

MAGAZINE COVER SPONSORSHIP

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

SKIN INC.
The Choice for Serious Spa Professionals & Owners

Showcase your expertise in the skin care industry and align your brand with SI as an industry leader. The accompanying 4-page folio will educate the Skin Inc. audience on your thought leadership in an area you wish to push to the forefront.

Skin Inc. – The Choice for Serious Skin Care Spa Professionals & Owners

Skin Inc. is the preeminent skin care spa professional's resource for advancing the skin care business through science, technologies and techniques behind treatments and products.

Cover Image Examples

Images rotate monthly between treatments, spa spaces, tools, skin (faces, legs, arms), ingredients and pertinent issues related to the industry - all specific to caring for our skin. Images should be bold, intriguing and compelling.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



Final Cover Image -
Enlarged, cropped and
flopped to fit the vertical
format.



Original Image →



Final Cover Image -
Enlarged, cropped,
and flopped for better
composition.



Original Image →



Final Cover Image -
Enlarged and cropped
and flopped to fit the
vertical format.

MAGAZINE COVER SPONSORSHIP CONT'D

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

SKIN INC.
The Choice for Serious Spa Professionals & Owners

The cover sponsorship allows you to provide the image for *Skin Inc.*'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 *Skin Inc.* 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 S/ E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue



Optional Cover Branding - Corner



Optional Cover Branding - Circle

Investment \$20,000



Example 4-Page Folio

