



SPA inc.

2018 Media Kit

About *SPA Inc.*

SPA *inc.*

Canada's Spa and
Wellness media leader
Celebrating 15 Years
in the industry!



Spa Inc. is a flip-style magazine published 4x a year and a trusted industry source for top trends, challenges and innovations within Canada's growing spa scene. As the official media partner of the Leading Spas of Canada, spa business owners trust *Spa Inc.* to introduce them to the highest quality products and equipment.

Partners:



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

Why advertise with us?

Spa Inc. magazine reaches the desks of both spa industry decision-makers and the waiting rooms of Canada's top spas, including the winners of the Canadian Spa & Wellness Awards.



Business is booming.

Canada ranks

#7

for wellness destinations worldwide.



Domestic and inbound wellness tourists spent an estimated

\$13.5 BILLION

(USD) in Canada in 2015.*



The Global Wellness Economy equaled

\$3.7 TRILLION

in 2015

The Global Spa Economy equaled **\$99 BILLION** (USD) in 2015;
\$20.6 BILLION was spent in North America



Wellness Tourism is growing faster than Global Tourism

as expenditures reached **\$563 BILLION** in 2015, **\$215.7 BILLION** being in North America.

Integrated Marketing

We're offering the full 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.



Inserts/Outserts

Stand out and make a splash with our dazzling insert and outsert options.



Canadian Spa & Wellness Awards

Our exclusive sponsorship packages place your brand at the head of Canada's premier spa awards program. Show the nation's top spas your appreciation.



Web Advertising

Looking for an online presence? Advertising on www.spainc.ca, our central hub for industry trends and news, will increase your brand's awareness. Want to be seen longer? Packages are available for 3 months, 6 months and a year.



E-newsletter & Blog

Gain an advertising edge through our digital content mediums. Advertising in our regular E-newsletter and blog ensures your brand is top-of-mind with *Spa Inc.*'s audience.

Our two latest marketing innovations give your campaign the pampering it needs

Marketplace

Releasing a new product? Enhance its release with a placement in our new Marketplace feature, where it will be seen by spa owners and clients alike.

Social Media

Reach *Spa Inc.*'s growing social media following, at **8,500+** and counting, with a sponsored post. It's the perfect finishing touch to elevate your marketing campaign.



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

Spa Inc. and SIAC are celebrating their **15th** and **20th** anniversaries, respectively



Space closing: Mar. 16 • Ad material deadline: Mar. 23

SPRING

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**



Space closing: Jun. 12 • Ad material deadline: Jun. 19

SUMMER

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**



Space closing: Sept. 5 • Ad material deadline: Sept. 12

FALL

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**



Space closing: OCT. 31 • Ad material deadline: Nov. 7

WINTER

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



Our award sponsorship packages give your brand exclusive ownership of one or more award categories. Be part of the 2018 Canadian Spa & Wellness Awards!

www.canadianspaawards.ca

Rates

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@dvtail.com.

FTP Site: Please send an email to ftp@dvtail.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@dvtail.com or Crystal Himes, chimes@dvtail.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.

www.canadianspaawards.ca

reserve space
English and
French 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@dvtail.com](mailto:Hermione.Wilson@dvtail.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@dvtail.com
Website: www.dvtail.com

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Email: spa@dvtail.com

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