

spa business

boost your business +

harness the power of our total marketing packages

- + Get sales leads
- + Build your brand
- + Catch the eye of buyers
- + Target specific customers

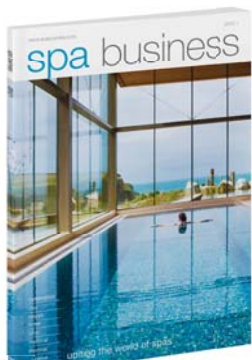
with a *Spa Business* marketing campaign





SPA BUSINESS DISPLAY PACKAGE

DISPLAY PACKAGE



+ PRINT EDITION



+ DIGITAL TURNING PAGES



+ SPA-KIT.NET

Create innovative and effective marketing campaigns, both online and in print

The display package provides a total marketing solution, enabling you to find sales leads, build your prospect database and grow your business.



Uniting the world of spas

Influence key buyers and decision makers

Spa Business was created to bring together operators, consultants, financiers, designers and suppliers from around the world and from all sectors of the industry. Readers run every type of spa, from resort to destination and from day to thermal.

One of our main aims

is to look to the future of the industry and to understand how designers and operators work together to create compelling new spa experiences. We also write about how design and creativity contribute to world class standards in spa concept design and delivery.

We work with you to develop a marketing strategy to meet your aims within your budget and to help you raise your profile, find new clients, generate sales leads and even target specific customers

What is it?

The Display Package offers great value for money and ensures your campaign has impact, both in print and online. The package gives you three promotions for one very competitive price – it includes advertisements in both the magazine and the digital turning pages edition, as well as a poster advert next to your company page on the spa-kit.net website and buyer search engine.

The benefits

With adverts to suit all budgets, the package helps you generate sales leads, strengthen your brand and keep your details in front of current and prospective buyers across the industry.

The package is the perfect base for your marketing and can be linked to a range of other creative promotions to form a customised campaign which will keep your business buzzing along and build prospects for the future.

EXTRAS



Support & enhance your promotions

Create a fully rounded promotional campaign

Take advantage of a range of additional marketing services to round out your campaign.

Whether it's developing a new strategy, arranging inserts, direct mail or advertorials, we can develop a versatile campaign to support your marketing and give you extended access to our readership of buyers and decision-makers.

- Advertorials
- Loose inserts
- Bound-in inserts
- Direct mail
- Tip-ons
- Cover mounts
- Dummy covers
- Belly bands
- Open wraps
- Tabs

Extras are quoted on a bespoke basis by your account manager.

Spa Business is now available in five formats so readers can choose how and where they use it. In addition to the print copy, they can choose from digital turning pages, PDF, web and ezine, ensuring your promotions are seen by more buyers



COMPANY PROFILES

Option One: DPS

Two-page profile of your company, written by a professional journalist.

In print & on digital turning pages

Option Two: 2xDPS

Three-page profile of your company, written by a professional journalist, plus a full-page advert to run alongside.

Company Profiles include a PDF copy and copyright clearance to use the material for your own promotion.

	1 rate	4 rate	Dimensions (mm)
Cover positions	£1800	£1400	210x297 (inside front, inside back, outside back)
Single Gatefold	£4500	£3667	1 page 210x297 plus 2 pages 205x297
Inside front cover spread	£2700	£2200	420x297
Second DPS	£2620	£2120	420x297
DPS	£2280	£1970	420x297
1/2 DPS	£1925	£1550	420x147
1/4 DPS	£1295	£1050	420x70
1 Page	£1600	£1295	210x297
Company Profile DPS	£2937	-	2 pages 210x297
Company Profile 2 x DPS	£4863	-	4 pages 210x297

RATES

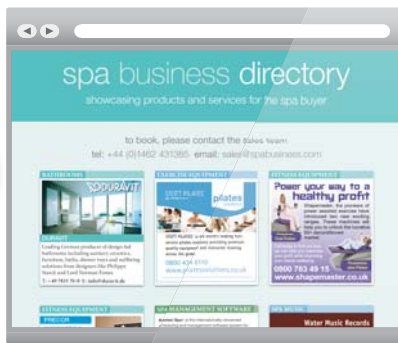


SPA BUSINESS DIRECTORY PACKAGES

DIRECTORY PACKAGES



+ PRINT EDITION



+ DIGITAL TURNING PAGES



+ SPA-KIT.NET

Maximum value for money combined with promotional power

Catch decision-makers when they're searching for contacts and ensure your company's details can be found easily, whether it be online or in print.

3-part Directory Package

The 3-part Directory Package gives you three promotions for one very competitive price and includes an advertisement in the Spa Business magazine Directory and in the digital turning pages edition of the magazine. In addition, the package includes an online directory box on the spa-kit.net website and product search engine.

- 1 Spa Business magazine Directory Box **SIZE 54x56mm**
 - 2 Also appears on digital turning pages edition
 - 3 spa-kit.net online directory box **SIZE 124x80px**
- Total £550 per annum**

5-part Directory Package

If directory marketing works well for you, upgrade to the Spa Business 5-part directory package.

In addition to the elements of the 3-part package, this enhanced package adds in an online directory box advert on the popular Spa Business website, www.spabusiness.com and also on the Spa Opportunities website, www.spaopportunities.com

- 1 Spa Business magazine Directory Box **SIZE 54x56mm**
 - 2 Also appears on digital turning pages edition
 - 3 spa-kit.net online directory box **SIZE 124x80px**
 - 4 Spa Business website online directory box **SIZE 130x60px**
 - 5 Spa Opportunities website online directory box **SIZE 130x60px**
- Total £993 per annum**



SPA BUSINESS WHO READS IT?

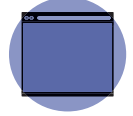
READERSHIP



A global audience

Spa Business is read by decision-makers working all over the world and in every sector of the industry. Our subscribers are responsible for the design, financing and management of spas.

Spa Business comes in five formats, a printed magazine, an online digital turning pages edition, a PDF subscription, a website and an ezine, so everyone can access the content easily and quickly.



Advertise and influence our readers

Spa Business reader categories

SPA SECTORS

- Destination spas
- Day spas
- Resort spas
- Hotel spas
- Club spas
- Medical spas
- Thermal spas
- Curative spas
- Health Club spas
- Hospital spas

DECISION MAKERS

- Investors
- Spa owners
- Architects
- Designers
- Management companies
- Product suppliers
- Analysts and researchers
- Consultants
- Senior executives
- Buyers

Spa Business circulation

MAGAZINE - 13,700

- Print: 2,000
- PDF subscription: 2,700
- Digital Turning Pages readership: 9,000
- PLUS bonus distribution at key industry events.

ONLINE

- spabusiness.com: 6,353 individual visitors per month
- Spa Business ezine: 9,031 subscribers
- spaopportunities.com: 21,501 individual visitors per month
- Spa Opportunities ezine: 11,147 subscribers
- spa-kit.net: 9,856 individual visitors per month





Web power

Use the power of the web to boost your sales, with a Spa Business web campaign.

From traditional web advertising positions, to innovative, flexible campaigns, we can create a customised promotion to meet your needs.

Whether you're looking to create brand awareness or generate sales leads, SB's online advertising packages can get immediate and targeted results.

Raise your profile on the leading



HOME PAGE SQUARE

SIZE 277x300px

This large web advert uses Flash to dominate the home page of the Spa Business website. This is a great way to develop brand awareness and drive response from new and existing customers.



ADVERTORIAL

IMAGE 500x400px POSTER AD 470x690px

The Advertorial gives you a 200-word story, along with a colour photograph to promote your company or product. In addition, a Large Poster Advert and your company logo appear on the SB and spa-kit.net websites.



LARGE POSTER

SIZE 470x690px

This large, page-dominating advertisement is very effective in developing brand awareness and prompting enquiries. The advert rotates around the website to maximise the number of times it's seen by buyers.



HEADER SHARE

SIZE 181x94px

Positioned at the top of each web page right next to the Spa Business logo, this high-visibility advert creates immediate awareness of your company and links directly to your website or customised landing page.

The website

Thousands of buyers and decision-makers visit the Spa Business website each day for its great content.

They search for the latest news, jobs and diary dates – all of which are updated daily – and browse both our magazine features and dedicated buyer search engine and product news update.

This means your promotions are seen by the widest possible audience of key buyers.

The benefits

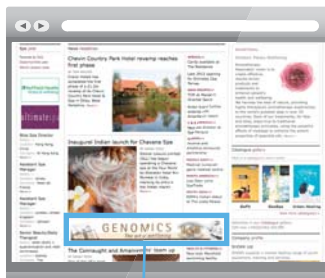
An effective web campaign ensures your promotion is seen frequently, increasing response, impact and retention.

We'll work with you to create a persuasive and innovative campaign that grabs the attention of decision-makers and directs buyers to your own website. To achieve maximum impact, we'll fine tune your campaign and advise you on the best and most productive ways to advertise.

Members of the Spa Business team have extensive media and online knowledge and know exactly how to assist when building a marketing campaign. They will also bend over backwards to accommodate your requests and add value wherever they see an opportunity

Months	1	3	6	9	12
Home Page Square	£521	£1484	£2813	£3984	£5000
Advertorial	£400	£1140	£2160	£3090	£3840
Large Poster	£300	£855	£1620	£2295	£2880
Header Share	£278	£792	£1500	£2125	£2667
Web Banner	£260	£741	£1404	£1989	£2496
Standard Poster	£200	£570	£1080	£1530	£1920
Diary Box ad	£130	£300	£540	£765	£960
Company Profile	-	-	-	-	£903
Online Directory Box	-	-	£300	-	£460
Double Directory Box	-	-	£718	-	£1100

international spa industry website



WEB BANNER

SIZE 480x60px

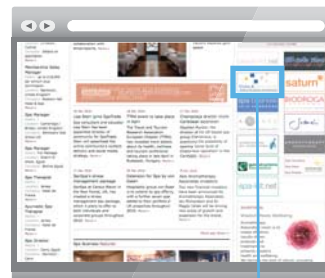
Traditional Banner advertisements can be used to catch the eye of buyers when they're reading the news. The Banners rotate around the Spa Business and spa-kit.net websites to drive traffic to your website.



STANDARD POSTER

SIZE 270x400px

This cost-effective advertisement connects you with buyers visiting the Spa Business website. The Standard Poster advert rotates around the website and sits near to the Large Poster advert.



ONLINE DIRECTORY BOX

SINGLE 130x60px DOUBLE 130x120px

This booking gives you an online Directory Box on the home page of the Spa Business website and ezine for 12 months. The box links directly to your website to bring buyers straight to your site.



ONLINE COMPANY PROFILE*

SPECIFICATION 200 words, 2x images, 500 px wide. Poster ad 470x900 px

Your full profile is linked from the home-page, with a large advert alongside it. Profiles rotate around Leisure Media sites to keep your company in front of the industry for the year.

***Special offer:**
Book your profile online and in the Spa Business Handbook for only £1665



What is it?

The ezine is a subscriber-only electronic email newsletter which is sent to buyers and decision-makers by request each week.

The ezine contains the latest industry news, jobs, features and diary dates, in addition to special promotions and offers from suppliers.

It also contains links to all archive content, so buyers can click to view vast amounts of information to ensure they keep up to date.

Make an impact quickly and get

Bring your marketing to life, take advantage of the latest digital promotions and get closer to your customers with the Spa Business ezine which goes out by request each week to buyers and decision-makers

Why promote on the Spa Business ezine?

The popular and well-established Spa Business ezine can be used to raise your profile or to market a specific product or service. An advert on the ezine ensures you'll get in front of a substantial number of potential customers who have opted to receive the ezine by request.

This means that when the ezine lands in their inbox, it's welcomed and it's read and, most importantly, it arrives with your promotion prominently displayed.

The ezine is weekly, so can get results quickly. When you promote on the ezine, the buyers initiate the sale, meaning they're more receptive to your call and are actively looking to buy the types of products and services you specialise in.

Issues	1	4	8	12
ezine Dominator	£500	£1900	£3600	£5100
ezine Banner	£200	£760	£1440	£2040
ezine Advertorial	£300	£1140	£2160	£3060

Who gets it?

The Spa Business ezine is read by managers, decision-makers, architects, designers and buyers from across all parts of the industry. Readers are operators and decision-makers in a wide range of different spas worldwide, from resort and day spas to hotel and thermal spas and from medical spas to destination spas. The ezine also has a strong readership among investors, suppliers and industry bodies.

Strengths

If you need to tell the industry about a new launch or some important company news, the ezine can reach out to the market quickly and cost-effectively.

It also allows you to link to a range of other digital promotions such as video, PDF downloads and digital turning pages editions of your sales material.

The ezine is a highly effective and interactive medium which gives creative power to your promotions.

buyers calling you

CASE STUDY



ezine dominator campaign

Gathering prospects and making sales

Our client wanted to launch a new product and the brief was to generate sales leads quickly and to make maximum impact.

The client also wanted to give buyers the opportunity to download a newly launched catalogue from its website and also give them the opportunity to order a printed copy of the catalogue.

We placed the catalogue online on our digital turning pages system and also ecommerce enabled it so

buyers could order directly from the catalogue.

We then linked this to an ezine dominator so each time a buyer read a story on the ezine, the company's advertisement was displayed with links to the ecommerce enabled catalogue, links to its website and a window which enabled the buyer to submit their contact details to request a printed catalogue.

As well as profile raising, this also enabled the client to capture prospects' details.



EZINE DOMINATOR PACKAGE

SIZE Header Share 181x94 px, Poster Advert 470x690 px
The package includes a Header Share advert at the top of the ezine, to the right of the Spa Business logo, plus a Large Poster advert which appears when buyers click for details.*

**excludes advertorial stories carried on the ezine*



EZINE BANNER

SIZE 480x60 px
A Banner advert on the Spa Business ezine places your promotion and web link in front of key buyers and decision-makers. The Banner advert sits just under the top stories, so it's seen on the main screen.



EZINE ADVERTORIAL

SPECIFICATION advertorial, 200 words, plus image 500x400 px
The ezine has one Advertorial slot which can be booked to promote a specific product or service. Located at the top of the ezine, this prime position generates high levels of responses.



EZINE SPECIAL PROMOTIONS

SIZE to order
If there's something you want to achieve that can't be covered by our existing ezine promotions, we'll be happy to work with you to invent a new and customised solution to get the results you're aiming for.



SPA-KIT.NET

SPA-KIT.NET THE SPA PRODUCT SEARCH ENGINE



Who's it for?

Thousands of buyers use the spa-kit.net website and search engine each month to find contact details for suppliers and to get the latest information about product launches.

A promotion on spa-kit.net ensures key buyers and decision-makers can find your details quickly and easily while they're searching for a supplier.

Promotions are available to suit every budget and include a range of search marketing options.

Catch decision-makers

POWERED BY

spa-kit.net



HOME PAGE SQUARE

SIZE 277x300px

This large web advert uses Flash to dominate the home page of the spa-kit.net website. The Home Page Square is a great way of developing brand awareness and driving responses.



ADVERTORIAL

SPECIFICATION 200 words,
image size 500x400 px.
Large poster ad 470x690 px

A very effective way of generating sales leads and directing buyers to your website. We'll guarantee your editorial is in a key position.



LARGE POSTER

SIZE 470x690px

This large, page-dominating advert is very effective in developing brand awareness and driving response. The advert rotates around the site and sits next to editorial to draw buyers' attention.



HEADER SHARE

SIZE 181x94px

Positioned at the top of each web page, the Header Share advert creates immediate awareness of your company and links directly to your website. The Header Share advert can't be missed!

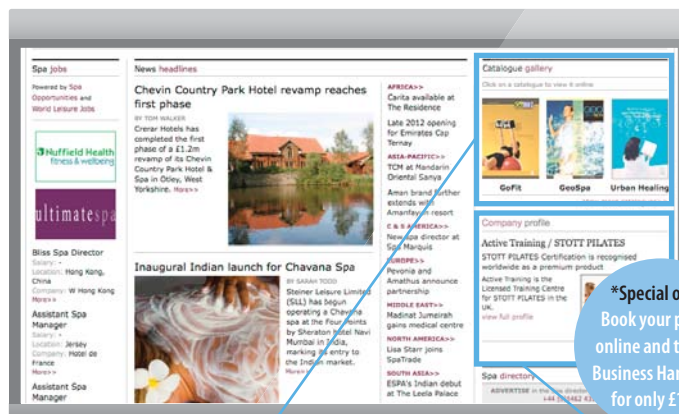
What's on it?

We understand the pressure buyers are under to make the right purchasing decisions, so we've designed the spa-kit.net website to make it easy for them to get quick access to information about the professional products and services on offer in the industry.

In addition to offering a product search engine, the website carries the latest news, supplier information and company profiles, making it the ideal place to showcase your company.

Months	1	3	6	9	12
Advertorial	£300	-	-	-	-
Home Page Square	£400	£1100	£2000	-	£3000
Header Share	£200	£500	£800	-	£1400
Web Banner	£300	£800	£1400	-	£2400
Online Directory Box	-	-	£300	-	£460
Large Poster	£300	£855	£1620	£2295	£2880
Standard Poster	£200	£570	£1080	£1530	£1920
Brochure Download	-	-	-	-	£120
Search Topper	-	-	-	-	£240
Online Company Profile	-	-	-	-	£903*

RATES



CATALOGUE GALLERY

See page 15 for rates

Get sales leads quickly and save on printing and postage by putting your sales literature live online on our digital turning pages service. It can then be displayed in our catalogue gallery and also on your website. You can email a link to clients so they get instant access to your literature.

ONLINE COMPANY PROFILE *

SPECIFICATION 200 words, 2x images, 500 px wide Poster ad 470x900 px

A full profile of your company is linked from our homepage, with a large advertisement running alongside it. Company profiles rotate around all relevant Leisure Media sites to keep your company at the forefront of the industry for the whole year.

in buying mode and get more sales leads



WEB BANNER

SIZE 480x60px

A traditional Banner advert which rotates around the spa-kit.net website. This advert has room for photography and links directly to your website. Rotating banner ads can also be used.



STANDARD POSTER

SIZE 270x400px

This cost-effective advert connects you with buyers visiting the website. The Standard Poster advert rotates around the SK website and sits below the Large Poster advert.



ONLINE DIRECTORY BOX

SIZE 124x80px

A Directory Box on the spa-kit.net homepage links to your website so buyers can find you quickly. Directory Boxes can be booked on a standalone basis, or as part of the SB Directory Package (see page 4).



BROCHURE DOWNLOAD

From supplied PDFs

Make it easy for buyers to find out about your products and services. A downloadable PDF of your sales literature can be linked to spa-kit.net so it's available to buyers each time your company details appear.



SEARCH TOPPER

LOGO SIZE 120x120px

When you book a Search Topper, your company's details appear at the top of the search results page with your logo prominently displayed each time a buyer searches for your product type.



Your promotion will also appear on the Spa Business Handbook website www.spahandbook.com

About the book

The Spa Business Handbook, now in its second year, is the annual reference guide for the industry and is used by buyers and decision-makers from across the market.

Each year the Handbook reveals the latest market data, industry trends, forecasting and supplier and industry contacts, making it an invaluable reference tool for buyers and decision-makers.

Build your year-round industry



+
online directory box

COMPANY PROFILE*

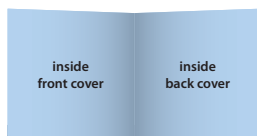
EACH PAGE 210x210 trim, 216x216 bleed + online directory box 130x60 px
A full page formatted Advertorial about your company, plus a full facing page advertisement and bonus online Directory Box advert.



+
poster advert

ONLINE COMPANY PROFILE*

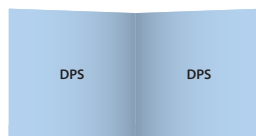
200 words + 2 x images, 500 px wide + poster advert 470x900 px
Get more visibility – add your company profile and poster advert from the Spa Business Handbook to the Spa Business magazine website.



+
home page square advert

COVER

210x210 trim, 216x216 bleed + home page square advert 277x300 px
With only two available, Handbook covers are high-profile and exclusive. Your booking includes a Home Page Square advert.



+
home page square advert

DPS ADVERTISEMENT

2 pages: 210x210 trim, 2 pages: 216x216 bleed
The biggest advert in the Handbook, the double page spread gives you plenty of room to explain the benefits of your offer to buyers. Includes a Home Page Square.



+
online directory box

FULL PAGE

210x210 trim, 216x216 bleed
Positioned in the features section, full page adverts are a direct, high-profile way to get your company in front of buyers. Includes an Online Directory Box advert.

Who's it for?

The Handbook has a hand-picked circulation of top industry decision-makers and purchasers to ensure your promotions are seen by potential customers and influencers.

In addition, it has bonus distribution at selected industry events and is also available as a digital turning pages edition, meaning you'll reach and influence an even wider audience all year round. Copies are also available for sale.

Benefits

Handbook promotions have a year-long shelf life to underpin your annual marketing campaign.

We place your adverts and promotions alongside the popular Handbook content to ensure they're seen regularly, so you'll influence hard-to-reach buyers.

To increase the value of your promotions, the Handbook can be accessed from the Spa Business website and also from its own website.



The Spa Business Handbook website, gives buyers and decision-makers access to all content from the book in an easy-to-use, searchable format. A PDF copy of the handbook is also available as a download. To view the site, go to www.spahandbook.com



Package	1 Edition
Company profile	£1493*
Online Company Profile	£903*
Covers - (IFC, IBC, BC)	£1989
DPS	£1493
Full Page	£987
Bookmark	£1100
Third Page Strip	£557
Handbook Sponsorship	£5976
Product Showcase	£300
Floating Memo Note	£500 (cover), £200 (inside)

} buy both for £1665

***Special offer:**
Book your profile online and in the Spa Business Handbook for only £1665

profile with the Spa Business Handbook



BOOKMARK

To be supplied ready for attachment
An unusual and effective way of getting your details in front of decision-makers when they're using the Handbook. Includes an Online Directory Box advert.



1/3 PAGE STRIP

69x210 trim
72x216 bleed + online directory box 130x60 px
Your advertisement is positioned alongside key listings on a solus basis, so you dominate the page. Includes an Online Directory Box.



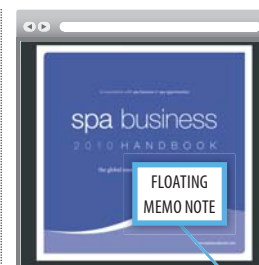
HANDBOOK SPONSORSHIP

Logo on cover, first DPS advert, logo on welcome page, company profile, home page square web advert
We only sell one sponsorship package for each Handbook, giving you a high-profile and exclusive promotion.



PRODUCT SHOWCASE

200 words + picture
Get individual products in front of buyers with a product showcase in the product pages of the Handbook. We highlight your product to get it extra attention from buyers. Includes a web listing.



FLOATING MEMO NOTE

50 words + picture
This high-impact floating memo note can be added to the digital turning pages edition of the Handbook. It's semi-transparent and can be dragged around the page with the mouse by readers.



SPA BUSINESS DIGITAL TURNING PAGES



What is it?

Spa Business magazine is now available on digital turning pages, meaning the entire magazine can be viewed online, using the latest software.

Readers can click to zoom in on content and drag to move around the pages. The digital edition is also fully searchable, meaning it complements the printed edition perfectly.

We archive each issue to allow repeat viewings of your advertisements.

Your digital turning pages extras



FLOATING MEMO NOTE

This high-impact Floating Memo can be added to the digital turning pages edition of any magazine or handbook.



CLICK TO PLAY VIDEO

Your video clip overlaid on your advertisement in the digital turning pages edition of Spa Business magazine.

RATES	Package	Rate
	Floating Memo Note (cover)	£500
	Floating Memo Note (inside)	£200
	Click to play video (on existing advert)	£200



Digital Turning Pages

Use the latest software for your promotions

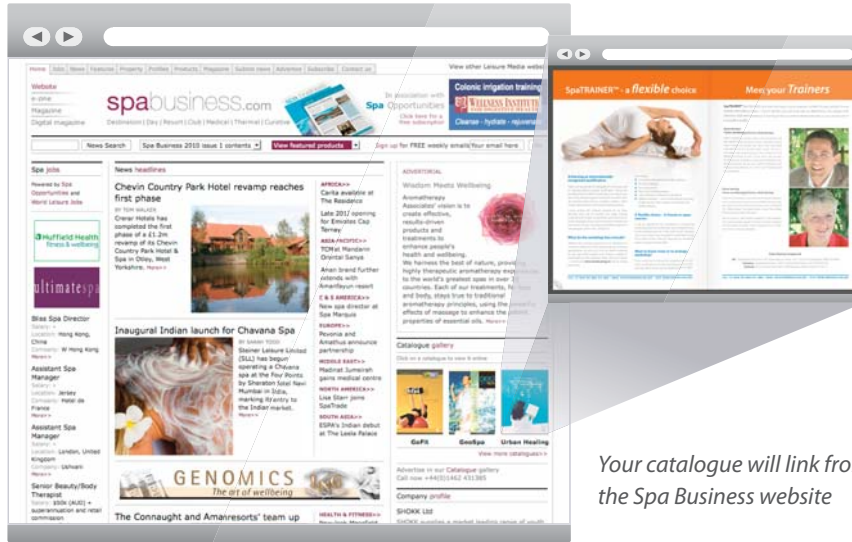
Will the internet make print redundant? We don't think so, as demand for printed magazines is still strong. However, we don't believe in limiting access, so we're embracing the latest technologies to offer readers a choice when it comes to how they receive their magazines.

Spa Business is now available via the internet on digital turning pages and also as a PDF subscription.

That way, readers can decide which format suits them best and your promotions are seen by more decision-makers and buyers, creating exciting sales and marketing opportunities.



SPA BUSINESS CATALOGUE GALLERY



Your catalogue will link from the Spa Business website

What is it?

We're now offering you the opportunity to place your brochures, catalogues and newsletters online on our digital turning pages system on a bureau basis.

Once your material is loaded up, we then link it to our online catalogue gallery so your material can be seen by buyers who visit the Spa Business website.

We also give you a link so you can send it to clients and link it to your website.

Get all your sales material online

Our brochure has been seen by thousands of buyers on the catalogue gallery and we've had orders from it already. It's also helped us save on printing and postage and given us more value from our sales material

Months	1	3	6	9	12
Catalogue gallery rates					
Up to 32 pages	£360	£891	£1468	£1814	£1994
Up to 64 pages	£696	£1496	£2258	£2715	£2952
Catalogue gallery extras (one off charges)					
Floating Memo note (cover)					£500
Floating Memo note (inside)					£200
Click to play video (on existing advert)					£200

RATES



FLOATING MEMO NOTE

50 words + picture

This high-impact Floating Memo Note can be added to the digital turning pages edition of your material. It's semi-transparent and can be dragged around the page with the mouse. The Memo Note can also include a hyperlink to your website.



CLICK TO PLAY VIDEO

50 words + picture + video

A Click to Play Video window can be added to any page of your digital turning pages material online to turn your catalogue or brochure into a multi-media presentation and bring the pages alive - an ideal way to highlight a new product launch.



PROMOTE IN OUR OTHER MAGAZINES, HANDBOOKS, WEBSITES & EZINES

+ magazines



+ handbooks



+ websites & ezines

MAGAZINE WEBSITES

- attractionsmanagement.com
- healthclubmanagement.co.uk
- leisuremanagement.co.uk
- leisureopportunities.co.uk
- spaopportunities.com
- sportsmanagement.co.uk
- spabusiness.com

OTHER WEBSITES

- exerciseprofessionals.net
- leisurearchitecture.com
- leisureconsultancy.com
- leisuredesigners.com
- leisurediary.com
- leisureproperty.com
- spa-east.com
- spaamericas.com
- spaeurope.co.uk
- worldleisurenews.com

HOMEPAGE

- leisuremedia.com

HANDBOOK WEBSITES

- attractionshandbook.com
- healthclubhandbook.com
- hospitalityhandbook.com
- spahandbook.com

KIT WEBSITES

- beauty-kit.net
- fitness-kit.net
- fun-kit.net
- gaming-kit.net
- green-kit.net
- hospitality-kit.net
- leisure-kit.net
- museum-kit.net
- spa-kit.net
- sport-kit.net

EZINES

- Leisure Opportunities
- Attractions Management
- Exercise Professionals
- Leisure Management
- Sports Management
- Spa Opportunities
- Spa Business
- Attractions Management
- World Leisure Jobs & News
- Leisure-kit
- Leisure Property
- Public Sector News
- Hospitality Alert
- Leisure Property Forum
- Instant job & news alerts
- Sporta
- BHA
- AALARA
- ASVA

Grow your business

Break into new markets

Leisure Media has a broad range of promotional options which will enable you to break into new markets across the industry.

Our range of print and digital magazines and handbooks, websites and ezines offers a wide range of promotional opportunities which can help you grow your business by finding new sales leads.

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