

### SPRING

#### THEME: VALUE ADDED

Treatments, services and activities that spas can use to supplement their standard offerings and attract new customers

Space Closing: February 7, 2020 | Material Closing: February 14, 2020

### SUMMER

#### THEME: THE 5 SENSES

From interior design/colour choices, to music, aroma and tactile textures, ways that the spa experience can be enhanced by catering to all of the senses

Space Closing: June 12, 2020 | Material Closing: June 19, 2020

### FALL

#### THEME: THE SCIENCE OF THE SPA

Looking at new technologies, research and developments that are changing and improving treatments in the spa environment

Space Closing: September 7, 2020 | Material Closing: September 14, 2020

### WINTER

#### THEME: HEAD TO TOE

Focusing on the head, hands and feet, looking at the traditions of reflexology, acupuncture and more, and the products that treat “the extremities”

Space Closing: October 30, 2020 | Material Closing: November 6, 2020

### IN EVERY ISSUE

#### SPA NEWS

Worldwide openings, trends and other items of interest

#### SPA LIGHT

Highlighting top spas across Canada, and sometimes internationally

#### IN THE KNOW

Technology, techniques and other topics on a need-to-know basis

#### FRESH & NEW

Innovative products, skincare and equipment that your customers will love

#### SPA BUSINESS

Marketing, retailing and management tips, plus expert advice

#### SPA STAR

Interviews with a wide variety of well-known personalities and industry insiders

#### 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



Popi Bowman  
MANAGING EDITOR

### LETTER FROM THE EDITOR

The “future” has arrived, and in the new decade, spas will be more high-tech and sophisticated than ever – and so will their clients. To keep up with the developments and changes in the industry, *Spa Inc.* recently launched a new, more user-friendly website and redesigned our e-newsletter; we also expanded the Spa Business section of the magazine, with expert advice on a variety of topics, from retail success to renovations. In cooperation with Leading Spas of Canada, our annual Canadian Spa & Wellness Awards celebrate the businesses that exemplify excellence from coast to coast.

Our digital footprint is constantly growing, reaching a nationwide – and worldwide – audience that’s interested in wellness and the spa industry. As the only bilingual spa magazine, *Spa Inc.* is an essential resource for Canadian spa owners and employees. Knowing this, we’ll continue to give our audience the tools it needs to succeed – this decade and beyond.

# 2020 Rates & Specifications



## magazine 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
<b>Covers</b>				
IFC	\$3,225	\$3,065	\$2,910	\$2,765

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
<b>Covers</b>				
IFC	\$1,590	\$1,510	\$1,435	\$1,365

## inserts/outserts/sponsored content

Rates available upon request

## dimensions

	Width x Depth
Full page	8.375 x 10.875"
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.

## e-newsletter

	Rate	Specs
Leaderboard	\$625	728 x 90 pixels
Medium Rectangle	440	300 x 250 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

GIF or JPEG in RGB colour space, 72 dpi. Please indicate the URL click through for all online ad creative.

*Discounts available if running an English and French ad in the same issue*

## 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](mailto:chimes@dvtail.com).

**FTP SITE:** Please send an email to [ftp@dvtail.com](mailto: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: Crystal Himes, [chimes@dvtail.com](mailto: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.**

# SPA<sub>inc.</sub>

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*Spa Inc.* offers the tools and guidance to create a strong ad campaign that drives readers to take action. Contact us today to learn more.

# SPA inc.

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