

europa Spa

THE ESSENTIAL RESOURCE FOR SPA BUSINESS AND WELLNESS HOSPITALITY

Media Kit 2021



The omni-channel marketing solution for spa and wellness brands

DIGITAL MAGAZINE | WEBSITE | *INSPIRE* NEWSLETTER | SOCIAL MEDIA

Welcome

Our mission at *European Spa* is to bring wellness to the world by supporting our incredible industry with the very best news, innovation and spa business intelligence.

As the spa and wellness industries continue to evolve, so have we. Our website has been completely re-imagined, taking a comprehensive, digital-first approach to the latest developments, wellness trends, beauty expertise, spa projects and product and equipment launches.

We have introduced *Inspire*, our weekly newsletter to connect the wider wellness community with the news that matters. We also continue to help spa leaders get #backtobusiness with our weekly Instagram Live 'In conversation with...' series.

This new omni-channel approach – encompassing digital magazines, our website, a weekly newsletter and an increased social media presence – meets the growing demand for news 'on the go', connecting the super brands with the wider wellness community.

Join *European Spa* as we embrace a new era for the wellness industry.

A handwritten signature in black ink that reads "Sarah".

“As health and wellbeing become a higher priority worldwide, we aim to provide answers to the questions that matter to decision-makers in the \$4.5 trillion* global wellness market.”

Sarah Camilleri
Founding editor and publisher,
European Spa

*Source: Global Wellness Institute

Cover image courtesy of The Spa at Carden, Carden Park, UK



Market reach

We focus on the quality of our readership to unite top-level spa professionals and significant industry stakeholders in the UK, Europe and beyond, including:

- Spa owners and investors
- Spa directors and managers
- General managers at spa hotels and resorts
- Architects, consultants and designers
- Leisure developers and investors
- Health and fitness operators
- Industry suppliers: beauty, fitness, wellbeing, IT, equipment, design and consultancy
- Education, associations and recruitment

10,000+

Digital magazine readership

4,400

Inspire newsletter subscribers

(New launch December 2020)

15,000 per month

Website views

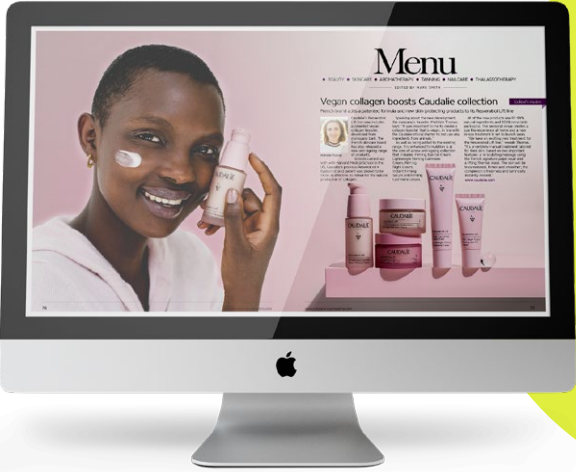
(Based on first month since launch)

18,220

Social media reach



Omni-channel solutions



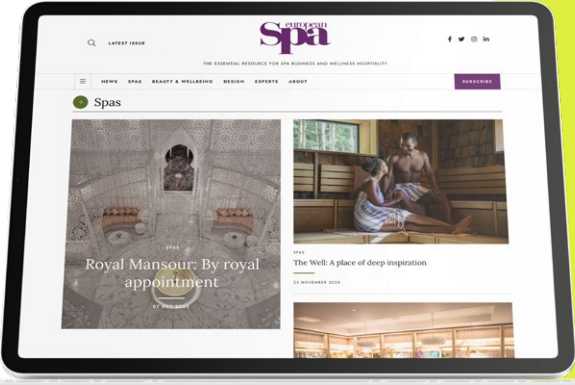
European Spa magazine

Driving business success, our quarterly digital magazine is a trusted provider of in-depth business analysis, innovation and inspiration.



Social media

Join the conversation with our global network of wellness professionals addressing the topics that really matter to your business.



Website

What you need to know, fast. Our digital-first approach meets the growing demand for news 'on the go' from spa and wellness professionals.



Inspire newsletter

Our essential weekly round-up of the stories making the headlines. Global spa and wellness intelligence straight to your inbox.



Features 2021

European Spa will publish four digital editions in 2021, offering the latest spa and wellness industry insights, trends, supplier innovations and thought leadership



Q2
SPRING

Beauty & Wellbeing
Green Beauty special

Special Feature
A new era of wellness

Expert Guide **Sponsored**
Thermal experiences*

PUBLICATION DATE **APRIL 1, 2021**

PR deadline **February 22, 2021**

Advertising deadline **March 8, 2021**



Q3
SUMMER

Beauty & Wellbeing
Hi-tech treatments

Special Feature
Digital innovations for business

Expert Guide **Sponsored**
Treatment couches and equipment*

PUBLICATION DATE **JULY 1, 2021**

PR deadline **May 24, 2021**

Advertising deadline **June 7, 2021**



Q4
AUTUMN

Beauty & Wellbeing
Festive gifting

Special Feature
Team wellbeing and training

Expert Guide **Sponsored**
Skincare innovation*

PUBLICATION DATE **SEPTEMBER 1, 2021**

PR deadline **July 26, 2021**

Advertising deadline **August 9, 2021**



WINTER SPECIAL EDITION

European Spa Trends Report

Superbrands to watch

European Spa's Gold List 2021

- The best spa openings
- Wellness innovations
- Design inspiration
- Industry leaders and disruptors

PUBLICATION DATE **DECEMBER 1, 2021**

PR deadline **October 25, 2021**

Advertising deadline **November 8, 2021**

In every edition...

- Inside the latest spa openings and refurbishments
- Latest product, treatment and equipment launches
- Business expertise and design inspiration
- Expert opinion, interviews and advice

* Expert Guides feature in-depth company promotions, see next page for inclusion rates



Sponsored content

Inform and inspire spa decision-makers with an expertly crafted promotional article created in collaboration with one of our highly experienced journalists.

This personal, collaborative approach allows you to tailor your message to our high-level readership of potential clients.

Together we ensure that you deliver the most accurate and relevant information about your business.

Business [comfort zone] promotion

Body Active and beautiful

The Body Active range from [comfort zone] aims to enhance the effects of physical exercise on the body and skin

An increasing number of people are incorporating a wider range of activities into their health and fitness routines to increase their wellbeing and longevity. For those who want to boost the effectiveness of their fitness routine, [comfort zone] has conceived Body Active, a professional treatment and complete body skincare routine to be used before, during and after fitness routines.

When we exercise, our microcirculation, cell metabolism and lymphatic activity are stimulated. Also, our brain releases endorphins that diminish fatigue and increase our sense of wellbeing," says [comfort zone]'s education and communication director, Barbara Geraszok. "Body Active is formulated to maximise these effects during and after each session."

Homecare for health
The unisex range includes a roll-on Reoener to be applied before workouts on the abdomen, buttocks and knees. Its calibrated thermogenic effect, along with caffeine and camolite, activates microcirculation and stimulates lymphatic drainage, preparing muscles and enhancing the firming effects of exercise.

Following workouts, a reinvigorating Shower Scrub, made with exfoliating particles of black rice and green tea leaves, deep cleanses and renews the skin. Its natural blend of mint, eucalyptus, sage and rosemary essential oils helps overcome any sense of fatigue. The collection is completed by a sculpting and antioxidant Body Cream, with maca polyphenols and matcha tea extract to actively reduce free radicals.

A sustained wellness journey
Self-care should be a daily practice, but this can be supported by a Body Active professional massage that incorporates professional-grade formulas and the use of a wooden roller. The 50-minute remodeling treatment, which includes a body mask formulated with Brazilian yellow clay and plantain extract, is a good accompaniment to fitness programmes and cellular treatment cycles.

These seeking a more sustained detox and wellness journey can also benefit from a programme that includes a deep body cleanse and detox. Deep Body Renewal is a double-action smoothing treatment, muscles and enhancing the firming effects of exercise.

with organic Tamani oil to offer a complete transformation of the skin. The treatment also includes Monticchio Mud, an intensive detoxifying and anti-cellulite treatment with thermal water from Bagno di Monticchio, Castello di Vinosa in Toscana. This is enhanced by a blend of essential oils designed to encourage a profound purification of the tissues, with fucus and laminaria algae to promote a lymphatic action.

The benefits of 'conscious skin science'
Produced at the carbon-neutral headquarters of the B Corporation-certified Danone Group, all formulas follow [comfort zone]'s 'conscious skin science' approach. Green PE (single case plastic) tubes, glass jars and recycled paper boxes are used in packaging, all with zero CO₂ emissions, thanks to the EcoVadis environmental regeneration and social impact project.

The brand's highly trained therapists can also offer complementary lifestyle tips, passing on knowledge from research carried out by its Scientific Committee, which includes doctors, dermatologists, and nutritionists Monica Fish. "Many elements impact our body shape, including fitness activity, diet, stress control and mind attitude," explains Geraszok. "It is key to suggest that spa guests should embrace a balanced diet, rich in water, vitamins, mineral salts and proteins to help the skin's metabolism and muscles work better." [#ESPA](#) [www.comfortzone.it](#)

www.europeanspamagazine.com 63

Business ESPA promotion

Modern Alchemy

ESPA celebrates the launch of Modern Alchemy by outlining how its three new treatments, inspired by the moon, can bring powerful results and a new spiritual dimension to the spa menu

As reported by The List Group in 2017, pioneering spa and skincare brand ESPA has worked steadily since its inception to perfect its range of its exceptional product range and spa services. This forward-oriented vision has now become a reality and ESPA has revealed a collection of new treatments and formulations that are sure to impress its 500 worldwide spa partners and the guests they serve.

ESPA has always been synonymous with luxury and around the globe its therapists deliver more than five million personalised treatments every year working with a range of respected partners, from the iconic Chateau Hotel in Scotland to the sophisticated Gange Spa at Six Senses in Myanmar.

The brand recently served a prestigious portfolio of spa in 15 countries and recently launched aboard the Ritz Carlton Yacht Collection, bringing its unique and in-demand skills, body and mind, to the world's most luxurious waters.

Danone Group, general manager of ESPA, together with head of education Nicola Bellini and head of design and consultancy Sarah Gibson, discuss how the brand's exciting new line – Modern Alchemy – truly champions its holistic approach and benefits dedication to spa excellence.

What has been the key focus of ESPA's recent development work?
Danone Group 2020 marks a brand new era for ESPA. Almost 28 years after our signature ThActive brand was created and incorporated into products, we are now continuing our evolution, redefining our expertise as a premium, natural spa and skincare brand. ESPA is a brand with a rich heritage of integrity and quality. We have decided to introduce independent certifications to add customers in selecting products and treatments that align with values they believe in. A variety of our product range will now be equipped with the Vegan or Vegetarian Societies, as well as carrying COSMOS Natural and ISO certifications to demonstrate our commitment to sustainability and accountability.

We have also taken further steps to decrease our impact on the planet. We have removed more than 100 tonnes of plastic from our packaging, our tubes are now made from post-consumer recycled material and our product caps and glass components are 100% recyclable.

How does ESPA support its spa partners and help them thrive?
Sarah Gibson, Regional Manager of whose year spa in its life cycle, we can help to grow and succeed your business through a selection of services. Our specialists teams work in the bespoke needs of every business.

We are more than just a product house. As well as supplying products and developing treatments, we also have the skills and expertise to launch a spa, providing consultancy all the way from concept creation and development through to launch. In addition, we can provide ongoing services such as operational management and business solutions.

Our spa consultants adhere to exemplary codes in independent audits, reflecting ESPA's desire to raise the bar within the industry.

Do you have a strong focus on e-commerce?
Danone Group. As a brand, we have developed a very strong online presence, with over 25,000 five-star product reviews. We offer multiple avenues of support to our spa partners digitally. This not only includes the opportunity to tap into our online presence and feature as Spa of the Month, but also the chance to benefit from our in-house expertise by way of digital optimisation services.

"As a brand, we have developed a very strong online presence... we offer multiple avenues of support to our spa partners digitally."
Danone Group General manager, ESPA

www.europeanspamagazine.com 29

3-for-1 Launch Offers

- Double Page Company Profile £3,000**
+ 3-month website profile
+ 1 newsletter takeover
- Single Page Product Launch £2,000**
+ 3-month website profile
+ 1 newsletter takeover
- Double Page Expert Guide Entry £3,000**
+ 3-month website profile
+ 1 newsletter takeover

→

Magazine rate card

European Spa will publish four digital editions in 2021

Type of advert	Rate for 1 issue		Rate for 4 issues	
	Print 2020	Digital 2021 (new price)	Print 2020	Digital 2021 (extra 20% saving)
Outside Back Cover*	POA	POA	POA	POA
Premium Double Page Spread*	£4,000	£3,000	£12,000	£9,600
Double Page Spread*	£3,500	£2,500	£10,000	£8,000
Single Page*	£2,000	£1,500	£6,000	£4,800
Half Page*	£1,000	£600	£2,400	£1,920

*Client to supply finished artwork

3-for-1 Launch Offers	Rate for 1 issue	
	Print 2020	Digital 2021
Double Page Company Profile + 3-month website profile + 1 <i>Inspire</i> newsletter takeover	£4,000	£3,000
Single Page Product Launch + 3-month website profile + 1 <i>Inspire</i> newsletter takeover	£2,500	£2,000
Double Page Expert Guide Entry + 3-month website profile + 1 <i>Inspire</i> newsletter takeover	£4,000	£3,000

Digital magazine Deadlines

SPRING 2021

Publication date
April 1, 2021

Advertising deadline
March 8, 2021

SUMMER 2021

Publication date
July 1, 2021

Advertising deadline
June 7, 2021

AUTUMN 2021

Publication date
September 1, 2021

Advertising deadline
August 9, 2021

SPECIAL EDITION

Publication date
December 1, 2021

Advertising deadline
November 8, 2021

Magazine Ad specs



Double-page spread

Trim: 472mm x 275mm

Type: 412mm x 245mm

Bleed: 478mm x 281mm

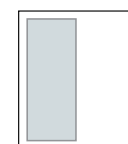


Single page

Trim: 236mm x 275mm

Type: 206mm x 245mm

Bleed: 242mm x 281mm



Half-page portrait*

Trim: 100mm x 245mm

* These adverts are set on the page with a white border as illustrated



Half-page landscape*

Trim: 206mm x 120mm

To ensure the best visual quality, all advertisements must be supplied as follows:

- Deliver your artwork in PDF format, saved at a hi-res print setting: preferably at PASS4PRESS or PDFx1a 2001 quality, with registration marks included.
- All original images must be in hi-res JPG format, set at a minimum of 300dpi and 4-colour CMYK before exporting as a PDF, again with registration marks included.
- Include a 3mm bleed of the image, to extend beyond the edge of the advert.
- If artwork is provided without registration marks, we cannot guarantee its correct alignment but we will do our best to position it correctly.
- Registration marks also help us to know if the advert is intended to be a full bleed or have a white page border.
- Please mark your advert filename as 'hires' before sending it to us via broadband connection or via portable digital media. For example: 'advert/eurospa/advert(hires).pdf'.
- If a lo-res file is provided, although we can check and warn you we cannot accept responsibility for the final print quality.



Website adverts

Be seen by the most influential spa and wellness leaders



Billboard Ad Size: 970 x 250px

Positioning: Homepage



Leader board Ad Size: 728 x 90px

Positioning: Homepage and Universal



MPU Size: 300 x 250px

Positioning: Homepage and Universal



Large Skyscraper Ad

Size: 300 x 600px

Positioning: Universal and Desktop



Skyscraper Ad

Size: 160 x 600px

Positioning: Tablet



Mobile Ad Size: 320 x 50px

Positioning: Mobile

Please supply all web adverts at 72dpi, to the dimensions shown, as .png files



Website rate card

	Type of advert	1 month	3 months (10% saving)	6 months (15% saving)	9 months (20% saving)	12 months (25% saving)
Premium Website Launch Package As part of our special website launch offer, take advantage of all six of the advertising options highlighted in green for the prices shown in green.	Homepage top billboard (D)	NA	NA	£3,000	NA	£5,000
	Homepage top leader board (T)					
	Homepage top mobile (M)					
	Homepage top billboard (D)	£600	£1,620	£3,060	£4,320	£5,400
	Homepage second billboard (D)	£500	£1,350	£2,550	£3,600	£4,500
	Homepage second leader board (T)					
	Homepage second mobile (M)					
	Homepage third billboard (D)	£400	£1,080	£2,040	£2,880	£3,600
	Homepage third leader board (T)					
	Homepage top leader board (D/T)	£400	£1,080	£2,040	£2,880	£3,600
Homepage top mobile (M)						
Universal large skyscraper (D)	£400	£1,080	£2,040	£2,880	£3,600	
Universal mobile (M)	£250	£675	£1,275	£1,800	£2,250	
Universal leader board (D/T)	£300	£810	£1,530	£2,160	£2,700	
Universal MPU (D/T)	£250	£675	£1,275	£1,800	£2,250	
	Sponsored news story (250 words + 2 images and logos to be edited, designed and proofed)	NA	£500	NA	NA	NA

D = desktop
T = tablet
M = mobile



Testimonials

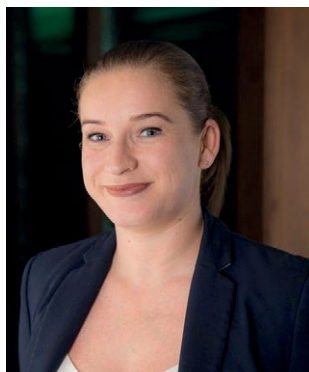


Susie Ellis

Chairman and CEO,
Global Wellness Institute and
Global Wellness Summit

“I am an avid reader of *European Spa* as its thoughtful writing helps me stay in touch with the latest news and trends in the global wellness industry.

“*European Spa* profiles the people, products and destinations that shape spa and wellness, and sheds new light on the stories behind their success.”



Helena Grzesk

General manager,
UK Spa Association

“Receiving the latest spa industry news and key features on a vast range of topics helps me to stay informed of the latest changes, launches and developments in our fast-evolving industry.

“The magazine delivers inspiration from industry experts and acts as a reminder for me to plan in key diary dates to attend and network.”



Kerstin Florian

CEO & founder,
Kerstin Florian International

“*European Spa* magazine always offers thoughtful, informative and relevant content presented in a compelling and beautiful way.

“Kerstin Florian has been proud to be in its pages both editorially and as an advertiser for nearly a decade, and we congratulate the publication on its continuing success.”



Noella Gabriel

President & co-founder,
Elemis

“Packed with high quality features and informative interviews, *European Spa* provides us with a powerful platform from which to educate the reader on our business news, treatment launches and new product innovations.

“The team at *European Spa* are a joy to work with – they are true spa professionals and incredibly supportive.”



Sammy Gharieni

Founder,
Gharieni Group

“The Gharieni Group has had a strong partnership with *European Spa* for many years. With a modern and fresh design, its informative content about spa resorts, industry leaders and products, makes it one of the best in the industry.

“Advertising within its pages is an essential part of our marketing mix.”



The team

The team at *European Spa* would love to hear from you. Please get in touch with your spa and wellness development news, product and equipment launches and expert feature suggestions.



Sarah Camilleri

Publisher/Founding editor
sarah.camilleri@spapublishing.com



Mark Smith

Beauty & Wellbeing editor
mark.smith@spapublishing.com



Sarah Todd

News editor
sarah.todd@spapublishing.com



Rich Page

Art director
richard@spapublishing.com



David Fagan

Digital editor
david.fagan@spapublishing.com



Julie Jones

Accounts manager
accounts@spapublishing.com



Angela Sharpe

Subscriptions manager
angela@spapublishing.com



Sign up to *European Spa's* FREE weekly newsletter, *Inspire*, to ensure you are fully connected with the wider wellness community and do not miss out on important news and announcements.

<https://europeanspamagazine.com/newsletter/>

European Spa Head Office

Spa Publishing Ltd, Halifax House, Halifax Place, Nottingham, NG1 1QN, United Kingdom Tel: +44 (0) 7742 977 926

Company No. 6293825

www.europeanspamagazine.com

[@eurospamag](https://twitter.com/eurospamag) [@eurospamag](https://www.instagram.com/eurospamag) [in european-spa](https://www.linkedin.com/company/european-spa) [f @europeanspamagazine](https://www.facebook.com/europeanspamagazine)