

Make an impact with over 19,000 medical aesthetics professionals who specialize in noninvasive and minimally invasive cosmetic procedures.

Our subscribers include both new and established medical aesthetics practices and medspas, and they look to *MedEsthetics* to stay on the cutting edge of aesthetic care.

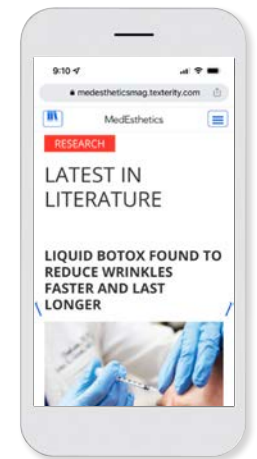
Advertise in the premiere resource for medical aesthetics dedicated to covering noninvasive and minimally invasive treatments, practice management and marketing trends, legal and regulatory issues, industry news, best practices and the latest products and devices.



Print Edition



Digital Edition



MAGAZINE EDITORIAL ADVISORY BOARD

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MedEsthetics.
The Guide for Excellence in Medical Aesthetics



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EMILY KIRBY, MD
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Resources Harris Methodist hospital,
and founder and medical director
of Kirby Plastic Surgery and Kalos
Medical Spa.

MAGAZINE MEDIA PLANNER

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

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JAN/FEB THEMES

ENERGY-BASED DEVICES

- Lasers
- LED
- Ultrasound (HIFU, MFU, etc.)
- Acoustic Wave Therapy
- RF/Microneedling

INNOVATIVE INGREDIENTS & DEVICES

- Stem Cells and Exosomes
- Peptides
- Probiotics/Prebiotics
- Ceramides
- Growth Factors
- Acids
- Neurocosmetics/
Neuropeptides

BIZ: SERVICE MENU

- AI, AR Software
- Patient Management Apps
- Simulating & Tracking
Treatment Results Apps
- Practice Consultants

EXPERT OPINIONS (DM)*

- What treatments are you
adding to your menu?

TRENDS & INNOVATIONS*

- Innovative Topical Skin Care
Ingredients & Devices

Product Roundup:

Energy-Based Devices &
Products with Innovative
Ingredients

Magazine Due Dates

Editorial: 11/01/24

Ad Close: 01/08/25

FEB ONLINE ONLY!

REGENERATIVE AESTHETICS

- Stem Cells, Regenerative
Aesthetics Energy-Based
Devices, Injectables

Magazine Due Dates

Editorial: 12/01/24

Ad Close: 01/08/25

MAR THEMES

BODY CONTOURING

- Noninvasive/Minimally
Invasive Devices
- Cellulite Treatment
- Topical Skin Care
- Injectables

SUN/POLLUTION PROTECTION

- Sunscreens
- Topical Skin Care Ingredients
- UV Protective Clothing
- Nutraceuticals

BIZ: RETAIL

- Software
- Sun/SkinLip/Eye Care
- Makeup
- Trial Sizes/Gift Sets
- At-home Devices

EXPERT OPINIONS (DM)*

- How do you convince your
patients to protect their skin
from sun damage and forgo
tanning?

TRENDS & INNOVATIONS*

- Sun Protection

Product Roundup:

Body Contouring & Sun
Protection

Magazine Due Dates

Editorial: 01/01/24

Ad Close: 02/05/25

APR THEMES

NECK AND DECOLLETE

- Energy-Based Devices
- Dermal Fillers
- Neurotoxins
- Topical Creams and Serums

HOT/COLD SERVICES

- Cryotherapy Tools & Devices
- Thermotherapy Devices

BIZ: GEN Z

- Sun/Skin Care
- Prejuvenation Treatments
(Energy-Based Devices,
Injectables, etc.)
- Laser Hair Removal
- Patient Financing (Software,
Apps, Insurance, Member-
ship/Subscription Services)

EXPERT OPINIONS (DM)*

- What services and unique
financing options do you
market to the younger
generations?

TRENDS & INNOVATIONS*

- Gen Z Treatments

Product Roundup:

Neck & Decollete, Hot/Cold
Services

Magazine Due Dates

Editorial: 02/01/25

Ad Close: 03/07/25

MAY/JUN THEMES

ACNE

- Prescription Topicals
- Oral Medications
- Energy-Based Treatments/
Laser/LED
- Chemical Peels
- OTC Home Care
- Scar Treatments

MULTICULTURAL SKIN

- Scar Treatments
- Brightening Skin Care
- Lasers for Darker Skin

BIZ: INCLUSIVITY/DIVERSITY

- Sun/Skin Care
- Design/Décor (Design
Services, Treatment Tables/
Chairs, Recovery Tables,
Linens, etc.)
- Laser Hair Removal
- Patient Financing
- Practice Consultants

EXPERT OPINIONS (DM)*

- What elements of your
practice have you tailored
to encourage inclusivity and
diversity in your practice?

TRENDS & INNOVATIONS*

- Transgender/Multicultural
Inclusivity in Aesthetics

Product Roundup:

Acne & Multicultural Skin

Magazine Due Dates

Editorial: 03/01/25

Ad Close: 04/30/25

JUN ONLINE ONLY!

SKIN BRIGHTENING

- Peels
- Skin Brighteners
- Spot Treatments

Magazine Due Dates

Editorial: 04/01/25

Editorial content is subject to change. Please contact Shamella for up-to-date show distribution information.

MAGAZINE MEDIA PLANNER CONT'D

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JUL/AUG THEMES

MID-FACE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- PDO Threading

MEN

- In-Office and Energy-Based Treatments
- Prescription Topicals
- Oral Medications
- PRP/LED Hair Restoration

BIZ: MARKETING

- Apps and Social Media
- Software
- Consultancies

EXPERT OPINIONS (DM)*

- What marketing tools and topics do you find most useful for drawing more male clients?

TRENDS & INNOVATIONS*

- Men's Treatments

Product Roundup:

Mid-Face Rejuvenation

Magazine Due Dates

Editorial: 05/01/25

Ad Close: 07/02/25

AUG ONLINE ONLY!

INJECTABLES

- Neurotoxins
- Dermal Fillers and Skin Boosters

Magazine Due Dates

Editorial: 06/01/25

SEP THEMES

CHIN, JOWLINE AND JOWLS

- Aesthetic Devices
- Submental Fat Reduction
- Injectables
- PDO Threads

AESTHETIC TOOLS

- Microneedling
- Energy-Based and Hot/Cold Therapy Devices
- Extraction & Surgical Tools
- Procedure Supplies
- Imaging
- Software

BIZ: CONTINUING EDUCATION

- CEU Education

EXPERT OPINIONS (DM)*

- What tools do you find most helpful in your practice?

TRENDS & INNOVATIONS*

- Chin, Jawline & Jowls

Product Roundup:

Chin, Jawline and Jowls

Magazine Due Dates

Editorial: 07/01/25

Ad Close: 08/04/25

OCT THEMES

EYE REJUVENATION

- Dermal Fillers
- Autologus Fat Prep and Injections
- PRP
- Laser and Energy-Based Devices
- Neurotoxins
- PDO Threading

SCAR TREATMENTS

- Aesthetic Devices
- Injectables
- Topicals

BIZ: STAFF

- Consultancies
- Hiring Services
- Practice Management Software/Apps

EXPERT OPINIONS (DM)*

- How do you celebrate your staff to create a harmonious team culture?

TRENDS & INNOVATIONS*

- Eye Rejuvenation

Product Roundup:

Eye Rejuvenation & Scar Treatments

Magazine Due Dates

Editorial: 08/01/25

Ad Close: 08/29/25

NOV/DEC THEMES

LIP ENHANCEMENT

- Lip Fillers
- Neurotoxins
- Resurfacing Treatments
- Microneedling
- Chemical Peels
- Topical products and Ingredients

PEELS

- Peeling Agents
- Indication-Specific and Smart Peels

BIZ: FINANCING

- Insurance
- Financing for New Equipment
- Practice Management Consultants
- Software/Apps

EXPERT OPINIONS (DM)*

- What do you consider when planning for the upcoming year?

TRENDS & INNOVATIONS*

- Lip Enhancement

Product Roundup:

Lip Enhancement & Peels

Magazine Due Dates

Editorial: 09/01/25

Ad Close: 10/31/25

DEC ONLINE ONLY!

WHAT'S COMING TO AESTHETICS IN 2026

- Exosomes
- Stem Cells
- Injectables
- Topicals
- Aesthetic Devices
- Software
- Digital Tech, etc.

Magazine Due Dates

Editorial: 10/01/25

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MAGAZINE PRODUCT ROUNDUP

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MedEsthetics.
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Product Roundup Program for magazine display advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *MedEsthetics'* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

What's Included:

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 monthly "Product Roundup" **newsletter** that includes marketing inquiries and soft leads.
3. Additionally, your product information will be posted on *MedEsthetics* **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *MedEsthetics* 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.

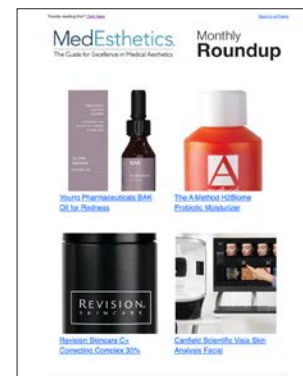
Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *MedEsthetics* magazine in 2025.
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 at 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.



MAGAZINE COVER SPONSORSHIP

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MedEsthetics.
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Ensure your presence in the industry is a statement in itself.

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

MedEsthetics - The Guide For Excellence in Medical Aesthetics

MedEsthetics provides the latest in practice management, regulations, skin care research and techniques to deliver optimal patient outcome and success for providers of non-invasive or minimally invasive aesthetic procedures.

The cover sponsorship allows you to provide the image for *MedEsthetics* magazine's cover. This gives you the opportunity to use an image of your own to tie in with your brand in the minds of our subscribers.

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 appearing in *MedEsthetics* magazine and on our website, we will provide you a PDF version for your marketing use.



Optional Cover Branding - Corner



What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio that is converted to a web exclusive
- Mentioned in editor's note
- Included 3x in *MedEsthetics* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

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MedEsthetics.
The Guide for Excellence in Medical Aesthetics

Reach over 19,000 qualified subscribers dedicated to medical aesthetics


Printing: Four-color (CMYK) web offset

Binding: Perfect bound


Paper: Cover 80# Body 60#

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.



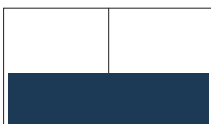
Spread
Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



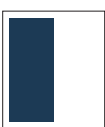
Full page
Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm




Live Area
7" x 10"
176 mm x 252 mm



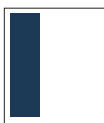
1/2-page horizontal spread
Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread




1/2-page vertical
3.333" x 10"
85 mm x 254 mm




1/2-page horizontal
7" x 4.833"
178 mm x 123 mm



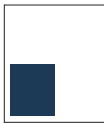
1/3-page vertical
2.167" x 10"
55 mm x 254 mm



1/3-page horizontal
7" x 3.167"
178 mm x 80 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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MedEsthetics[®]
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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. 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 Ethan Grisham at egrisham@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
Mobile Banner Ad	320 x 50 px, 72 dpi
Belly Band	7.875" wide x 4"-5" tall

COVER CORNER

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

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

