

## Connect virtually with *Skin Inc.*'s audience by including your brand with industry experts.

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 Spa Professionals across multiple media channels.

- 39,000 Magazine Subscribers
- 41,000 Daily Newsletter Subscribers
- 72,000 Dedicated E-blast Subscribers
- 90,000 Registered Website Users
- 50,000 Monthly Website Visitors
- 228,000 Social Media Followers

### The Program

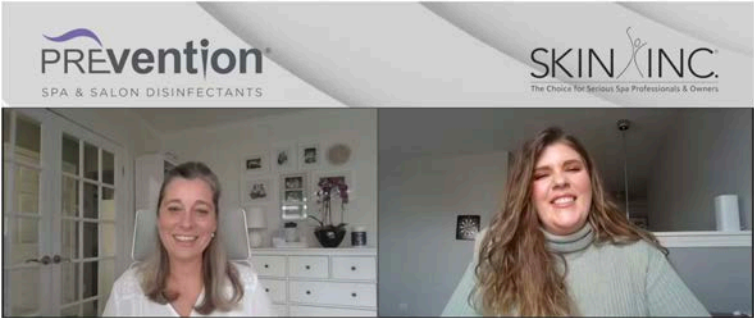
4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- 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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### How Disinfecting vs. Cleaning is Crucial for Spa Safety

Mar 6th, 2023 | By [Maggie Walker](#) | From [Virox Technologies Inc.](#)



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Director at Virox Technologies

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One topic in the spa that is not discussed nearly enough would be the proper techniques and methods to cleaning and disinfecting the spa space. This is a less glamorous side of the spa, but it is absolutely crucial for spa safety. One common question that goes unanswered and unexplained would be what is the real difference between cleaning your spa and disinfecting your spa. Truth be told, it comes down to doing a lot more than quickly wiping down your surfaces inbetween clients.

## 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.*