

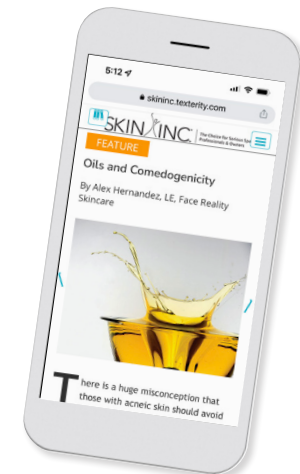
Make an Impact With 40,335 Skin Care Spa Professionals That Read In-depth Articles on Skin Care, Business, Science and Treatments

Advertise in the preeminent resource for advancing skin care, the science and technologies behind the products and the ingredients used in today's spas.

91% Of the Audience Personally Requested the Magazine



Print Edition



Mobile

Contact your sales executive for digital edition marketing opportunities and cover sponsorship opportunities.

MAGAZINE EDITORIAL ADVISORY BOARD

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

SKIN INC.
The Choice for Serious Spa Professionals & Owners



Ordinary To Extraordinary

This past year was somewhat of a holding pattern for the spa industry, as many of us quelled our desires for new technology, innovation, partnerships and reinvention as we clung to steady business and prayed for growth. The very thing that made skin care so extraordinary was stifled while we waited for revenue to boom back... and it has. It is estimated that professional skin care will grow around 6% annually until 2025¹ and our clients are back through our doors and back on track.

It's time to wow clients with new techniques, ingredient innovations, technology and business strategies to keep them coming back, and that is what *Skin Inc.* is all about. We've always waded through the research, pushed the envelope and had an appreciation for those with a mind for magic. Join us on our journey from ordinary to extraordinary, and let us help you make your skin care business one to behold for years to come.

Yours In Education,

Katie Anderson
Editor In Chief, *Skin Inc.*

Reference

1. www.prnewswire.com/news-releases/professional-skincare-market-to-grow-by-usd-4-65-billion5-30-year-over-year-growth-in-2021technavio-301261306.html



Danné Montague-King
Founder,
DMK-Danné Montague-King Co.
Santa Fe Springs, California



Lisa Stewart
Owner,
Solia Spa
Brecksville, OH



JoElle Lee
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Annet King
VP of Business
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Bio-Therapeutic
Seattle, WA



Jaclyn Peresetsky
Founder,
**Skin Perfect Spas and
Skin Perfect Academy**
Gahanna, Ohio



Toshiana Baker
Founder,
**SpaWorx and
The Network of
Multicultural Spa
and Wellness
Professionals**



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Deedee Crossett
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MAGAZINE MEDIA PLANNER

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

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JAN THEMES

ACNE

- Skin Care
- Acne Spot Treatments
- Devices For Acne

ENZYMES

- Enzymatic Masks
- Enzymatic Cleansers
- Enzymatic Peels

GEN Z

- Prejuvenation Devices
- Skin Care for Youth
- Marketing Consultancies

SUPPLIER INSIGHTS (DM)*

- Industry Input: Gen Z
- Protocols in Practice: Valentine'

JAR DECONSTRUCTED: Monk's Pepper (Chastetree)

- Reduces Oil
- Antimicrobial

Product Roundup:

- Acne

Magazine Due Dates

Editorial: 11/01/22

Ad Close: 12/02/22

FEB THEMES

SUN CARE

- Sunscreen
- Tinted Skin Care
- Protective Skin Care
- Antioxidants
- Sunless Tanning

MASKS

- Skin Care
- Mask Devices
- Tools for Masking

RETAIL

- Spa Software
- Spa Consulting
- Private Label
- Spa Gift Items
- Holiday Packaging
- Travel-size Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Masks
- Protocols in Practice: Hydrating

JAR DECONSTRUCTED: Astaxanthin

- Antioxidant
- Brightener

Product Roundup:

- Winter Skin

Magazine Due Dates

Editorial: 12/01/22

Ad Close: 01/06/23

Bonus Distribution:

- IECSC New York

MAR THEMES

HAIR REMOVAL

- Waxing Supplies
- Wax
- Sugar
- Threading
- Hair Removal Devices
- Post-hair Removal Skin Care

EXFOLIATION

- Peels
- Enzymes
- Exfoliation Devices
- Exfoliation Tools
- Scrubs

MEN

- Skin Care
- Hair Removal
- Body Care
- Devices

SUPPLIER INSIGHTS (DM)*

- Industry Input: Brazilians
- Protocols in Practice: Men

JAR DECONSTRUCTED: Sandalwood

- Anti-inflammatory
- Anti-microbial

Product Roundup:

- Hair Removal

Magazine Due Dates

Editorial: 01/02/23

Ad Close: 02/03/23

APR THEMES

NATURAL/ORGANIC

- Natural/Organic Skin Care
- Aromatherapy
- Sugaring
- Natural Cosmetics

BROWS

- Brow Cosmetics
- Brow Tint/Lamination
- Brow Growth Products
- Brow Hair Removal
- Brow Tools

FINANCES

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Brows
- Protocols in Practice: Spring

JAR DECONSTRUCTED: Mastic

- Oil Absorption
- Reduces Pores

Product Roundup:

- Natural/Organic

Magazine Due Dates

Editorial: 02/01/23

Ad Close: 03/03/23

MAY THEMES

HYPERPIGMENTATION

- Skin Care
- Spot Treatments
- Devices For Brightening

BODY

- Body Moisturizers
- Body Treatments
- Body Exfoliants
- Body Tools
- Body Devices

SELF CARE

- Aromatherapy
- Wellness Apps
- Spa Furniture
- Wellness Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Wraps
- Protocols in Practice: Brightening

JAR DECONSTRUCTED: Strawberry

- Brightens
- Antimicrobial

Product Roundup:

- Brighteners

Magazine Due Dates

Editorial: 03/01/23

Ad Close: 03/30/23

Bonus Distribution:

- Premiere Orlando
- IECSC Las Vegas

JUN THEMES

NECK/DEC

- Skin Care
- Devices for Neck/Dec
- Tools for Neck Dec

WEDDING

- Skin Care
- Makeup
- Rejuvenating Devices
- Lashes/Brows

MAKEUP

- Eye Cosmetics
- Lip Cosmetics
- Facial Makeup
- Lashes/Brows
- Primers

SUPPLIER INSIGHTS (DM)*

- Industry Input: Brides
- Protocols in Practice: Summer

JAR DECONSTRUCTED: Waterlily

- Antioxidant
- Moisturizer

Product Roundup:

- Wedding Ready

Magazine Due Dates

Editorial: 04/01/23

Ad Close: 05/05/23

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

MULTICULTURAL SKIN

- Brightening Products
- Hydrating Products
- Skin Devices
- Sensitive Skin Products

WAXING

- Wax
- Wax Supplies
- Soothing Skin Care
- Pre/Post Waxing Skin Care

CUSTOMER SERVICE

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: CBD
- Protocols in Practice: Slimming

JAR DECONSTRUCTED:

Soy

- Brightening
- Moisturizing

Product Roundup:

- Summer Skin

Magazine Due Dates

Editorial: 05/01/23

Ad Close: 06/05/23

Bonus Distribution:

- Face & Body Northern California

AUG THEMES

ANTI-WRINKLE

- Skin Care
- Anti-aging Devices
- Anti-aging Tools

LASHES

- Lash Cosmetics
- Lash Extensions
- Lash Growth Products
- Lash Tint/Lift Products

MARKETING

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Lashes
- Protocols in Practice: Antiwrinkle

JAR DECONSTRUCTED:

Hexapeptide

- Anti-wrinkle
- Antiaging

Product Roundup:

- Back to School

Magazine Due Dates

Editorial: 06/01/23

Ad Close: 06/30/23

SEP THEMES

LIFTING/FIRMING

- Skin Care
- Anti-aging Devices
- Anti-aging Tools

EYES

- Eye Cosmetics
- Eye Treatment Products
- Eyelash/Eyebrow Growth Products
- Devices for the Eyes

SOCIAL

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Eyes
- Protocols in Practice: Lifting

JAR DECONSTRUCTED:

Charcoal

- Oil Absorption
- Exfoliation

Product Roundup:

- Lifting/Firming

Magazine Due Dates

Editorial: 07/01/23

Ad Close: 08/03/23

OCT THEMES

HYDRATION

- Hydrating Skin Care
- Hydrating Treatments
- Devices for Hydration

LIPS

- Lip Cosmetics
- Lip Enhancement Products
- Lip Treatment

HOLIDAY

- Skin Care
- Gift Sets
- Cosmetics
- Body Care
- Retail Gifts

SUPPLIER INSIGHTS (DM)*

- Industry Input: Hydration
- Protocols in Practice: Holiday

JAR DECONSTRUCTED:

Sunflower

- Barrier Repair
- Soothing/Healing

Product Roundup:

- Holiday Gift Guide

Magazine Due Dates

Editorial: 08/01/23

Ad Close: 09/01/23

NOV THEMES

DEVICES

- LED
- Microdermabrasion
- Ultrasound
- High Frequency

SUGARING

- Sugar
- Pre/Post Sugar Skin Care
- Soothing Skin Care
- Supplies for Sugaring

STAFF

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Sugaring
- Protocols in Practice: High-Tech

JAR DECONSTRUCTED:

Snow Mushroom

- Hydration
- Antioxidant
- Promotes Collagen Production

Product Roundup:

- Devices

Magazine Due Dates

Editorial: 09/01/23

Ad Close: 10/05/23

DEC THEMES

PEELS

- Peels
- Post Peel Products
- Supplies for Peels

INFLAMMATION

- Calming Skin Care
- Calming Tools
- Calming Devices
- Sensitive Skin Products

SPA MENU

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Sensitive
- Protocols in Practice: New Year

JAR DECONSTRUCTED:

Holy Basil

- Moisturizing
- Soothing

Product Roundup:

- Sensitive Skin

Magazine Due Dates

Editorial: 10/01/23

Ad Close: 11/03/23

MAGAZINE PRODUCT ROUNDUP

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

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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.



MAGAZINE PRODUCT ROUNDUP CONT'D

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

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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.

Having trouble reading this? [Click Here](#) [Send to a Friend](#)

SKIN INC.
The Choice for Serious Spa Professionals & Owners

Monthly Roundup



[WardPhotonics' UltraSlim](#)



[ZeWellness' MyoLift 600](#)



[Skin Science Solutions and Pagan's STAR Face](#)



[Tiffany Andersen Clean Cosmeceuticals' Medispa](#)



[Sorella Apothecary's Glow Boost Stimulating Solution & Glacier Ice Globes](#)

MAGAZINE COVER SPONSORSHIP

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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

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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

MAGAZINE ADVERTISING SPECIFICATIONS

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www.SkinInc.com



Reach over 40,335 qualified subscribers dedicated to professional skin care services and wellness.

Printing: Four-color (CMYK) Web offset

Binding: Saddle-stitched

Paper: Cover 80# (88 BR), body 60# (84 BR)

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

ADVERTISING SIZES All dimensions are **width** by **height**.



Spread

Trim 16.25" x 10.875"
413 mm x 277 mm
Bleed 16.625" x 11.25"
422 mm x 283 mm



Full page

Trim 8.125" x 10.875"
206 mm x 277 mm
Bleed 8.5" x 11.25"
216 mm x 283 mm



Live Area

7" x 10"
176 mm x 252 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/3-page square

4.583" x 4.833"
116 mm x 123 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

Products & Services Classified Ads

2.25" x 1" or 2" or 3"
57 mm x 25 mm or 51 mm or 76 mm

For ad inserts, tip-ons bellybands, blow-ins and other specialty advertising opportunities, contact your account executive for more information.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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ELECTRONIC FILES

PREFERRED FILE FORMAT

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

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.*

- **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.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEGs 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.
- Please 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 Kristie Lavaud at **klavaud@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, WeTransfer, TransferBigFiles, 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	8.125" wide x 4"-5" tall

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

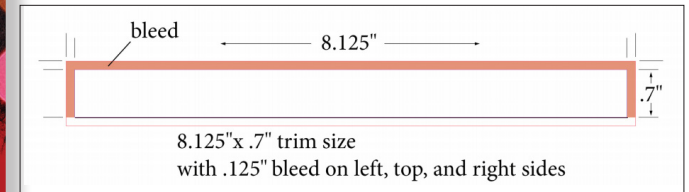
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COVER CROWN

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

- Ad will be placed on the top banner of the magazine cover
- **\$2,500** Net each, per issue (does not include an interior ad)



COVER CORNER

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

- Ad can be placed in the top right corner or the bottom left corner of the magazine cover.
- **\$2,500** net each, per issue (does not include an interior ad)

