

WellSpa 360 – The Whole Health Resource for Wellness Spa Professionals



The spa and wellness industry is still booming, with spas of all sizes and destinations around the world enjoying full books and ongoing success. In fact, the 2024 ISPA US Spa Industry Survey reported growth across all metrics, including overall revenue and number of visits—plus an average revenue per visit of \$117, an all-time high!

More good news? *WellSpa 360* is growing right alongside the industry. We are here to help spas support the well-being of their guests and their businesses, arming readers with the latest research, business advice, treatment inspiration and product recommendations to support guests' health and wellness journeys.

It's so important that spas and wellness facilities continue providing guests with innovative, results-driven treatments and experiences, whether it's top technologies, holistic programs, natural skin care or on-trend tools. That's why *WellSpa 360* is constantly improving our offerings, and we're always coming up with fresh, new ways to get the best the industry has to offer in front of our audience.

Join us as we delve into physical health, mental wellness, beauty and personal care, and financial advice for spas to grow their businesses. *WellSpa 360* has it all, from in-depth articles to video education, editorial takeovers, seasonal beauty boxes and so much more.

Spa-goers' desire for better well-being isn't going away anytime soon, and we look forward to helping them meet that need in 2025.

Here's to being well,

Marisa Sobotka
Associate Managing Editor, *WellSpa 360*

What is *WellSpa 360*?

WellSpa 360, the only brand dedicated to professional wellness by offering comprehensive, wellness information necessary for a thriving wellness business. In it, you can find protocols, trends, research, business tips and more to create healthy businesses, healthy practitioners, healthy clientele and ultimately a healthier world. We are dedicated to wellness professionals so that they can ensure a healthier tomorrow.

Why It's Important*

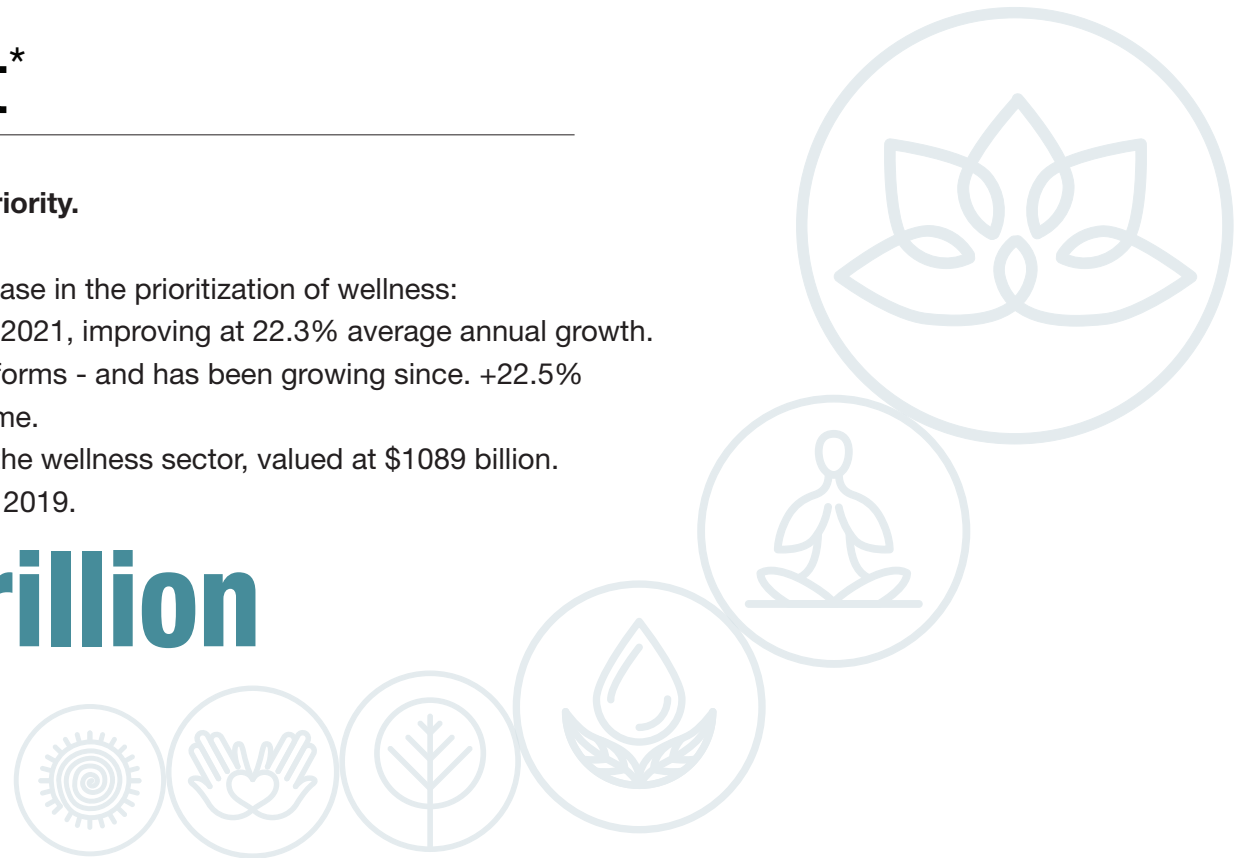
82% of US consumers believe wellness is a top priority.

In the past 2-3 years, every market has seen an increase in the prioritization of wellness:

- the spa industry has been in steady recovery since 2021, improving at 22.3% average annual growth.
- fitness technology exploded in 2020 via digital platforms - and has been growing since. +22.5% growth as people transitioned to working out at home.
- personal care, beauty and anti-aging is a leader in the wellness sector, valued at \$1089 billion.
- wellness has been growing by 6.4% annually since 2019.

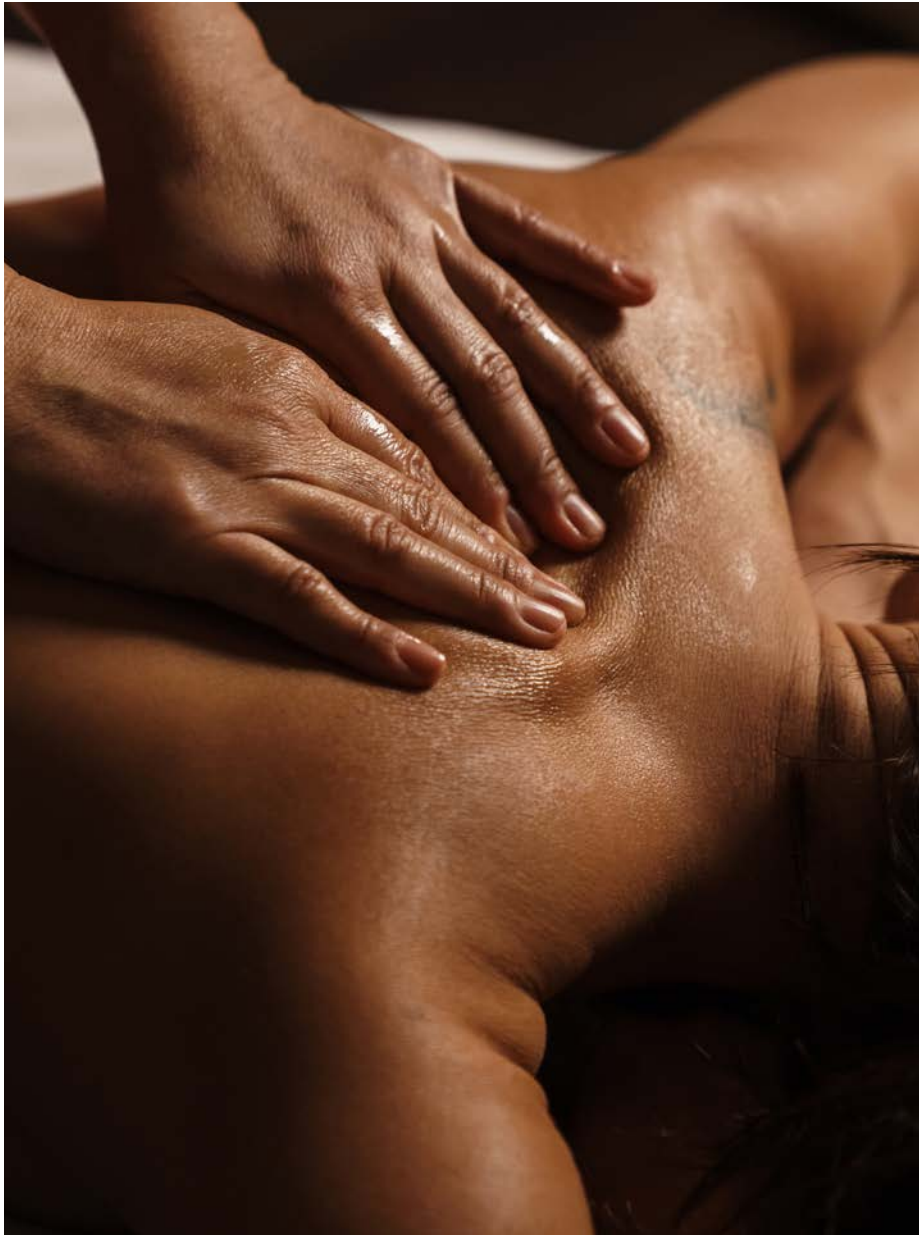
Global Wellness valued at **\$4.5 trillion**

*Sources: McKinsey, Global Wellness Institute



AUDIENCE WHO WE REACH

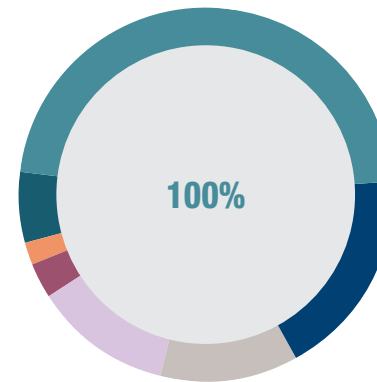
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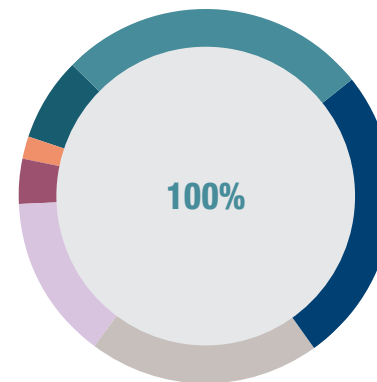
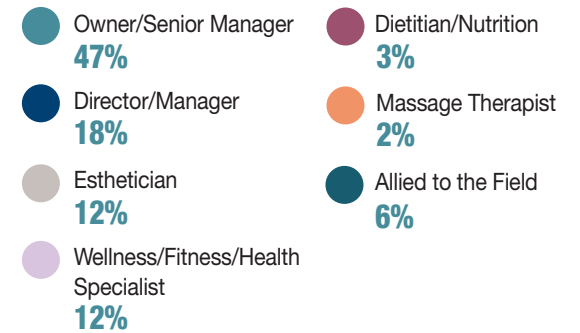
Subscribing Companies

Ashram Retreat	Kohler Company	SoJo Spa Club
Canyon Ranch	The Lodge at Woodloch	St. Regis
Fairmont Hotels and Resorts	Mandarin Oriental	The Westin
Four Seasons	Marriott International	Vintage Hotels
Gaia Retreat and Spa	Oceana Resorts LLC	Waldorf Astoria
Hand & Stone Massage & Facial Spa	Ritz-Carlton	Yalorde Yoga Retreats
Hilton	Scottsdale Resorts	
	Sheraton	

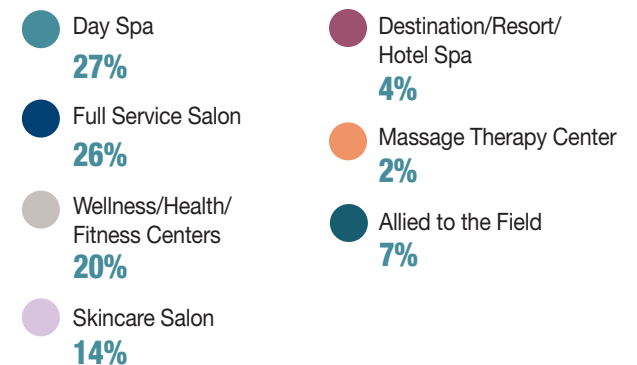
Total Market Reach – 48,800



Primary Job Functions



Primary Business Types



AUDIENCE HOW WE REACH THEM

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The leading multi-channel information platform to reach **48,800** unique Health & Wellness Spa Professionals.

Magazine Subscribers



25,000

Website Visitors (Monthly Avg.)



20,000

Registered Website Users: 8,100

Daily Newsletter Subscribers



19,500

Social Media Followers



88,700

Dedicated E-blast Subscribers



24,000

Face & Body Attendees



2,713

Save the Date!

FACE & BODY
SKIN CARE SHOW
September 7-8, 2025

AUDIENCE PURCHASING POWER*

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Purchasing Power

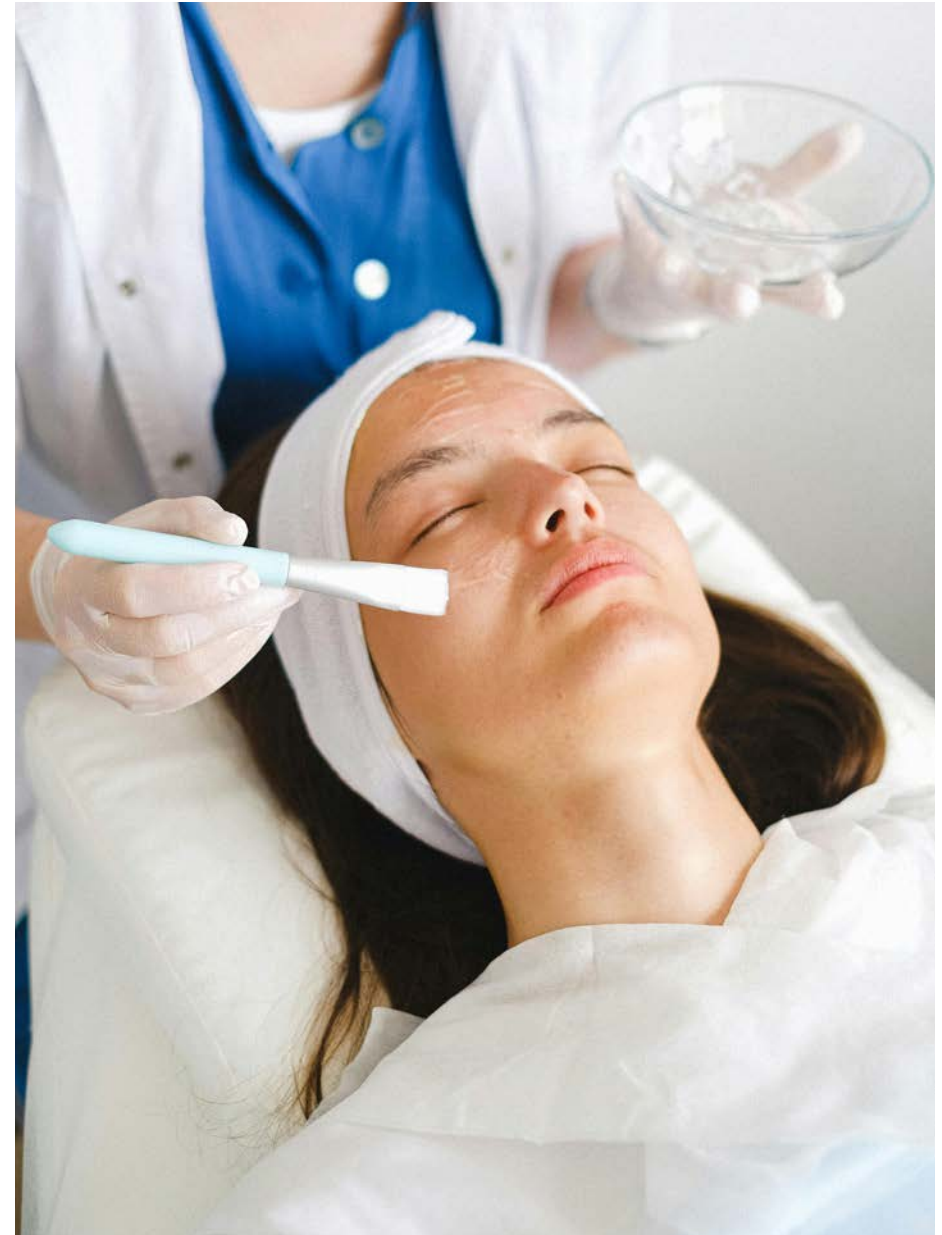
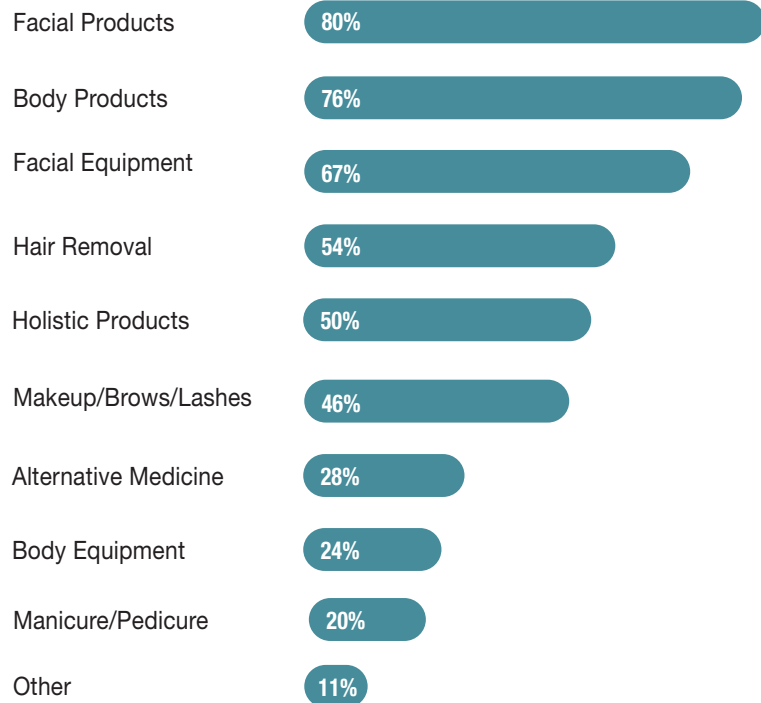
95%

Are the Sole Decision Maker, Part of a Decision Making Team or Influence Decision Makers

Number of Treatment Rooms

- 34% 1 Room
- 16% 2-3 Rooms
- 32% 4-9 Rooms
- 9% 10 + Rooms

Products Purchased



*Publisher's Data