



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.
(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:

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SPA

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

	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.

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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