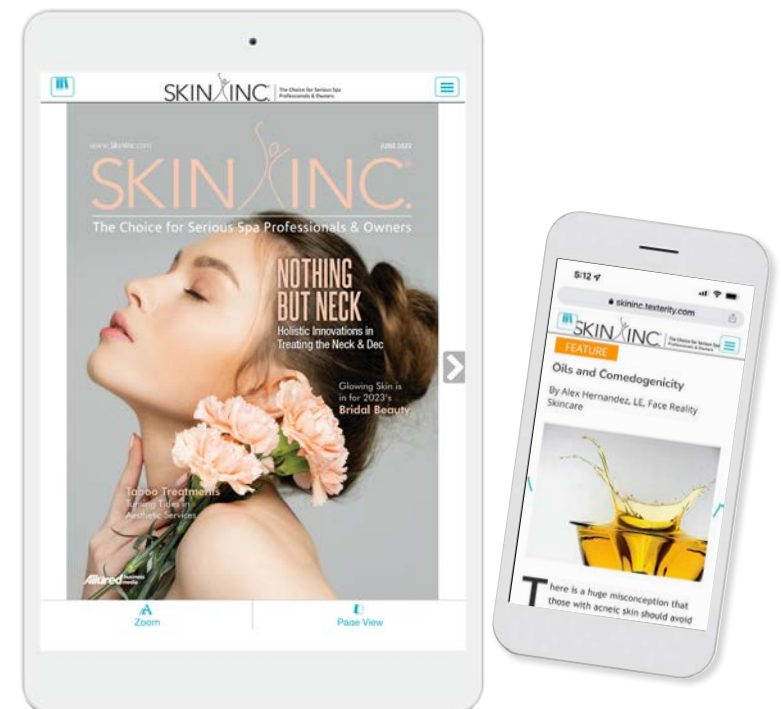


Make an Impact With 40,000 Spa Professionals That Read In-depth Articles on Skin Care, Business, Science and Treatments

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



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Perri Polowy
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www.SkinInc.com

SKIN INC.
The Choice for Serious Spa Professionals & Owners



A Turn of the Tides

The last few years in the spa industry have been a rollercoaster ride, and not always an enjoyable one. But, through it all, we have persevered and come out stronger than ever. Thanks to the most recent generation, there has been a turn of the tides in the industry. Consumers are keeping themselves better educated than ever when it comes to their skin care regimens, which is leading to a whole new world of skin care social media trends, not to mention advancement in at-home skin care devices and artificial intelligence technology.

Setting yourself apart as the expert in this industry, by staying on top of these consumer trends and your education on the latest advancements, has never been more prominent. Keeping you at the cutting edge of what is going on in the industry is our bread and butter. We are here to wade through the research and bring you the need-to-know information on new techniques, ingredient innovations, technological advancements and business strategies.

While self-care took center stage over the last couple of years, it looks like people now are looking for consistency and dependency. That is exactly where you come in, and we're right here to help.

Yours In Excitement,

Maggie Walker
Associate Managing Editor, *Skin Inc.*



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



Lisa Stewart
Owner,
Solia Spa
Brecksville, OH



JoElle Lee
Founder,
JoElle SkinCare
Rockville, MD



Elaine Sterling
Owner,
Elaine Sterling Institute
Atlanta, GA



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



Alex Hernandez
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Danville, CA



Brian Goodwin
International Educator & Education Development Lead,
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Terrance Bonner
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Susanne Schmalting
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Evergreen, CO



Terri Wojak
Founder,
Aesthetics Exposed Education
Chicago, IL



Janel Lu
CEO,
Le Mieux Cosmetics
Baldwin Park, CA

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

HAIR REMOVAL

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

BROWS

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

MARKETING

- Prejuvenation Devices
- Skin Care for Youth
- Marketing Consultancies

SUPPLIER INSIGHTS (DM)*

- Industry Input: Brows
- Protocols in Practice: Winter

JAR DECONSTRUCTED: Snail Mucin

- Skin Healing
- Regenerating

Product Roundup:

- Brows

Magazine Due Dates

Editorial: 11/01/23
Ad Close: 12/06/23

FEB THEMES

SUN CARE

- Sunscreen
- Tinted Skin Care
- Protective Skin Care
- Blue Light Skin Care
- Antioxidants
- Sunless Tanning
- Post Sun Skin Care

PREVENTATIVE TREATMENTS/ PREJUVENATION

- Gen Z
- Prejuvenation Devices
- Skin Care for Youth
- Personalized Products
- Anti-aging Skin Care
- Take Home Devices

CUSTOMER SERVICE

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Environmental Stressors
- Protocols in Practice: Teens

JAR DECONSTRUCTED: Blue Tansy

- Soothing
- Anti-inflammatory

Product Roundup:

- Sun Care

Magazine Due Dates

Editorial: 12/01/23
Ad Close: 01/09/24

MAR THEMES

MASKS

- Skin Care
- Mask Devices
- Mask Modalities
- Spa Supplies for Masks

EXFOLIATION

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

SOCIAL MEDIA

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Peels
- Protocols in Practice: Masks

JAR DECONSTRUCTED: Papaya

- Anti-aging
- Exfoliating

Product Roundup:

- Exfoliation

Magazine Due Dates

Editorial: 01/01/24
Ad Close: 02/05/24

APR THEMES

NATURAL/ORGANIC

- Natural/Organic Skin Care
- Aromatherapy
- Holistic Skin Care
- Sugaring
- Natural Cosmetics
- Sustainable Spa Supplies

SUGARING

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

MODALITIES

- Holistic Tools
- Gua Sha
- Jade Roller
- Massage Tools
- Facial Massage Wand
- Cryo Globes

SUPPLIER INSIGHTS (DM)*

- Industry Input: Modalities/ Devices
- Protocols in Practice: Spring

JAR DECONSTRUCTED: Chebula

- Antioxidant
- Moisturizing

Product Roundup:

- Natural/Organic

Magazine Due Dates

Editorial: 02/01/24
Ad Close: 03/04/24

MAY THEMES

HYPERPIGMENTATION

- Skin Care
- Spot Treatments
- Devices For Brightening

HOT INGREDIENTS

- Skin Care
- Body Care
- Products with High-tech Ingredients
- Products with Patent Ingredients

RETAIL

- Spa Software
- Apps
- Spa Consultants
- Private Label
- Spa Gift Items
- Travel Sized Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Ingredients
- Protocols in Practice: Brightening

JAR DECONSTRUCTED: Astaxanthin

- Antioxidant
- Brightener

Product Roundup:

- Brightening

Magazine Due Dates

Editorial: 03/01/24
Ad Close: 03/29/24

JUN THEMES

ACNE

- Skin Care
- Acne Spot Treatments
- Devices for Acne

INFLAMMATION

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

MEN

- Skin Care
- Body Care
- Hair Removal
- Devices

SUPPLIER INSIGHTS (DM)*

- Industry Input: Men
- Protocols in Practice: Acne

JAR DECONSTRUCTED: Willow Bark

- Anti-inflammatory
- Reduce Acne

Product Roundup:

- Anti-inflammatories

Magazine Due Dates

Editorial: 04/01/24
Ad Close: 05/03/24

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Perri for up-to-date show distribution information.

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

HYDRATION

- Skin Care
- Treatments
- Products for Dry/Dehydrated Skin
- Devices

LASHES

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

WEDDING

- Skin Care
- Makeup
- Lashes/Brows
- Rejuvenating Devices
- Products for Skin Radiance

SUPPLIER INSIGHTS (DM)*

- Industry Input: Special Occasion
- Protocols in Practice: Thirst Quenching

JAR DECONSTRUCTED: Gardenia Extract

- Antioxidant
- Hydrator

Product Roundup:

- Lash Care

Magazine Due Dates

Editorial: 05/01/24
Ad Close: 06/04/24

AUG THEMES

DIVERSITY/INCLUSIVITY

- Brightening Products
- Hydrating Products
- Skin Devices
- Sensitive Skin Products
- Spa Equipment
- Spa Consultants
- Spa Software

BODY

- Moisturizers
- Treatments
- Exfoliants
- Tools
- Devices

LIGHT THERAPY

- Facial & Body Devices
- Home Devices
- Light Therapy Masks
- Spa Equipment
- Spa Cleaning Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Multicultural Skin
- Protocols in Practice: Body Care

JAR DECONSTRUCTED: Cacay Oil

- Anti-aging
- Anti-acne

Product Roundup:

- Body Care

Magazine Due Dates

Editorial: 06/03/24
Ad Close: 07/01/24

SEP THEMES

DEVICES

- LED
- Microdermabrasion
- Ultrasound
- High Frequency
- Home Care Devices
- App-connected Devices

LIPS

- Cosmetics
- Devices
- Treatment
- Enhancement Products

SPA MENU

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Seasonal Treatments
- Protocols in Practice: High-Tech

JAR DECONSTRUCTED: Sulphur

- Exfoliates
- Acne Fighting

Product Roundup:

- Devices

Magazine Due Dates

Editorial: 07/01/24
Ad Close: 08/02/24

OCT THEMES

BARRIER PROTECTION

- Skin Care
- Anti-pollution Skin Care
- Devices for Barrier Protection
- Barrier Repair Treatments

HOLIDAY

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

MAKEUP

- Eye Cosmetics
- Lip Cosmetics
- Facial Makeup
- Lashes and Brows
- Primer
- Makeup Tools

SUPPLIER INSIGHTS (DM)*

- Industry Input: Holiday Prep
- Protocols in Practice: Barrier Repair

JAR DECONSTRUCTED: Adenosine Triphosphate

- Collagen Boosting
- Anti-aging

Product Roundup:

- Holiday Gift Guide

Magazine Due Dates

Editorial: 08/01/24
Ad Close: 09/02/24

NOV THEMES

NECK/DEC

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

WAXING

- Wax
- Wax Supplies
- Pre/post Skin Care
- Soothing Skin Care

BRANDING

- Private Label
- Customizing Supplies
- Furnishing
- Equipment
- Spa Consultants
- Spa Software
- Apps

SUPPLIER INSIGHTS (DM)*

- Industry Input: Hair Removal
- Protocols in Practice: Add-on Treatments

JAR DECONSTRUCTED: Reishi Mushroom Extract

- Reduce Redness
- Detoxifying

Product Roundup:

- Hair Removal

Magazine Due Dates

Editorial: 09/02/24
Ad Close: 10/03/24

DEC THEMES

MODERN DAY AGING

- Devices
- Skin Care
- Lifting & Firming Skin Care
- Lifting & Firming Tools

EYES

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

SELF CARE

- Aromatherapy
- Wellness Apps
- Spa Furniture
- Wellness Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Eye Care
- Protocols in Practice: Lifting/Firming

JAR DECONSTRUCTED: Gold

- Anti-aging
- Anti-inflammatory

Product Roundup:

- Lifting/Firming

Magazine Due Dates

Editorial: 10/01/24
Ad Close: 11/04/24

Editorial content is subject to change.

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MAGAZINE PRODUCT ROUNDUP

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SKIN INC.
The Choice for Serious Spa Professionals & Owners

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 the 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: Offer qualified prospects more information about your new product with a treatment protocol, white-paper or a sample request.

Qualifications for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Skin Inc.* magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

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.



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 *Skin Inc.* as an Industry Leader

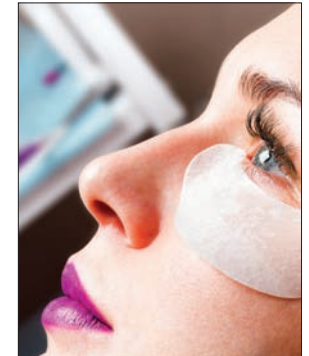
The accompanying 4-page folio will educate the *Skin Inc.* audience on your thought leadership in an area you wish to push to the forefront.

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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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
- Mentioned in editor's note
- Included 1x in *Skin Inc.* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio



MAGAZINE ADVERTISING SPECIFICATIONS

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Reach Over 40,000 Qualified Subscribers Dedicated to Professional Skin Care Services and Wellness

Printing: Four-color (CMYK) Web offset

Binding: Saddle-stitched

Paper: Cover 100# with a Matte varnish, 50# gloss text

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.

NEW IN 2024

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



Spread

Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



1/2-page horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm



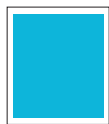
1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



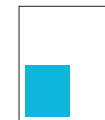
1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

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 sales representative.

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 Keithleen Mendoza at **kmendoza@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.

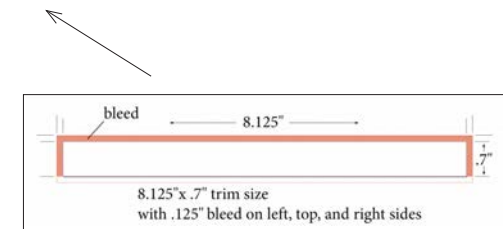
DIGITAL EDITION ADVERTISING

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

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.



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.

