

MAGAZINE EDITORIAL ADVISORY BOARD

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com

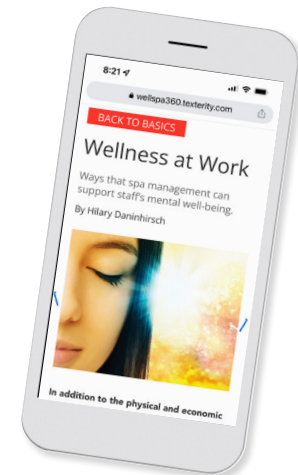


Make an Impact With Over 25,000 Wellness Spa Professionals That Read In-depth Articles on Health and Wellness Innovations, Trends and Treatments for the Skin, Body and Mind

Advertise in the premier resource covering worldwide wellness and health trends; luxurious mind & body offerings; scientific breakthroughs; and business advice for high-end spas, destinations, resorts, wellness centers and fitness spas who are dedicated to improving client well-being and overall health.



Print Edition



Mobile

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

MAGAZINE EDITORIAL ADVISORY BOARD

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



It's an exciting time for professional wellness. The International SPA Association (ISPA) 2022 industry survey revealed that revenue has just about returned to pre-pandemic levels—and shows no signs of stopping—while the Global Wellness Institute (GWI) predicts that the wellness market will be worth \$7 trillion by 2025.

Ongoing interest in personal health and well-being among consumers is growing, so spa and wellness pros must meet that demand with innovative technologies, holistic programming and on-trend tools that support the well-being of their guests—and their businesses. *WellSpa 360* covers all of that and more, arming readers with the latest research, business advice and treatment inspiration to support clientele's health and wellness journey.

Join us as we delve into physical health, mental and spiritual wellness, beauty and personal care, and financial advice for spas to grow their businesses. Spa-goers' desire for better well-being isn't going away anytime soon, and *WellSpa 360* is here to help them meet that need.

Here's to being well,

Laura

Laura Waldon
Managing Editor, *WellSpa 360*



Toshiana Baker
Founder
**Network of Multi-Cultural Spa
and Wellness Professionals**



Dr. Shylesh Subtamanya
Director of The Spa & Ayurvedic Retreat
**Four Seasons Resorts Maldives at
Landaa Giraavaru**



Dierdre Strunk
Vice President, Fitness & Beauty
Canyon Ranch Spa



Irene Macabante
Founder & CEO
The Citrine Consulting Collective



Amber McBain
Vice President of Marketing &
Communications
Éminence Organic Skin Care



Amy Gardner, LE
Director of Education
LightStim



Tammy Pahel
Vice President of Spa & Wellness Operations
Carillon Miami Wellness Resort



Magdaleena Nikolov
General Manager of Spa, Wellness & Retail
Fairmont Spa Century Plaza



Dina Fenili Niekamp
Director of Sales, Marketing & Brand
Miraval Resorts & Spas



Nina Smiley, PhD.
Director of Mindfulness Programming
Mohonk Mountain House



Tania McCorkle
Director of Wellness
STRATA Integrated Wellness and Spa

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **WellSpa 360's** media universe throughout the year.

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



JAN THEMES

NUTRITION

- Beauty Ingestibles
- Supplements/Nutraceuticals
- Spa Drinks/Teas
- IV Therapy
- Protein Powders
- Waters/Infusion

FITNESS

- Activewear
- Yoga Mats/Accessories
- Sunscreen
- Spa Design
- Fitness Topicals
- Equipment
- CBD
- Recovery Aids
- Lymph Drainage Tools
- Light Therapy

SEASONAL TREATMENTS

- Body Care
- Scrubs
- Skin Care
- Body Treatments
- Aromatherapy

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Detox Treatments
- **Trend Watch:** Fitness Recovery

Product Roundup:

Ingestibles
Seasonal Spa Products

Magazine Due Dates

Editorial: 11/01/22
Ad Close: 12/14/22

FEB THEMES

AROMATHERAPY

- Essential Oils
- Skin/Body Care
- Bath/Shower

ENERGY WORK

- Rollers/Gemstone Tools
- Gemstone Jewelry
- Gemstone Skin Care
- Crystals
- Singing Bowls

HEALING TREATMENTS

- Skin Care
- Body Care
- Massage Products
- Bath/Shower
- CBD
- Sleep Aids
- Light Therapy

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Essential Oils
- **Trend Watch:** Crystal/Gemstone Skin/Body Care

Product Roundup:

Aromatherapy
Sensitive Skin Care

Magazine Due Dates

Editorial: 12/02/22
Ad Close: 01/10/23

Bonus Distribution:

- IECSC New York

MAR THEMES

MASSAGE

- Massage Oils/Creams
- Tools/Rollers
- CBD Body Care
- Poultices
- Hot Stones

SALT THERAPY

- Spa Design
- Salt Stones/Massage Tools
- Body Care
- Body Scrubs
- Bath Soaks

SPA SOFTWARE

- Business Software
- Financing Tools
- Marketing Software
- Scheduling Software

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Salt
- **Trend Watch:** Software Features

Product Roundup:

Massage Oils/Tools
Salt Products

Magazine Due Dates

Editorial: 01/03/23
Ad Close: 02/07/23

APR THEMES

SUSTAINABILITY

- Natural/Organic Skin Care
- Natural/Organic Body Care
- Green Spa Design
- Spa Equipment
- Waterless Treatments
- Eco-Friendly Products/Equipment

PLANT-BASED TREATMENTS

- Skin/Body Care
- Body Wraps
- Skin/Body Masks
- CBD

MENTAL WELLNESS

- CBD
- Sleep Aids
- Crystals/Gemstones
- Ingestibles
- Light Therapy
- Holistic Skin/Body Care
- Relaxation Aids
- Mindfulness Aids

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Sensitive Skin
- **Trend Watch:** Green Spa Design

Product Roundup:

Natural/Organic Products
Relaxation Products

Magazine Due Dates

Editorial: 02/01/23
Ad Close: 03/07/23

Bonus Distribution:

- iSpa

MAY THEMES

HOLISTIC TREATMENTS

- Skin/Body Care
- Ingestibles
- Crystals
- Facial Devices
- CBD
- Sleep Aids
- Salt Therapy

LIGHT THERAPY

- LED Devices
- Infrared Fixtures/Saunas/Wraps
- Infrared Wraps/Blankets
- Light Therapy

MEN'S WELLNESS

- Skin Care
- Body Care
- Massage Products
- Fitness Equipment
- Fitness Aids
- Recovery Aids
- CBD

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** LED Treatments
- **Trend Watch:** Immune Support

Product Roundup:

Holistic Products
Products for Men

Magazine Due Dates

Editorial: 03/01/23
Ad Close: 04/06/23

Bonus Distribution:

- Premiere Orlando
- IECSC Las Vegas

JUN THEMES

SUMMER

- SPF
- Skin Care
- Body Care
- Body Slimming/Contouring
- Body Treatments/Wraps
- Nutrition/Ingestibles

EXFOLIATION

- Body Care
- Body Scrubs
- Body Brushes
- Exfoliation Devices
- Salt

SPA DESIGN

- Equipment
- Treatment Tables
- Decor
- Hardware
- Gym Equipment

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Sun Damage
- **Trend Watch:** Wellness Amenities

Product Roundup:

Sun Care/Summer
Exfoliation Products

Magazine Due Dates

Editorial: 04/03/23
Ad Close: 05/09/23

MAGAZINE MEDIA PLANNER CONT'D

Use our Media Planner to take advantage of opportunities across **WellSpa 360's** media universe throughout the year.

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



JUL THEMES

SELF-CARE

- Spa Design
- Singing Bowls
- Jewelry
- Spa Decor
- Crystals
- Meditation
- CBD
- Sleep Aids
- Light Therapy

HOT/COLD THERAPY

- Cryotherapy Devices/Equipment
- Infrared Devices/Equipment
- Cryo Globes
- Cold Masks
- Warming Masks
- Hot Stones
- Salt Stones
- Poultices
- Heating Pads/Mats/Wraps

HYDROTHERAPY

- Body Care
- Body Scrubs
- Bath/Shower
- Spa Equipment/Showers
- Spa Design
- Spa Robes

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Body Treatments
- **Trend Watch:** Cryotherapy

Product Roundup:

Aromatherapy
Bath/Shower

Magazine Due Dates

Editorial: 05/01/23
Ad Close: 06/07/23

Bonus Distribution:

- Face & Body Northern California

AUG THEMES

PAIN MANAGEMENT

- Massage Products
- Light Therapy
- CBD
- Bath/Shower
- Heating/Cooling Packs

HEALTHY AGING

- Skin Care
- Body Care
- Nutrition/Ingestibles
- Fitness
- Sleep Aids

WELLNESS TECHNOLOGY

- Spa Equipment
- Treatment Tables
- Touchless Treatments/Tech
- Financing Tools
- Spa Software
- Sleep Aids
- Light Therapy
- Apps

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** CBD Protocols
- **Trend Watch:** Touchless Technology and Treatments

Product Roundup:

Pain Relief Products
Antianging

Magazine Due Dates

Editorial: 06/01/23
Ad Close: 07/07/23

SEP THEMES

FEMININE WELLNESS

- Skin Care
- Body Care
- Nutrition/Ingestibles
- Bath/Shower

BODY CONTOURING

- Body Wraps
- Body Care
- Body Masks
- Contouring Devices/Tools

BUSINESS SUPPORT

- Business Tools
- Spa Software
- Financing Tools
- Uniforms
- Education
- Robes

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Cellulite
- **Trend Watch:** Menopausal Care

Product Roundup:

Products for Women
Body Products/Tools

Magazine Due Dates

Editorial: 07/03/23
Ad Close: 08/08/23

Bonus Distribution:

- GSN Planet

OCT THEMES

HOLIDAY

- Skin/Body Care
- Jewelry
- Bath/Shower
- Makeup
- Candles
- Aromatherapy
- Apparel
- Yoga Mats/Accessories
- Mindfulness Aids
- Fitness Accessories

STRESS

- Essential Oils/Aromatherapy
- Massage Products
- Bath/Shower
- Body Care
- CBD
- Sleep Aids

SPA BRANDING

- Private Label Products
- Spa Linens
- Robes
- Spa Uniforms
- Spa Decor/Design
- Spa Software
- Financing Tools

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Holiday
- **Trend Watch:** Sound Therapy

Magazine Due Dates

Editorial: 08/01/23
Ad Close: 09/07/23

NOV THEMES

ANCIENT MEDICINE

- Ayurveda
- TCM
- Acupuncture
- Reflexology
- Body Oils
- Ingestibles

SLEEP

- Aromatherapy
- Sprays/Mists
- Eye Masks
- Pillowcases
- Skin/Body Care
- CBD
- Sleep Aids

THE UNWELL CLIENT

- Sensitive Skin Lines
- Natural/Organic Lines
- Oncology Skin Care
- Gentle Treatments
- Massage
- Ingestibles
- Light Therapy

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Ayurveda
- **Trend Watch:** Sleep Aids

Product Roundup:

Holistic Products
Nighttime Products

Magazine Due Dates

Editorial: 09/01/23
Ad Close: 10/09/23

DEC THEMES

TOP 10 WELLNESS TRENDS

- Skin/Body Care
- Massage
- Nutrition
- Fitness
- Spa Equipment

WINTER HYDRATION

- Spa Drinks
- Hydrating Skin Care
- Body Wraps
- Body Masks

READERS' CHOICE AWARDS

- Skin/Body Care
- Massage
- Body Treatments
- Makeup
- Bath/Shower
- Devices/Tools
- Ingestibles
- Aromatherapy
- CBD
- Crystals/Gemstones
- Spa Supply/Equipment
- Spa Uniforms
- Spa Design/Decor

SUPPLIER INSIGHTS (DM)*

- **Serene Services:** Hydrating Treatments
- **Trend Watch:** Wellness in 2024

Magazine Due Dates

Editorial: 10/02/23
Ad Close: 11/08/23

MAGAZINE PRODUCT ROUNDUP

Please refer to *WellSpa 360's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *WellSpa 360'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 *Wellspa 360 website* and will be included in the monthly Product Roundup feature page on www.gwellspa360.com
4. Highlights of the Product Roundup featured page will be promoted via *Wellspa 360* 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

Goddess Glamour

Whether your female guests are interested in fitness, holistic health or alternative therapies, they still need beautiful skin and body care to round out their regimens. We've compiled these topical home-care treatments that are specially designed with women in mind.

- 1 Sorella Apothecary Yogurt Kale Eye Concentrate**
Touted as an alternative to injections, this brightening concentrate contains superfood greens and Arginine to help diminish fine lines around the delicate eye area.
www.sorellapothecary.com
- 2 Lady Burd Aloe Foundation**
Enriched with aloe vera, this blendable foundation goes on smooth and delivers hydration to the complexion for a more youthful appearance. The cap comes with a built-in spatula for easy application, and it's ideal for normal to dry skin.
www.ladyburd.com
- 3 Eminence Monoi Age Corrective Night Body Cream**
Monoi and the brand's proprietary Argan Stem Cell Complex combine to reveal softer, smoother and more youthful-looking skin. Plus, shea butter and jojoba deeply hydrate and repair dry skin from head to toe.
www.eminenceorganics.com
- 4 Pure Fiji Coconut Milk Shower Gel**
Packed with moisturizing agents and gently exfoliating pineapple extracts, this wash buffs away dead skin cells without stripping natural oils, then delivers plenty of moisture for super-soft, coconut-scented skin.
www.purefiji.com
- 5 RapidFlash RapidRenew Skin Perfecting Polish**
Formulated for use on the face, neck, décolleté and body, this polish features magnesium oxide crystal exfoliant and alpha hydroxy acids that instantly reveal smoother, brighter, more radiant skin.
www.rapidflash.com

44 www.wellspa360.com • September 2022

PRODUCT ROUNDUP

Defying Time

Wellness professionals know that helping clients age well involves minimizing stress, improving their mental well-being and caring for their physical bodies and skin. With that in mind, we've compiled these five topical products that address guests' skin and body care needs.

- 1 Eminence Monoi Age Corrective Night Cream for Face & Neck**
This deeply hydrating overnight cream is formulated with monoi, evening primrose oil and the brand's Argan Stem Cell Complex to rejuvenate the complexion and reduce signs of aging.
www.eminenceorganics.com
- 2 Lady Burd Muscle Rub**
Customizable labels are available for this muscle rub, which soothes clients' sore muscles and aches joints. Enhanced with THC-free CBD isolate harvested from cannabis grown in Colorado.
www.ladyburd.com
- 3 Pure Fiji Anti-Aging Oil Booster**
Formulated with oilo oil, this cold-pressed, organic antiaging oil strengthens skin's moisture barrier and promotes cell regeneration to smooth fine lines and improve firmness. The dry oil leaves behind zero greasy residue.
www.purefiji.com
- 4 Sorella Apothecary Main Squeeze Hydrating Serum**
This lightweight serum is infused with snow mushroom extract, peptides, niacinamide and cogan grass for immediate plumping hydration after just one application. Ideal for aging or sensitive skin.
www.sorellapothecary.com
- 5 M.A.D. Skincare Youth Transformation Exfoliating Scrub**
An exfoliator that sloughs away dead skin cells with 100% naturally derived pumice, this scrub brightens, evens out tone, and promotes cell turnover and renewal for more youthful-looking skin.
www.madprofessional.com

40 www.wellspa360.com • August 2022

MAGAZINE PRODUCT ROUNDUP CONT'D

Please refer to *WellSpa 360*'s 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



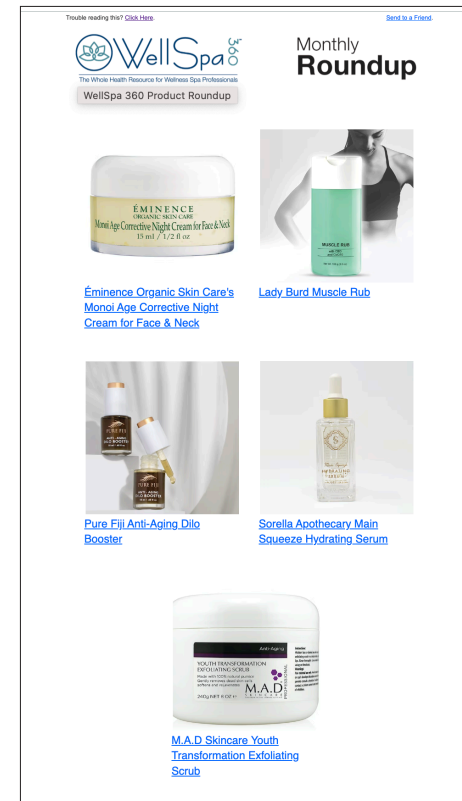
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *WellSpa 360* 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.



COVER SPONSORSHIP

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



Showcase your expertise in the professional wellness industry and align your brand with WS as an industry leader.
The accompanying 4-page folio will educate the WellSpa 360 audience on your thought leadership

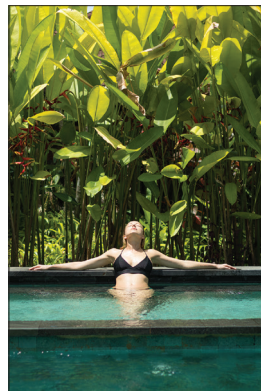
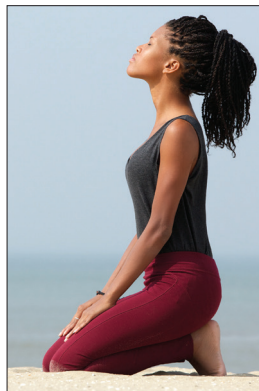
WellSpa 360 – The Whole Health Resource for Wellness Spa Professionals

WellSpa 360 provides wellness spa professionals with protocols, trends, business advice and research to serve the whole health experience to the clientele.

Cover Image Examples

Images should be strong, dramatic, intriguing and future forward.

All cover images should be vertically oriented when possible.



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 and cropped.



Original Image →



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



Original Image →



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

CONT'D

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



The cover sponsorship allows you to provide the image for *Wellspa 360'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 *Wellspring 360* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.



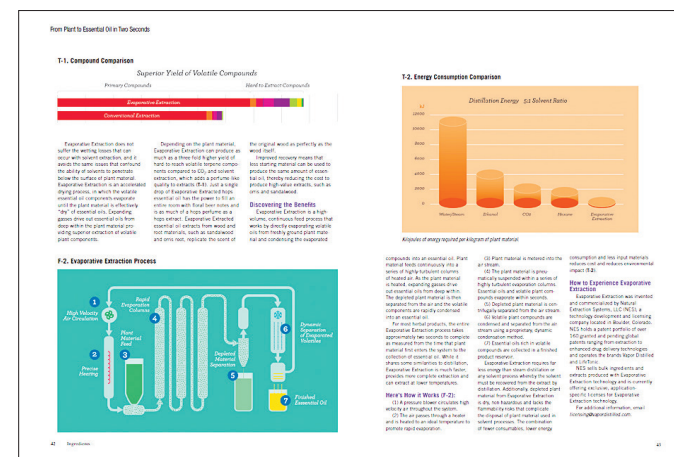
Optional Cover Branding - Corner



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 *Wellspa 360* E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Investment: \$20,000



MAGAZINE ADVERTISING SPECIFICATIONS

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



Reach over 25,000 qualified subscribers dedicated to providing professional health & wellness spa services.

Printing: Four-color (CMYK) web offset

Binding: Saddle stitch

Paper: Cover 80# (88 BR), body 60# (83 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 15.75" x 10.75"
400 mm x 273 mm
Bleed 16" x 11"
406 mm x 279 mm



Live Area

15" x 10"
381 mm x 254 mm



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



1/2-page vertical

3.375" x 10"
86 mm x 254 mm



1/2-page horizontal

7" x 4.625"
178 mm x 117 mm



1/2-page (Island)

4.625" x 7.25"
117 mm x 184 mm



1/3-page square

4.625" x 4.625"
117 mm x 117 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

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



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. 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 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.

BASIC ADVERTISING RATES

Contact your sales representative to discuss program opportunities to receive frequency rates.

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

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Wellspa360.com



ELECTRONIC FILES

COVER CORNER

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

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

