



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. (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

SPA

inc.

Published by:
Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202, Richmond Hill ON, L4B 1J2
(T) 905.886.6640 (F) 905.886.6615 Website: dvtail.com
(E) spa@dvtail.com Website: 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 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.*

30 East Beaver Creek Road
Suite 202, Richmond Hill
ON L4B 1J2

(T) 905.886.6640
(F) 905.886.6615
(E) spa@dvtail.com


Spalnc.ca



@SpalncMag

Advertising Sales

AMANDA LEWIS
Sales & Marketing Executive
alewis@spainc.ca

 @SpalncMag_SAE

Editorial

JANA MANOLAKOS
Managing Editor
jmanolakos@dvtail.com

Awards

ANDREA GREEN
Awards Coordinator
awards@spainc.ca
#CdnSpaAwards

Media Partner of 

Global Partners of



For subscriptions please visit Spalnc.ca/subscribe