

# 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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