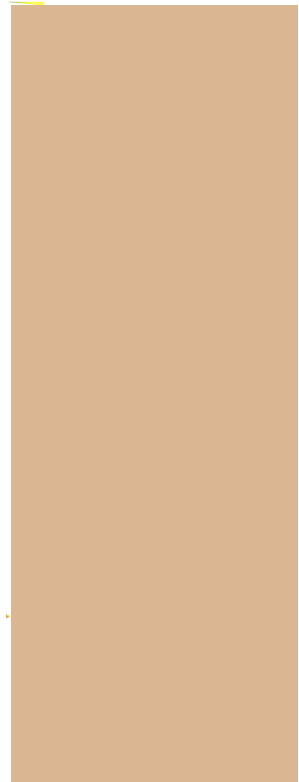
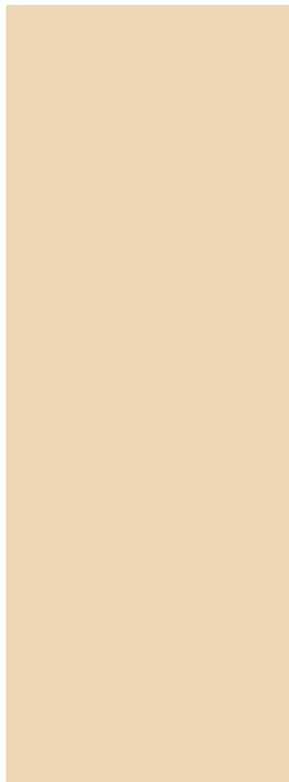
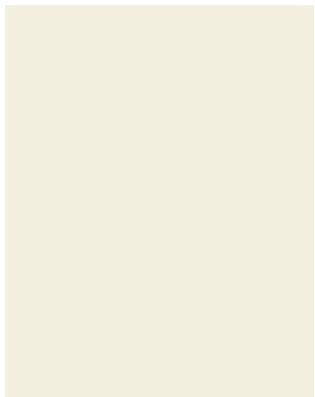
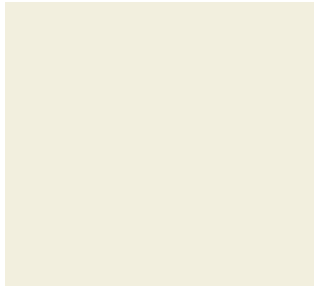
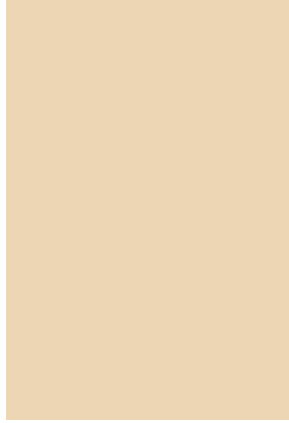


SPA *inc.*



2 0 1 9
M E D I A K I T

About *Spa Inc.*



THE
CANADIAN
AUTHORITY
FOR SPA
BUSINESS

Circulation
14,984*

English
readers
10,233

French
readers
4,751



More than 15 years ago, when *Spa Inc.* was created, this industry was almost in its infancy compared to today. While sharing the innovations, products and best practices that are the hallmarks of excellence, this quarterly magazine now reaches almost 15,000 spa owners, professionals and clients across Canada - through print (in both official languages),

social media, e-newsletters and the popular Test Divas blog on SpaInc.ca. Our annual Canadian Spa & Wellness Awards, in cooperation with Leading Spas of Canada, recognizes spa industry leaders in many categories, including the country's Top 25, with engagement across all platforms. As we look ahead to the next 15 years, *Spa Inc.* will continue connecting spa industry insiders with the information they want - and need - to know.

Popi Bowman
Managing Editor

PUBLISHED
4 TIMES A YEAR

CANADA'S ONLY
BILINGUAL
SPA MAGAZINE

75%

of our readers are managers,
owners and decision makers

Official Media Partner of:



Our Industry



A FAST-GROWING INDUSTRY
Canadian spa businesses are booming as consumers flock to wellness experiences as a part of their healthy lifestyles.

IN 2017, THE CANADIAN SPA & THERMAL/MINERAL SPRINGS MARKETS* had **4,099** facilities
99% of spas plan to add or create a range of improvements to their business (such as new treatment offerings, new product lines, new spa menus)**

SURVEYED SPAS REPORT THAT CLIENT VISITS, CLIENT SPENDING PER VISIT, REVENUES AND STAFFING INCREASED LAST YEAR.**

In 2017, the global spa industry grew by almost **10%** vs. global economic growth at 3.6%*

Added Benefit: Speak to Spa-Goers

Spa Inc. has aligned with some of Canada's top spas, and can be found at these facilities:

- | | | |
|-------------------------------------|------------------------------------|---|
| Dol-ás Spa | Rosewater Spa of Oakville | Hamмам Spa |
| Spa St. James | Scandinave Spa Blue Mountain | The Spa at Langdon Hall |
| Spa Fairmont Le Château Montebello | iwa Spa | Willow Stream Spa at The Fairmont |
| BALNEA Spa + réserve themale | Ici Paris Skin Care Clinic & Spa | Achieve Wellness Spa |
| Ste Anne's Spa | Elmwood Spa | The Chi Spa at the Shangri-La Hotel |
| 100 Fountain Spa at Pillar and Post | Miraj Hammam Spa by Caudalie Paris | The Spa at Nita Lake Lodge |
| Christienne Fallsview Spa | Glow Medi Spa | Willow Stream Spa at The Fairmont Empress |



*The Global Wellness Economy Monitor 2018 **2018 ISPA U.S. Spa Industry Study

Multiplatform Reach



WE'RE
THE HUB
of the spa and
wellness community



Magazine

14,984

monthly readers (print & digital)

Essential reading within the spa industry.

» **Flip-style** English & French

Ask about our popular inserts and outserts

Digital

www.spainc.ca

27,400 visitors**Scrollable, sharable content

» **Opportunities:** Banner ads, product reviews, sponsored content and more

E-Newsletter

1,575 subscribers

» **Circulated** directly to spa and wellness industry decision makers

» **Opportunities:** Include banner ads, product reviews, sponsored content and more



Social Media

Reaching spa and wellness professionals through the platforms they connect with every day.

Twitter 7,100+ followers

Facebook 1,000+ followers

Instagram 1,800+ followers

Pinterest 5.4k monthly visitors

48% of magazine media consumed in 2017 was outside of magazine editions*

*MPA: The Association of Magazine Media, Magazine Media Factbook 2019, **Serpstat, October 2018



Canadian spa & wellness *awards 2019*

**Ask about
exclusive
ownership of
our awards
categories**

Canadian Spa & Wellness awards

Canada's most exclusive spa awards program, hosted in partnership with Leading Spas of Canada. Nominations for our fifth year begins summer 2019.

www.CanadianSpaAwards.ca

Award Sponsorship Packages

Our sponsorship packages place your brand at the head of Canada's exclusive spa awards program. Connect directly with Canada's spa and wellness industry and show the nation's top spas your appreciation.

“I believe the support of the industry is key, what better way to be recognized within and across the country than having been awarded a prestige Canadian Spa & Wellness Award as one of the Top 25 Spas in Canada...it's a necessity to advance your brand.”

- Joann Patriquin, Spa Director, Dol-ás Spa



Leading Spas of Canada Directory

Popular among travellers and Canadian consumers, this bilingual directory has national reach of 80,000 readers.

» Distributed by WestJet Magazine, Air Canada's enRoute, Maple Leaf Club Lounges, National Women's Shows in Toronto, Montreal and Calgary, inclusion in the *Spa Inc.* magazine online directory.

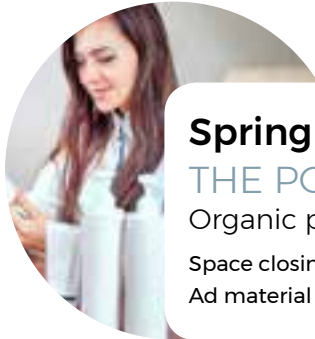
80,000
CONSUMER readers

Editorial Planning

Timely content that helps spa businesses thrive

2019 Editorial Calendar

In Every Issue



Spring

THE POWER OF PLANTS

Organic products and natural remedies

Space closing: Mar. 16

Ad material deadline: Mar. 23



Summer

ANCIENT REMEDIES

skincare and therapies from Ayurveda, Asia (Korean, Japanese, Chinese), Indigenous traditions

Space closing: Jun. 12

Ad material deadline: Jun. 19



Fall

BUSINESS STRATEGIES

basics of business planning, renovation/expansion, communications/marketing

Space closing: Sept. 12

Ad material deadline: Sept. 19



Winter

COUPLES/MEN'S TREATMENTS

in advance of the holidays and Valentine's Day, therapies you can enjoy with your partner or give as a gift, plus some of the treatments tailored for men

Space closing: Nov. 7

Ad material deadline: Nov. 14

In the Know

Skincare and esthetics technology and techniques

Fresh & New

New products

Spa Business

Business, marketing and management tips and trends

Spa Light

Features top spas across Canada

Spa News

Industry updates

Spa Star

Interesting and accomplished people share their spa stories

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 Popi Bowman, pbowman@dvtail.com

2019 Rates

display print ad rates and specs

ENGLISH				
	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				
	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

Reserve space in both the English and French editions and receive a **35% discount**
CUSTOM PACKAGES AVAILABLE
 Contact your rep

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.

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/sponsored content

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, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (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

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.

DOVETAIL COMMUNICATIONS

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



SPA

inc.

30 East Beaver Creek Road
Suite 202, Richmond Hill
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Tel.: 905.886.6640
Fax: 905.886.6615
Email: spa@dvtail.com

www.dvtail.com
www.spainc.ca



@SpaIncMag

ADVERTISING SALES:

EDITH DHILLON

Senior Account Executive
905.707.3525
(c) 416.8320922
edith@spainc.ca

