

# MedEsthetics – The Guide for Excellence in Medical Aesthetics



Since 2005, *MedEsthetics* has served as the go-to resource for medical aesthetics providers. Our mission is to help practitioners who specialize in medical cosmetic procedures, including noninvasive, minimally invasive and invasive, to build and sustain profitable practices that deliver exceptional patient outcomes.

This past year highlighted the incredible resiliency and continuing innovation of the medical aesthetics industry. The demand for elective cosmetic procedures is not slowing down, and neither are we. In 2025, we will continue in our mission by bringing our readers the latest industry news, education, suppliers and expert advice they need to advance their careers, patient outcomes and business success.

*Jamie O'Toole*

Jamie O'Toole  
Managing Editor, *MedEsthetics*



## What is *MedEsthetics*?

*MedEsthetics* is a multimedia resource for practitioners offering noninvasive and minimally invasive medical aesthetics procedures. Our goal is to help medical professionals who offer cosmetic procedures deliver consistent outcomes and better manage and grow their practices and medspas. We cover practice management and growth, the latest techniques, new products and devices, industry news and important regulatory issues.

## Why It's Important

The medical aesthetics market size was valued at **\$15.4 Billion** in 2023 and is projected to reach **\$25.9 Billion** by 2028, growing at a **CAGR of 11.0%** from 2023 to 2028, attracting new providers and presenting increased competition for existing practitioners.

In addition to delivering optimal outcomes to a wide range of patients, practice and medspa owners must understand how to attract and serve patients seeking elective medical procedures—a skill set that differs from clinical medical care.

For more than 15 years we have been helping professionals in the medical aesthetics industry understand the unique needs and goals of their target patient base. *MedEsthetics* keeps practitioners abreast of new regulations, best practices and the latest treatment tools and techniques, so they can achieve high patient satisfaction within a profitable business model.

# AUDIENCE WHO WE REACH

Shamella Anderson  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
www.Nailpro.com

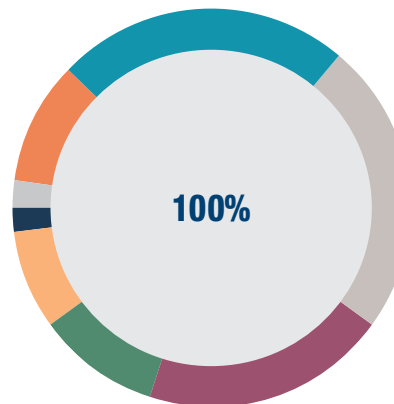
MedEsthetics  
The Guide for Excellence in Medical Aesthetics



## MedEsthetics Subscribers

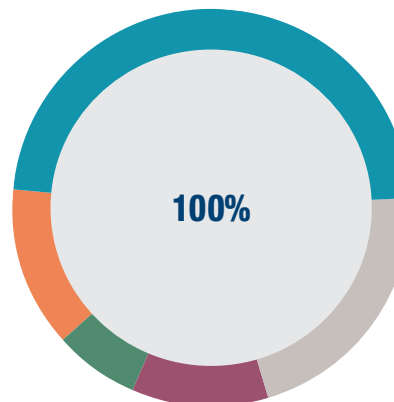
- Dermatologist
- APRN
- CEO/COO/President/VP
- Medspa Director/Manager
- Dentist/DDS
- Medical Doctor
- Esthetician
- Injector/Aesthetic Nurse
- Injector
- Laser Tech
- Plastic Surgeon
- Nurse
- Other Medical Personnel
- Owner/Principal/Founder/ Partner

## Total Market Reach – 24,000



## Primary Job Functions

- Physician **24%**
- Esthetician **24%**
- Owner/Senior Manager **20%**
- Practice/Facility Manager/Medical Director **10%**
- Nurse/Nurse Practitioner **8%**
- Physician Assistant **2%**
- Other Medical Personnel **2%**
- Allied to the Field **10%**



## Primary Business Types

- Medical Spa **48%**
- Dermatology Practice **21%**
- Cosmetic & Plastic Surgery **11%**
- Other Medical Practice **7%**
- Allied to the Field **13%**

# AUDIENCE HOW WE REACH THEM

Shamella Anderson  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
www.Nailpro.com

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

The leading multichannel information platform to reach **24,000** unique Medical Aesthetics Professionals.

Magazine Subscribers



**19,000**

Website Users (Monthly Avg.)



**34,000**

Registered Website Users: **7,600**

Daily Newsletter Subscribers



**18,500**

Social Media Followers



**29,500**

E-blast Subscribers



**10,000**

Face & Body Attendees



**2,546**

 **FACE & BODY**<sup>®</sup>  
SKIN CARE SHOW

# AUDIENCE PURCHASING POWER\*

Shamella Anderson  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
www.Nailpro.com

MedEsthetics.  
The Guide for Excellence in Medical Aesthetics

## Purchasing Power

# 91%

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

## Number of Treatment Rooms

<b>21%</b>	1 Room
<b>23%</b>	2-3 Rooms
<b>29%</b>	4-5 Rooms
<b>20%</b>	6-9 Rooms
<b>4%</b>	10 + Rooms

## Products Purchased

Facial	95%
Sun Care	80%
Equipment and Tools	71%
Body	61%
Hair Removal	38%
Makeup/Cosmetics/ Extensions	30%
Manicure/Pedicure	21%
Permanent Makeup	11%
Other	9%



\*Publisher's Data