



# SPA *inc.*

2022 Media Kit





# Get to Know Us

Spa Inc. is a national bilingual magazine, reaching nearly 13,000 Canadian spa owners, professionals and clients in the growing spa and wellness industries. With over 17+ years in the industry, Spa Inc. has become a trusted and essential resource for connecting the spa and wellness communities.

Now more than ever, there is a widespread need for the spa and wellness industry to lead the way. As interest and demand among the masses regarding their mental, physical and general wellness continues to grow, the spa industry is leaned upon to create a meaningful impact on the industry and people worldwide.

Our readers are more important now than ever!



## CIRCULATION

# 12,932\*

ENGLISH READERS

## 9,201

FRENCH READERS

## 3,731

PUBLISHED 4X A YEAR

## A Thriving Industry

- Increasing health consciousness
- Changing lifestyles, interests and increasing disposable incomes has been changing the face of the spa market globally
- Health benefits associated with spa services, such as relief from stress, reduced body pain, and a sense of calmness, have made spa services an integral part of people's lives
- The growing interest in personal pampering and perception of a spa as a self-improvement investment is expanding the spa market in dimensions across the world

**81%** want to continue taking better care of their physical health\*\*\*

**79%** want to continue taking better care of their mental health\*\*\*

## Reader Profile

Owners | Presidents | CEOs/VPs

Managers | Executive Directors

Marketing Professionals

Students | Teachers | Educators



# A Collection of Resources

We'll help tailor your campaign to our robust media channels

## Print

Including print advertising as a touch point in a multi-channel strategy can incite meaningful connections and increased brand response with our audience. Our print magazine commands the undivided attention of our readers; no small feat in today's digitally dependent world.



## Spalnc.ca

Extends *Spa Inc.* content into the online sphere with a user-friendly and easily navigable platform. More than this, it provides a variety of premium placements across Spalnc.ca, strategically positioned to maximize visibility and engagement for advertisers.



Web Reach  
Average monthly pageviews:  
**1,707**

Sources: Google Analytics, Jan. - Sept. 2021



## Social Media

Sponsored posts offer a large outreach with visual and clickable content that you want to share.

### Social Reach: @SpalncMag

Twitter:  
7,200+ Followers

Facebook:  
1,800+ Followers

Instagram:  
2,800+ Followers

Pinterest:  
3,600 monthly impressions

Combined following of:  
12,500+

## Branded Content

Create a storytelling experience that is clickable, sharable and engaging.

Contact your rep for more information.



## Newsletter

Deliver your campaign directly to our database of 2,000+ engaged subscribers, comprised of spa and wellness industry professionals.

List: 2,018  
Published: 6x annually  
Average open Rate: 23.95%  
Average click-through Rate: 4.24%

Sources: J-Mac, Feb. 2021 - Sept. 2021



## Blog

The perfect spot to tell your own story with a sponsored content post.

## Dedicated Eblast

Our eblast list is comprised of subscribers who have opted to receive communications from *Spa Inc.* Engage this audience through custom eblasts that offer direct access to our readers with the content you want to share.

Engage with our audience 365 days of the year through our 360 degree solutions.



# Canadian Spa & Wellness Awards

A Spa Inc.  
Exclusive  
Opportunity



## Be Part of Leading the Celebration

Showcase your brand to Canada's spa and wellness industry trail-blazers with a 2022 Canadian Spa & Wellness Awards sponsorship.

**133,488+ touch points** through print and online.  
+ Additional exposure through social media.



### Digital Media Exposure

Touch points through logo placement on:

- Eblasts
- Newsletters
- Press releases
- Digital editions of *Spa Inc.* magazine
- Digital edition of The Canadian Spa & Wellness Directory
- Websites - CanadianSpaAwards.ca and Spalnc.ca
- Blog - sponsored content available



### Print Media Exposure

Touch points through:

- Print advertisements about the awards in *Spa Inc.* magazine
- Winner's advertisement in The Canadian Spa & Wellness Directory
- Certificates to winners
- PLUS 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



### Need more reasons why?

- Align your brand with Canada's top spas, industry partners, product lines and educators
- Support and celebrate this resilient industry
- National reach and exposure
- Alignment with Canada's leading spa magazine

PACKAGES STARTING AT \$995  
WITH PROMOTIONS STARTING  
IN JULY 2022.

[CanadianSpaAwards.ca](https://CanadianSpaAwards.ca)

# The Canadian Spa & Wellness Directory

Unparalleled Reach

Published by *Spa Inc.* magazine, The Canadian Spa & Wellness Directory is the only one of its kind in Canada. Featuring national reach in both print and digital, your spa, services and/or your products will be showcased to consumers and fellow spas within the Canadian spa and wellness industry.






## Editorial Highlights

-  Trends
-  World Wellness Weekend – Events from Across Canada
-  Medi Spas
-  Resort/Hotel Spas



## Benefits

- National reach with extended exposure digitally
- Bilingual publication
- Alongside the country's top spas, services and products including the winners of the 2021 Canadian Spa & Wellness Awards
- Print and digital distribution
- Permanent spot on *Spa Inc.*'s online directory
- Social media exposure across a variety of platforms  
  
- Digital edition opportunities such as linked to your website, video, reservation or product pages
- Aligned with spa and wellness editorial

Don't miss your chance to be at the forefront of this strong and vibrant spa industry, **reserve your spot today!**

Packages starting at \$250.



## SPRING

### Theme: Synchronicity

In this issue we showcase the tools and products that work well together - from the 'tried and true' to the 'far out there', including the latest in spa equipment and products, what they are meant to achieve, how they work, companies that will be there to train and troubleshoot, and the results that Canadian spas investing in these devices have seen.

**Space Closing: March 4, 2022 | Material Closing: March 11, 2022**

## SUMMER

### Theme: Cultivating Loyalty

Building loyal relationships with your clients is the key to keeping them coming back - because keeping customers is cheaper than attracting new ones. We explore loyalty programs and the value of customer feedback loops. Its not just about the service, it starts with trust and that comes from a consistent client experience.

**Space Closing: June 2, 2022 | Material Closing: June 9, 2022**

## FALL

### Theme: The Clean Spa

From organic, sustainable products, to low carbon footprint, how Canadian spas are doing their part to save the planet, while adding to their bottom line. We look at clean eating at spa onsite restaurants and explore spas and beauty products that have woven altruism into their brand - from supporting abused women to keeping the planet greener.

**Space Closing: August 26, 2022 | Material Closing: September 2, 2022**

## WINTER

### Theme: Motivational Mojo

How some spas manage to attract and retain high-performance team of happy, satisfied employees. We offer insights into boosting business success through quality services; why it matters, how it's defined, how to achieve it, measure it and improve it, and what are the risks if you ignore it. We include case studies of spas that do it well, new tips on hygiene and safety and reveal the winners of our Canadian Spa & Wellness Awards program.

**Space Closing: November 9, 2022 | Material Closing: November 15, 2022**

# Editorial Planner

## 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

## Informative, inspirational and insightful

At *Spa Inc.*, we're about powerful, insightful stories that inform and inspire. We've told them for over 17 years. None of these however, came close to the story of the pandemic and the ingenuity, courage and compassion shown by Canada's spa industry in the last two years. But the story doesn't end there. Now, the industry is standing on the edge of new opportunities, and we're right there with you - showcasing innovative technologies, leading edge treatments, advanced products and information to push your business forward. Our award-winning writers and editors reach deep into the aesthetic space, connecting with leaders and influencers to gather content that will inform, inspire and help your business thrive. And that's what we're all about.

Jana Manolakos, Managing Editor

# 2022 Rates & Specifications

## Magazine

| 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       | \$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   |
| Covers    |         |         |         |         |
| IFC       | \$1,590 | \$1,510 | \$1,435 | \$1,365 |

## Inserts/Outserts/Sponsored Content

Ad rates and specs

## 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](mailto:chimes@dvtail.com). (maximum file size of 10MB)

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

## 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:  
Jana Manolakos | [jmanolakos@dvtail.com](mailto:jmanolakos@dvtail.com)

# SPA

inc.

Published by:

**Dovetail Communications Inc.**

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## 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.

## 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 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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[Spalnc.ca](http://Spalnc.ca)



@SpalncMag

## Advertising Sales

**AMANDA LEWIS**  
Sales & Marketing Executive  
[alewis@spainc.ca](mailto:alewis@spainc.ca)

 @SpalncMag\_SAE

## Editorial

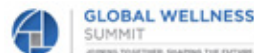
**JANA MANOLAKOS**  
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## Awards

**ANDREA GREEN**  
Awards Coordinator  
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#CdnSpaAwards

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