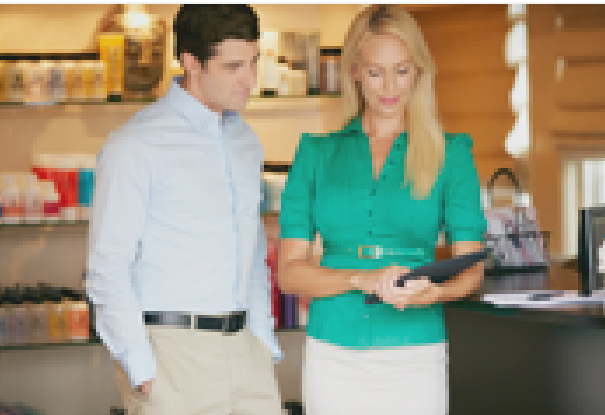


SPA inc.



2017 Media Kit

About *Spa Inc.*

The connection to Canada's spa and wellness industry

SPA

inc.

Spa Inc. is a trusted industry source for the top trends, challenges and innovations within Canada's growing spa scene. Our articles educate spa owners and operators on the latest Quality Assurance requirements and introduce them to the highest quality products and equipment.

Spa Inc. is published 4x a year. Our magazine reaches both the desks of top spa industry decision-makers and the waiting rooms of Canada's top spas, including the winners of the Canadian Spa and Wellness awards.

DID YOU KNOW?

Spa Inc. is the only bilingual spa magazine in Canada

Circulation: 14,984*

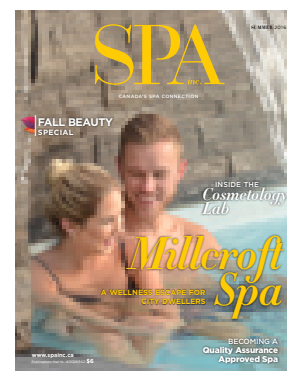
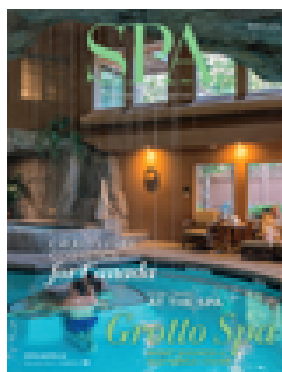
English readers: 10,233

French readers: 4,751

Source: *December 2014 Publisher's Claim

YOU CAN FIND SPA INC. AT TOP SPAS INCLUDING:

- ScandinaVe Spa Blue Mountain
- Ste. Anne's Spa
- BALNEA réserve thermale
- Hammam Spa
- Willow Stream Spa at Fairmont Empress
- Spa St. James at the Ritz-Carlton
- DoI-ás Spa
- Ten Spa
- The L Spa and Wellness Centre
- Sante Spa Victoria
- Grotto Spa at Tigh-Na-Mara
- Stillwater Spa
- Ancient Cedars Spa
- Island Currents Spa
- Chi, The Spa at Changri-La Hotel
- Interlude Spa
- 100 Fountain Spa at Pillar and Post
- Le Spa Infinima



OUR GLOBAL PARTNERS



ASSOCIATION
QUÉBÉCOISE
DES SPAS



Global Spa &
Wellness Summit
L'ART DE BIEN-ÊTRE, L'ART DE VIVRE

SIAC
ACIS

SPA BENEVOLE ASSOCIATION
OF CANADA
ASSOCIATION CANADIENNE
DE LIÉBESSEURS DE SPA



Why advertise with us?

Canada is among the **top ten** wellness destinations worldwide. Domestic and international wellness tourists spent an estimated **\$14.8 billion** USD in Canada in 2013.*

Spa Inc. is distributed to:

- Day Spas
- Destination Spas
- Medi Spas
- Sanitas Spas
- and more

Business In North America Is Booming

The U.S. spa industry earned a record **16.3 billion** in revenue in 2015**

88% of spas are confident revenue will continue to increase in the next six months

75% of spas saw an increase in client visits between September 2015 and March 2016

61% of spas say they plan to introduce new product lines

60% saw an increase in client spending

Source: *The Global Wellness Tourism Economy: 2013 & 2014, SRI International **ISPA 2015 U.S. Spa Industry Study

@cadijordan

Great tips! RT @SpaIncMag: Practical steps to take to make your #spabusiness a more healthy workplace with @Rob_Cass_ #workplacewellness

@AngMacdonaldDC

calling all estheticians with back pain-make sure you read the latest edition of @SpaIncMag - happy to share ideas for feeling better there

@LEADSpaWellness

There is a vulnerability inherent in the spa experience". Create a safe space for your clients. #spaLEADers2017. RT @SpaIncMag: Ensuring that the spa is a haven of #bodypositivity and acceptance is vital #fearlessfriday #spabiz

@elmwoodspa

Mood after being named one of the Top 25 Spas by @SpaIncMag! Thank you #CdnSpaAwards #happydance



Integrated marketing

We're offering the full signature treatment when it comes to our integrated marketing plan.



Magazine Advertising

Print ads are an essential part of our signature integrated marketing series. We have a variety of advertising sizes and rates to fit your needs.



Marketplace

Releasing a new product? Treat it to something special with a placement in our new Marketplace feature, where it can be seen by spa owners and clients alike.



Leading Spas of Canada Directory

Thanks to the partnership between Spa Industry Association of Canada (SIAC) and Spa Inc. there are more opportunities than ever to stand out in the Canadian Spa industry.



Insets/Outserts

If you're looking for something truly luxurious, you can make a real splash with our available insert/outsert options.

Integrated marketing

E-newsletter

Every campaign needs a touch up now and then. Advertising in our regular E-newsletter and blog ensures your brand is top-of-mind with Spa Inc.'s audience.



Web Advertising

Looking for a little longevity? Advertising at www.spainc.ca, our central hub of top trends and industry news, may just do the trick. We'll keep your ad running as long as you need.



Social Media

Reach Spa Inc.'s growing social media following, at 7,000 and counting, with a sponsored tweet or Facebook post. It's the perfect finishing touch to any marketing campaign.



Canadian Spa and Wellness Awards

This exclusive sponsorship treatment places your brand at the head of Canada's newest and best spa awards program. Show the nation's top spas your appreciation.



Editorial calendar

in each issue

spa news

Industry news

spa light

Features on top spas across Canada

spa business

Business, marketing and management tips and trends

in the know

Skincare and esthetics technology and techniques

fresh & new

New products

spa star

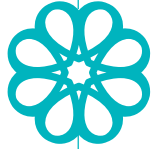
Profile of industry leaders

spring SPACE CLOSING: MAR. 24 • AD MATERIAL DEADLINE: MAR. 31

THE HOLISTIC SPA

A haven of wellness, where clients' health and happiness are a top priority.

- Organic
- Summer skin care
- Childhood spa wellness



summer SPACE CLOSING: MAY 16 • AD MATERIAL DEADLINE: MAY 23

THE INNOVATIVE SPA

A place where care is cutting edge and new technology and techniques are embraced.

- Spa equipment
- Medi-spa
- Spa software



fall SPACE CLOSING: SEPT. 5 • AD MATERIAL DEADLINE: SEPT. 12

THE ESTHETIC SPA

A green room where clients come to be pampered and polished before they venture out into the world.

- Spotlight on men
- Nails
- Anti-aging



winter SPACE CLOSING: OCT. 31 • AD MATERIAL DEADLINE: NOV. 7

THE DESTINATION SPA

A retreat, offering an all-encompassing experience that excites the senses and engages the imagination.

- Wellness tourism
- Consumer trends
- Mobile spas

THE OFFICIAL



ISSUE



Rates 2017

display print ad rates and specs

ENGLISH				
(4C only)	1x	2x	3x	4x
Full page	\$2,580	\$2,450	\$2,330	\$2,215
1/2 page	1,935	1,840	1,750	1,660
1/3 page	1,675	1,590	1,510	1,435
1/4 page	1,420	1,350	1,285	1,220
DPS	4,645	4,415	4,195	3,985
Covers				
IFC/IBC	\$3,225	\$3,065	\$2,910	\$2,765
OBC	3,095	2,940	2,795	2,655

FRENCH				
(4C only)	1x	2x	3x	4x
Full page	\$1,270	\$1,205	\$1,145	\$1,085
1/2 page	955	905	860	815
1/3 page	825	785	745	705
1/4 page	700	665	630	600
DPS	2,285	2,170	2,060	1,955
Covers				
IFC/IBC	\$1,590	\$1,510	\$1,435	\$1,365
OBC	1,525	1,450	1,380	1,365

marketplace ad rates & specs

	Rate	Details
1/4 page	\$500	75–100 words + 1 image
1/2 page	\$895	100–200 words + 2 image

All marketplace ads appear together. Includes website link and mention in e-newsletter.

Inserts/Outserts

Rates available upon request

e-newsletter ad rates & specs (bi-monthly)

	Rate	Specs
Leaderboard	\$625	728 x 90 pixels
Medium Rectangle	440	300 x 250 pixels
Square Tile	220	140 x 140 pixels

online ad rates and specs

Home page position	Monthly Rate	Specs
Leaderboard	\$500	728 x 90 pixels
Medium Rectangle	350	300 x 250 pixels
Square Tile	175	140 x 140 pixels

Discounted frequency for the web rates: 3 months: 5% off, 6 months: 10% off, 12 months: 15% off. GIF or JPEG in RGB colour space, 72 dpi. Please indicate the URL click through for all online ad creative.

mechanical Requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvetail.com.

FTP Site: Please send an email to ftp@dvetail.com for password information for the *Spa Inc.* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvetail.com or Crystal Himes, chimes@dvetail.com, Tel: 905.886.6640

dimensions

	width x depth
Trim page	8.375 x 10.875
Bleed page	8.625 x 11.125
Live Area	7.25 x 9.875
2/3 page vert.	4.75 x 9.875
1/2 page vert.	3.4 x 9.875
1/2 page horz.	7.25 x 5
1/3 page vert.	2.25 x 9.875
1/3 page horz.	7.25 x 3
1/4 page	3.4 x 4.75
DPS	16.75 x 10.875

Please include crop marks for ads that bleed (full page and DPS only) and supply the bleed at 1/8 inch beyond the trim.

terms and Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.

We're at the hub of it all

AND WE'RE IN GOOD COMPANY!

Spa Inc. is involved in spa trade shows and conferences, partnerships with industry leaders and is a member of SIAC.



Sponsorship Available

Now!

Contact us for additional details.

reserve space in both the English and French editions and receive a 35% discount!

editorial Submissions

Spa Inc. will consider content that reflects the *Spa Inc.* editorial position. Editorial content may be subject to change at the discretion of the editor.

To submit content for consideration, contact: Hermione Wilson, hwilson@dvetail.com

DOVETAIL
30 YEARS

Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.
30 East Beaver Creek Road
Suite 202, Richmond Hill
ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

Email: spa@dvetail.com

Website: www.dvetail.com

SPA *inc.*

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