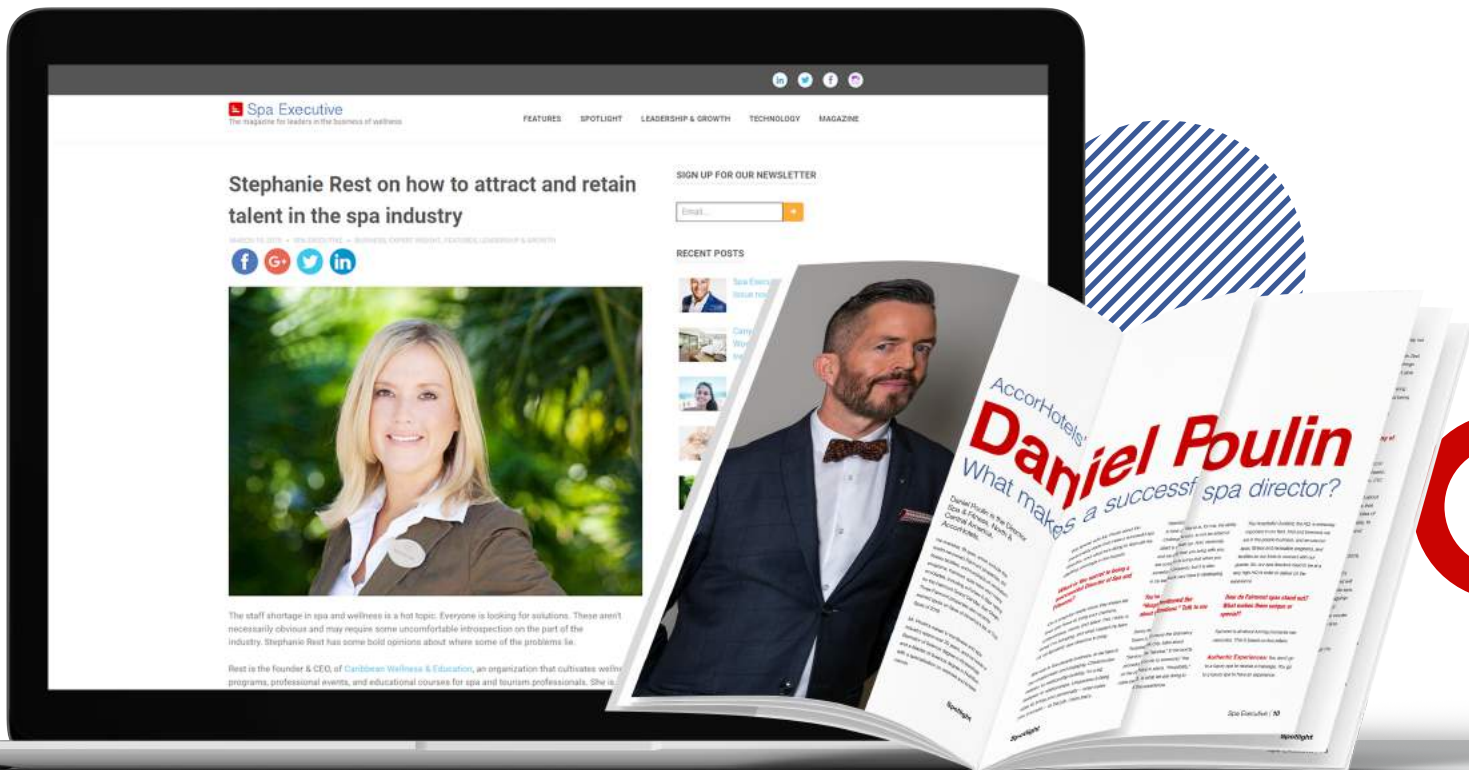


Spa Executive

FOR LEADERS IN THE BUSINESS OF WELLNESS

MEDIA KIT 2019

www.spaexecutive.com





AT A GLANCE

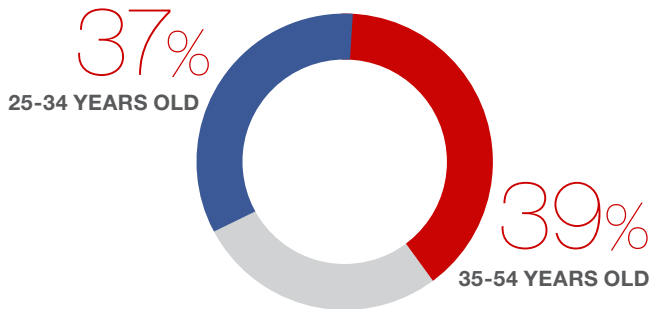
Spa Executive is fast becoming the ultimate point of reference for wellness business owners, Spa Directors, C-suites and spa professionals. Through a diverse array of platforms and experiences, Spa Executive has quickly established itself as the definitive media entity and partner to brands striving to make powerful connections to this industry.

We provide the information and insight spa owners, managers, and directors around the world need to succeed, improve operations, and increase revenue through content featuring expert interviews and insights from the best minds in the industry, and the latest news and research on all things spa and wellness. We keep our elite audience of top tier spa and wellness leaders informed on news and trends in their sector.

AUDIENCE INSIGHTS

Spa Executives are the leaders changing the wellness business landscape. They are the trailblazers, the decision makers, and the heart and soul of the industry. Spa Executive magazine features content written for and about the best and brightest owners, directors and managers in spa and wellness.

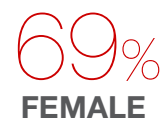
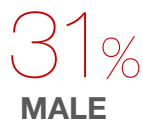
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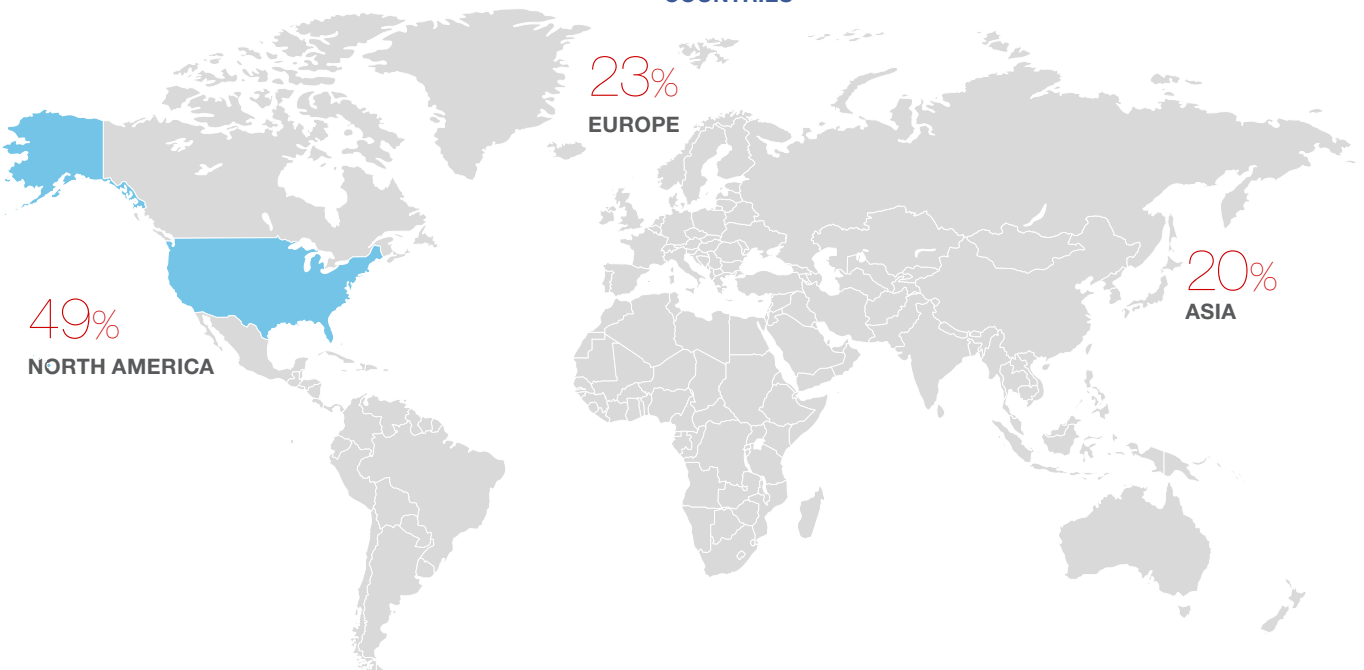
MAGAZINE



DIGITAL



INTERNATIONAL REACH



IN EVERY ISSUE

Research shows that contextually relevant branded content has a clearly positive impact on brand awareness and purchase intent. Each issue of Spa Executive is a resource for leaders in spa and wellness, we address the unique needs of those leaders by placing an editorial focus on spa business, leadership, technology, growth, and trends. We keep on top of the health and wellness news industry insiders need to know about, and highlight beautiful properties around the world.

GROWTH

Showcasing openings of gorgeous and exciting new spa properties around the world.

BUSINESS

Everything you need to run and grow your spa business, and be successful in the world of wellness.

MANAGEMENT

Stories about managing and motivating teams, and being the best leaders we can be.

TRENDS

What's happening around the globe in the one of the trendiest industries in the world - spa and wellness.

NEWS

Staying on top of the news, events, awards, and who's doing what out there.

TECHNOLOGY

Keeping up with the technological developments changing and disrupting spa and wellness.



5 ways to make your customer experience effortless yet human

Spa time isn't just about taking a break; it's an escape!

Written by **Debra Karlin**

Customers are looking for an escape from the stresses of daily life, and to do this a certain type of response. They want to be pampered and made to feel special. Can't the spa of 2019 provide what we need to feel pampered and to escape?

Sound right? Customer experience is an often-overlooked aspect of the spa business. Don't worry. We've got some simple yet effective things you can do to improve the customer experience of your spa by personalizing it with human touch.

Here are five tips for delivering an incredible customer experience:

- 1. Make the experience a seamless one**
Imagine your customer walks into the spa, gets their name and drinks ordered, almost immediately walks into a treatment room, and walks out with a smile on their face. Wouldn't that be perfect?
What if your customer didn't have to spend the first part of every visit "figuring out" what to do, or even being "not there" while you're still trying to get their name?

It's not hard to make the transition from a spa to a spa experience. What if it's not just about taking a break, it's an escape! Why could it be the form of their own convenience before getting at the spa?

Technology makes it possible for you to send out an email form with your credit card information. Guest check-in, for example, a self-check-in solution that integrates with most spa management software, allows you to have your forms and business check-in information, and to maintain your records for compliance needs. It also gives the information with the customer profile. So if you have to provide the information, you can if they come back to your spa.

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Insights



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Miraval Group opens breathtaking Miraval Austin

Health resorts announced the opening of Miraval Austin, the wellness resort located in the heart of the Texas, Austin, Texas property.

The new Miraval is set on 200 acres of scenic and overlooking Lake Travis and boasts 107 guestrooms and suites, a 15-acre farm and ranch, a state-of-the-art Lila in Balance Gateway fitness, and a wellness Lila in Balance Spa. Miraval Austin is a wellness resort.

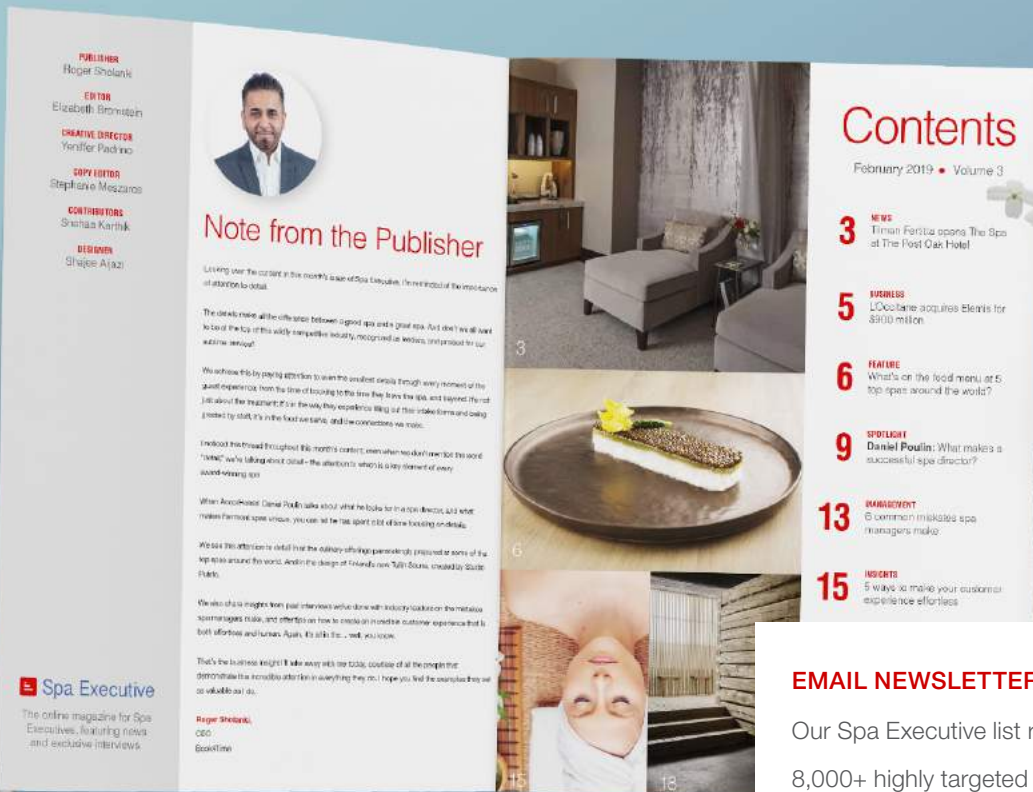
Miraval Austin, a wellness resort with new health and wellness programs inspired by Austin's rich cultural heritage and breathtaking natural surroundings.

The Lila in Balance Spa at Miraval was created by Lila Deane, a wellness expert who has been featured in the award-winning Business Computer Pressing to incorporate an immersion in the wellness, relaxation, and a sense of well-being.

In addition to a selection of Miraval Austin's spa services, the Lila in Balance Spa at Miraval Austin offers a variety of spa, massage, signature treatments, and more.

Growth

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EMAIL NEWSLETTER

Our Spa Executive list reaches 8,000+ highly targeted subscribers. Your brand can reach national, regional and international audiences at cost-effective rates for both email and social media platforms.

VIDEO

We have video capabilities available on our site. You have the opportunity to feature your video on our homepage.

RUN OF SITE

We have multiple opportunities for display ads, sponsored posts and takeovers throughout our site, expose your brand to our targeted readers.

DIGITAL MAGAZINE

We have multiple opportunities for display ads, sponsored posts and takeovers throughout our site, expose your brand to our targeted readers.

ADVERTISING OPPORTUNITIES

We want your brand to be everywhere our insiders are, a topic of conversation and always top of mind. We have initiated a radical reinvention and expansion of our digital profile, which includes a constant presence on vital social media platforms, a website with new content every week, and a monthly newsletter.

Advertising and editorial opportunities in Spa Executive are created to help top tier industry leaders make the best, most informed purchase decisions for their business. Our digital profile includes a constant presence on vital social media platforms -- including LinkedIn, Facebook, Twitter, and Instagram -- a website with new content every week, and a monthly newsletter.

*** ALL OPPORTUNITIES ARE CUSTOMIZABLE**

DIGITAL AD SPECIFICATIONS

HORIZONTAL PLACEMENTS



728x90

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Loops	3
Length	30 seconds
Close Button	Top Right
Z-index	100-2999



970x90

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Length	30 seconds
Close Button	Top Right
Z-index	100-2999



970x250

Max File Size	300k
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Length	30 seconds
Close Button	Top Right
Z-index	100-2999

VERTICAL PLACEMENTS



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300x250

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MOBILE PLACEMENTS



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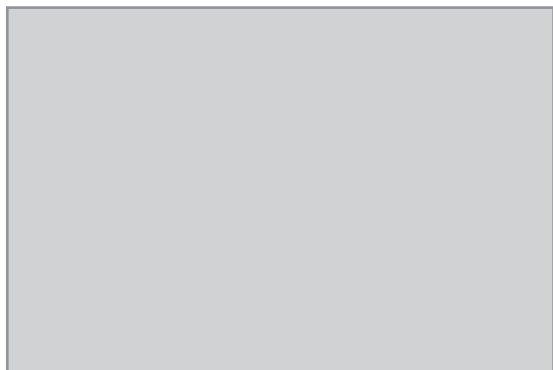
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320x50

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MAGAZINE AD SPECIFICATIONS



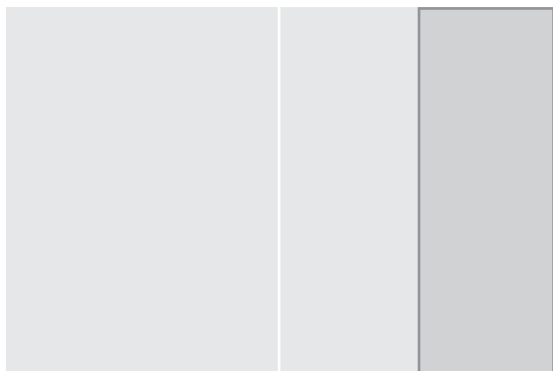
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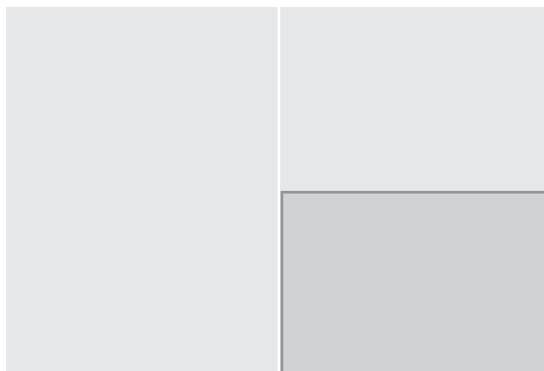
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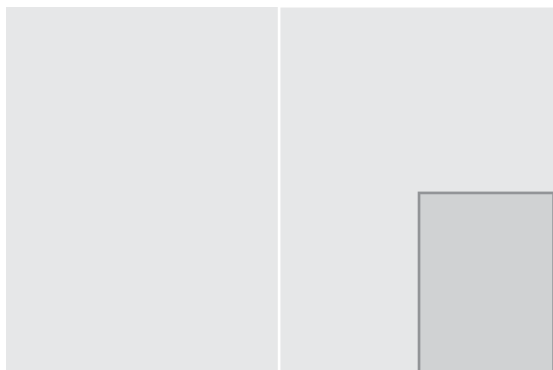
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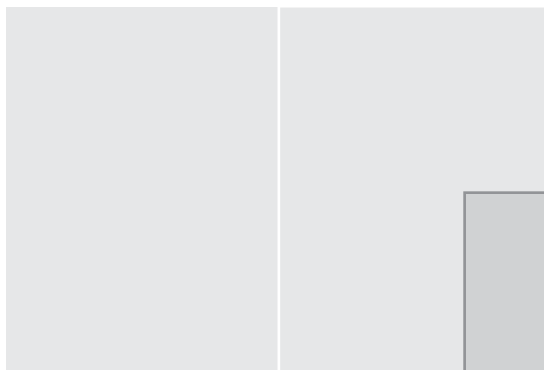
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Quarter Page

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Trim **20 3/4" x 13 3/8"**



One-Sixth Page

Live Image Size **19 1/4" x 11 3/8"**
Trim **10 3/8" x 13 3/8"**



SPONSORED CONTENT

COMPANY UPDATE

Promote your recent projects and new products, or share company news and updates with a highly targeted audience. This includes 350 words of advertorial copy, your photos, your company logo, plus a 75-100 word company description and click through/CTA. The sponsored post will appear as a featured story on SpaExecutive.com and be shared across social channels and in our monthly newsletter. Spa Executive will provide you with the format to create this article.

DIRECTOR PROFILE

Your CEO or director probably has a fascinating story. This is your chance to tell it in either a Q and A or straight editorial format. Connect with your potential clients by sharing the story of your leader and your company. This offer includes 350 words of advertorial copy, your photos, your logo, plus a 75-100 word company description and click through/CTA. The sponsored post will appear as a featured story on SpaExecutive.com and be shared across social channels and in our monthly newsletter.

ADVERTORIAL FEATURE

A 500-word feature about your company and your products and services. This offer includes 500 words of advertorial copy, your photos, your logo, plus a 75-100 word company description and click through/CTA. The sponsored post will appear as a featured story on SpaExecutive.com and be shared across social channels and in our monthly newsletter.

SPONSORED FEATURE

Unlike the “advertorial,” a sponsored feature isn’t usually written about the good or service that is sponsoring it, but about a related topic. A sponsored post by a skin care company might be about sun damage, and only mention “this post is sponsored by” said company.

Engage your target audience with a professional article written by Spa Executive’s editorial staff. Your 500-word feature will address the topic of your choice. Examples include a product or service, a company milestone, a piece of educational content, or some insight and/or expertise you will share with the writer who will turn it into a compelling piece of content. You select the subject matter yourself, or together with Spa Executive’s editorial staff. We will provide guidance on what type of content works well to engage audiences, and create the story in house. This offer includes 500 words of feature content, your photos, your logo, and click through/CTA. The sponsored post will appear as a featured story on SpaExecutive.com and be shared across social channels and in our monthly newsletter.

SPONSORED FEATURE & DISPLAY AD FOR THREE MONTHS

Combine the power of targeted editorial with the visual impact of display advertising.

LONG SPONSORED FEATURE

A 1,200-word featured article allows us to go into greater depth about the subject matter of your choice. Similar to the shorter feature article, this professional article is written by Spa Executive’s editorial staff. Examples include a product or service, a company milestone, a piece of educational content, or some insight or company data you can share with the writer who will turn it into a great piece of content. The subject matter will be selected together with Spa Executive’s editorial staff. We will provide guidance on what type of content works well to engage audiences, and create the story in house. This offer includes 1,200 words of feature content, your photos, your logo, and click through/CTA. The sponsored post will appear on SpaExecutive.com and be shared across Spa Executive’s social channels

LONG SPONSORED FEATURE + DISPLAY AD FOR THREE MONTHS

Combine the power of targeted editorial with the visual impact of display advertising.



COMPANY SPOTLIGHT

Combine the best of the best. Share your company message and your story, make a visual impact with a display ad, and share your company director's story in a profile. Then, the following month, be the subject of a short advertorial or feature highlighting your organization.

- 500-word advertorial or feature
- Director profile or interview
- Homepage placement as a featured article for three months
- Homepage display ad
- Your logo
- Your photos
- 75-100 word company description
- Click through/CTA
- Inclusion in Spa Executive's monthly newsletter
- Promotion across social channels