



# SPA

*inc.*

2021 Media Kit

# Canada's Spa Connection

# SPA

inc.

PRINT



CIRCULATION\*

9,201 English readers  
3,731 French readers

12,932\*

PUBLISHED **4X** A YEAR

DIGITAL EDITION



*Spa Inc.* magazine is a national bilingual magazine, reaching almost 13,000 top-level professionals in the rapidly growing spa and wellness industries.

Canadian spa owners, professionals and clients expect cutting-edge content, which we deliver nationally through a print and digital magazine (English and French), e-newsletter (published 6x a year), social media, Spalnc.ca and our annual Canadian Spa & Wellness Awards.

With over 16+ years in the industry, *Spa Inc.* has become an essential resource for connecting the spa and wellness communities.

## OUR READERS\*

### TOP LEVEL PROFESSIONALS



Owners/Presidents/  
CEOs/VPs



Marketing  
Professionals



Managers/  
Executive Directors



Students/Teachers/  
Educators



### IN CANADA'S GROWING INDUSTRIES

- Spas
- Resorts/Hotels
- Esthetics
- Therapy/Clinics
- Body Care/Skin Care
- Beauty Salons
- Education/Training/Consulting
- Product/Supplier/Distributor

Conversations start in the industry leading spas. Find *Spa Inc.* at:

- Achieve Wellness Spa (AB)
- BALNEA spa + réserve thermale (QC)
- Chi, The Spa at Shangri-La Hotel (BC)
- Dol-ás Spa (NS)
- Elmwood Spa (ON)
- Glow Medi Spa (ON)
- Miraj Hammam Spa by Caudalie Paris (ON)
- Pacific Mist - Spa & Hydropath (BC)
- Riverstone Spa (MB)
- Scandinave Spa Blue Mountain (ON)
- Spa Eastman (QC)
- Spa Fairmont Le Château Montebello (QC)
- Spa My Blend by Clarins at the Ritz-Carlton (ON)
- Ste. Anne's Spa (ON)
- The Spa at Langdon Hall (ON)
- Willow Stream Spa at the Fairmont Empress (BC)



# Helping You *Enhance* Your Brand

## Spalnc.ca

Extends *Spa Inc.* content into the online sphere with a user-friendly and easily navigable platform. More than this, it is the go-to digital resource for the latest and greatest in the spa and wellness industries.

Be at our digital audience's fingertips by showcasing your brand with a leaderboard or medium rectangle spot.



## BLOG

Looking for insider knowledge, the Spa blog is the place to go. The perfect spot to tell your own story with a sponsored content post.



## E-NEWSLETTER

Allowing you to deliver your campaign directly to our growing database of **2,250+\* subscribers**, made up of spa and wellness industry professionals. Published 6x a year, this e-newsletter is an incredibly effective way to reach our engaged audience with a year-long campaign.

Source: \*2020 Average Distribution



## SOCIAL MEDIA

*Spa Inc.*'s personality shines through on social media where our team is constantly engaging with spa owners, professionals and clients across the country. Whether its spa business information, news articles, or revealing the latest products, trends and treatments our followers can't get enough.

Create top-level connections and conversations with Canada's spa industry through customized sponsored post and/or campaigns.

### @SpalncMag



Twitter Community: 7,200+ Followers



Facebook Community: 1,600+ Followers



Instagram Community: 2,600+ Followers



Pinterest Community: 5,000+ monthly unique visitors

# Canadian Spa & Wellness Awards

## JOIN THE CELEBRATION



*Spa Inc.* magazine, with the support of Leading Spas of Canada, has decided to postpone this year's awards program until the fall of 2021. Our hope, in postponing the awards is that spa owners and industry partners have the time to reopen, adjust to new industry standards and continue to grow.

If you want to get in front of the spa and wellness industry trail-blazers, the 2021 Canadian Spa & Wellness Awards sponsorship will connect you to them. Packages are bolstered by a cross-platform media program that can deliver **133,488+** touch points through print and online. + Additional exposure through social media.



For those nominated and who win in their respective categories, it provides a sense of pride for the spa staff and credibility for the spa client that they've chosen a quality spa. We want to raise the bar and standards across Canada's spa industry and recognize those spas striving for customer and staff excellence.

- Chris Ryall, President,  
Travel Marketing Experts,  
5 time Canadian Spa &  
Wellness Awards Judge

### DIGITAL MEDIA EXPOSURE

Touch points through logo placement on eblasts, e-newsletters, press releases, digital editions of *Spa Inc.* magazine, digital edition of the Leading Spas of Canada directory and websites (CanadianSpaAwards.ca, SpaInc.ca and LeadingSpasofCanada.com)

### PRINT MEDIA EXPOSURE

Touch points through print advertisements pertaining to the awards in *Spa Inc.* magazine, winners advertisement in the Leading Spas of Canada directory, certificates to winners and the opportunity for additional exposure through custom advertisements in *Spa Inc.* magazine

### SOCIAL MEDIA EXPOSURE

Touch points through *Spa Inc.* and Leading Spas of Canada's social media platforms (Twitter, Instagram and Facebook)

- In addition, custom posts on each of *Spa Inc.*'s platforms are available

.....  
Packages starting at **\$995** with promotions starting in July 2021.  
.....

For more package information, contact us today!



*CanadianSpaAwards.ca*

# A Spa Directory with Unparalleled Reach

## POWERFUL PARTNERSHIPS REACHING CONSUMERS NATIONALLY

By reserving your spot in the 2021 directory, you join a distinguished community of spa industry leaders. This directory is the only one-of-its-kind in Canada, making it the go-to source for consumers looking for spas, services and/or products that adhere to the highest standards.



### Print

Air Canada enRoute, Maple Leaf Lounges, Tourism Boards, The Yoga & Wellness Show – Toronto, The National Women's Shows in Ottawa and Quebec City, LSOC Members, Canadian Spa & Wellness Award Winners and more.

Published by *Spa Inc.* magazine



### Digital

*Spa Inc.* magazine, website, e-newsletter, social media and ISSUU; WestJet magazine, website, e-newsletter and social media; Leading Spas of Canada website, e-newsletter and social media; and the Yoga and Wellness Show website.

New  
distribution  
channels to be  
added.  
**Stay tuned!**

***Build brand value and demonstrate your commitment to creating a strong and vibrant spa industry in the 2021 directory. Reserve your spot today!***

Packages starting at \$2,530 for members and \$3,300 for non-members.

# Editorial Planner

CONTENT MIX THAT SPEAKS TO SPA OWNERS AND PROFESSIONALS

## SPRING

### THEME: THE GENTLE TOUCH

Techniques to assist clients who are especially sensitive or vulnerable, such as those with serious health conditions or disabilities

Space Closing: March 5, 2021 | Material Closing: March 12, 2021

## SUMMER

### THEME: FUN IN THE SUN

From sunscreen to skin analysis, how to ensure that skin damage isn't the end result of outdoor activities

Space Closing: June 2, 2021 | Material Closing: June 9, 2021

## FALL

### THEME: NATURALLY YOUNG

Therapies, techniques and products that provide effective alternatives to cosmetic surgery

Space Closing: August 27, 2021 | Material Closing: September 3, 2021

## WINTER

### THEME: HEAD TO TOE

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

Space Closing: November 8, 2021 | Material Closing: November 15, 2021

## IN EVERY ISSUE

### SPA BUSINESS

Each edition includes expert advice to help with marketing, retailing and management decisions

### IN THE KNOW

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

### SPA NEWS

Worldwide openings, trends and other items of interest

### SPA LIGHT

Highlighting top spas across Canada, and sometimes internationally

### FRESH & NEW

Innovative products, skincare and equipment that your customers will love

### 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

As the spa industry adapts to the "new normal," it needs every tool at its disposal. Each issue of *Spa Inc.* covers everything from marketing to new products and techniques, providing an essential resource designed to assist spa business owners - and others in the industry - in forging a path to success. While customer service is at the core of this industry, expert advice is a cornerstone to help with making the right decisions and having a competitive advantage. A renewed interest in professional standards and infection control also puts *Spa Inc.* at the centre of every spa's survival strategy. Facing more challenges than ever, spa owners and their employees can rely on *Spa Inc.* to deliver the information they need, along with personal stories from behind the scenes - whether it's a brand-new skincare company or a multinational spa chain, everyone has a business journey to share. As another year unfolds, we will continue connecting our readers to those stories that can provide insight, inspiration and ideas for the future.



# 2021 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

*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).

**PRODUCTION SERVICES:** Email Crystal Himes, chimes@dvtail.com. (maximum file size of 10MB)

**DESIGN SERVICES:** Complete design services are available at an additional charge.

## 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

	Monthly Rate	Specs
Leaderboard (All pages)	\$500	728 x 90 pixels
Medium Rectangle (ROS)	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.

## 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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**Dovetail Communications Inc.**

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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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@SpalncMag

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 @SpalncMag\_SAE

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## AWARDS

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