

## Share your expertise with *WellSpa 360*'s engaged audience.

Intimate video conversations with industry experts discussing formulation, product development & innovation for the cosmetic & personal care industry.

### Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

### Who You Reach

Qualified Health & Wellness Spa Professionals across multiple media channels.

- 25,000 Magazine Subscribers
- 19,500 Daily Newsletter Subscribers
- 24,000 Dedicated E-blast Subscribers
- 8,100 Registered Website Users
- 20,000 Monthly Website Visitors
- 88,700 Social Media Followers

### The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

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## [VIDEO] 4 Ways to Amp Up Skin Rejuvenation This Fall

Sep 12th, 2022 | From Sorella Apothecary



It has been a long, hot summer for pretty much everyone—with plenty of humidity and sun exposure to go around! Heading into fall, clients will be looking to rejuvenate their skin at the spa and at home. As we will learn from Rebecca Olpin, lead educator at Sorella Apothecary, common concerns this time of year involve repairing sun damage and hyperpigmentation—and spas are perfectly equipped to set them up for success.

## Branding

- Logo will be placed on the video website page.
- Company name will be listed as “Sponsored by Company Name” (no logo).

## Branding on the Website

- Listed on the home page under “Latest” (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

## Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

## Branding in Social Media Posts

- Mentioned as sponsor

## Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

## Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report are updated daily for real-time access.
- Final report will be submitted 1 week after the 4-week editorial push

## Material Needed

Logo (300 dpi) & Company Name to be listed

**Rate: \$5,125**

*Must book at least 8 weeks before the run date.  
Material is due 4 weeks before the run date.*