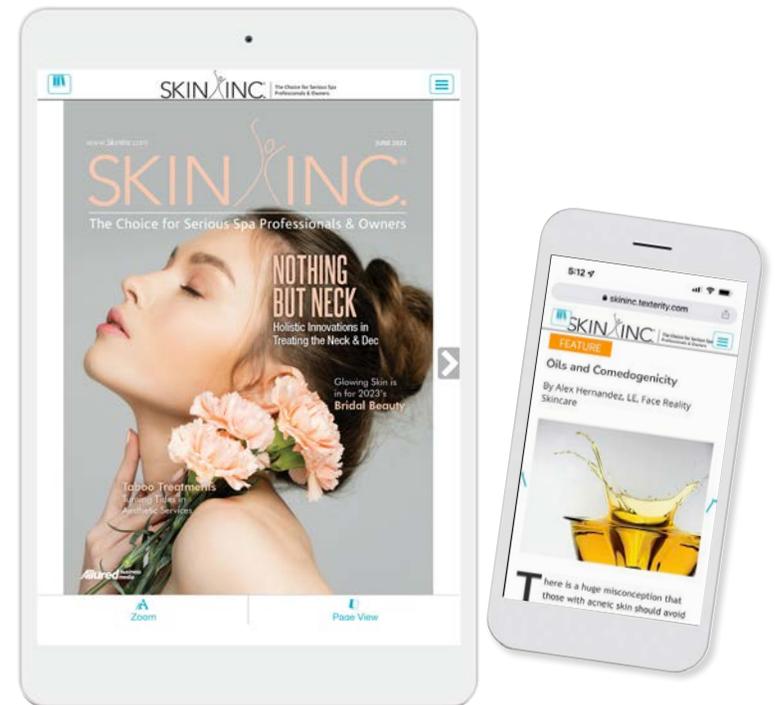


## Make an Impact With 40,000 Spa Professionals That Read In-depth Articles on Skin Care, Business, Science and Treatments

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**  
Business Development Mgr  
ppolowy@allured.com  
630-344-6075  
[www.SkinInc.com](http://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

Manager of Education,  
**Face Reality Skincare**  
Danville, CA



## Brian Goodwin

International  
Educator & Education  
Development Lead,  
**Eminence Organic Skin Care**  
Vancouver, CAN



## Terrance Bonner

Owner, LMT, LE  
**The Bonner Institute**  
Columbus, MS



## Erin Madigan-Fleck, N.M.D.

Naturopathic Doctor and  
Licensed Esthetician,  
**Naturophoria**  
Atlanta, GA



## Deedee Crossett

Dean,  
**San Francisco Institute of Esthetics and Cosmetology**  
San Francisco, CA



## Shannon Esau

CEO,  
**Rhonda Allison**  
Grapevine, TX



## Susanne Schmaling

Founder,  
**Esthetic's Council**  
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.

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



## 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

### Bonus Distribution:

Premiere Anaheim (DM)\*

## 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

### Bonus Distribution:

IBS New York & IECSC New York (co-locating with IECSC)

## 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

### Bonus Distribution:

America's Beauty Show (ABS)

## 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

### Bonus Distribution:

IBS Las Vegas & IECSC Las Vegas

## 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

### Bonus Distribution:

Cosmoprof North America - Las Vegas

Editorial content is subject to change. All bonus distributions are tentative. Please contact Perri for up-to-date show distribution information.

\*(DM) - Digital Magazine

# MAGAZINE MEDIA PLANNER CONT'D

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



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

## 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

### Bonus Distribution:

Face & Body

## 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

### READERS' CHOICE

- Skin Care
- Body Care
- Makeup
- Facial Tools
- Facial Devices
- Spa Tools
- Massage

### 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

# MAGAZINE PRODUCT ROUNDUP

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

**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](http://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

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



## 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

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



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

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



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

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

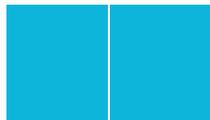
**Binding:** Saddle-stitched

**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.

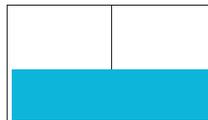
## NEW IN 2024

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



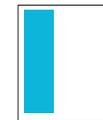
### Spread

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



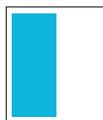
### 1/3-page vertical

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



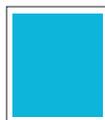
### 1/2-page vertical

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



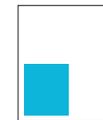
### 1/2-page horizontal

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

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

**SKIN INC.**  
The Choice for Serious Spa Professionals & Owners

## 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](mailto: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.

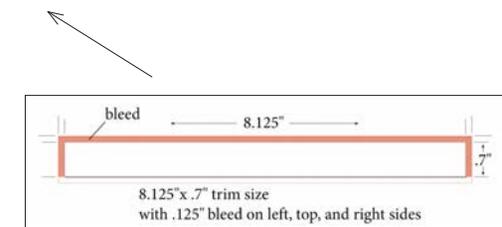
### DIGITAL EDITION ADVERTISING

**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.

