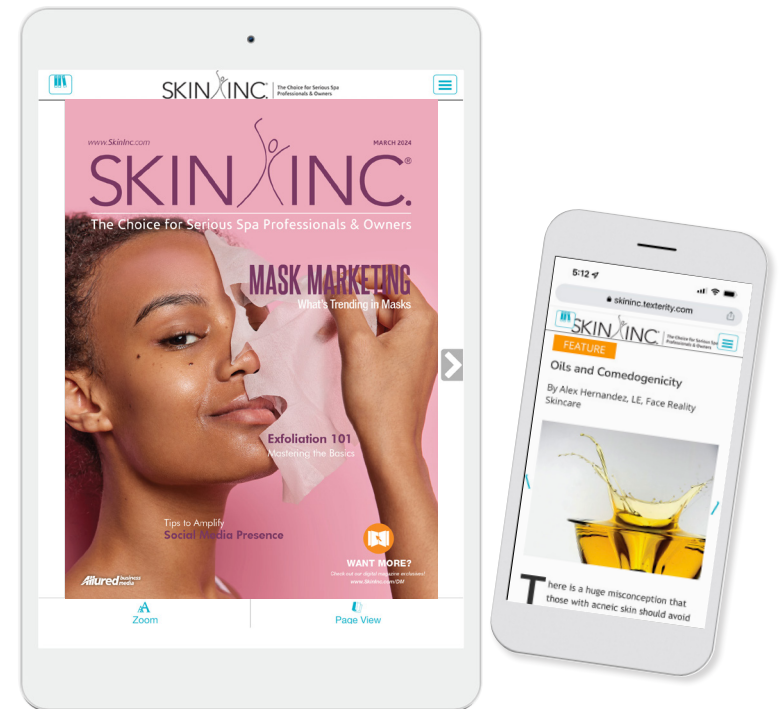


Make an impact with 39,000 spa professionals looking for the latest on skin care, business, science and treatments.

Advertise in the preeminent resource for advancing skin care, the science and technologies behind the products and the ingredients used in today's spas.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Perri Polowy
Business Development Mgr
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www.SkinInc.com

SKIN INC.
The Choice for Serious Spa Professionals & Owners



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Founder,
SpaWorx and
**The Network of
Multicultural Spa
and Wellness
Professionals**



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Janel Lu
CEO,
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Baldwin Park, CA

MAGAZINE MEDIA PLANNER

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

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JAN THEMES

HYDRATION

- Hydrating Skin Care
- Hydrating Treatments
- Products for Dry/Dehydrated Skin
- Devices for Hydration

LIPS

- Lip Cosmetics
- Lip Devices
- Lip Treatment
- Lip Enhancement Products

SPA MENU

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Lips
- Protocols in Practice: Winter

JAR DECONSTRUCTED: Shea Butter

- Hydrating
- Wrinkle Fighter

Product Roundup:

- Hydrating

Magazine Due Dates

Editorial: 11/01/24
Ad Close: 12/04/24

FEB THEMES

SUN CARE

- Sunscreen
- Tinted Skin Care
- Protective Skin Care
- Blue Light Skin Care
- Antioxidants
- Sunless Tanning
- Post Sun Skin Care

MEN

- Skin Care
- Body Care
- Hair Removal
- Devices

MARKETING

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Environmental Stressors
- Protocols in Practice: Men

JAR DECONSTRUCTED: Manjistha

- Purifies/Cleanses
- Brightening

Product Roundup:

- Sun Care

Magazine Due Dates

Editorial: 12/01/24
Ad Close: 01/06/25

Bonus Distribution:

Premiere Anaheim (DM*)
IBS New York & IECSC New York (co-locating with IECSC)

MAR THEMES

HAIR REMOVAL

- Waxing Supplies
- Wax
- Sugar
- Threading
- Hair Removal Devices
- Post Hair-Removal Skin Care

BROWS

- Brow Cosmetics
- Brow Tint/Lamination
- Brow Growth Products
- Brow Hair Removal
- Brow Tools

RETAIL

- Spa Software
- Apps
- Spa Consultants
- Private Label
- Spa Gift Items
- Travel Sized Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Brows
- Protocols in Practice: Hair Removal

JAR DECONSTRUCTED: Chamomile

- Anti-inflammatory
- Skin Soothing

Product Roundup:

- Waxing

Magazine Due Dates

Editorial: 01/01/25
Ad Close: 02/03/25

Bonus Distribution:

America's Beauty Show (ABS) (DM*)

APR THEMES

NATURAL/ORGANIC

- Natural/Organic Skin Care
- Aromatherapy
- Holistic Skin Care
- Sugaring
- Natural Cosmetics
- Sustainable Spa Supplies

EXFOLIATION

- Peels
- Scrubs
- Enzymes
- Exfoliation Devices
- Exfoliation Tools

MODALITIES

- Holistic Tools
- Gua Sha
- Jade Roller
- Massage Tools
- Facial Massage Wand
- Cryo Globes

SUPPLIER INSIGHTS (DM)*

- Industry Input: Modalities/ Devices
- Protocols in Practice: Natural

JAR DECONSTRUCTED: Acorn Oil

- Skin Renewal
- Healthy Cell Turnover

Product Roundup:

- Exfoliation

Magazine Due Dates

Editorial: 02/01/25
Ad Close: 03/03/25

MAY THEMES

MASKS

- Skin Care
- Mask Devices
- Mask Modalities
- Spa Supplies for Masks

HOT INGREDIENTS

- Skin Care
- Body Care
- Products with High-tech Ingredients
- Products with Patent Ingredients

EYES

- Eye Cosmetics
- Eye Treatment Products
- Eyelash/Eyebrow Growth Products
- Devices for Eyes

SUPPLIER INSIGHTS (DM)*

- Industry Input: Hot Ingredients
- Protocols in Practice: Spring

JAR DECONSTRUCTED: Tremella Mushroom

- Moisturizing
- Anti-aging

Product Roundup:

- Eye Care

Magazine Due Dates

Editorial: 03/01/25
Ad Close: 03/28/25

JUN THEMES

ACNE

- Skin Care
- Acne Spot Treatments
- Devices for Acne

BODY CARE

- Body Moisturizers
- Body Treatments
- Body Exfoliants
- Body Tools
- Body Devices

SOCIAL MEDIA

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Body
- Protocols in Practice: Acne

JAR DECONSTRUCTED: Azelaic Acid

- Anti-inflammatory
- Acne fighter

Product Roundup:

- Anti-1

Magazine Due Dates

Editorial: 04/01/25
Ad Close: 05/02/25

Bonus Distribution:

Cosmoprof North America-Las Vegas

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MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

MODERN DAY AGING

- Healthy Aging Devices
- Healthy Aging Skin Care
- Lifting and Firming Skin Care
- Lifting and Firming Tools - Gen Z
- Prejuvenation Devices
- Skin Care for Youth

INFLAMMATION

- Calming Skin Care
- Calming Tools
- Calming Devices
- Sensitive Skin Products

WEDDING/ MAKEUP

- Skin Care
- Makeup
- Lashes/Brows
- Rejuvenating Devices
- Products for Skin Radiance

SUPPLIER INSIGHTS (DM)*

- Industry Input: Special Occasion
- Protocols in Practice: Anti-aging

JAR DECONSTRUCTED: Lumenato

- Collagen Booster
- Environmental Damage Eraser

Product Roundup:

- Wrinkle Erasers

Magazine Due Dates

Editorial: 05/01/25

Ad Close: 06/03/25

AUG THEMES

BARRIER PROTECTION

- Skin Care
- Anti-pollution Skin Care
- Devices for Barrier Protection
- Barrier Repair Treatments

INCLUSIVITY

- Brightening Products
- Hydrating Products
- Skin Devices
- Sensitive Skin Products
- Spa Equipment
- Spa Consultants
- Spa Software

BRANDING

- Private Label
- Customizing Supplies
- Furnishing
- Equipment
- Spa Consultants
- Spa Software
- Apps

SUPPLIER INSIGHTS (DM)*

- Industry Input: Inclusivity
- Protocols in Practice: Microbiome Focused

JAR DECONSTRUCTED: Gardenia Extract

- Antioxidant
- Hydrator

Product Roundup:

- Barrier Protection

Magazine Due Dates

Editorial: 06/03/25

Ad Close: 06/27/25

SEP THEMES

PEELS

- Chemical Peels
- Post Peel Care
- Exfoliators
- Natural Peels
- Supplies for Peel Treatments

HYPERPIGMENTATION

- Skin Care
- Spot Treatments
- Devices for Brightening

SELF CARE

- Aromatherapy
- Wellness Apps
- Spa Furniture
- Wellness Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Peels
- Protocols in Practice: Hyperpigmentation

JAR DECONSTRUCTED: Astaxanthin

- Antioxidant
- Brightener

Product Roundup:

- Pigment Pros

Magazine Due Dates

Editorial: 07/01/25

Ad Close: 08/01/25

OCT THEMES

WAXING

- Wax
- Wax Supplies
- Pre/post Skin Care
- Soothing Skin Care

HOLIDAY

- Skin Care
- Gift Sets
- Cosmetics
- Body Care
- Retail Gifts

LASHES

- Lash Tools
- Lash Cosmetics
- Lash Growth Products
- Lash Extensions
- Lash Tint/Lift Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Waxing
- Protocols in Practice: Holiday treatments

JAR DECONSTRUCTED: Vitamin K

- Collagen Booster
- Wound Healing

Product Roundup:

- Holiday Gift Guide

Magazine Due Dates

Editorial: 08/01/25

Ad Close: 09/02/25

NOV THEMES

DEVICES

- LED
- Microdermabrasion
- Ultrasound
- High Frequency
- Home Care Devices
- App-connected Devices

LIPS

- Lip Cosmetics
- Lip Devices
- Lip Treatment
- Lip Enhancement Products

LIGHT THERAPY

- Light Therapy Facial Devices
- Light Therapy Body Devices
- Light Therapy Home Devices
- Light Therapy Masks
- Spa Equipment
- Spa Cleaning Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Lips
- Protocols in Practice: High-Tech Treatments

JAR DECONSTRUCTED: Extra Virgin Olive Oil

- Moisturizing
- Healing

Product Roundup:

- Devices

Magazine Due Dates

Editorial: 09/02/25

Ad Close: 10/02/25

DEC THEMES

NECK/DEC

- Skin Care
- Devices for the Neck/Dec
- Tools for the Neck/Dec

SUGARING

- Sugar
- Pre/Post Sugar Skin Care
- Soothing Skin Care
- Supplies for Sugaring

CUSTOMER SERVICE

- Spa Software
- Apps
- Spa Consultants

READERS' CHOICE

- Skin Care
- Body Care
- Makeup
- Facial Tools
- Facial Devices
- Spa Tools
- Massage

SUPPLIER INSIGHTS (DM)*

- Industry Input: Eye Care
- Protocols in Practice: Lifting/Firming

JAR DECONSTRUCTED: Ghee

- Skin Repair
- Natural Glow

Product Roundup:

- Sugaring

Magazine Due Dates

Editorial: 10/01/25

Ad Close: 10/31/25

Editorial content is subject to change. All bonus distributions are tentative. Please contact Perri for up-to-date show distribution information.

Product Roundup Program for Magazine Display Advertisers

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

Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in the very popular Product Roundup section of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Skin Inc.*'s **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Skin Inc.*'s daily newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email contact information to follow up with an e-blast on the products you featured.
2. Best Practice: Offer qualified prospects more information about your new product with a treatment protocol, white-paper or a sample request.

Qualifications for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Skin Inc.* 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, maximum resolution: 300 dpi.
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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www.SkinInc.com



Enhance your presence in the industry is a statement in itself.

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

Skin Inc. – The Choice for Serious Skin Care Spa Professionals & Owners

Skin Inc. is the preeminent skin care spa professional's resource for advancing the skin care business through science, technologies and techniques behind treatments and products.

Cover Image Examples

Covers rotate monthly between subject matter—all specific to caring for our skin. Images should be bold, intriguing and compelling.



Designers work with each image to arrive at a final cover. Here are the original images and how they can be manipulated for use. All covers are vertically oriented.



Original Image →



Final Cover Image -
Enlarged, cropped and
flipped to fit the vertical
format.



Original Image →



Final Cover Image -
Enlarged and cropped
and flipped to fit the
vertical format.

MAGAZINE ADVERTISING SPECIFICATIONS

Perri Polowy
Business Development Mgr
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630-344-6075
www.SkinInc.com



Reach over 39,000 qualified subscribers dedicated to professional skin care.

Printing: Four-color (CMYK) Web offset

Binding: Saddle-stitched

Paper: Cover 100# with a Matte varnish, 50# gloss text

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



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



1/3-page vertical

2.167" x 10"
55 mm x 254 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



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 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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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. JPEGs 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.
- Please 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 Dariia Taalaibek at dtaalaibek@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.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Rate: \$3,525

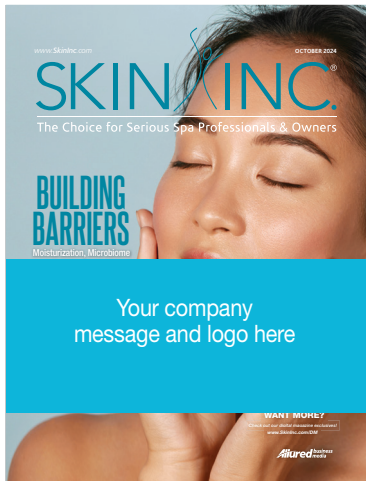
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 8.125" wide x 4"-5" tall

Rate: \$6,825



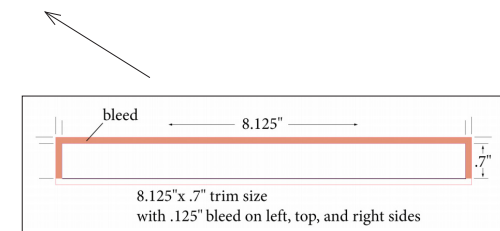
Digital Belly Band

COVER CROWN

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

- Ad will be placed on the top banner of the magazine cover.

Rate: \$2,775



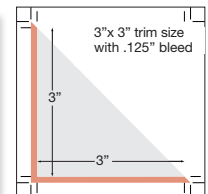
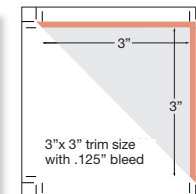
COVER CORNER

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

- Ad can be placed in the top right corner or the bottom left corner of the magazine cover.

Cover Corner: \$2,775

Cover Corner With Ad: \$2,350



Excellent content marketing lets you control the conversation while amplifying your brand awareness.

This is your opportunity to **educate spa professionals** on your offerings, demonstrate thought leadership and build trust within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about your positive impact on the industry.

2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

Who You Reach

Qualified Spa Professionals across multiple media channels.

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

What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as “Sponsored”
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

1-Page Advertorial

A 1-page layout will fit approximately 400-600 words, 1-2 images and one headshot.

Who You Reach

Qualified Spa Professionals across multiple media channels.

- 39,000 Magazine Subscribers

What's Included

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as “Sponsored”
- PDF content asset for your website or to use for marketing purposes

Rates

| | |
|--------------------------------------|----------------|
| 1 Page Advertorial (Supplied*) | \$3,525 |
| 1 Page Advertorial (Q&A Interview**) | \$4,525 |
| 2 Page Advertorial (Supplied*) | \$6,450 |
| 2 Page Advertorial (Q&A Interview**) | \$7,450 |
| Per Additional Page (after 2 pages) | \$2,525 |

*Supplied: You supply production ready content & images, we lay out the article.

**Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.