

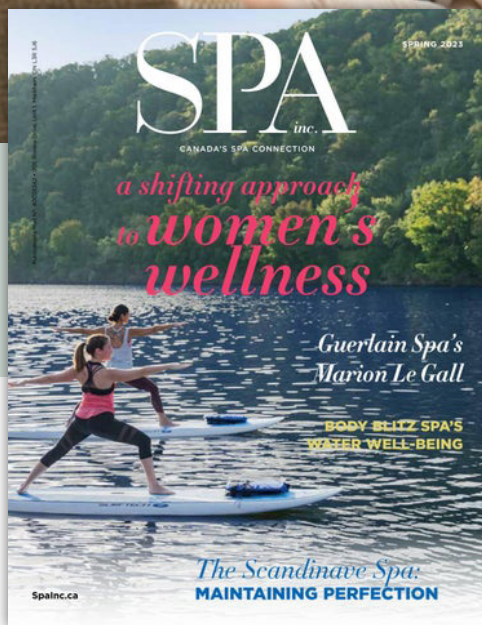
# SPA *inc.*

2023 MEDIA KIT

c a n a d a ' s   s p a   c o n n e c t i o n



# SPA<sub>inc.</sub>



*Canada's comprehensive business resource  
valued by spa and wellness professionals.*

## LETTER FROM THE EDITOR

### Empowering industry evolution

We're currently living during an incredibly interesting moment in human history when change seems to be the only constant. Consumer behaviour and preferences are shifting, causing a need for spa operators to assess the experience they offer and identify ways in which they can evolve in order to continue meeting and exceeding the needs of guests.

Within each issue of Spa Inc., readers will find informative and thought-provoking articles and interviews with Canada's leading spa professionals concerning the latest news and trends impacting the industry.

And, with the help of our expert contributors, we're regularly uncovering the most recent developments, innovations and cutting-edge treatments that can help elevate your business and enhance the experience that your spa offers.

**SEAN TARRY,**  
Managing Editor

## CIRCULATION

12,932\*

ENGLISH  
READERS

9,201

FRENCH  
READERS

3,731

PUBLISHED 4X A YEAR

Source: \*December 2020 Publisher's Claim



# Reader Snapshot

## PROFESSIONS

Managers, Owners

Distributors

Educators

Spa Staff

## CANADA-WIDE REACH

## BUSINESS IS BOOMING

The Spa and Wellness Industry is thriving as consumers are hitting spas with a renewed passion for personal wellness.

### Nationally,

- Canada is among the top **10 Spa Markets in the World**, by the Global Wellness Institute (between 2017-2020) \*\*
- It had **4,094 spas** in 2020\*\*
- The Canada cosmetic product market Projected Compound Annual Growth Rate, 2022-2027 is 6.45%\*

### Globally,

- The Spa Industry Projected Average Annual Growth Rate, 2020-2025 IS 17.2%\*\*
- It is projected to have a value of **\$131.5 Billion** in 2023 and **\$150.5 Billion** in 2025\*\*
- The wellness economy is projected to reach \$7 trillion by 2025\*\*\*

## SPA CATEGORIES

Destination Spas

Medi Spas

Day Spas

Hydro Spas

Hotel Spas

Wellness Facilities

Sources: \*Mordor, Canada cosmetic products market - growth, trends, covid-19 impact, and forecasts (2022 - 2027), \*\*The Global Wellness Economy: Looking Beyond Covid, December 2020, \*\*\*WWD, A Guide to New York's Most Innovative Wellness Spaces



# Reach spa professionals anytime, everywhere!



## PRINT

*Reach: Industry, consumer  
(via waiting rooms)*

Grow your business and strengthen your brand by connecting with Canada's most recognized and trusted industry resource.

Distribution: 4x annually



## SPAINC.CA

*Reach: Industry, consumer*

An industry resource that houses our stories in a searchable, sharable, and scrollable format. A top place to advertise in-between issues and encourage call to action.

Average Monthly Pageviews:  
1,800

Average Time On Page:  
Approximately 3 minutes

In 2021, online ad revenue in Canada increased 28.1%, bringing the industry to \$12.32B\*

\*Source: iab, 2021 Internet Ad Revenue Survey, June 2022

## SOCIAL MEDIA POSTS

*Reach: Industry, consumer*

Let our engaged social network see, share, and click on your message. Ideal for gaining followers and amplifying the reach of your posts.

**12K+ FOLLOWERS**

@ 3,000+ followers

7,300+ followers

1,800+ followers



## BRANDED CONTENT

*Reach: Industry*

Share your story across our magazine and website as sponsored content. The perfect way to have a deeper conversation with industry members.



## NEWSLETTER

*Reach: Industry*

Offers unique editorial content not found anywhere else. A great way to connect with the spa and wellness industry in-between issues.

List: 1,800+

Distribution: 6x annually

Deployed: February, May, June, August, October and November

Average Open Rate: 37.94%

Average Click-Through Rate: 2.34%

Source: 2022 Averages



## DEDICATED EBLAST

*Reach: Industry*

Send your message directly to the inboxes of industry members. Perfect for sharing your big news with the world.

**MULTI-CHANNEL BUNDLES ARE CUSTOMIZABLE AND FLEXIBLE TO  
SUIT YOUR ADVERTISING NEEDS. AVAILABLE UPON REQUEST.**



*Reach: Industry, spa owners/directors, voting consumers*

Be seen with the best of the best by affiliating your brand with our renowned awards program.

### ★ *Spa Inc. Exclusive Opportunity*

- Gain visibility across all awards collateral. Print, online and social media
- Make new industry connections
- Be seen as a leader in the community
- Achieve national brand exposure

Nominations grew **72.63%** compared to the previous year

In 5 years, nominations have grown by **98.83%**

*[www.CanadianSpaAwards.ca](http://www.CanadianSpaAwards.ca)*

**VIEW SPONSORSHIP OPPORTUNITIES**



### THE CANADIAN SPA & WELLNESS DIRECTORY

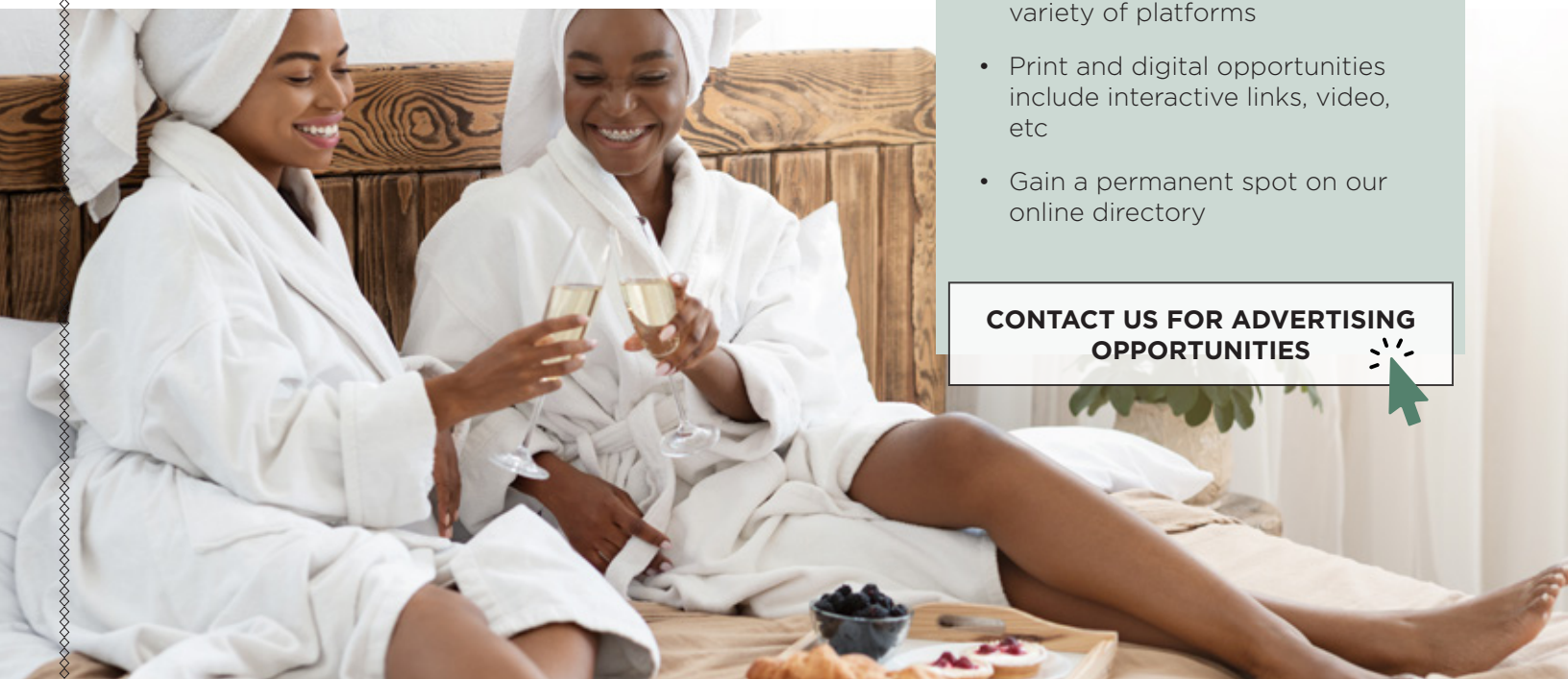
*Reach: Consumers nationally in both print and digital*

Our consumer resource! Share your brand with spa-goers and announce your latest offerings.

#### BENEFITS:

- National consumer reach and distribution, with a full year of touch-points
- Social media exposure across a variety of platforms
- Print and digital opportunities include interactive links, video, etc
- Gain a permanent spot on our online directory

**CONTACT US FOR ADVERTISING OPPORTUNITIES**





*Our editorial is what makes us a one-of-a-kind publication—providing real business support to spa owners and managers, who keep coming back to us issue after issue.*



## SPRING

*Theme: Women's Health*

A look at how spa treatments - from massage and essential oils to laser and products, complement women's health initiatives in the area of sleep, menopause, microbiomes, nutrition, post-partum, abuse and mental health. A focus on skin positivity: acne should not be four-letter word.

**Space Closing: March 3, 2023**

**Material Closing: March 10, 2023**



## SUMMER

*Theme: Global Impressions*

A focus on Canadian spas appearing on the world stage as winners of international recognition awards. What the industry can learn from USA, Asian and European markets. Innovative products putting Canada on the map. And, coverage of the World Wellness Weekend.

**Space Closing: June 2, 2023**

**Material Closing: June 9, 2023**



## FALL

*Theme: Zensibilities*

A look at some Canadian spas that offer leading edge ideas on getting their clients to relax. Spa décor that evokes relaxation by bringing the outdoors in and the indoors out. Going au naturel with barely-there skincare. The rise of multipurpose products and devices to keep your spa clutter free.

**Space Closing: August 26, 2023**

**Material Closing: September 2, 2023**



## WINTER

*Theme: It's Personal*

How Canadian spas deliver personalized treatments for better outcomes. Tips on getting to know your client. Skin analysis done right. Products that take personalization to new levels from online booking aids to personalized skin care lines.

**Space Closing: November 9, 2023**

**Material Closing: November 15, 2023**

## 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



*Written By  
Professionals, For  
Professionals*



## 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:

Sean Tarry | [starry@dvtail.com](mailto:starry@dvtail.com)

# SPA

inc.

Published by:

**Dovetail Communications Inc.**

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(E) [spa@dvtail.com](mailto:spa@dvtail.com) Website: [SpaInc.ca](http://SpaInc.ca)

## 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

|                            | Monthly Rate | Specs            |
|----------------------------|--------------|------------------|
| Leaderboard<br>(All pages) | \$500        | 728 x 90 pixels  |
| Medium Rectangle<br>(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.

## Social Media

**Rate \$350/post**

Each post is sent via Instagram, Facebook and Twitter

Specs follow the guidelines of each platform

## 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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@SpalncMag

## Sales

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## Editorial

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## Awards

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#CdnSpaAwards

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