

MASSAGE

www.MASSAGEMAG.COM

magazine



2008 MEDIA PLANNING GUIDE

THE ONLY MAGAZINE MASSAGE THERAPISTS PAY TO READ.

Since 1985, *MASSAGE Magazine* has been the undisputed media leader in the massage industry. Our readers are practicing massage therapists who look to *MASSAGE Magazine* for the latest news in industry developments, products and services—and every issue gives readers what they want most: information on techniques, research, self-care, business and industry news. Now, *MASSAGE* is the first “green” publication in the massage field. This means: The magazine is at least partially printed on recycled paper and produced in an environmentally friendly office; we utilize electronic billing and Web site alternatives; and we provide editorial coverage of environmental and organic issues as they pertain to massage therapists.



92% of *MASSAGE Magazine's* circulation is fully paid, either by subscription or at the newsstand.

79% of *MASSAGE Magazine* readers have purchased products or services they've seen advertised in *MASSAGE Magazine*.

What's New in 2008

PRINT: *MASSAGE Magazine*

- **Redesign**

The new design for 2008 includes a fresh color palette, an improved structure to organize features and departments, optimized typesetting for easy readability and a more inviting look overall.

- **Editorial Series Sponsorships**

MASSAGE Magazine offers its advertisers the opportunity to extend their messages in the form of sponsored articles. An Editorial Series Sponsorship features your company with monthly articles based on your company's products and services. This unique opportunity includes a two-page spread in the magazine.

- **New Lifestyle Department**

Living in Balance is an every-issue, feature-length source of inspiration and advice on living a healthy, holistic life.

- **New Business Column**

Augmenting our regular Practice Building department, this new column addresses the financial nuts and bolts of running a successful massage business.

- **Revised Product Guides**

New monthly product guides, in print and online, with expanded text and photos.

ONLINE: *MASSAGEmag.com*

- **Redesign**

Our optimized online offerings will take your marketing campaign to the next level—driving traffic to your Web site, generating quality leads and growing your business. Including:

- Custom Microsites
- White Paper Sponsorships
- Webinars
- Banner Advertising Formats
- e-Newsletters
- Online Communities

- **Blogs**

Massage professionals and *MASSAGE* editors bring site visitors the latest news and views on massage therapy and the massage industry.

- **Technique Videos**

Technique-demonstration videos that correspond to technique articles in the print magazine.

- **Daily Updates**

Monday, news; Tuesday and Thursday, new products; Wednesday, business tip; Thursday, student advice; Friday, self-care tip.

Subscribers' RESPONSES:

When asked the reason for reading *MASSAGE Magazine*:

93% Stay current with new information

73% Learn about specific modalities

66% Learn about current research

59% Learn about CE opportunities

55% Help with selection of products & services

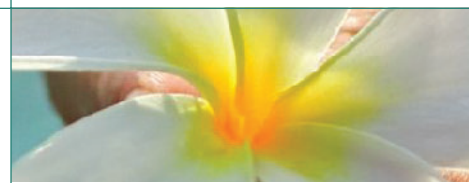
54% Get information not covered elsewhere

Source: *MASSAGE Magazine* Reader Survey

97% of *MASSAGE Magazine* readers have purchased some type of massage-related item in the last 12 months.

99% of *MASSAGE Magazine* readers are currently practicing massage therapists.

Providing Massage Therapists with the Most Valued Information, Every Month!



Subscriber PROFILE:

- **92%** of *MASSAGE Magazine*'s circulation is fully paid, either by subscription or at the newsstand.
- **Over 99%** of *MASSAGE Magazine* readers are currently practicing massage therapists.
- *MASSAGE Magazine* readers average **2.5 hours** reading each issue before passing it on.
- **97%** of *MASSAGE Magazine* readers purchased some type of massage-related item in the last 12 months: **86%** shop online and **82%** are women.
- **79%** of *MASSAGE Magazine* readers have purchased a product or service based on seeing advertisements in *MASSAGE magazine*.
- **83%** of *MASSAGE Magazine* readers use the Internet daily.

Independent Source: Readex Research and *MASSAGE Magazine* Reader Survey.





55% of *MASSAGE Magazine* readers have been practicing between two and 10 years.

53% of *MASSAGE Magazine* readers are in private practice; **20%** work in spas.



MASSAGE Magazine is the industry's only paid subscriber-based publication and the only monthly magazine. That means our readers choose to receive and study *MASSAGE Magazine* every month of the year. *MASSAGE's* readers want to know where they can find continuing education, how to manage their practices, acquire new skills and stay informed on established and emerging techniques. Your display advertising captures the industry's most active buyers and influencers each month with your brand message as they invest in our trusted communication vehicle.

Trade Magazine EFFECTIVENESS

ADVERTISING CONTINUITY

Penton Research found that buyers spend between just 5.7 and 17 days investigating potential suppliers for a product or service. Marketers need to get their message through to buyers during that narrow window of opportunity.

YEAR-ROUND ADVERTISING

Cahners research studies show that there is only a 3 percent difference in inquiries during each quarter of the year. Companies that advertise year-round are more likely to be contacted when decision makers are ready to buy.

ADVERTISING FREQUENCY

Cahners research studies how advertising frequency and repetition build awareness and purchase intent. Reader recall increases in proportion to number of ad pages. Frequency and repetition allow advertisers to reach buyers during their individual purchasing cycles.

IMPACT ADVERTISING

Multipage ads, spreads and inserts increase advertising by up to 51 percent.

MASSAGE Magazine has been the industry's most trusted resource for more than 23 years and is the only monthly magazine for massage therapists. Each issue of *MASSAGE Magazine* is packed with incisive and dynamic editorial designed to help professional massage therapists manage their practices, acquire new clients and stay informed on established and emerging techniques. Your display advertising captures the industry's most active buyers and influencers each month with your brand message.

- Display advertising
- Classifieds
- Schools & Training
- Online

Annual Buyers Guide

The industry's only comprehensive cross-indexed resource listing of products and services serving the massage industry. In print, CD-ROM and online, the Buyers Guide is the most anticipated directory in the industry. *MASSAGE Magazine's* annual Buyers Guide, a 200-plus page directory, enjoys yearlong market exposure through distribution at the FSMTA, AMTA, FCA National, Masters Circle, Breakthrough Coaching, Spa & Resort/Medical Spa Expo, ISPA, Day Spa Expo and Parker shows, as well as on the newsstand. Build your brand identity using enhanced listings!

- Display advertising
- Enhanced company listings
- Background color
- Logos
- Live links to your Web site



MARKETING SOLUTIONS



Editorial Series Sponsorships

MASSAGE Magazine offers its advertisers the opportunity to extend their messages in the form of sponsored articles. An Editorial Series Sponsorship features your company with monthly articles based on your company's products and services. This unique opportunity includes a two-page spread in the magazine.

Please contact us to discuss further details on Editorial Series Sponsorship opportunities for our advertisers.



Schools & Training Directory

MASSAGE Magazine offers a comprehensive directory of schools and training facilities for the prospective student as well as the massage therapist looking for continuing education credits. This directory is offered in the magazine and on our Web site. The online directory contains a description of the school and links back to the institution's Web site, as well as the option to request information directly from the institution, which will generate qualified leads.



Reprints, Custom Publishing and Advertorials

MASSAGE Magazine's trusted editorial product provides an excellent medium for your sponsored advertorials, custom reprints and case studies customized to brand your company's research and industry news to the massage market.

Inserts, Outserts and Business Reply Cards

MASSAGE Magazine's Insert, Outsert and Business Reply Card programs are designed to deliver your ad message, product catalog or product samples directly into the hands of massage therapists, generating greater market response and brand awareness.





MASSAGEmag.com, the leading massage Web site, provides massage therapists with breaking daily news, along with the latest research articles and case studies, while offering numerous business resources for building and maintaining a successful practice.

MASSAGEmag.com offers much more than simply republishing the content of *MASSAGE Magazine* online. It features Web-exclusive stories, expert columns, video content, podcasts, microsites, online communities, editorial opinions and analysis, white papers and much more.

MASSAGEmag.com also creates custom marketing programs for advertisers. Understanding that each client has unique marketing goals, **MASSAGEmag.com** provides a variety of online advertising solutions to help you reach our highly desirable audience in the most effective way possible.

ONLINE: MASSAGEmag.com

83% of *MASSAGE Magazine* readers visit the Web site on a regular basis.

E-Newsletter Sponsorship

MASSAGEmag.com has two multi-sponsorable newsletters that are published on a monthly basis. All newsletters are published in HTML and text formats.

Custom Online Community

MASSAGEmag.com will build an advertiser-branded custom online community, with content provided by a **MASSAGEmag.com** editor and/or generated by the sponsor.

The online community can contain original staff-written articles, industry news, case studies, advertiser news, downloadable white papers, audio/video content, blogs, podcasts and e-mail capture for newsletters.

White Paper Sponsorship

MASSAGEmag.com's white paper sponsorship enables you to educate the industry about new products, research, position your company as a thought-leader and collect leads with detailed demographic information.

Custom Webinars

A **MASSAGEmag.com** custom Webinar is a dynamic audio or video program tailor-made for your company and focusing on a specific topic or service.

Deadline for submission is 10 business days prior to the e-newsletter publication date or no later than 5 business days prior to publication date.

Are You Facing Burnout? Can days of being a professional caregiver in a health center, all night long, take a toll on your health, energy and ability to provide the best care possible? [Click Here](#)

Tapping Techniques: Powerful New Tools
Tapping techniques are a diverse number of methods that use gentle forms of focused attention on specific points of the body to help you relax and deal with stress, anxiety, depression, and more.

How to Offer Spa Techniques Without a Wait Room
So many of us are a great number of services are offered in the comfort of our homes, you can offer a variety of spa techniques in your home. If you are looking for a way to offer spa techniques in your home, you can offer a variety of spa techniques in your home. If you are looking for a way to offer spa techniques in your home, you can offer a variety of spa techniques in your home.

News and Tips

- These December Educational Hours**
Are you looking for a way to earn extra income? Consider offering educational hours to your clients. This is a great way to earn extra income and provide your clients with valuable information.
- Antibiotic Pains to Discuss Placebo Effect**
A placebo effect is the power of the mind to create a response to a treatment that is not actually a treatment. This is a great way to earn extra income and provide your clients with valuable information.
- Choose Your Shoes Wisely**
Your feet are the foundation of your body. Choosing the right shoes is essential for your health and well-being. This is a great way to earn extra income and provide your clients with valuable information.

New Products

- Almond Dead Sea Mineral Soap**
This soap is made of natural ingredients and is perfect for your skin. It is a great way to earn extra income and provide your clients with valuable information.
- Bamboo Massage Table**
This table is made of bamboo and is perfect for your massage practice. It is a great way to earn extra income and provide your clients with valuable information.
- Relaxing Therapeutic Massage Cream**
This cream is perfect for your massage practice. It is a great way to earn extra income and provide your clients with valuable information.

STRONGITE
High Quality LOW-PRICED
Order Now Save with Free Shipping

the Elite
\$279 Click Here Free Shipping

What Do You Want from Your Ultimate Professional Resource?
This is a great way to earn extra income and provide your clients with valuable information.

Spas Becoming Popular New Amenity in Condo Market
This is a great way to earn extra income and provide your clients with valuable information.

Win a new Apple iPhone!
This is a great way to earn extra income and provide your clients with valuable information.

• MASSAGEmag.com News and Product newsletters (Published Monthly)

- 1 **Top Level Sponsorship — \$325.00**
160X600 graphic image
72 dpi
80kb Max
- 2 **Middle Level Sponsorship — \$225.00**
468X60 graphic image
72 dpi
80kb Max
- 3 **Bottom Level Sponsorship — \$125.00**
728X90 graphic image
72 dpi
80kb Max



BANNER ADVERTISING

MASSAGEmag.com offers a variety of banner advertising units, providing the most cost-effective way to strengthen and complement your print campaign and build your brand on the Web.

✓ Page Curl – 640 x 480

A prominent “out of the box” banner, fully customizable, displayed on every article and news item of MASSAGEmag.com. 80k file size. — \$1,200

✓ Leader Board Banner – 728 x 90

Attention-grabbing top banner position sits atop the site and becomes the first impression for site visitors. 50k file size. — \$600 (3 month min.)

✓ Skyscraper Banner – 160 x 600

A high-impact vertical banner sitting on the right content area of MASSAGEmag.com. 50k file size. — \$500 (3 month min.)

✓ Button Banner – 125 x 125

A small banner sitting on the right content area of MASSAGEmag.com. 25k file size. — \$325 (3 month min.)

✓ Article Ad Box Banner – 336 x 280

Integrated into the core of MASSAGEmag.com’s most recent content, including all news and articles, this premium banner provides the strongest impact, using large, creative options. 50k file size. — \$525 (3 month min.)

✓ Splash Page – 640 x 480

A stand-alone Web page (interstitial) dedicated solely to the advertiser. The splash page appears once a day for each visitor to the site. 80k file size. — \$1,200

* Add 20% to homepage ad units

Custom Microsites

Achieve search engine optimization and obtain prominent ranking on top search engines, such as Google, Yahoo and MSN.

Your custom microsite reaches prominent placement on the search engines according to specific keywords relevant to your company’s products and services.

Custom microsites on MASSAGEmag.com contain advertiser-exclusive content alongside relevant MASSAGE Magazine editorial, including news, articles, case studies and white papers.

MASSAGEmag.com microsites are co-branded to the “look and feel” of the sponsor’s corporate branding, complemented by MASSAGE Magazine’s quality editorial.

V Videos

Relevant and sponsorable with pre- or post-roll. Navigable from both the home page and article pages.

R Research Center

Sponsors’ links to white papers and data sheets can capture login information, generating qualified leads.



MASSAGE Magazine

• MediaKitRates...

Frequency	2008 Rates	2008 Rates
DISPLAY 12x	Color	BW
Sizes:	12x	12x
2-page Spread	\$5,205.00	\$3,670.00
Full page - 4 color	\$2,695.00	\$1,865.00
2/3 page	\$2,200.00	\$1,465.00
Half page Island	\$1,935.00	\$1,215.00
Half page - Horiz./Vert.	\$1,740.00	\$1,100.00
Third page -Horiz./Vert.	\$1,365.00	\$770.00
Quarter page -Square/Horiz.	\$1,085.00	\$565.00
1/6 page	\$800.00	\$415.00
DISPLAY 9x	Color	BW
Sizes:	9x	9x
2-page Spread	\$5,405.00	\$3,820.00
Full page - 4 color	\$2,895.00	\$2,015.00
2/3 page	\$2,360.00	\$1,565.00
Half page Island	\$2,085.00	\$1,300.00
Half page - Horiz./Vert.	\$1,890.00	\$1,185.00
Third page -Horiz./Vert.	\$1,465.00	\$855.00
Quarter page -Square/Horiz.	\$1,185.00	\$650.00
1/6 page	\$900.00	\$465.00
DISPLAY 6X	Color	BW
Sizes:	6x	6x
2-page Spread	\$5,545.00	\$3,955.00
Full page - 4 color	\$3,075.00	\$2,190.00
2/3 page	\$2,490.00	\$1,695.00
Half page Island	\$2,185.00	\$1,425.00
Half page - Horiz./Vert.	\$2,000.00	\$1,295.00
Third page -Horiz./Vert.	\$1,535.00	\$925.00
Quarter page -Square/Horiz.	\$1,210.00	\$680.00
1/6 page	\$945.00	\$510.00
DISPLAY 3X	Color	BW
Sizes:	3x	3x
2-page Spread	\$5,685.00	\$4,095.00
Full page - 4 color	\$3,265.00	\$2,380.00
2/3 page	\$2,630.00	\$1,835.00
Half page Island	\$2,285.00	\$1,555.00
Half page - Horiz./Vert.	\$2,120.00	\$1,415.00
Third page -Horiz./Vert.	\$1,610.00	\$985.00
Quarter page -Square/Horiz.	\$1,245.00	\$720.00
1/6 page	\$995.00	\$550.00

79% of *MASSAGE Magazine* readers have purchased products for their practices on a monthly basis.

62% of *MASSAGE Magazine* readers pass their copy of *MASSAGE Magazine* on to as many as four other people.



CONTACT INFORMATION:

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PRINTSPECS...

Mechanical Specifications & General Guidelines



SIZES: *MASSAGE Magazine's* trim size is 8.25" x 10.875".

The live image area (guaranteed not to trim) is 8" x 10.375" centered.

Bleed ads need an additional 1/8" beyond all four sides.

The trim size for two-page spreads is 16.5" x 10.875".

The same bleed and live image area rules apply. Please allow 3/8" each side of gutter to insure readability.

Checklist for sending ads:

- **Print-ready ad** - Saved on disk, e-mailed or uploaded on the FTP server in an accepted file type. (Call for e-mail or FTP information). Please make sure ad is complete, ready to print and includes bleeds. If there are any changes to be made after the ad is sent, production charges may apply. *MASSAGE Magazine* is not liable for any ad mistakes missed by a customer.
- **Contract Proofs** - Provide a proof sized to 100 percent and within SWOP standards. *MASSAGE Magazine* is not responsible for inaccurate color if no press-match is provided.

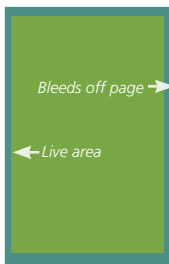
Accepted File types:

- **Press optimized PDF** is the preferred file type. PDFs should be high resolution, CMYK, bleeds included and fonts embedded. Select PDF-1a or press setting.
- **Tiff**- These files should be at least 300 dpi, flattened and CMYK or gray scale.
- **EPS**- These files should also be high resolution with fonts embedded or converted to outlines.
- **Postscript**- If you are unable to make a PDF, but can make a Postscript file, send it in and we will make a PDF for you.

TWO-PAGE SPREAD:

Bleed: 16.75" x 11.125"
Trim: 16.50" x 10.875"
Live: 16.00" x 10.375"

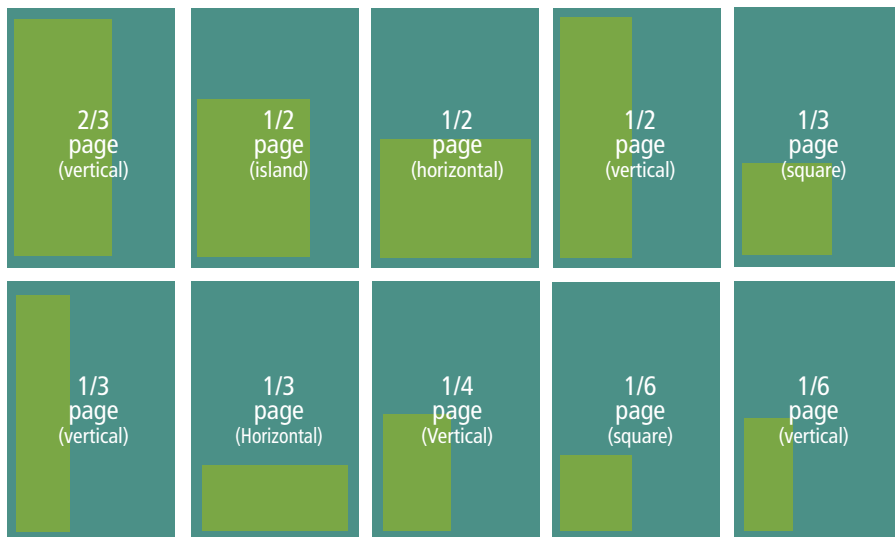
*allow 3/8" each side gutter for readability



FULL PAGE

Bleed: 8.50" x 11.125"
Trim: 8.25" x 10.875"
Live: 8.00" x 10.375"

Full page 7.375" x 10" (non-bleed)



AD SIZES & MEASUREMENTS:

2-page Spread	16.5" x 10.875"	1/2 Vertical	3.375" x 10"
Full page	8.25" x 10.875"	1/3 Horizontal	7.25" x 3.25"
Full page (non-bleed)	7.375" x 10"	1/3 Vertical	2.188" x 10"
2/3 Vertical	4.563" x 10"	1/3 Square	4.563" x 4.938"
1/2 Island	4.563" x 7.461"	1/4 Vertical	3.438" x 4.938"
1/2 Horizontal	7.25" x 4.938"	1/6 Square	3.437" x 3.25"
		1/6 Vertical	2.187" x 4.938"

MASSAGE Magazine Address: 5150 Palm Valley Rd., Ste. 103, Ponte Vedra Beach, FL 32082 • **Phone:** (800)533-4263



Printed on Recycled Paper

WWW.MASSAGEMAG.COM

2008 Editorial Calendar..



Issue Date	Ad Close Date	Ad Materials Due Date	Mail Date	Issue Theme	Cover Story	Feature
January '08	11/26/07	12/3/07	12/18/07	Annual Buyers Guide	Annual Buyers Guide	Annual Buyers Guide
February '08	12/26/07	1/2/08	1/17/08	Rehabilitative Massage	Kinesiotaping	Essential Oils
March '08	1/25/08	2/1/08	2/19/08	Smart Business Practices	Green Practice	Hydraulic Tables
April '08	2/22/08	2/1/08	3/18/08	Self-Care	Hand/Body Self-Care	Bolsters
May '08	3/24/08	3/31/08	4/16/08	Business	Business Issue	Internet: Business
June '08	4/23/08	4/30/08	5/16/08	Spa Add-Ons	Feet Treatment	SOAP Charting
July '08	5/26/08	6/2/08	6/18/08	Medical Massage	Hospital-Based Massage	Hand-Held Tools
August '08	6/24/08	7/1/08	7/17/08	Pain Relief	Cryotherapy	Biofeedback/Braintraining
September '08	7/24/08	7/31/08	8/18/08	On-Site & Outcall Massage	On-Site Success	Steam Treatments
October '08	8/25/08	9/1/08	9/17/08	Techniques For All Ages	Infant Massage	Paraffin
November '08	9/23/08	9/30/08	10/16/08	Easy Ways to Build Clientele	Session Room	Retail Products
December '08	10/27/08	11/3/08	11/19/08	Massage Research	Research Roundup	Electric Tools

PLAN EARLY FOR 2009!

January '09	11/24/08	12/1/08	12/16/08	Employment Opportunities	Franchises & Spas	Hydrotherapy
'09 Buyers Guide	11/29/08	12/18/08	12/27/08	Annual Buyers Guide	Annual Buyers Guide	Annual Buyers Guide

EDITORIAL CALENDAR

MEET OUR STAFF & CONTRIBUTORS...



Karen Menehan, Editor in Chief

Karen has served as editor in chief, editor, managing editor and editorial assistant at *MASSAGE Magazine*, for a combined total of 15 years. She oversees all editorial content, networks with massage-industry leaders, and researches and writes feature and news articles. She has worked as a staff and freelance editor and reporter for additional publications, including *Imagine* and *On The Wing* magazines; *The Sacramento Bee* and *Santa Cruz Sentinel* newspapers; and the newsletters of the National Organization for Women's Sacramento Chapter and Dientes Community Dental Care. Karen holds a bachelor's degree in journalism.



Amy Mitchell, Online Editor

As part of the Web team, Amy consults with the editor-in-chief, industry leaders and others to produce editorial content for *MASSAGEMag.com* and *FutureLMT.com*. She also works to develop new site features and keep visitors up to date with the latest information on the massage profession. Before starting at *MASSAGE Magazine* in 2005, Amy was the editor of publications at the Illinois State Museum, and a columnist and newsroom assistant at the *Jacksonville Journal-Courier* in Jacksonville, Illinois.



Chris Towery, Associate Editor

Chris manages the publication's copy flow, copy edits all articles, compiles various departments within the magazine and writes news articles. Before coming to *MASSAGE*, Chris worked as an editor at *Eastern Surf Magazine* and *Hometown News*. Additionally, he was a freelance writer for numerous publications, such as *Transworld Surf* and *Caribbean Travel & Life* magazines, as well as the *Orlando Sentinel* newspaper. Chris holds a bachelor's degree in English literature and a master's in English education.



Jennifer Whalen, Assistant Editor

Jennifer is the assistant editor of *MASSAGE Magazine* and its sister publication, *Chiropractic Economics*. She compiles various departments within the magazine, and writes news articles. She has worked as a reporter for the *News Chief*, a daily newspaper, and as a freelancer for additional publications, including *Her Voice Magazine* and *Tampa Bay Illustrated*. Jennifer holds a bachelor's degree in journalism and Spanish.



Brandi Schlossberg

Brandi is *MASSAGE's* former associate editor, and now writes for the magazine on a freelance basis. Overall, she has written for *MASSAGE* for seven years. She has a passion for promoting wellness and she strives to spread the word about the benefits of both bodywork and self-nurturing. Brandi also writes for *RENO Magazine* on the topics of mind, body, spirit and nature. In addition, she has served as project editor on custom publications for organizations such as the Cortiva Institute, the Lake Tahoe Shakespeare Festival and the University of Nevada, among others. She is a cum laude graduate of the Missouri School of Journalism.



Chris Cunningham

Chris Cunningham has written for *MASSAGE Magazine* for eight years. She also publishes media and marketing materials for private clients and writes magazine feature stories for the National Fibromyalgia Association, *The Register-Guard*, Lane Community College and the University of Oregon. She is also a long-time travel book editor for Globe Pequot Press. Over the years, Chris has written for and edited business, higher education and medical publications, journals and Web sites, a variety of alternative and trade newspapers and an international children's magazine.



Erin Zimmewicz Williams

Erin Zimmewicz Williams is a nutritionist, massage therapist, and yoga and pilates teacher. She received her master's in nutritional counseling from Bastyr University, and carries that holistic focus to her whole practice. In addition to seeing clients, Erin writes for Microsoft doing case studies and for some local magazines.



Phyllis Hanlon

A freelance writer/editor since 1993, Phyllis Hanlon has written nonfiction articles and book reviews as well as human interest stories, profiles and award-winning essays. Her specialty areas include health and medicine, religion, education and business. Phyllis' articles have appeared in more than 45 local, regional and national publications, including *Alternative Medicine*, *America*, *The Boston Globe*, *Bride & Groom*, *New England Psychologist*, *MASSAGE Magazine*, *Science & Spirit* and others. She also teaches writing for magazines in an adult education program.



Kamala Thiagarajan

Kamala Thiagarajan has contributed freelance articles to *MASSAGE Magazine* since 2003. She has had more than 400 articles published in newspapers and magazines across the globe, including *Reader's Digest*, *Family Business*, *Emirates Woman*, *Good Living*, *Kuwait this Month*, *Guriz*, *Complete Wellbeing* and *Colored Stone*. She also edits *Windows & Aisles*, the monthly inflight magazine of Paramount Airways. Kamala holds a post-graduate degree in English literature and journalism.



New Product Focus	Bonus Distribution
Annual Buyers Guide	
Portable Tables & Hot Stones	Parker, Day Spa Expo
Analgesics, Charts & Posters	
Software, Hot & Cold Therapy	FCA
Creams, Spa Treatment Supplies	
Stationary Tables, Technique Instructional Media	
Aromatherapy, Apparel	FSMTA
Table Accessories, Pillows, Cushions & Supports, Linens	FCA National, Palmer Homecoming
Lotions, Self-Care	AMTA
Hydraulic Tables, Marketing Materials	
Music, Hand-Held Tools	Masters Circle, Breakthrough Coaching
Massage Chairs, Oils	ISPA
Organic Products for MTs, Waiting/Treatment Room Stretching Tools	
Annual Buyers Guide	





MASSAGE

magazine

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