

# Spa Secrets

www.spasecretsmagazine.com

for mind, body & soul



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- The outlook for 2010 is more positive with all major regions predicting increases in average revenue and visits per spa.
- [For 2010] All regions expect growth between 8% and 32%.

Intelligent Spas' Global Spa Benchmark Report 2010



## Welcome

*Spa Secrets* magazine is a luxury lifestyle title created to captivate spa consumers and international travellers. Vibrant, elegant and above all, a great read; *Spa Secrets* appeals to the aspirations of its high-profile readers with insightful editorial, lively interviews, expert advice, real reviews and exclusive offers. *Spa Secrets* magazine is recognised as essential reading for a new generation of affluent spa consumers.

## Target market

The phenomenal growth of the international spa sector confirms the consumers' quest for spa excellence. Wellbeing, luxury and precious stress-free time to balance mind, body and soul is now seen as an important lifestyle choice. *Spa Secrets* magazine meets this target market head-on as a dedicated, trusted guide. It provides clear understanding of experiences available, is supported by exclusive incentives and has a keen awareness of trends and spend.

## Readership demographics

It has a thriving captive audience with a unique demographic and yields a high readership per issue.

Gender base:	65% female / 35% male
Age range:	25-65
Annual income:	£60,000 - £200,000
Socio-economic groups:	ABC1s
Projected readership:	90,000

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## 5 facts about Spa Secrets' readers

- ▶ Most readers keep their copy of *Spa Secrets* or pass it on to friends, family or colleagues
- ▶ Readers enjoy fashion, fitness, spa treatments, travel, wellbeing and beauty products
- ▶ Typically, readers take two long-haul holidays every year, plus several UK and European breaks
- ▶ A high percentage visit the website which receives around 20,000 visitors per month
- ▶ 80% of *Spa Secrets*' readers would consider having cosmetic surgery

## Distribution

*Spa Secrets* magazine has a carefully controlled circulation to a targeted audience with a projected readership of 90,000 per issue.

**Frequency:** Four issues per annum

**Circulation:** 30,000

**Distribution sectors:**

- 50%** Five-star hotels and luxury day spas
- 15%** VIP venues, prestigious salons and surgeries
- 10%** High-end health & fitness clubs
- 10%** Selfridges, Harrods, Borders book stores
- 10%** Airlines, jets and charter yachts
- 5%** Subscriptions

## [SpaSecretsmagazine.com](http://SpaSecretsmagazine.com)

The ultimate virtual guide to *Spa Secrets* provides a fusion of spa living, health and beauty, leading resorts and spas across the globe. The website receives an average of 20,000 visits per month, with most hits on the exclusive Spa packages section.

*SpaSecretsmagazine.com* also issues electronic consumer newsletters with exclusive promotions and competitions.

## Online promotions

**Website promotions:** Hotels and spas can advertise online to promote special offers and events. The annual package includes two images, a maximum of 30 words and a direct link to the company's website.

**Email campaigns:** Email promotions and special offers directly to our consumer database.

**Rate per promotion:** Please contact us for rates and specification details for online promotions.

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According to research from global spa resource Spa Finder, the industry has grown 40% in the past three years alone.



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“As a regular advertiser in *Spa Secrets*, I thought you may be interested to hear we were recently contacted by a spa consultant who, on seeing our advertisement in your magazine, asked us to provide prices for a range of heat experiences for a new hotel spa project.” Gerard McCarthy, Dale Suna

## Editorial calendar

Spa Secrets 2009 features list is available online: Visit [www.spasecretsmagazine.com](http://www.spasecretsmagazine.com) or email your request to [editor@spasecretsmagazine.com](mailto:editor@spasecretsmagazine.com)

## Advertising rates

<b>Full page:</b>	<b>£ 4,400</b>
<b>Double-page spread:</b>	<b>£ 8,400</b>

A 15% charge will be added to cover advertorial costs.  
Special positions & requirements on request.

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