

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



**MEDIA KIT  
2019**

# MedEsthetics 2019

## EDITORIAL CALENDAR



### january/february

+ Bonus Distribution: International Salon and Spa Expo (ISSE)

**EASING THE PAIN** – Anesthetic options for facial injectable and energy-based treatments

**FADE OUT** – Treatment protocols and products for melasma and brown spots

**Editorial Deadline: 11-5-18**  
**Ad Close: 11-21-18**  
**Ad Materials Due: 11-28-18**



### march

+ Bonus Distribution: American Academy of Dermatology (AAD) Annual Meeting

**OPENING CHANNELS** – Indications and outcomes for laser-assisted drug delivery

**QUICK RECOVERY** – Postprocedure regimens that reduce downtimes and the risk of adverse events

**Editorial Deadline: 1-4-19**  
**Ad Close: 1-23-19**  
**Ad Materials Due: 1-29-19**



### april

+ Bonus Distribution: American Society for Laser Medicine & Surgery (ASLMS) Annual Meeting

**FIGHTING PHOTODAMAGE** – New sunscreen regulations and tips to improve patient compliance with sun protection

**FOCUS ON THE BODY** – How to select the right body contouring technologies for your practice

**Editorial Deadline: 2-1-19**  
**Ad Close: 2-20-19**  
**Ad Materials Due: 2-16-19**



### may/june

+ Bonus Distribution: American Society for Aesthetic Plastic Surgery (ASAPS) Annual Meeting; International Esthetics, Cosmetics & Spa Conference, Las Vegas

**NO LICENSE NEEDED** – Energy-based treatments that can be performed by nonmedical staff

**CHEMICAL EXFOLIATION** – The role of chemical peels in today's aesthetic practices

**Editorial Deadline: 3-6-19**  
**Ad Close: 3-22-19**  
**Ad Materials Due: 3-28-19**



### july/august

+ Bonus Distribution: Face & Body Expo, San Jose, CA; Cosmoprof

**CHOOSE YOUR DENSITY** – Patient selection and best indications for the growing range of fractional laser, RF and microneedle devices

**WHAT'S THE BUZZ** – The science behind the latest antiaging topicals to hit the market

**Editorial Deadline: 5-7-19**  
**Ad Close: 5-23-19**  
**Ad Materials Due: 5-29-19**



### september

+ Bonus Distribution: Plastic Surgery The Meeting

**HEAD TO SHOULDERS** – Treatment options for the chin, neck and décolletage

**"A" DERIVATIVES** – Understanding the multiple derivatives of retinoic acid and how to prescribe them

**Editorial Deadline: 7-5-19**  
**Ad Close: 7-23-19**  
**Ad Materials Due: 7-29-19**



### october

+ Bonus Distribution: American Society for Dermatologic Surgery Annual Meeting

**PERIORBITAL REJUVENATION** – Combination treatments that reduce the signs of aging in the eye area

**BANISHING BLEMISHES** – Current options and on the horizon treatments for acne

**Editorial Deadline: 8-7-19**  
**Ad Close: 8-23-19**  
**Ad Materials Due: 8-29-19**



### november/december

+ Bonus Distribution: World Congress on Anti-Aging Medicine (A4M), Las Vegas

**BEATING THE FLUSH** – Topicals and in-office procedures that help reduce the symptoms of rosacea

**WRINKLE RELAXATION** – Comparing current and on the horizon botulinum toxin products

**Editorial Deadline: 9-5-19**  
**Ad Close: 9-23-19**  
**Ad Materials Due: 9-27-19**

MedEsthetics


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lfisco@creativeage.com  
Phone: 800.442.5667 x232

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www.medestheticsmag.com



**MedEsthetics**  
is the original  
business  
magazine for  
medical aesthetic  
practitioners



  
**99%**  
of subscribers rate  
**MedEsthetics** as a useful  
or very useful tool to  
find information on new  
products and services


**97%**  
of subscribers authorize  
or specify purchases, or  
are involved in purchasing  
decisions

**82%**

of copies  
are read by  
two or more  
professionals

**75%**

of subscribers have recommended  
and/or purchased products seen in  
advertisements in *MedEsthetics*

 **The medical professionals who read *MedEsthetics* have buying power and view the magazine as a trusted resource for their industry**

PRINT

# We reach your **TARGET AUDIENCE**

*MedEsthetics* gives advertisers access to qualified, key decision-makers in the medical aesthetics industry. Our subscribers include both new and established medical practices and medspas offering cosmetic procedures under the supervision of a medical director.



## Your advertising message will reach:

- 7,222** dermatology & dermatologic surgery practices
  - 6,018** plastic & cosmetic surgery practices
  - 1,336** other medical practices offering aesthetic procedures
  - 4,018** medical spas & laser centers
  - 1,790** other professionals in the medical aesthetic field
- TOTAL QUALIFIED SUBSCRIBERS: 20,384**



PRINT

# IN EVERY ISSUE



## Features

### + COVER PROFILE

Revealing interviews with top industry physicians

### + TOOLS OF THE TRADE

In-depth coverage of the latest medical aesthetic products and equipment

### + PRACTICE SUPPORT

Full-length features on practice building and management



## Columns

### + DETAILS

Physicians share their protocols and techniques

### + LEGAL ISSUES

Advice from legal authorities on issues confronting the industry

### + BUSINESS CONSULT

Industry consultants share their advice on building and operating a profitable aesthetic practice

### + NEWSMAKERS

Profile of newsmaking people, products and happenings in the industry



## Departments

### + INTRODUCTIONS

Information on the latest products and equipment

### + BEST PRACTICES

Service trends, facility development, marketing ideas and management resources

### + PRODUCT HIGHLIGHTS

Key products and equipment, including Collagen Builders, Blemish Control, Redness Relief and Aesthetic Technologies

### + NEWS & EVENTS

Industry news and events

DIGITAL

# You're CONNECTED

to a new audience of  
interested medical,  
dermatologic,  
cosmetic surgery and  
spa professionals



## TOP SECTIONS OF THE WEBSITE

### Products

(3:50 minutes spent on this section)

### Articles

(8:33 spent reading articles)

### News

(6:53 spent on this section)



Facebook Followers

**8,000**



Twitter Followers

**3,000**



**13,029**

Newsletter Reach



**8,872**

3rd Party E-blast

Exclusive feature stories, slideshows, videos and thousands of archived articles. Web exclusive articles not found in print.



## WEBINARS

# Webinars are cost-effective solutions



- + PowerPoint with live audio hosted by an educator
- + Pre-recorded video
- + 30-40 minute presentation with 10 minutes of live Q and A

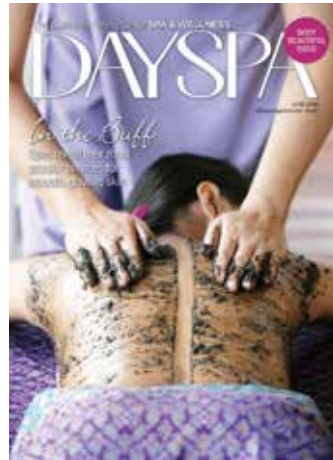
## Why webinars are a great marketing tool:

- Webinars are convenient
- Webinars can help with your promotions
- Webinars help you build a direct contact list
- Webinars have huge applications on training and education
- Webinars can create and increase brand awareness



**GoToWebinar is the platform we use**

# Creative Age brands reach every niche of the professional beauty industry



## 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:** 60,262  
**Pass-along readership:** 259,127  
**Enewsletter:** 31,044  
**Social:** 1,300,000  
**Web:** 146,000/month

## BEAUTY LAUNCHPAD

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

**Magazine subscribers:** 70,398  
**Pass-along readership:** 267,512  
**Enewsletter:** 40,100  
**Social:** 584,474  
**Web:** 75,000/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:** 29,267  
**Enewsletter:** 32,613  
**Social:** 63,000  
**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:** 16,119  
**Enewsletter:** 14,450  
**Social:** 8,600  
**Web:** 15,500/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:** 51,500  
**Digital bonus:** 41,000+ subscribers of BARBinc  
**Social:** 2,800

## EYE LASH

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

**Magazine subscribers:** 29,000  
**Social:** 18,000

## MEDESTHETICS

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

**Magazine subscribers:** 20,384  
**Enewsletter:** 13,029  
**Social:** 9,000  
**Web:** 17,000/month

## THE COLORIST

➤ The hair color authority! How-to's for stunning hair styles, hair color formulas and new products for color-treated hair. Featured in Beauty Launchpad 6x's per year.

**Magazine subscribers:** 70,398



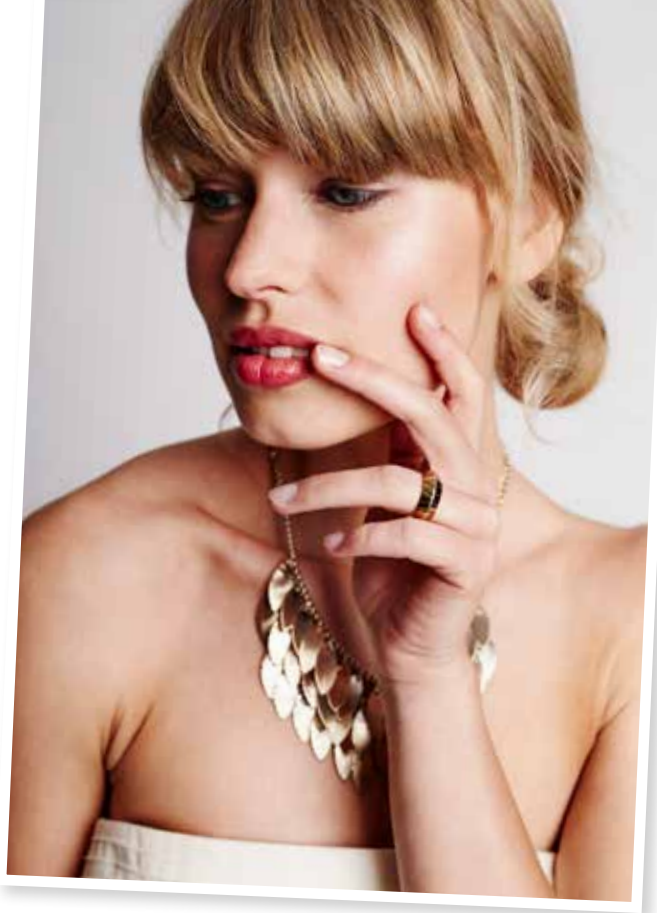
Creative Age  
Network  
**DIGITAL  
TOTAL  
REACH**



OVER  
**2.6 Million**  
SOCIAL FOLLOWERS  
ACROSS ALL TITLES

WEB TRAFFIC  
**400,000**  
UNIQUE VISITORS/MONTH

**1.2 Million**  
PAGE VIEWS/MONTH



 **FACEBOOK**  
**1,614,356**

 **INSTAGRAM**  
**828,647**

 **TWITTER**  
**111,067**

 **PINTEREST**  
**68,429**

 **YOUTUBE**  
**33,003**

BEAUTY LAUNCHPAD

BEAUTY STORE BUSINESS  
magazine

NAILPRO DAYSPA

MedEsthetics

the Colorist

eyelash

MAN

# MedEsthetics

## BANNER, SPONSORSHIP & EMAIL ADVERTISING SPECIFICATIONS



### Leaderboard Banner

**Dimensions:** 728 x 90 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.

### 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 650 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 10 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 Lisa Fisco, associate publisher, at 818.782.7328 ext.232 or email lfisco@creativeage.com**

# MedEsthetics

## 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: **medesthetics** and the password is: **bRazzillion5**

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 **medesthetics** and the password **bRazzillion5** 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

#### MedEsthetics Production Department

Attn: Madlen Martinez  
Creative Age

7628 Densmore Ave.

Van Nuys, CA 91406-2042

800.442.5667 ext. 236

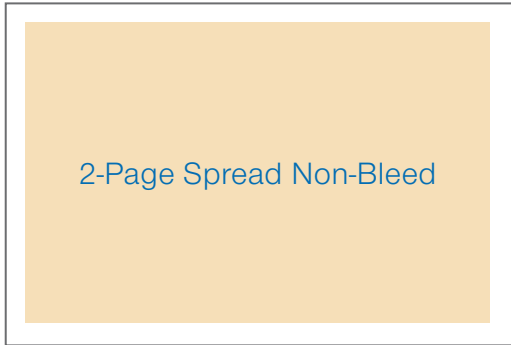
[mmartinez@creativeage.com](mailto:mmartinez@creativeage.com)

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.



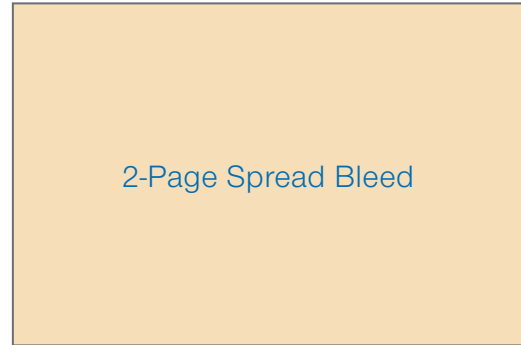
# MedEsthetics

## AD SIZES & DIMENSIONS



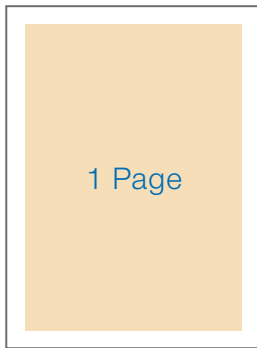
2-Page Spread Non-Bleed

15" x 10"



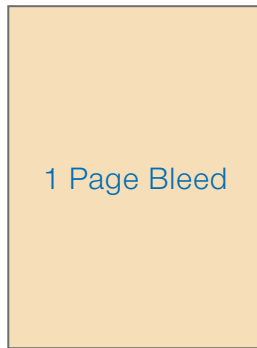
2-Page Spread Bleed

Bleed Size 16" x 11" Trim Size 15<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
Image Area 15" x 10"



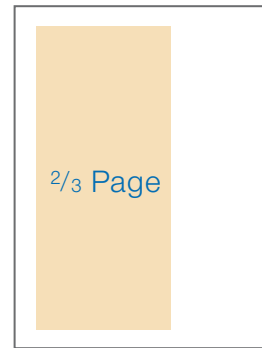
1 Page

7" x 10"



1 Page Bleed

Bleed Size 8<sup>1</sup>/<sub>8</sub>" x 11"  
Trim Size 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"



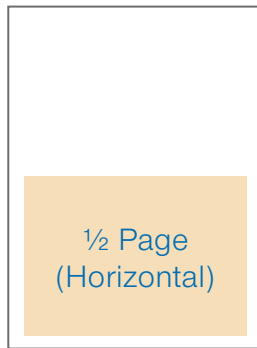
2/3 Page

4<sup>5</sup>/<sub>8</sub>" x 10"



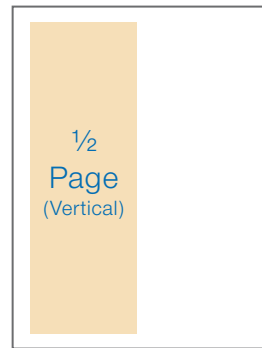
1/2 Page  
(Island)

4<sup>5</sup>/<sub>8</sub>" x 7<sup>1</sup>/<sub>4</sub>"



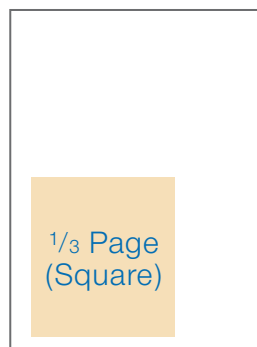
1/2 Page  
(Horizontal)

7" x 4<sup>5</sup>/<sub>8</sub>"



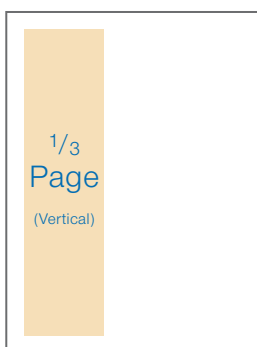
1/2  
Page  
(Vertical)

3<sup>3</sup>/<sub>8</sub>" x 10"



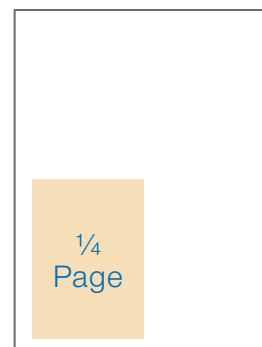
1/3 Page  
(Square)

4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"



1/3  
Page  
(Vertical)

2<sup>1</sup>/<sub>8</sub>" x 10"



1/4  
Page

3<sup>3</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

# CONTRACTUAL REGULATIONS

## 2019

**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.