

Spa Québec[®]
SPA MANAGEMENT - Québec

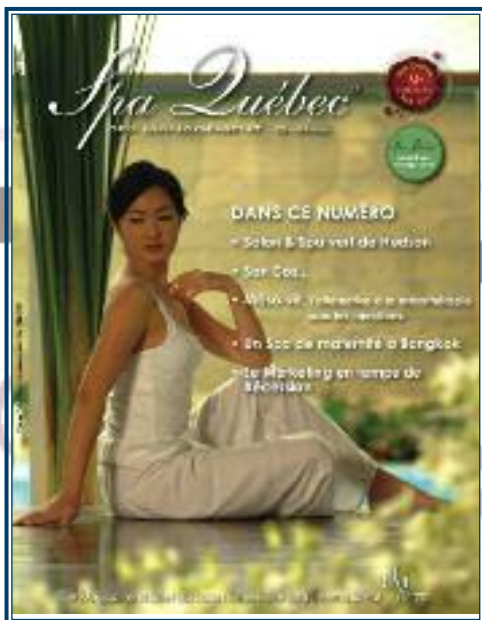


Media Kit
2012

The Official Trade Show Magazine for
Esthétique Spa International

ESI
Esthétique
Spa
International

4 ISSUES PER YEAR



Spa Québec[®]
SPA MANAGEMENT - Québec

Advertisement & Article Deadlines

Spring (2012)
Summer (2012)
Fall (2012)
Winter (2012)

February 1, 2012
April 1, 2012
August 1, 2012
November 1, 2012

ESI
Esthétique
Spa
International

Spa Québec[®]
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Website Banner Advertisements

Top Banner Ads
6 month agreement
- \$399.99 - (per month)

Side Banner Ads
6 month agreement
- \$199.99 - (per month)

THE MAGAZINE FOR CANADIAN PROFESSIONALS
Spa Canada[®]
SERVING THE ESTHETICS, FITNESS AND SPA INDUSTRY

Canadian
MEDICAL SPAS[®]
The Healthy-Aging Business Review
THE PREMIERE MANAGEMENT OF THE FUTURE

Spa Québec[®]
SPA MANAGEMENT - Québec

www.spaquebec.ca

AD SPECS

All dimensions width x height in inches,
unless otherwise stated.

DIMENSIONS - AD PAGE

	Width x Height
1 page	8.5" x 11"
1/2 Vertical	3.5" x 10"
1/2 Horizontal	7" x 5"
1/4 Vertical	3.5" x 5"
Full Page Safe Type Area	7" x 10"
Trim Size	8.5" x 11"
Bleed Size.....	9" x 11.5"
	(1/4" bleed on all sides)
Double Page Spread	17" x 11"
Double Page Spread Bleed	17.5" x 11.5"
	(1/4" bleed on all sides)

STANDARD REPLY CARDS

8" x 4", and 2" lip, 3/16 head trimmed printed by publisher from digital files, on available stock.	\$545
Space charge	\$1990
Mechanical insertion + \$70 per m.	
Hand tip-on available at prevailing work rate.	
Quantity required: 300 over total circulation to date.	

Spa Québec, ESI's official magazine in Québec, is a French language quarterly publication with a circulation of almost 14,000 copies, 7,000 of which are mailed to institutes, beauty salons, spas, health centers, clinics and other health and beauty establishments in Québec. In addition, thousands of magazines are handed to visitors at ESI's Esthétique & Électrolysement Vôte spring trade show in Montréal, as well as at ESI's Montréal Trade Event in the fall.

Each issue features relevant, informative articles on all aspects of the beauty business, designed to fulfill the needs of all professionals in the industry, whether they are practitioners or spa and salon managers or owners.

Make sure your media plan includes this uniquely targeted advertising venue. Your business's continued growth depends on it!

Informative & Entertaining Columns

Comment, Pourquoi

Readers' questions to Carrell Zaborski.

L'oeil d'un homme

Darwin Gauthier's tongue-in-cheek look at the world of beauty - between the lines.

Nouveautés

New products, equipment and accessories on the market.

Questions juridiques

Practical, relevant information pertaining to the legal aspects of the beauty business.

Trendy Themes

Esthétique Plus

What's hot, what's new in the world of esthetics: Emerging anti-aging techniques, hair removal, skin care, facials, wraps and other popular treatments.

Santé et mieux-être

New and ancient methods to fight stress and other modern ailments: therapies, nutrition, supplements, alternative medicines, massage techniques and more.

Ici comme ailleurs

Spa Québec's "travel section", featuring a spa or beauty institute elsewhere in the world.

Vos affaires

Articles on the various aspects of the beauty business - managing your finances, human resources, how to plan the launch of a new service, expanding your business, customer service and more.

Trade Show Dates 2012



Vancouver
Las Vegas
Toronto
Montreal

February 26 & 27 (2012)
April 15 & 16 (2012)
April 29 & 30 (2012)
September 30 & Oct. 1 (2012)

CONTACT INFORMATION

Peter Cole, President

Partners Publishing

2289 Route 101 (Fredericton)

Beaver Dam, NB

Canada E3B 7T9

Phone: 1-866-450-9768

Fax: 1-866-450-2546

Email: pcole@nb.aibn.com

Advertisement & Article Deadlines



Spring (2012)	February 1, 2012
Summer (2012)	April 1, 2012
Fall (2012)	August 1, 2012
Winter (2012)	November 1, 2012

Advertisement & Article Deadlines

January/February (2013)	December 1 (2012)
March/April (2012)	February 1 (2012)
May/June (2012)	April 1 (2012)
July/August (2012)	June 1 (2012)
September/October (2012)	August 1 (2012)
November/December (2012)	October 1 (2012)

Advertisement & Article Deadlines

March/April	February 1, 2012
May/June	April 1, 2012
September/October	August 1, 2012
November/December	October 1, 2012



PREFERRED MATERIAL

- Camera Ready HiRes PDF's
- MAC Platform – QuarkXpress 8.5.1, Photoshop or Illustrator files at the correct size with ad bleeds no less than 1/8".
- Please include all fonts, images when sending Quark, Photoshop or Illustrator files and accompanied by a colour proof.
- All fonts must be converted to outlines if they are not supplied.
- File mode must be grayscale for B&W ads or CMYK for colour ads.
- File format required is TIF, EPS or PDF at 300 dpi or greater.
- All artwork must be clearly marked with company name, contact name, file name and date of issue.
- Files can be uploaded to our easily accessible FTP site or send it on a CD-ROM to our contact address.
- Files can be downloaded from your FTP site. Send site address, user name and password.

PROOFING

Upon receiving an ad in the above mentioned format a proof will be sent back as it will appear in the publication. Accompanying the ad will be a proofing sheet specifying cost, company information, proof date, publication, issue, size and an area to make comments/corrections. An authorizing signature must accompany the proof sheet back for placement in the publication.



www.spaquebec.ca

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PRICING AND POLICIES

All Rates in Canadian Dollars

ADVERTISING

Double page spread – 4 colours*	\$3000
Advertorial (2 pages text/advertisement)*	\$2575
1 Full Page – 4 colours*	\$2300
1/2 Page – 4 colours*	\$1358
1/4 Page – 4 colours*	\$918

* Discounts available for Full Year bookings

COVERS

Inside front & inside cover – 4 colours	\$3100
Back Cover include – 4 colours (2 year contract)	on request

FEATURE STORY

Logo on Front Cover + 16 pages Editorial & Layout	\$8000
Logo on Front Cover + 8 pages Editorial & Layout	\$5000

INSERTS

Printed and supplied by advertiser:

1 Page	\$1995
overleaf	\$2600
2 Pages	\$2965
4 Pages	\$3965
8 Pages	\$5965

Other inserts – rates on request

SPECS

MECHANICAL REQUIREMENTS

Offset, sheet fed. Binding method: Perfect bound.

Creo Staccato Printing for clearer images

Trim Size: 8.5" x 11"

CLOSING DATES

Closing date is the 1st of the month preceding publication. Revisions to ads cannot be guaranteed after closing dates. Cancellation of ads not accepted after closing dates.

PAYMENT POLICY

All payments are due within 30 days from invoice date. Any account that runs over 60 days past due is subject to forfeiture of space, position, eligibility to run.

MAILING INSTRUCTIONS

Partners Publishing Ltd.

2289 Route 101 (Fredericton)

Beaver Dam, NB

Canada E3B 7T9

Tel: 1-866-450-9768

Fax: 1-866-450-2546

Ad Material, Brochures, Inserts, and Reply Cards to be inserted should be sent Prepaid.