founder and CEO of Beautiful  
Forever aesthetic business consulting  
firm and the Beautiful Forever  
University training program for  
medspas and author of Beautifully  
Profitable, Forever Profitable.



**PAUL EDWARDS**  
CEO and co-founder of CEDR  
Solutions, an on-demand HR support  
for medical practices of all sizes and  
specialties across the United States  
and author of the HR Base Camp  
blog.



**EMILY KIRBY, MD**  
Board certified plastic surgeon, chief  
of plastic surgery at Texas Health  
Resources Harris Methodist hospital,  
and founder and medical director  
of Kirby Plastic Surgery and Kalos  
Medical Spa.



**MITCHEL P. GOLDMAN, MD**  
Medical director, West Dermatology,  
and volunteer clinical professor of  
dermatology, University of California,  
San Diego.



**KAY DURAIRAJ, MD**  
Medical Director of Beauty by Dr. Kay,  
Chair of ENT at Huntington Memorial  
Hospital, Clinical professor at UCLA/  
Olive View Medical Center.



**JOEL L. COHEN, MD**  
Founder and medical director of  
AboutSkin Dermatology and  
DermSurgery in Greenwood and  
Lone Tree, Colorado, and assistant  
clinical professor of dermatology,  
University of California, Irvine.



**SUZANNE KILMER, MD**  
Founder of the Laser and Skin  
Surgery Center of Northern California,  
clinical professor, University of  
California, Davis, and former  
president of the American Society  
for Lasers in Surgery and Medicine  
(ASLMS).



**MICHAEL GOLD, MD**  
Medical director of Gold Skin Care  
Center and Tennessee Clinical  
Research Center, assistant clinical  
professor, Vanderbilt University School  
of Nursing, and adjunct assistant  
professor, Meharry Medical College  
School of Medicine.



**SANJAY GROVER, MD**  
Founder and medical director of  
Grover Aesthetics and Grover Surgical  
Arts Surgery Center in Newport  
Beach, California, chair of the ASAPS  
Marketing Task Force and past  
president of the Orange County Society  
of Plastic Surgeons.

# MAGAZINE MEDIA PLANNER

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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

## MedEsthetics.

The Guide for Excellence in Medical Aesthetics

### JAN/FEB THEMES

#### LIGHT DEVICES

- Lasers
- LED

#### INNOVATIVE INGREDIENTS

- Stem Cells
- Peptides
- Probiotics/Prebiotics
- Ceramides
- Growth Factors
- Acids

#### BIZ: SERVICE MENU

- Software
- Apps
- Practice Consultants

#### EXPERT OPINIONS (DM)\*

- What treatments are you adding to your menu?

#### Product Roundup:

Products With Innovative Ingredients

#### Magazine Due Dates

Editorial: 11/01/22  
Ad Close: 01/09/23

### FEB ONLINE ONLY!

#### STEM CELLS

- Skin Care
- Treatment Products

#### Due Date

Editorial: 12/01/22

### MAR THEMES

#### BODY CONTOURING

- Noninvasive Devices
- Minimally Invasive RF
- Cellulite Treatment
- Topical Skin Care
- Injectables

#### SUN/POLLUTION PROTECTION

- Sunscreens
- Topical Skin Care Ingredients
- UV Protective Clothing
- Nutraceuticals

#### BIZ: MARKETING

- Software
- Apps
- Practice Consultants

#### EXPERT OPINIONS (DM)\*

- How do you succeed in retailing sun care?

#### Product Roundup:

Body Contouring

#### Magazine Due Dates

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

#### Bonus Distribution:

- ASLMS Annual Conference

### APR THEMES

#### LIP ENHANCEMENT

- Lip Fillers
- Neurotoxins
- Resurfacing Treatments
- Microneedling
- Chemical Peels
- Topical Products and Ingredients

#### HOT/COLD SERVICES

- Cryotherapy Tools
- Cryotherapy Devices
- Thermotherapy Devices

#### BIZ: GEN Z

- Prejuvenation Devices
- Skin Care
- Deep Cleansing
- Sun Care
- Hair Removal

#### EXPERT OPINIONS (DM)\*

- What services do you market to the younger generations?

#### Product Roundup:

Lip Enhancement

#### Magazine Due Dates

Editorial: 02/01/23  
Ad Close: 03/10/23

### MAY/JUN THEMES

#### NECK AND DECOLLETE

- Energy-Based Devices
- Dermal Fillers
- Botulinum Toxins
- Topical Creams and Serums

#### MULTICULTURAL SKIN

- Scar Treatment
- Brightening Skin Care
- Lasers for Darker Skin
- Peels for Darker Skin

#### BIZ: RETAIL

- Software
- Skin Care
- Makeup
- Trail Sizes/Gift Sets
- Sun Care
- Lip/Eye Care
- At-home devices

#### EXPERT OPINIONS (DM)\*

- How do you treat PIH in darker Fitzpatricks?

#### Product Roundup:

Neck/Decollete Skin Care and Devices

#### Magazine Due Dates

Editorial: 03/01/23  
Ad Close: 04/24/23

### JUN ONLINE ONLY!

#### SKIN BRIGHTENING

- Peels
- Skin Brighteners
- Spot Treatments

#### Due Date

Editorial: 04/01/23

# MAGAZINE MEDIA PLANNER

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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

## MedEsthetics.

The Guide for Excellence in Medical Aesthetics

### JUL/AUG THEMES

#### EYE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- PDO Threading

#### MEN

- In-Office Treatments
- Home Care Products for Men

#### BIZ: CONTINUING EDUCATION

- CEU Education

#### EXPERT OPINIONS (DM)\*

- What continuing education are you looking for?

#### Product Roundup:

Neck/Decollete Skin Care and Devices

#### Magazine Due Dates

Editorial: 05/01/23

Ad Close: 06/23/23

#### Bonus Distribution:

- Face & Body Northern California

### AUG ONLINE ONLY!

#### INJECTABLES

- Botox
- Fillers

#### Due Date

Editorial: 06/01/23

### SEP THEMES

#### CHIN, JAWLINE AND JOWLS

- Noninvasive Devices
- Minimally Invasive Devices
- Submental Fat Reduction
- Dermal Fillers

#### AESTHETIC TOOLS

- Microneedling
- Extraction Tools
- Surgical Tools
- Procedure Supplies
- Imaging
- Software

#### BIZ: DESIGN/DÉCOR

- Treatment Tables/Chairs
- Recovery Tables
- Design Services
- Linens

#### EXPERT OPINIONS (DM)\*

- What tools do you find most helpful in your practice? Practices and Patient Care?

#### Product Roundup:

Chin, Jawline and Jowls

#### Magazine Due Dates

Editorial: 07/01/23

Ad Close: 08/04/23

### OCT THEMES

#### ACNE

- Prescription Topicals
- Oral Medications
- Energy-Based Treatments
- Chemical Peels
- OTC Home Care

#### MID-FACE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- PDO Threading

#### BIZ: SOCIAL MEDIA

- Apps
- Software
- Consultancies

#### EXPERT OPINIONS (DM)\*

- What marketing tactics work best for you on social media? What Should Practitioners Know

#### Product Roundup:

Acne

#### Magazine Due Dates

Editorial: 08/01/23

Ad Close: 08/30/23

### NOV/DEC THEMES

#### PEELS

- Peeling Agents
- Indication-Specific Peel Systems

#### SCAR TREATMENTS

- Devices
- Injectable
- Topicals

#### BIZ: STAFF

- Hiring Services
- Consultancies

#### EXPERT OPINIONS (DM)\*

- How to you ensure healing after deep peels?

#### Product Roundup:

Scar Treatments

#### Magazine Due Dates

Editorial: 09/01/23

Ad Close: 10/31/23

### DEC ONLINE ONLY!

#### DELIVERY TECHNOLOGIES

- Encapsulation
- Device-assisted Penetration

#### Due Date

Editorial: 10/01/23

# MAGAZINE PRODUCT ROUNDUP

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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

# MedEsthetics.

The Guide for Excellence in Medical Aesthetics

## Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Global Cosmetic Industry'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 *Medesthetics website* and will be included in the monthly Product Roundup feature page on [www.medestheticsmag.com](http://www.medestheticsmag.com)
4. Highlights of the Product Roundup featured page will be promoted via *Medesthetics* 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.

### PRODUCT ROUNDUP

## Anti-aging Skin Care

Anti-aging skin care is an essential step in any regimen and a major focus point for many patients. These devices and products are specifically designed to address the common skin concerns that come with getting older.



The **Celluma Pro** is an award-winning, multi-function therapy device to treat a variety of skin and pain concerns. It uses specific wavelengths of light energy delivered by the device clinically verified to enhance the body's natural collagen and elastin by activating fibroblast cells to treat acne and pain.  
**Contact:** 714.978.0080, [www.celluma.com](http://www.celluma.com)



Candela Medical **Nordlys system** offers 22 in-demand indications, including pigmentation, vascularity, skin resurfacing and hair removal. The system is equipped with SNT technology, which minimizes unnecessary heat and light to deliver precision IPL without compromise, and high ROI fractional non-ablative resurfacing capabilities.  
**Contact:** 800.723.8950, [candela.com](http://candela.com)



Induction **T of Retinol** retinol serum and restorative strengthening unique delivery system delivers a retinol serum of botanical amino acid, two concave for sensitive new to retinol.  
**Contact:** 800.525.7919, [youngpharm.com](http://youngpharm.com)

### PRODUCT ROUNDUP

## Protecting the Microbiome

Balancing and protecting the microbiome is an essential part of wellness and skin health. These devices and products are specifically designed to make protecting the microbiome a priority.



Young Pharmaceutical **BAK Oil for Redness** is part of its BAK Probiotic skin care line designed to balance the microbiome and soothe skin. It is a vegan and organic oil that improves hydration levels and skin appearance.  
**Contact:** 800.525.7919, [youngpharm.com](http://youngpharm.com)



Formulated with lactobacillus bulgaricus, hydrogen, hyaluronic acid, shea butter and curcuminoids, **H2Biome Probiotic Moisturizer** from The A Method is a daily moisturizer that combines probiotics with antioxidants to protect and nourish skin.  
**Contact:** 877.746.4487, [theamethod.com](http://theamethod.com)



Revision Skincare's **C+ Correcting Complex 30%** is infused with the brand's MetaPATH technology that illuminates, refines and rejuvenates skin. It defends against free radical damage caused by environmental stressors and evens skin tone.  
**Contact:** 813.823.6474, [revision skincare.com](http://revision skincare.com)



Canfield Scientific **Visia Skin Analysis Facial** is a device for imaging and analysis. It can be used to capture high-quality, standardized images and analyze results with the AI-tools that can be personalized to your practice.  
**Contact:** 800.815.4330, [canfieldsci.com](http://canfieldsci.com)

56 SEPTEMBER 2022 | MedEsthetics

54 JULY/AUGUST 2022 | MedEsthetics



# MAGAZINE PRODUCT ROUNDUP

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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

**MedEsthetics.**  
The Guide for Excellence in Medical Aesthetics

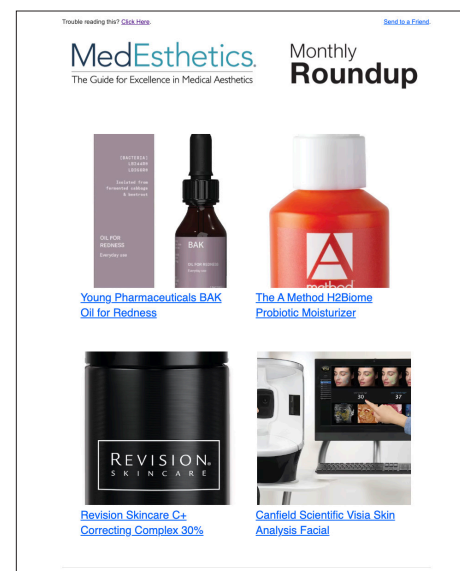
## Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Medesthetics* 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. 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

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
www.Medestheticsmag.com

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

The cover sponsorship allows you to provide the image for *Medesthetics magazine'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 *Medesthetics magazine* 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
- Mention in editor's note
- Included 1x in GC/ E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- Additional print copies of your sponsored issue

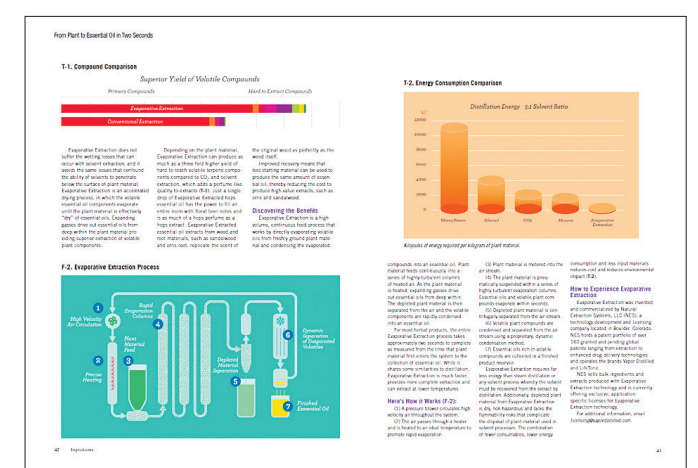
Investment: \$20,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

# MAGAZINE ADVERTISING SPECIFICATIONS

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

MedEsthetics<sup>®</sup>  
The Guide for Excellence in Medical Aesthetics

*Reach over 19,000 professionals engaged in building cosmetic and personal care brands*

**Printing:** Four-color (CMYK) web offset

**Binding:** Perfect bound

**Paper:** Cover 100# (88 BR), body 50# (83 BR)

**Proofs:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.

## ADVERTISING SIZES All dimensions are width by height.



### Full page

Trim 7.875" x 10.75"  
200 mm x 273 mm  
Bleed 8.125" x 11"  
(1/8" bleed)  
206 mm x 279 mm



### Live Area

7" x 10"  
176 mm x 254 mm



### Spread

Trim 15.75" x 10.75"  
400 mm x 273 mm  
Bleed 16" x 11"  
406 mm x 279 mm



### 2/3-page

4.625" x 10"  
117 mm x 254 mm



### 1/2-page vertical

3.375" x 10"  
86 mm x 254 mm



### 1/3-page vertical

2.125" x 10"  
54 mm x 254 mm



### 1/4-page vertical

3.375" x 4.625"  
86 mm x 117 mm



### 1/3-page square

4.625" x 4.625"  
117 mm x 117 mm



### 1/2-page horizontal

7" x 4.625"  
178 mm x 117 mm



### 1/3-page horizontal

7" x 3.167"  
178 mm x 80 mm



### 1/2-page (Island)

4.625" x 7.25"  
117 mm x 184 mm



# MAGAZINE ADVERTISING SPECIFICATIONS

Barbara Carreon  
Business Development Manager  
bcarreon@allured.com  
630-344-6066  
[www.Medestheticsmag.com](http://www.Medestheticsmag.com)

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

## ELECTRONIC FILES

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your account executive.

- On full-page ads, all vital copy should be no closer than 1/4" to the trim. Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.
- Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher. **Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.

- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

If your file is 20 MB or smaller, email it to Kasia Smialkowski at [ksmialkowski@allured.com](mailto:ksmialkowski@allured.com). Please indicate which magazine and issue the ad is for.

For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.

### DIGITAL EDITION ADVERTISING

|                      |                          |
|----------------------|--------------------------|
| Issue Ready email ad | 300 x 250 px, 72 dpi     |
| Reader banner ad     | 728 x 90 px, 72 dpi      |
| Belly Band           | 7.875" wide x 4"-5" tall |

### COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- Ad will be placed on the top-right corner of the magazine cover.

**\$2,500** net each, per issue  
(does not include interior ad)

