



Reach the world of beauty professionals with **Creative Age** publications



2018 EDITORIAL CALENDAR



january

Ad Close: 11/16/17
Ad Material Due: 11/22/17
+Editorial Due: 10/23/17

february

Ad Close: 12/18/17
Ad Material Due: 12/22/17
+Editorial Due: 11/17/17

march

Ad Close: 1/17/18
Ad Material Due: 2/22/18
+Editorial Due: 12/18/17

april

Ad Close: 2/16/18
Ad Material Due: 2/22/18
+Editorial Due: 1/22/18

may

Ad Close: 3/16/18
Ad Material Due: 3/21/18
+Editorial Due: 2/19/18

june

Ad Close: 4/18/18
Ad Material Due: 4/24/18
+Editorial Due: 3/23/18

july

Ad Close: 5/16/18
Ad Material Due: 5/22/18
+Editorial Due: 4/20/18

august

Ad Close: 6/15/18
Ad Material Due: 6/21/18
+Editorial Due: 5/21/18

september

Ad Close: 7/17/18
Ad Material Due: 7/23/18
+Editorial Due: 6/19/18

october

Ad Close: 8/16/18
Ad Material Due: 8/22/18
+Editorial Due: 7/23/18

november

Ad Close: 9/18/18
Ad Material Due: 9/24/18
+Editorial Due: 8/21/18

december

Ad Close: 10/17/18
Ad Material Due: 10/23/18
+Editorial Due: 9/19/18

	IN DEPTH	PRODUCTS	DIGITAL	<p>IN EVERY ISSUE! Insider advice, popular protocols, gorgeous spa coverage, hot products and equipment, healthy recipes, business tools and tips, and much more!</p> <p>SECTIONS</p> <p>BACK TO BASICS: Drilled-down business advice</p> <p>BEHIND THE BRAND: Companies share their unique stories</p> <p>BUILDING BLOCKS: Ideas and tools to boost your bottom line</p> <p>FRONT LINES & ONE ON ONE: In depth with a spa pro</p> <p>IN FOCUS: Hot ingredients in the spa world</p> <p>IN THE NEWS: Industry headlines</p> <p>MAKING WAVES: Radar-worthy spa trends</p> <p>MANAGEMENT WORKSHOP: How to keep your operations in top form</p> <p>MARKETING SAVVY: Effective ways to promote your services</p> <p>PROFIT CENTER: Revenue building service and retail strategies</p> <p>RETAIL CORNER: Star products for stocking your shelves</p> <p>SCIENTIFICALLY YOURS: Manufacturers discuss the latest lab news and developments</p> <p>SPA HOPPING, PROFILE & SNAPSHOT: Secrets behind thriving spas</p> <p>TASTE: Simple and healthy recipes</p> <p>WINNING WAYS: How spas give back to their communities</p>
	Cleansing* The Latest Delivery Systems Lipids in Skin Care	New Products Facial Oils	Product Premiere Couples' Spa Protocols Valentine's Day Products	
	Chemical Exfoliation Spring Beauty Eye Care	Masks Hyaluronic Acid Polish Premiere* Devices & Equipment	Product Premiere Bridal Services Top Bridal Makeup Techniques	
	Professionals Choice Awards* Men's Spa Services Hydrating Services Hair Removal	Serums Men's Grooming*	Product Premiere Cool Men's Grooming Looks Behind the Brand**	
	Antioxidants* Eco-Friendly Practices & Services Product Recycling Programs	New All-Natural Products Face & Body Mists	Product Premiere Mother's Day Gift Guide Organic Recipe	
	SPFs & Skin Cancer Top Pedi Protocols* Eyelash Services	Sun Care & Summer Travel Kits Polish Premiere* Devices & Equipment	Product Premiere Father's Day Gift Guide Sunless Tanning Scientifically Yours**	
	Body Exfoliation Protocols Massage Body Wraps Hair Removal	Body Products Body Scrubs	Product Premiere Cellulite	
	Rejuvenating Body Services Lifestyle & the Skin Nutraceuticals & Supplements	New Products Charcoal	Product Premiere Wellness Packages Wellness Experts Share Advice	
	DNA & the Skin Inflammation Sensitive Skin	Skin Firming & Lifting Acne Devices & Equipment	Product Premiere Stem Cells Scientifically Yours**	
	Fall Beauty Continuing Education* Permanent & Semipermanent Makeup Hair Removal	Fall Ingredients Peptides Polish Premiere*	Product Premiere Holiday Gift Guide Preview	
	Spa & the Oncology Client Holiday Gift Guide BCA Products	New Products Facial Moisturizers	Product Premiere Extended BCA Coverage Behind the Brand**	
	Retinol Antiaging Neck & Décolleté Services	Enzymes Salts Devices & Equipment	Product Premiere Winter Hair Care Healthy Holiday Recipe	
	Words From the Wise Cool Spa Design* Hyperpigmentation	Multitasking Products Aromatherapy	Product Premiere Spa Retail Trends for 2018	

MONTHLY DIGITAL CONTENT: The latest industry news, wellness tips and recipes, spa openings, product info, and much more!

* Digital bonus! ** Ask about sponsorship opportunities!

DAYS SPA

CONTACT: Diane Walker, Associate
Publisher, dwalker@creativeage.com
Phone: 800.442.5667x221

DAYS SPA
7628 Densmore Ave., Van Nuys, CA 91406-2042
Phone 818.782.7328, Fax 818.782.7450
www.dayspamagazine.com

DAYSPA® 2018

BONUS DISTRIBUTION SCHEDULE

february

ISSE, Long Beach
American Academy of Dermatology
(AAD) Annual Meeting, Orlando

march

IBS New York

april

Nailpro Pasadena

may

America's Beauty Show, Chicago

june

Premiere Orlando

july

IECSC Las Vegas
IBS Hair & Nail, Las Vegas

august

Cosmoprof, Las Vegas

september

Nailpro Sacramento
Face & Body, San Jose

december

Annual World Congress on
Anti-Aging, Las Vegas

**Shows are subject to change*

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DAYSPA
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www.dayspamagazine.com

For 22 years, DAYSPA has offered the latest in industry trends, products, services, and valuable information vital to the success of spa professionals.



over
29,000
subscribers every month

DAYSPA subscribers are spa owners and directors, dermatologists, spa/salon managers and estheticians.

92%

buy all or some of the professional products used in their facility

(DAYSPA 2016 survey)

93%

receive their own subscription addressed to them

(BPA Brand Report June 2017)

DAYSPA reaches the entire spectrum of businesses offering skincare services, including day spas, independent estheticians and massage therapists, skincare salons, medical spas, dermatology practices, wellness facilities, full-service spa/salons, and resort, hotel and destination spas.

DIGITAL

You're
CONNECTED
to a new audience of
interested spa professionals



Facebook Followers
19,400



Twitter Followers
18,700



Instagram Followers
12,200



32,613
Newsletter Reach



30,379
3rd Party E-blast

CHANNEL SURFING LINEUP

- +Spa Products
- +Industry News
- +Spa Management
- +Recipes
- +Business & Marketing Tips
- +Spa Pro Q&A's
- +Spa Design

Exclusive blogs, slideshows, video and over 2,000 archived spa articles. Web-exclusive articles not found in print.

Creative Age brands reach every niche of the professional beauty industry



EYE LASH

➤ Lush lashes, beautiful brows and color cosmetics! Trends and new products for eye lash extensions, eye brows, makeup and more.

Magazine subscribers: 25,000
Pass-along readership: 25,977
Newsletter: 11,000
Social: 11,000
Web: 13,500/month

THE COLORIST

➤ The hair color authority! How-to's for stunning hair styles, hair color formulas and new products for color-treated hair.

Magazine subscribers: 24,558
Pass-along readership: 78,586
Newsletter: 13,892
Social: 22,000
Web: 25,000/month

MEDESTHETICS

➤ Better business for medical aesthetics practices. Trending treatments, equipment and products, plus key business management and regulatory updates.

Magazine subscribers: 21,476
Pass-along readership: 13,029
Newsletter: 9,000
Social: 9,000
Web: 17,000/month

MAN

➤ The business of men's grooming. New products for men's grooming needs and the retailers who sell them, plus profiles of successful stylists, barbers and estheticians who deliver men's beauty services.

Magazine subscribers: 74,000
Digital bonus: 35,000+ subscribers of BARBinc
Newsletter: 18,626
Social: 2,500



NAILPRO

➤ The magazine for nail professionals! Trends in natural nails, acrylics and gels. Nail art and technical how-to's, plus new products and successful business strategies for nail professionals.

Magazine subscribers: 61,505
Pass-along readership: 264,472
Newsletter: 31,044
Social: 1,300,000
Web: 146,000/month



LAUNCHPAD

➤ Everything beauty for salons and stylists! Trends, new products, and how-to's for hair, nails, makeup, skin care and more.

Magazine subscribers: 71,450
Pass-along readership: 271,510
Newsletter: 40,781
Social: 527,000
Web: 74,500/month



DAYSPA

➤ The premier business resource for spa and wellness professionals. The latest in skin care, spa treatments, wellness services and management strategies.

Magazine subscribers: 29,342
Pass-along readership: 32,613
Newsletter: 51,000
Social: 51,000
Web: 27,000/month



BEAUTY STORE BUSINESS

➤ Providing solutions for better retailing. Beauty Store Business reports on hot products, savvy business moves and important trends affecting both brick-and-mortar and online retailers.

Magazine subscribers: 16,113
Pass-along readership: 19,447
Newsletter: 9,000
Social: 9,000
Web: 15,500/month

Creative Age
Network
**DIGITAL
TOTAL
REACH**



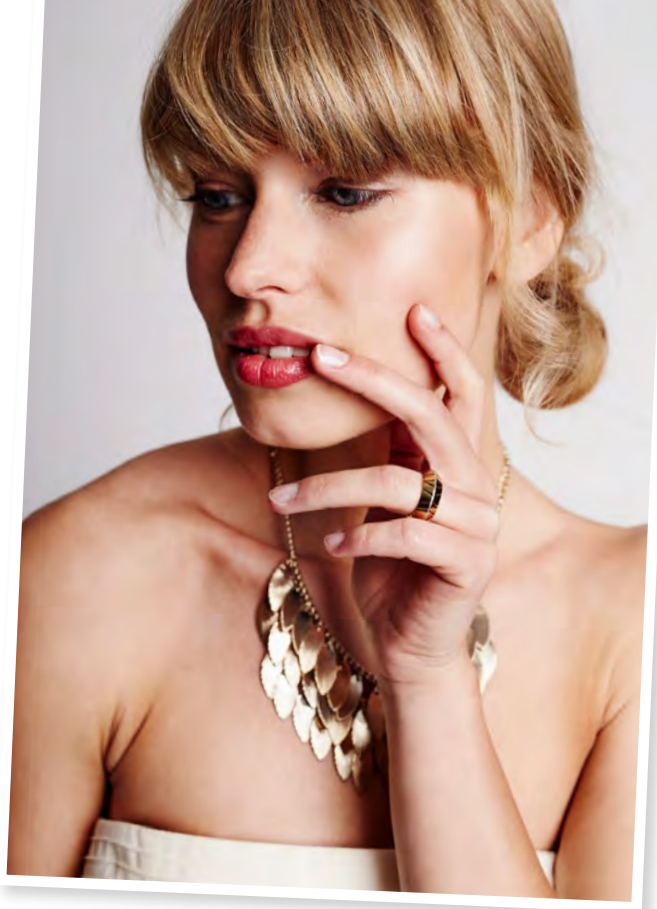
OVER
2.5 million

SOCIAL FOLLOWERS
ACROSS ALL TITLES

WEB TRAFFIC
400,000

UNIQUE VISITORS/MONTH

1.2 million
PAGE VIEWS/MONTH



 **FACEBOOK**
1,614,356

 **INSTAGRAM**
702,461

 **TWITTER**
97,475

 **PINTEREST**
66,464

 **YOUTUBE**
31,652

BEAUTY LAUNCHPAD

BEAUTY STORE BUSINESS
magazine

NAILPRO DAYSPA

MedEsthetics

the Colorist

eyelash

MAN

DAYSPA®

PRODUCTION INFORMATION

PRINTING

Web offset. SWOP standards apply.

BINDING

Perfect bound.

PDFS (PREFERRED FORMAT)

+Must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format and will be subject to late charges.

ACCEPTABLE PROGRAMS

Macintosh-based programs only:

Adobe InDesign, Photoshop, Illustrator.

FTP GUIDELINES

Please use your Web browser to access our File Transfer server:

- + For Macintosh we recommend using a current version of Firefox (OS 10.4 or newer).
- + For Windows we recommend either Internet Explorer or a current version of Firefox.

The user name is: **dayspa** and the password is: **gRubsin48**.

The URL is **https://ftp.creativeage.com** (please note the 's' > https://...).

You will see a warning message that the browser is not able to verify the certificate. This is normal, please click OK to continue. You will see a similar, second warning concerning the certificate. Click OK to continue.

Enter user name **dayspa** and the password **gRubsin48** and click the Login button.

You are now connected to our File Transfer server and ready to upload/download your documents.

PLEASE MAKE SURE YOU PLACE THE FILE IN THE "ADS ONLY" FOLDER.

Please click on the provided buttons to upload, download, delete or rename your documents.

PLEASE EMAIL THE FILE NAME WHEN YOU ARE FINISHED.

PROOFS

- + All ad submissions must be accompanied by a proof.
- + For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- + Color rotation is black, cyan, magenta, yellow.
- + Proper color reproduction is not guaranteed without acceptable color proof.

INSERTS

- + Standard, multifold and die-cut inserts accepted.
- + Contact production director at least three weeks prior to space closing date in order to determine exact production specifications.
- + Inserts must meet all applicable postal, printer and bindery requirements.

APPLICABLE PRODUCTION CHARGES

\$40/hour with \$40 minimum charge

- + Computer design, production or typesetting.
- + Resizing of ad to meet required specifications.
- + Copy additions or deletions.
- + Late charges will be applied for materials received past copy due date.

CONTACT INFORMATION

DAYSPA Production Department

Attn: Madlen Martinez
Creative Age

7628 Densmore Ave.

Van Nuys, CA 91406-2042

818.782.7328 ext.236

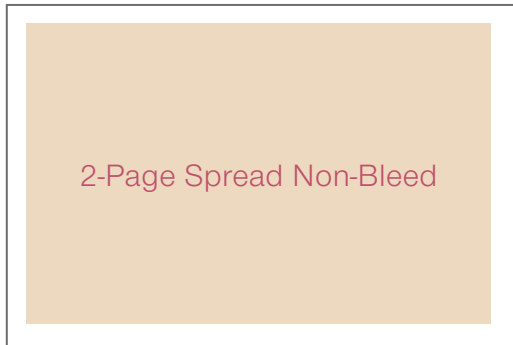
mmartinez@creativeage.com

Please Note: Creative Age does not assume any responsibility for color reproduction on advertising material that is placed on our FTP site unless a high-quality hard copy proof is mailed in before the deadline.

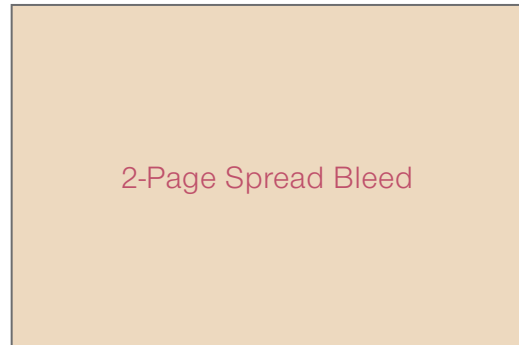
Publisher is not liable for reproduction quality on ad materials that do not meet specifications.

DAYS/SPA®

AD SIZES & DIMENSIONS



15" x 10"



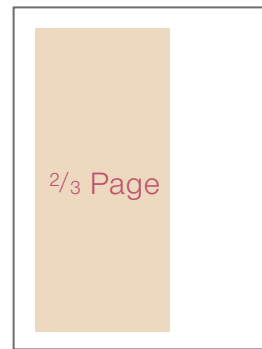
Bleed Size 16" x 11" Trim Size 15³/₄" x 10³/₄"
Image Area 15" x 10"



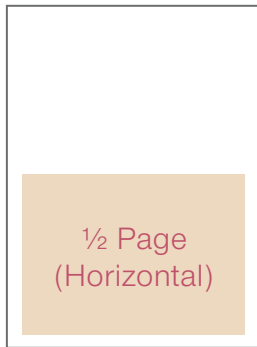
7" x 10"



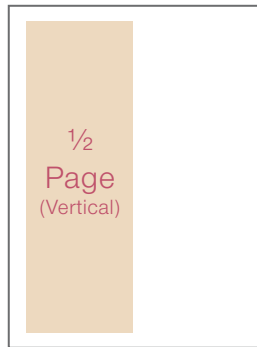
Bleed Size 8¹/₈" x 11"
Trim Size 7⁷/₈" x 10³/₄"



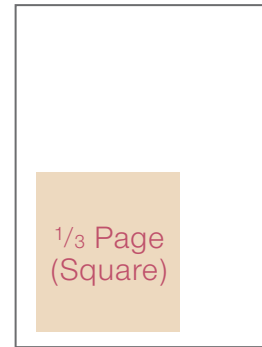
4⁵/₈" x 10"



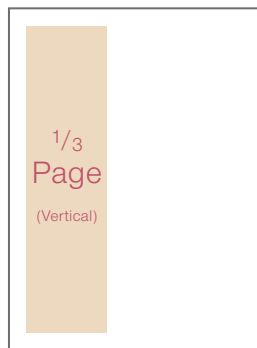
7" x 4⁵/₈"



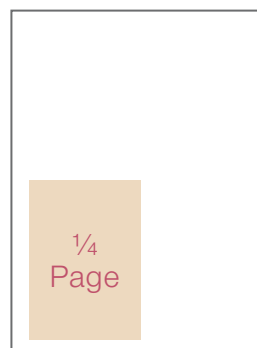
3³/₈" x 10"



4⁵/₈" x 4⁵/₈"



2¹/₈" x 10"



3³/₈" x 4⁵/₈"

DAYS SPA®

BANNER, SPONSORSHIP & EMAIL ADVERTISING SPECIFICATIONS

Rising Star Billboard Banner

Dimensions: 970 x 250 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 60kb.

Skyscraper Banner

Dimensions: 300 x 600 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Medium Box Banner

Dimensions: 300 x 250 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Rectangle Box Banner

Dimensions: 728 x 90 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Prestitial

Dimensions: 640 x 480 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

eNewsletter Sponsorship

Medium Box and Leaderboard

Dimensions: 300 x 250 pixels and 580 x 72 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Landing page URL must be submitted at the same time as artwork.

Delivery

Email files as an attachment to **mmartinez@creativeage.com**. Be sure to include the linking URL in the email.

Due Dates: Creative Age must receive materials 5 business days prior to campaign flight dates.

Third Party Email Advertising

Dimensions: 550 pixels wide

Format: HTML5, JPG

Delivery: Email files as an attachment to **mmartinez@creativeage.com**. Be sure to include the linking URL in the email and subject line.

Social Submissions

- + Text and images due 10 business days before posting. Referral URL must be provided with artwork. Facebook images should be 800 pixels; Instagram images should be square and at least 640 x 640 pixels; Twitter posts can include 140 characters and an image.
- + Video for Instagram should not exceed 60 seconds.
- + All images and copy are subject to editorial approval to prevent spam messaging.

Video and YouTube Submissions

Format: MP4, MOV, MPEG4

*NOTE: No flash files accepted

For sales or rate related questions, contact Diane Walker, associate publisher, at 818.782.7328 ext.221 or email dwalker@creativeage.com

CONTRACTUAL REGULATIONS

2018

- 1 Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof.
- 2 All contents of advertisements are subject to publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. There is no guarantee of results for advertising accepted.
- 3 Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing. Fourteen days written notice is needed for cancellation of a preferred position.
- 4 All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellations of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- 5 Conditions, other than rates, are subject to change by the publisher without notice.
- 6 The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which the advertiser or its agent ordered and which advertising was published. If it should become necessary for Creative Age to initiate any legal proceedings to collect any balance due, the advertiser and/or its agency agrees to the jurisdiction of Los Angeles, California. The advertiser and/or its agency shall also pay a reasonable attorney's fee to be fixed by the court and all other collection costs.
- 7 If advertising materials are received past due date, the publisher is not responsible for position, reproduction of late materials or coupon positioning. Proofs for pub-set ads cannot be supplied when materials are late. Opportunity for make-good is lost and late charges will apply when materials are received past due date.
- 8 Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.
- 9 No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
- 10 A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
- 11 Space orders whenever possible should specify a definite schedule of insertions, issues and sizes of space.
- 12 The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.
- 13 Contracts may be discontinued by either party on 30 days written notice.
- 14 Cancellation of space order forfeits the right to position protection.
- 15 The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- 16 The advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- 17 All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he/she feels is not in keeping with the publication's standards and policies. The publisher reserves the right to modify such standards and policies from time to time.
- 18 The advertisers' index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
- 19 The publisher's liability for any error will not exceed charge for the advertisement in question.
- 20 The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- 21 The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- 22 Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- 23 The publisher reserves the right to limit the size of space to be occupied by an advertisement.
- 24 When change of copy, covered by an uncancelled insertion order, is not received by closing date, copy run in previous issue will be inserted.
- 25 The publisher assumes no liability for errors or omissions in key numbers, or its reader service program, and/or reader service numbers, or advertisers' index.
- 26 Advertisements offering prizes or contests of any nature, are accepted provided prior approval has been obtained from the post office at place of publication entry.
- 27 Requests for specific position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- 28 Advertisements ordered set and not used will be charged for composition.
- 29 No conditions other than those set forth here shall be binding on the publisher unless specifically agreed to in writing by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions stated here.
- 30 Publisher reserves the right to polybag supplements to the back of our magazines.

COMMISSIONS

15% of gross to recognized agencies on space, color and position if total amount is paid in full within 30 days from invoice date; otherwise, no agency commission will be allowed. No commission can be taken on production charges or binding charges. All orders accepted for space subject to credit requirements. No cash discount.

TERMS

15% commission to recognized agencies. Payment is due 30 days from date of invoice. A late charge of 1.5% per month will be charged on unpaid amounts thereafter.

2018 RATES

Preferred Position Rates
Position requirements will incur an additional 10% charge above and beyond your current size, color and frequency rate.

+ Special Positions

All special positions are full-page, four-color ads, and are based on a per-insertion price. These positions are only available to position-specific, contracted 12-time advertisers (unless otherwise indicated) on a first-come, first-available basis.

+ Other Color Changes

Fifth color rate add \$800 for PMS for Metallic or Fluorescent PMS colors to your current size and frequency four-color rate.

FOUR COLOR

	1-6 issues	7-12 issues
Full Page	\$2,860	\$2,670
1/2 Page	\$1,750	\$1,630
1/3 Page	\$1,400	\$1,305
1/4 Page	\$975	\$945

ALL RATES ARE NET.

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