



spa
magazine

travel+beauty+living

2009
RATE
CARD

spamission

Supported by the best innovations and ideas from spas around the world, Spa provides the information and inspiration needed to pursue health of body and mind. From choosing a spa vacation to living a healthier, more rejuvenated life every day, Spa translates spa-going into a stylish lifestyle of well-being.

—Julie Sinclair
Editor-In-Chief

spadepartments



spabeauty

Solutions
DIY Recipes
Anti-Aging
Editors' Picks

spatravel

News
Style File
Calendar
Weekend In...

spaliving

Home
Health & Fitness
Cuisine
Heart & Soul

sparates

DISPLAY RATES

Four Color	1x	4x	7x
2-Page spread	\$18,030	\$17,120	\$16,225
Full Page	\$9,445	\$9,015	\$8,540
2/3 Page	\$8,010	\$7,595	\$7,185
1/2 Page	\$6,865	\$6,530	\$6,195
1/3 Page	\$4,995	\$4,740	\$4,495

Black & White

2-Page spread	\$16,230	\$15,420	\$14,615
Full Page	\$8,540	\$8,115	\$7,690
2/3 Page	\$7,210	\$6,840	\$6,478
1/2 Page	\$6,185	\$5,885	\$5,580
1/3 Page	\$4,510	\$4,275	\$4,055

Covers (Four Color)

Inside Front Cover	\$10,920	\$10,365	\$9,820
Inside Back Cover	\$9,965	\$9,460	\$8,965
Back Cover	\$11,870	\$11,260	\$10,670

ADVERTORIAL RATES

for "Great Spas of..." guide editions and Worldwide Guide 2010

Four Color	1x	2x	Specs	
			PHOTOS	WORDS
3-Page spread	\$19,930	\$17,940	6-7	550
2-Page spread	\$14,385	\$12,940	4-5	350
Full Page	\$7,910	\$7,130	3	250
1/2 Page	\$5,545	\$4,980	2	125
1/4 Page	\$2,870	\$2,590	1	75

Rates are net and include production.

Closing Dates

Closing Dates	Space	Materials	On Sale
January/February Great Spas of the Southeast	11.05.08	11.14.08	1.06.09
March/April Great Spas of the West Coast & Hawaii	1.07.09	1.13.09	3.03.09
May/June International Spa Guide	2.27.09	3.10.09	4.28.09
July/August Great Spas of the Northeast & Midwest	5.01.09	5.12.09	6.30.09
September/October Great Spas of the Southwest & Rockies	7.02.09	7.14.09	9.01.09
November/December	8.26.09	9.01.09	10.20.09
Worldwide Guide 2010	9.11.09	9.22.09	11.10.09 - 5.10.10

*Advertorial materials due on space close dates.



Insert Card

\$6,615 must be backed by a full-page ad.

Other Inserts

Consult Publisher

Bleed

Additional 10%

Agency Commission

15% to recognized agencies.

Terms

Net 30 days. Invoices are rendered upon publication. Interest is charged on past due balances at the rate of 1.5 % per month.



spademographics

Women: 92%, Men: 8%

Median Age: 42

Average HHI: \$127,500

Average Net Worth: \$612,280

Spa Readers are Enthusiastic and Engaged:

Readers per copy 2.15

Average time spent reading most recent issue of Spa 81 minutes

Took action as a result of reading Spa 92.7%

Average amount spent on spa treatments in the past year \$1,148.00

Average # of visits per reader to any spa in past year 4.77

Spa readers represent more than \$246,777,000 spent on spa treatments in the past year.

Source: MRI 2007 Doublebase, 2007 Reader Survey

2009 Distribution:

Rate Base 100,000

Audience 230,000

Consumer Subscribers 45,225

Newsstand/Single Copy 32,030

Hotel/In-Room Copies 10,665

Day Spas/Fitness Centers 10,330

Promotional/Trade Show 5,257

TOTAL 103,507

Bonus Distribution

Spa is distributed at the following events:

Spa's Spring Media Event, Los Angeles

Spa's Fall Media Event, New York City

SPATEC Spring

SPATEC Fall

Spa and Resort Expo, New York City

Spa and Resort Expo, Los Angeles

LOHAS Forum

Leading Spas of Canada Conference

spaintegrated marketing & events

Spa provides advertising partners with an integrated marketing program that maximizes exposure across our print, web and e-mail platforms, driving strong response. Added-value packages may consist of the following programs:

Reader Service: Spa Delivers Response

ARGI, world leaders in business-to-business advertising, have helped us create a reader service program that is simple and easy for readers to use and a wonderful tool in reaching out to potential customers.

Online Programs: Property eBrochure and Product Listings

All advertising partners will receive a customized spa property or spa product listing program on spamagazine.com (refer to online programs for details).

Spa's Semi-Annual Media Events

Spring - Los Angeles Fall - New York

For more than 8 years Spa has been connecting leading spa resorts, destinations and luxury products with 100+ press attendees from top national and regional publications specifically seeking to cover the best in the spa world! This is the perfect platform to convey your message to a variety of travel, beauty and lifestyle editors and gain valuable press exposure.

Contact Group Publisher, Michelle Gamble

Calendar of Special Sections:

Spa Selections (Jan/Feb - Sept/Oct)
Alpenglow (Jan/Feb)
Spa Chic (Mar/Apr, Jul/Aug, Nov/Dec)
Girlfriend Getaways (Mar/Apr)
Spa & Tennis (May/Jun)
Golf & Spa (Jul/Aug)
Skinnovations (Sept/Oct)
Winter Escapes (Nov/Dec)
Holiday Shopping Guide (Nov/Dec)
Retail Therapy - A Spa Product Preview (Worldwide Guide)



spaoonline marketing programs

Web Site Ad Units

Leaderboard: 728 x 90 pixels

Homepage Exclusive Sponsorship: \$2,500/month

Interior Exclusive Sponsorship: \$500-\$1,500/month

Run of Site: \$50/cpm

Banner: 468 x 60 pixels

Homepage Exclusive Sponsorship: \$1,500/month

Tile: 180 x 150 pixels

Homepage Exclusive Sponsorship: \$1,250/month

Interior Exclusive Sponsorship: \$500-\$1,000/month

Run of Site: \$35/CPM

eMarketing

Spa's eNewsletter service is delivered to a database of registered spa enthusiasts.

eNewsletter Exclusive Sponsorships:

Spa Property or Product Spotlight: \$1,000/month (65 pixels wide)

Banner: \$1,500/month (160 x 600 pixels)

Custom eNewsletter: Housed within the Spa magazine template, send a mailing to our opt-in database that consists solely of your brand's message, \$3,000/ mailing

Custom Programs

Enhanced eBrochure: A spa or property listing includes an interactive photo gallery, descriptive text, your latest spa specials or promotions, listing of your spa activities, programs, and services, contact information and a link to your web site. **\$750/month**

Product Listing: Includes product name, photo, descriptive text, and a link to your web site. **\$300/month**

Homepage Lead Feature: Your message will be the first thing spa enthusiasts see when they visit the home page of spamagazine.com, includes a custom landing page **\$1,000/week**

Online Contest: We will custom build a contest to meet your goals and objectives (3 month minimum) **\$1,000/month; \$1,500/month with data base generation service**

Online Survey: Get quick results with custom online question development and professional result tabulation **\$5,000**

spacontacts

Editorial Offices

415 Jackson Street, 2nd Floor
San Francisco, CA 94111
editor@spamagazine.com

Business Offices

New York
New York City
212.219.7424
2 Park Avenue, 10th Floor
New York, NY 10016

California

San Diego
760.405.7223
2052 Corte del Nogal
Carlsbad, CA 92011

Group Publisher

Michelle Moore Gamble
214.592.4270
mgamble@spamagazine.com

www.spamagazine.com/mediakit

BONNIER CORPORATION

Bonnier Corporation is the leading developer of vertical enthusiast audiences in the U.S., reaching one of every three American adults with our content. Our audiences represent “precision mass” and can be segmented by almost any demographic that advertisers want to reach. We deliver these audiences efficiently, but more importantly, effectively. Effective delivery means our consumers trust our content brands — our readers come to us for advice on how to do it, what to buy and where to go.