

# MEDICAL SPAS<sup>®</sup>

MEDICAL SPAS BUSINESS REVIEW™

the medicine environment of the future –TODAY

## MEDICAL SPAS REVIEW

### THE ONLY PUBLICATION ON MEDICAL SPAS

Founded in 2000, MEDICAL SPAS Review is the ONE AND ONLY BUSINESS AND EDUCATION MAGAZINE for physicians owning and/or operating a Medical Spa. We provide our readers with all the information they need in order to successfully build and grow their Medical Practices as well as keep a pulse on industry trends and products.

## WHAT IS A MEDICAL SPA?

The Medical Spa clinic or institute will focus on  
"MEDICAL AESTHETICS"

which promotes the concept of

'LOOKING GOOD'

*cosmeceuticals, plastic surgery, weight management and*

'FEELING GOOD'

*physical fitness, nutrition, stress reduction, mind and body care, nutraceutical supplementation, hormone replacement therapy and*

'MAINTAINING COGNITIVE FUNCTIONS'

*cognitive enhancing drugs "smart drugs"*

A Medical Spa is an institute or clinic whose concept is to incorporate traditional medicine, "medical aesthetics" and integrative and complementary medicine into a relaxed spa environment.

A Medical Spa program is based on diagnostic evaluation, health assessment, personalized treatment plan and comprehensive long-term monitoring of results for optimal rejuvenation.

*Over the last 10 years  
growth rate for medical spas was 9.3%  
Today Medical Spas are a \$1.9 billion industry*

[www.medicalspasreview.com](http://www.medicalspasreview.com)

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## MEDICAL SPAS Business Review

*Medical Spas Review is  
distributed to facilities or  
individuals that are combining  
medicine with spas.*

Readers are Medical and Spa Professionals providing comprehensive medical and wellness care in a relaxing environment alternating spa services together with conventional and integrative therapies

The role of a medical spa is a comprehensive mind/body approach to caring for the client before, during, and after physio, medical, anti-stress and cosmetic treatments. As medical spas use high-end products, they show greater results. Medical spas are a balance between clinical and spa therapies.

They take care of the client's medical needs and at the same time create a relaxing and soothing atmosphere for the client's comfort and well being. A medical spa is a medical setting combined with a healing touch including its multitude of spa services with various medical environments. Medical spas design packages that include both spa and medical services.

## MEDICAL SPAS

MedicalSpas Review is distributed to facilities or individuals that are combining medicine with spas, medicine as defined in both Eastern and Western cultures.

Spa resorts with medical amenities (Canyon Ranch, Tucson, AZ.). Hospitals opening up spas (Beth-Israel Hospital in NYC). Integrative Urban Spas with medical facilities (SOHO Integrative Health Center In NYC).

Gynecologists, Clinics, Plastic Surgeon Centers, Fitness Centers, Wellness Centers with spa amenities, Corporate Wellness Centers, Fortune 500 Head Offices).

Wellness Centers (Pritikin Center in Florida, Deepak Choprah in Carlsbad, CA), Rejuvenation Centers (La Jolla Center in La Jolla, CA), Massage Therapist Centers, Light Therapy Centers, Laser Resurfacing Centers. Dermatologists and Anti-Aging Centers.

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## EDITORIAL CALENDAR & TRADE SHOW SCHEDULE

### ISSUES

### ADVERTISING DEADLINE—45 DAYS BEFORE THE ISSUE

JANUARY	<b>AACS American Academy of Cosmetic Surgery</b> How to Find Medical Spa Investors – IPO's Initial Public Offerings – Medical Spa Equipments – State Licensing – Hiring State-of-the-Art Employees
FEBRUARY	<b>AMSPA American Med Spa Association</b> Medical Spa Design – Architecture – Strategy Planning – Financial Forecasting – Land or Lease – Business – Taxes/Financial Statements – Legal Terms of Commission Agreements – Medical Malpractice Insurance
MARCH	<b>AAD American Academy of Dermatology, Annual Conference</b> Treatment Plans – Spa Trends – Lodging – MedSpa Trends – Wellness – Cosmetics – Management – MedSpa Business Executives
APRIL	<b>The Aesthetic Meeting</b> Non Competition Clauses – Overview of Laser Laws – Laser Technicians – Digital Marketing Programs for Your Med Spa
MAY	<b>A<sup>4</sup>M American Academy of Anti-Aging Medicine</b> MediSpa Marketing – Cardiovascular – Neutraceuticals – Liability Exposures – Med Spa Management – Executive Doctors – MedSpa Consultants – Referrals & Gift Cards
JUNE	<b>IECSC International Esthetics Cosmetics &amp; Spa Conference</b> Medical Practice Insurance – Acquiring Profitable Day Spas – Online Services & Online Store
JULY	<b>AMSPA American Med Spa Association</b> Rules & Regulations Affecting Your Medical Spa, Medical Aesthetic & Laser Industries
AUGUST	<b>AAD Dermatology Summer Conference</b> Medspa Retail Area – Cosmetics – Nutrition – Post Surgery Treatments – Tools & Products – CME'S Licensed Nurses & Aestheticians – Retailing
SEPTEMBER	<b>ASDS American Society for Dermatologic Surgery</b> Med Spa Leaders – Post Surgery Treatments – Plastic Surgeons – Med Spa Management – Cosmetics Melatonin – Physician Supervision in Medical Spas – Who Can Own a Medi Spa
OCTOBER	<b>ASPS American Society of Plastic Surgeons, Annual Conference</b> Treating the Corporate World – Corporate Wellness Centers – Attorney Fees – Retailing Stress Management - Integrative Medicine – Business – Anti-Aging Clinics & Resorts
NOVEMBER	<b>IECSC International Esthetics, Cosmetics &amp; Spa Conference</b> Medical Spa Buyers Guide – Patient Results – Med Spa Management – Neutraceuticals – Traditional Medicine & 21st Century Medicine
DECEMBER	<b>A4M World Congress on Anti-Aging Medicine</b> Cosmetics – Developing a Vitamin Program – Brain Boosters – Digital Marketing Strategies For Your MedSpa

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## WHO READS MEDICAL SPAS REVIEW . . .

### BUSINESS ANALYSIS

PAID SUBSCRIBERS +  
QUALIFIED REQUEST RECIPIENTS **14572**

Dermatologists Owners & Operators . . . . .	<b>33%</b>	<b>4810</b>
Plastic Surgeons Owners . . . . .	<b>22%</b>	<b>3204</b>
Family Physicians Operating Spa Facilities . . . . .	<b>16%</b>	<b>2321</b>
Spa Owners Opening Medical Clinics. . . . .	<b>12%</b>	<b>1739</b>
Complementary & Integrative Medicine Physicians . . . . .	<b>7%</b>	<b>1033</b>
Aesthetic Nurses Opening Medical Spas. . . . .	<b>5%</b>	<b>727</b>
Hospitals Operating Spas . . . . .	<b>2%</b>	<b>290</b>
Dentistry Practices With Spa Amenities. . . . .	<b>2%</b>	<b>286</b>
Chiro Opening Spas . . . . .	<b>1%</b>	<b>162</b>

P.S. 71% of day spas claim local association with surgeons & dermatologists

### DIGITAL MARKETING

On DIGITAL MARKETING PROGRAM together with email blasts physicians will get contact info for your company, direct links to your website, targeted email links for direct communication with your executives.

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## WHERE READERS ARE COMING FROM . . .

### GEOGRAPHIC MAILING

PAID SUBSCRIBERS + **14572**  
QUALIFIED REQUEST RECIPIENTS

<b>New England</b> . . . . .	<b>5%</b>
CT ME MA NH RI VT	
<b>Mid Atlantic</b> . . . . .	<b>12%</b>
NJ NY PA	
<b>East North Central</b> . . . . .	<b>10%</b>
IN IL MI OH WI	
<b>West North Central</b> . . . . .	<b>5%</b>
IA KS MN MO NE ND SD	
<b>South Atlantic</b> . . . . .	<b>17%</b>
DE DC FL GA MD NC SC VA WV	
<b>East South Central</b> . . . . .	<b>5%</b>
AL KY MS TN	
<b>West South Central</b> . . . . .	<b>9%</b>
AR LA OK TX	
<b>Mountain States</b> . . . . .	<b>8%</b>
AZ CO ID MT NV NM UT WY	
<b>Pacific States</b> . . . . .	<b>20%</b>
CA OR WA AK HI	
<b>Western Canada</b> . . . . .	<b>3%</b>
AB BC MB NT SK YK NU	
<b>Eastern Canada</b> . . . . .	<b>4%</b>
NB NF NS ON PE QC	
<b>International</b> . . . . .	<b>2%</b>

U.S.A. = 91%    Canada = 7%    International = 2%

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## RATES ( All rates specified on this sheet are in US DOLLARS )

### ISSUES

MEDICAL SPAS Review is Published Monthly

### ADVERTISING

**12 x**   **6 x**   **3 x**

1 page - 4 colors	\$ 1500	\$1900	\$2900
1/2 page - 4 colors	900	1400	1800
1/4 page - 4 colors	600	800	900
Double page spread - 4 colors	1900	2900	3900

### DIGITAL MARKETING

### AD RATES INCLUDE

A Digital Marketing Program + Email Blasts on a regular basis

### COVERS

### 1-year contract min

Inside front cover - 2-page/4 colors	\$3900
Inside back cover - 2-page/4 colors	\$2900
Back cover - 4 colors	\$ ON REQUEST

### COVER STORY

Front Cover + Editorial on your company + graphics & layout

Rates on request for Luxury Reprints

8 pages -	\$ 5900
16 pages -	\$ 9900

### INSERTS

Printed and supplied by advertiser:

1 page	\$1965
overleaf	2665
2 pages	2965
4 pages	3965
8 pages	4965

Other inserts - rates on request

### PERSONNEL WANT ADS

1/4 page min.	\$500
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### ADVERTORIAL

50% off ad rates

Please call 727-522-5833 for more information

### SUBSCRIPTION RATES

12 Issues Per Year

U.S.A US\$ 87. – CANADA CDN\$ 118. – FOREIGN US\$ 199.

### STANDARD REPLY CARDS

8" x 4", and 2" lip, 3/16 head trimmed printed by publisher from finished art

\$545 on available stock.

Space charge \$990.

### INSERTS

Mechanical insertion + \$90 per m.

Hand tip-on available prevailing work rate.

Quantity required: 500 over total circulation.

### MAILING INSTRUCTIONS

#### • AD MATERIAL

+

#### • BROCHURES, INSERTS, REPLY CARDS

TO BE INSERTED SHOULD BE SENT FREIGHT PREPAID TO:

**MedicalSpas Review**

**Plattsburgh, N.Y.**

**Tel.: 727-522-5833**

### CLOSING DATES

Closing date is 45 days preceding publication.

Revisions to ads are not guaranteed after closing date.

### PAYMENT POLICY

PAYMENTS:

- All payments are due on invoice reception

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## SPECS

### MAILING INSTRUCTIONS

AD MATERIAL, BROCHURES, INSERTS, REPLY CARDS  
TO BE INSERTED MUST BE SENT FREIGHT PREPAID TO:

MedicalSpas Review  
Plattsburgh, N.Y.  
Tel.: 727-522-5833

### SOFTWARE PLATFORMS

- Platform & Software Specific Files for MAC:  
QuarkXpress (Version 6 or higher)
  - Disk must include all fonts and graphics used in the document
- Adobe Illustrator (Version 10 or higher)
- All fonts must be converted to outlines and all color used must be CMYK process
- File mode must be grayscale for B&W ads or CMYK for color ads
- File format required is .TIF or .EPS at 300 DPI or higher
- All artwork must be clearly marked with company name, contact name, file name and date of issues.
- File format required is EPS, Illustrator 10 or higher compatible. Adobe Photoshop (Version 9 or Higher)

## MATERIAL REQUIREMENTS

### MECHANICAL REQUIREMENTS

Offset, sheet fed  
Perfect Bound Binding  
Trim size: 8.25" x 11" - Bleed: Add on 1/8" on each edge

### DIMENSIONS

All dimensions width x height in inches, unless otherwise stated.

### DIGITAL FILES

#### MAC Platform -

#### Preferred print-ready PDF files.

Print Ready PDF is defined as:

- Verified AD size
- 0.25 bleeds on full page ads
- CMYK
- Minimum of 300 dpi resolution

**Acceptable Media** • CD • DVD • FTP upload

### DIMENSIONS - AD PAGE

1 page	7" x 10"
1/2 vert.	3.5" x 10"
1/2 hor.	7" x 5"
1/4 vert.	3.5" x 5"

	Wide	Height
Type page	7" x	10"
Trim size	8.5" x	11"
Bleed size	8.75" x	11.25"
Double page spread	16" x	10"
Double page spread bleed	17.25" x	11.25"

### MAKING YOUR PC FILES MAC COMPATIBLE

Print your PC documents to file, creating .ps files with images and fonts embedded or export your files to Acrobat PDF format

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Stay Ahead of Your  
Competition

And Grow Your Business

Advertise in  
**MEDICAL SPAS REVIEW**

MEMBERSHIPS



MEDICAL SPAS REVIEW

P.O. Box 2699, Champlain, NY, 12919-2699

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