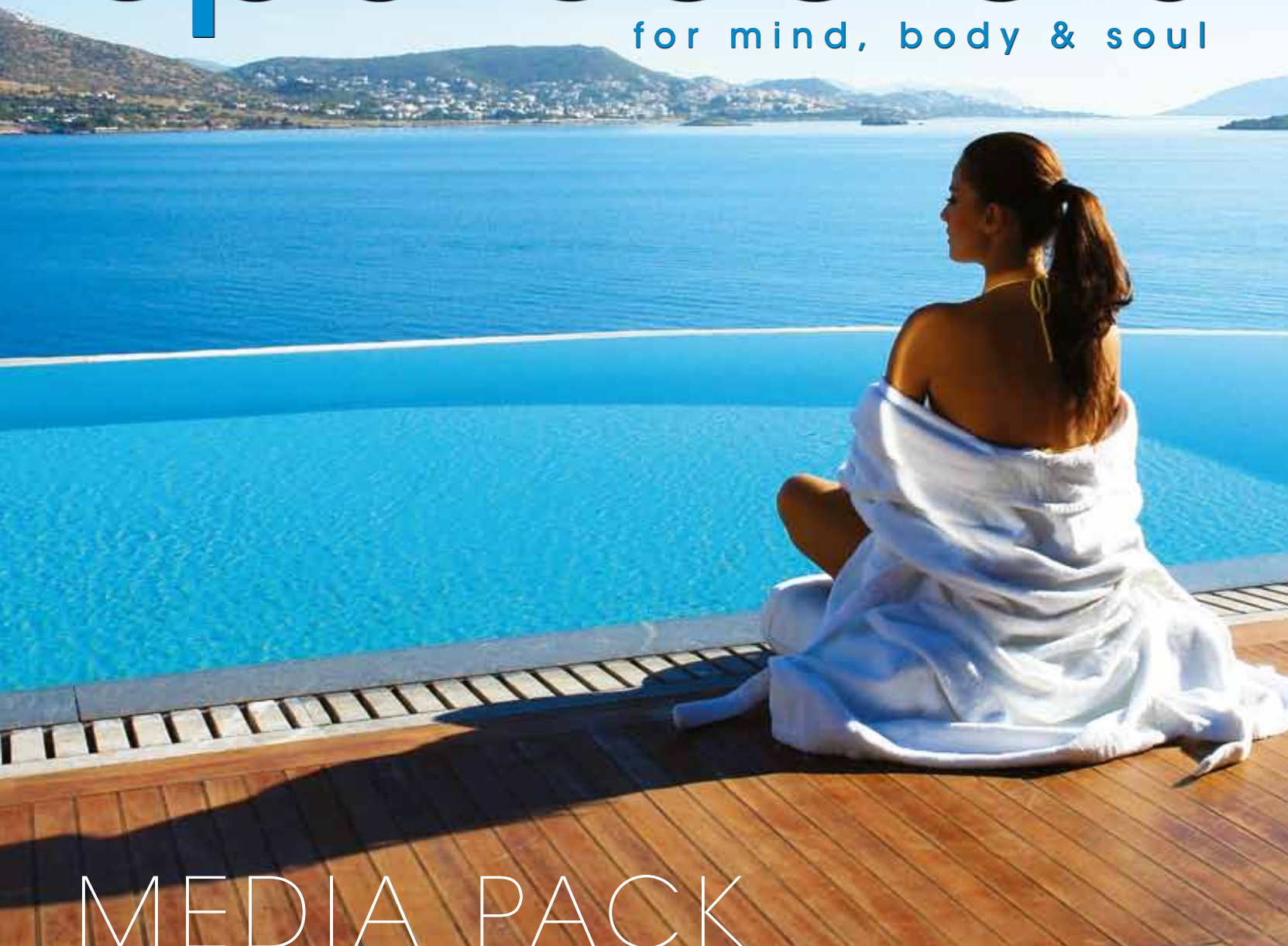


# Spa Secrets

www.spasecretsmagazine.com

for mind, body & soul



## MEDIA PACK



spa ■ lifestyle ■ travel ■ health ■ beauty ■ fitness ■ fashion

Absolute Publishing Ltd | 197-199 City Road, London EC1V 1JN | [www.absolutepublishing.com](http://www.absolutepublishing.com) | [www.spasecretsmagazine.com](http://www.spasecretsmagazine.com)

# Spa Secrets



## 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.

## Why spa?

▷ 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.

▷ Appealing to all sectors of the industry from fashion to spa design, *Spa Secrets* magazine is not just for the consumer, reaching the spa, health, cosmetic surgery and beauty trade. It is also an essential read for industry professionals.

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▷ "As someone who's watched the modern spa industry from its infancy, I have never seen the level of creativity and talent in the field, as wellness, fitness, beauty, design and cuisine are blended in unique new ways." *Susie Ellis, president, SpaFinder*

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# Spa Secrets

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Spa Secrets magazine is published  
by Absolute Publishing Ltd  
197-199 City Road, London EC1V 1JN  
www.absolutepublishing.com  
www.spasecretsmagazine.com

## 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, WH Smiths
- 10%** Airlines, jets and charter yachts
- 5%** Subscriptions

## 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.

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.

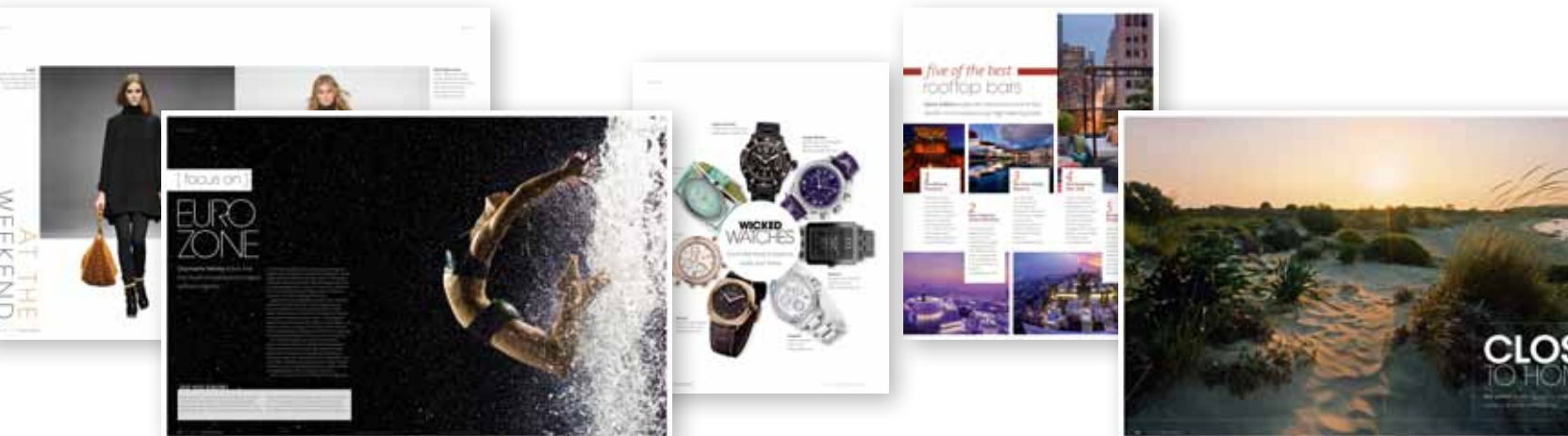
**Email campaigns:** Email promotions and special offers directly to our consumer database.

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

## Readership demographics

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

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



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# Spa Secrets



## Editorial calendar

Spa Secrets 2011 features list is available on request.  
Please email [editor@spasecretsmagazine.com](mailto:editor@spasecretsmagazine.com)

## Advertising rates

Full page:	£ 6,750
Double-page spread:	£ 12,450

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

## Agency details

Full terms and conditions available on request.

## Mechanical data

DPS Bleed *:	h295mm x w450mm
DPS Trim:	h285mm x w440mm
DPS Type Area:	h246mm x w408mm
Full Page Bleed:	h295mm x w230mm
Full Page Trim:	h285mm x w220mm
Full Page Type Area:	h246mm x w188mm

\*Allow 10mm gutter & please avoid running text across the spine

For production queries, email: [production@absolutepublishing.com](mailto:production@absolutepublishing.com)



PDF Specifications: Please supply Adobe Acrobat PDFs set up to PPA Standard file formats [[www.ppa.co.uk](http://www.ppa.co.uk) see *pass4press* section]. All ads should be supplied with a colour proof and according to the naming convention provided. Publication Name, Month of advertisement, Advertisers Name. Example: SPA0411\_advertisersname.pdf

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## Banner & Specifications



### OPTION 1

Spa Breaks / Online banner



### OPTION 2

Spa Breaks / Featured hotel



Spa Secrets Magazine  
[www.spasecretsmagazine.com](http://www.spasecretsmagazine.com)

### OPTION 3

Shop



### OPTION 1 — Spa Breaks / Online banner

#### Requirements:

- 1 x Animated gifs or flash file, height 170 pixels x width 170 pixels RGB and at 72DPI
3. Online for 3 months

► **Naming convention:** Please supply your file ensuring your company name is featured as below. Example: SpaSecrets.jpg

### OPTION 2 — Spa Breaks / Featured Hotel

#### Requirements:

- 1 x high resolution image at 300dpi (jpeg/tiff/eps)
2. Word document with company name and website address
3. Online for 3 months

► **Naming convention:** Please supply your image named to your company name Example: SpaSecrets.jpg

Please supply your text document named to your company name Example: SpaSecrets.doc

Please attach both elements in one single email with your company name as the subject

### OPTION 3 — Shop

#### Requirements:

- 1 x high resolution image at 300dpi (jpeg/tiff/eps)
2. Word document with no more than 150 words
3. Online for 3 months

► **Naming convention:** Please supply your image named to your company name Example: SpaSecrets.jpg

Please supply your text document named to your company name Example: SpaSecrets.doc

Please attach both elements in one single email with your company name as the subject

### OPTION 4 - Sponsoring the E-Newsletter for Spa Secrets magazine

For enquiries into sponsoring Spa Secrets E-newsletter - and reaching our database of magazine subscribers - please contact [nicola@spasecretsmagazine.com](mailto:nicola@spasecretsmagazine.com)

Please send files via email to [copy@absolutepublishing.com](mailto:copy@absolutepublishing.com) or [production@absolutepublishing.com](mailto:production@absolutepublishing.com) or Please contact the Production Department: +44 (0) 20 7553 7372 for further information. Absolute Publishing is committed to digital print solutions.