

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

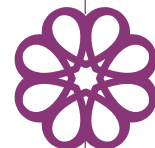
Profile of beauty and wellness personalities

spring SPACE CLOSING: MAR. 16 • AD MATERIAL DEADLINE: MAR. 23

THE QUALIFIED SPA

Highlighting the skilled spa workers that make up this industry and addressing their needs.

- Education
- Standards and practices
- Spa innovation
- **Product Highlights: tea tree oil, nails, cosmetics**



summer SPACE CLOSING: JUN. 12 • AD MATERIAL DEADLINE: JUN. 19

THE CARING SPA

Focusing in on clients and how we can improve their spa experiences.

- Accessibility at the spa
- Infection control
- Loyalty programs
- **Product Highlights: facial masks, botanicals, acne**



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

THE BUSINESS SAVVY SPA

Teaching spas how to put their best foot forward when presenting themselves to potential clients.

- Marketing strategies
- Liability
- Finance
- **Product Highlights: spa furniture, body scrubs, hyaluronic acid**



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

THE AWARD WINNING SPA

Celebrating Canadian spas who have proven their excellence and commitment to high standards.

- **Special:** Feature on 2018 Canadian Spa & Wellness Awards winners
- Wellness trends
- Medi spa innovation
- **Product Highlights: anti-aging, boosters and serums, fillers and injectables**

THE OFFICIAL

ISSUE



Rates 2018

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

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