

MASSAGE

magazine

www.MASSAGEmag.com

2012

MEDIA KIT

**YOUR INTEGRATED
MARKETING PARTNER**



**Scan QR code with
your smart phone**


See page 5 for details

Download free app at
www.get.neoreader.com



86% of *MASSAGE Magazine* readers recommend products and services advertised in the magazine.

The industry's only magazine...

- **THERAPISTS PAY TO READ**
rather than a free newspaper or association journal.
- **12 ISSUES PER YEAR—IN PRINT & DIGITAL FORMATS**
providing massage therapists with the latest news, techniques, research and professional content 24/7.
- **WITH A TRULY STATE-OF-THE-ART WEBSITE**
MASSAGEmag.com provides a fully interactive, multimedia platform complete with industry expert blogs; health and industry news posted daily; self-care and business tips; digital editions; social networking; archived articles; reader polls; streaming video; educational resources and more.
- **WITH POWERFUL SOCIAL MEDIA**


With **more than 13,000 Facebook fans** and strong presences on YouTube, LinkedIn and Twitter, *MASSAGE Magazine* maintains a deep reach into the massage therapy profession with social networking connections. Log on and network with us.
- **PUBLISHED FOR 27 YEARS**
For more than a quarter century, we continue to be the most well-known, well-respected and trusted magazine in the massage profession.

Lewis&Clark conducted an independent industry-wide study including **ALL NATIONAL MAGAZINES** serving the

READER PURCHASING POWER

MASSAGE THERAPISTS

recommended products or services advertised in the magazine	MASSAGE Magazine	86%
	Massage & Bodywork	35%
	Massage Therapy Journal	24%
	Massage Today	21%

MASSAGE THERAPISTS

purchased a product or service seen in the magazine	MASSAGE Magazine	85%
	Massage & Bodywork	35%
	Massage Therapy Journal	19%
	Massage Today	17%

MASSAGE THERAPISTS

called an advertiser appearing in the magazine	MASSAGE Magazine	83%
	Massage & Bodywork	27%
	Massage Therapy Journal	25%
	Massage Today	20%



▶ **Massage Therapists**
voted *MASSAGE Magazine* as the publication...



- They would want to receive if they could pick only one
- Most useful to their practices
- Most trusted for accurate information
- With the most editorial integrity
- With the highest-quality appearance
- Most helpful for purchasing products

▶ Reach

- ◆ A fully paid subscriber base
- ◆ National newsstand presence
- ◆ New digital edition online
- ◆ Bonus exposure at all industry trade shows
- ◆ Distribution to 1,640 recognized massage schools throughout the U.S.

massage community. The blind survey was sent to an nth name selection from a nationwide database of massage therapists.

READER PROFILE

READ/LOOK THROUGH

50% or more
of the magazine

MASSAGE Magazine	89%
Massage & Bodywork	43%
Massage Therapy Journal	31%
Massage Today	29%

READ/LOOK THROUGH MAGAZINE FOR

1-2 hours
or more

MASSAGE Magazine	60%
Massage & Bodywork	42%
Massage Therapy Journal	36%
Massage Today	26%

ARCHIVE MAGAZINE FOR

7 months
or longer

MASSAGE Magazine	62%
Massage & Bodywork	45%
Massage Therapy Journal	38%
Massage Today	32%

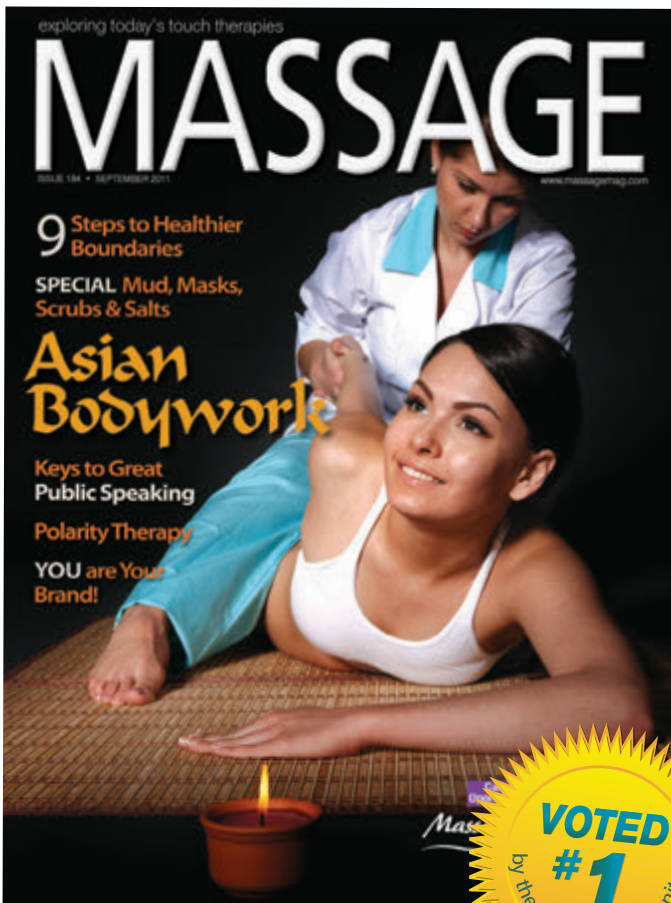
*Source: Lewis&Clark survey

46%

read *MASSAGE Magazine*
in **BOTH** print and online
monthly. More than any
other massage publication.

*Survey Monkey 2011





MASSAGE Magazine delivers informative and helpful editorial content designed to help massage therapists achieve business success. Massage therapists rely on this content monthly to support them in their profession.

In Every Issue

Regular Features

- ◆ Massage & Spa News
- ◆ Best Practices
- ◆ Product Focus
- ◆ New Products
- ◆ Calendar of Events
- ◆ Reader Expressions
- ◆ Schools & Training

Departments

- ◆ Massage Techniques
- ◆ Body & Spa
- ◆ Continuing Education
- ◆ Aromatherapy
- ◆ Research Reports
- ◆ Practice Management
- ◆ Student Success
- ◆ Self-Care
- ◆ Health & Nutrition
- ◆ Expert Advice

89%

of *MASSAGE Magazine* readers read/look through over 50 percent of every issue.

*Source: Lewis&Clark survey

77%

of *MASSAGE Magazine* readers read to learn new techniques.

*Source: Survey Monkey 2011

2012 Special Issues

JANUARY

Annual Buyers Guide

The industry's only print and online resource directory providing readers a hands-on guide of company information, products, services, education and timeless editorial for practice success. FREE LISTINGS FOR SCHOOLS & BUSINESSES.

AUGUST

Massage SHOWCASE

A special issue devoted to massage-and-spa products, services and educational resources. BONUS PAGES for advertisers include company profile and product/service/testimonial showcase to further educate massage therapists in building a successful practice.

DECEMBER

Education & CEUs

This special issue gives advertisers a BONUS PAGE for company spokespeople to speak in their own words on massage therapy education and the part their companies, products or services play.



MASSAGE Magazine special issues receive bonus distribution throughout the year at all major industry trade shows and events.

MASSAGE Magazine offers a media mix of marketing strategies to build brand awareness, expand market reach and increase sales.

QR Codes

A QR code is a bar code strategically positioned at the end of articles, columns or included in your ad message. QR codes utilize smart phone technology to link massage therapists directly to your website, YouTube, video message, a product demo or a text message with an offer.

Editorial Series Sponsorships

MASSAGE Magazine offers a unique editorial opportunity for companies to educate massage therapists in a two-page-spread customized article on the topic of the advertiser's choice. This one-of-a-kind custom editorial appears in print and online for value-building exposure throughout the year. Live links from the Editorial Series to the sponsor's website provide therapists access to more information from the sponsor.

Advertorials

Educate massage therapists on your company, products or services with a sponsor-written advertorial. These are full-page, custom-topic editorials supplied by advertisers about their company products or services. Archived online, live links from the advertorial to the sponsor's website give readers access to additional information.

Inserts, Outserts, Bellybands, Business Reply Cards and Tip-On Covers

Have your ad message stand out with one of MASSAGE Magazine's unique marketing inserts, outserts, bellybands, business reply programs or tip-on covers. Deliver your ad message, product catalogs, special offers or product samples with these lead-generating options. These are proven to deliver greater response and build brand awareness in a competitive market environment.

Direct Mail List Rentals and E-mail List Rentals

Create your own solo direct-mail or e-mail blast programs to generate leads from massage professionals with your special offers, workshop/seminar schedules or marketing materials. Have it your way.

Schools & Training

In print and online, this training section provides therapists with educational resources to increase their skills and income. Therapists and students can search in print and online for educational resources across the country to build their practices.

THE MAGAZINE THERAPISTS USE TO RESEARCH

Continuing Education	MASSAGE Magazine	75%
	Massage & Bodywork	41%
	Massage Therapy Journal	30%
	Massage Today	23%

*Source: Lewis&Clark survey



QR CODE
Scan with your smart phone to learn more!

Download FREE app at www.get.neoreader.com

EDITORIAL SERIES



ADVERTORIAL

INSERTS, OUTSERTS, BELLYBANDS, BRCs and TIP-ON COVERS



E-MAIL BLAST

SCHOOLS & TRAINING



▶ E-Media



◆ MASSAGE Magazine's Monthly e-Newsletters

Reach more than 85,000 opt-in readers four times in one month with our e-newsletter program

- Week 1: e-News
- Week 2: Product News
- Week 3: e-News Update
- futureLMT
- Movers+ Shakers

◆ e-Newsletter Banners

A low-cost, high-visibility marketing solution to generate leads directly to your website. Choose from vertical, horizontal or box banners.



◆ e-Mail Blasts

Generate response with your solo html ad message to our opt-in readers who are interested in receiving third-party product, service and training information.

▶ Website

www.MASSAGEmag.com is the **#1 website** dedicated to providing massage therapists with the latest industry news, expert advice, articles, tips, product news, technique videos and more—daily, weekly, monthly.

- ◆ Highest ALEXA ranking of all massage websites
- ◆ Streaming how-to technique videos
- ◆ Social networking
- ◆ Industry news posted daily
- ◆ Expert blogs
- ◆ Practical plans for building successful practices
- ◆ Educational information, links and resources
- ◆ Conferences, workshops and seminars

76% plan to attend seminars, workshops or retreats within the next 9 months.

*Survey Monkey 2011

IN RECENT MONTHS, MASSAGE THERAPISTS

visited an advertiser's website based on ad seen in magazine	MASSAGE Magazine	88%
	Massage & Bodywork	35%
	Massage Therapy Journal	24%
	Massage Today	23%

IN RECENT MONTHS, MASSAGE THERAPISTS

searched for products or services on the magazine's website	MASSAGE Magazine	72%
	Massage & Bodywork	41%
	Massage Therapy Journal	24%
	Massage Today	17%

THE WEBSITE THAT PROVIDES

most useful information for techniques and training	MASSAGE Magazine	60%
	Massage & Bodywork	43%
	Massage Therapy Journal	35%
	Massage Today	20%

*Source: Lewis&Clark survey



● SPLASH PAGE WELCOME SCREEN BANNER

A stand-alone welcome screen advertising message creating urgency of response to your special offer or sale. This banner position greets unique visitors with your advertising message. Visible for 40 seconds, this banner traditionally reaps the highest click-through rate.

● LEADERBOARD BANNER

At the top of every page, online visitors see your attention-grabbing offer as they move through the site.

● PAGE CURL BANNER

On every page, this engaging, fluttering right-hand corner banner curls down when scrolled over to expose your full ad banner message.

● TABBIE

Your advertising message rolls out from a tabbed column displayed on the right side of every MASSAGEmag.com page.

● SKYSCRAPER

In the right-hand column of every page, your high-impact banner is seen as visitors scroll down to read page content in one of two skyscraper positions.

● BOX BANNER

Below the skyscraper banners on the right-hand column of every page offering advertisers a lower-cost option to online visibility.

● ARTICLE AD BOX

Within online content, this unique banner is situated in articles and news stories. This premium, high-visibility banner provides impact for your ad message as therapists read and research articles online.

POWERFUL SOCIAL MEDIA - With more than 13,000

Facebook fans and strong presences on YouTube, LinkedIn & Twitter, MASSAGE Magazine maintains a deep reach into the massage therapy profession with social networking connections.



● RESOURCE CENTERS

Exclusive topic sponsorships designed to increase your website's SEO rankings and build brand awareness. Each Resource Center is designed with the look and feel of the sponsor's corporate website.



2012 EDITORIAL CALENDAR

MASSAGE



Issue Date	Ad Close Date	Ad Materials Due Date	Mail Date	Bonus Distribution	Issue Focus	Features
January 2012	11/22/12	11/29/12	12/19/12	All major and regional trade shows and industry events	Annual Buyers Guide	The industry's only print and online resource directory. Free company and product listings, complete school directory.
February 2012	12/22/12	12/29/12	1/18/12		Craniosacral Therapy	Ashi Thai Acupressure Retailing
March 2012	1/24/12	1/30/12	2/16/12	AMTA Regional New England Conference	Green Living	Somatic Archaeology Orthopedic Massage Good Environmental Practices
April 2012	2/22/12	2/29/12	3/19/12	American Massage Conference	Myofascial Release	Cold Stone Therapy Fascial Work Emotional Release
May 2012	3/22/12	3/29/12	4/17/12		Annual Business Issue	Latest Marketing Trends Online Tools How to Secure Financing
June 2012	4/23/12	4/30/12	5/18/12	FSMTA Convention	Lymph Drainage	Geriatric Massage Massage for Heart Health Deep Tissue Techniques
July 2012	5/22/12	5/29/12	6/18/12		Warm Therapies	Rolfing Sound & Vibration CranioSacral for Animals
August 2012	6/22/12	6/29/12	7/18/12	World Massage Festival <i>Includes</i> Special Digital Edition	Product Showcase - A special issue devoted to products, services and education.	
September 2012	7/23/12	7/30/12	8/17/12		Oncology Massage	Oncology Massage Abdominal Massage Myofascial Release
October 2012	8/23/12	8/30/12	9/18/12	AMTA Nat'l Convention Holiday Gift Guide	Your Spa Career	Anatomy Functional Range Release Retailing
November 2012	9/21/12	9/28/12	10/18/12	Canadian Massage Conference Holiday Gift Guide	Infant Massage	Connective Tissue Massage Holistic Energy Activation & Realignment Therapy Massage for Anxiety & Depression
December 2012	10/24/12	10/31/12	11/19/12	<i>Includes</i> Special Digital Edition	Education & CEUs	A special issue devoted to insights on massage.

PLAN EARLY FOR 2013!

January 2013	11/20/12	11/27/12	12/18/12	Annual Buyers Guide Free company and product listings, complete schools and continuing education directory		
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Body & Spa	Practice Management	Self-Care	Health & Nutrition	Student Success	Aromatherapy	Product Showcase
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...story providing readers a hands-on guide for company information, products, services, education and timeless editorial for practice success. ...ools and continuing education directory

Facial Lymph Lift	Market with Discount Services	Time & Task Mgmt. Skills	Detox	Sound Therapy	Indications & Contraindications	Nutritional Products Table Accessories
Massage for Scars & Stretch Marks	How to Get New Clients	Organic Nutrition & Products	Foot Health	Eco-Friendly Practices	Introduction to Blending	Body Sculpting Linens
Spa Therapies for Cancer Patients	How to Retain Clients	Reduce Stress & Anxiety	Nutrition	Therapeutic Touch	Clinical Aromatherapy	Laser & Infrared Muds & Scrubs
Corporate Spa Sessions	Social Networking	Stay Inspired	Supplements	Your Online Profile	Steam & Sauna	Software Marketing Materials
Esthetician Training	Insurance Billing	Healthy Skin	Retreats	Session-Room Ambiance	Self-Care	Organic Lubricants Essential Oils
Spa Products for Massage Sessions	Market Sample Sessions	Navigate Change	Hydration	Reflexology	Stress Reduction	Analgesics Spa-Treatment Supplies

...ational resources

Thai Foot Reflexology	How to Get Physician Referrals	Trigger-Point Self-Care	Nutrition	Your Professional Image	Aches & Pains	CEU Retreats Yoga & Pilates
Your Spa Career	Market Seated Massage	Benefits of Exercise	Stress Reduction	Sports Massage	Ayurvedic Oils	Hot & Cold Butters, Gels & Balms
Warm Stone Massage	Customer Service Skills	Mindful Eating	Self-Massage	Mobile Spa Apps	Geriatric Uses	Apparel Self-Care

...assage education

Books & DVDs
Charts & Posters

Massage Therapists go online for: 75% CEU Resources 64% Latest Industry News
66% To Learn About Techniques 49% Product Information
- Survey Monkey 2011

ONLINE Rates

Web Banners	
<i>3 consecutive month minimum</i>	
Splash Page Welcome Screen Banner	\$350/week or \$1,200/mo.
Tabbie Banner	\$695/mo.
Page Curl Top Right Corner Banner	\$695/mo.
Leaderboard Horizontal Banner	\$600/mo.
Article Ad Box within editorial	\$525/mo.
Skyscraper Top Vertical Banner	\$500/mo.
Skyscraper Lower Vertical Banner	\$400/mo.
Box Banner	\$325/mo.
Resource Centers	
Exclusive Topic Sponsorship	\$1,450/mo

E-newsletter Banner Sponsorships	
<i>3 different e-newsletters per month: News, Products, News Update</i>	
Top Level (Horizontal or Vertical)	\$425/eletter
Mid Level (Horizontal)	\$325/eletter
Bottom Level (Horizontal)	\$225/eletter
Box Banner	\$195/eletter

Schools & Training	
Online Education Locator Premium Listing	\$225/mo.
Online Enhanced Education Listing <i>Includes logo and clickable link</i>	\$50/mo.

>> To submit online banners, contact your sales manager.

<p>Splash Page 640 x 480 pixels 72 dpi</p>	<p>Page Curl 640 x 480 pixels 72 dpi</p>
<p>Article Ad Box 336 x 280 pixels 72 dpi</p> <p>Skyscraper Top & Bottom 160 x 600 pixels 72 dpi</p>	<p>Tabbie 640 x 480 pixels 72 dpi</p>
<p>Leaderboard 728 x 90 pixels 72 dpi</p> <p>Button or Box 160 x 160 pixels 72 dpi</p>	<p>E-NEWSLETTER</p> <p>Vertical 160 x 600 pixels</p> <p>Horizontal Box Banner 728 x 90 pixels 160 x 160 pixels</p>

PRINT Rates*

Display Rates* Color & B/W	1x	6x	12x
<i>*15% discount given for camera-ready ads</i>			
2-Page Spread	\$5,600	\$5,264	\$4,760
Full Page	\$3,282	\$3,085	\$2,790
2/3 Page Vertical	\$2,635	\$2,477	\$2,240
1/2 Page Horizontal/Vertical	\$2,176	\$2,040	\$1,850
1/3 Page Horizontal/Vertical/Square	\$1,675	\$1,555	\$1,410
1/4 Page Square	\$830	\$800	\$700

Custom Advertising	1x
2-page spread Editorial Series	\$3,105 net
Full-page Advertorial	\$2,295 net
QR link <i>Positioned in editorial</i>	\$495/mo.
Inserts, outserts, belly bands, business reply cards and tip-on covers	Call for Pricing

Product Showcase / Holiday Gift Guide	1x
Advertiser	\$250*
Non Advertiser	\$495*
<i>*Additional entries \$200 each</i>	

Classified Marketplace	1x	6x	12x
<i>Includes FREE online posting</i>			
1/6 page Horizontal/Vertical	\$525	\$475	\$425
1/12 page Square	\$325	\$275	\$225
Text Only	\$3.00/word - Minimum \$75		
Text - Centered copy, color block, <i>italicized words or bold words</i>	\$25		
Text - With logo	\$45		

Classified Movers + Shakers - Print and Eblast	6x	12x
1/6 page Horizontal/Vertical	\$540	\$490
1/12 page Square	\$340	\$290

Schools & Training	1x	6x	12x
1/2 page Horizontal	\$1,595	\$1,395	\$1,195
1/4 Page Square	\$595	\$555	\$505
1/10 Page Horizontal	\$190	\$175	\$150
Text with Logo	\$4.20/word - Minimum \$75		

National Account Managers

Donnell Curley • (904) 567-1549 • dcurley@massagemag.com
 Jan McNutt • (904) 567-1547 • jmcnutt@massagemag.com
 Joel Morris • (904) 567-1548 • jmorris@massagemag.com

Classified Marketplace, Schools & Training

Tina Farber • (904) 567-1551 • tfarber@massagemag.com

TWO-PAGE SPREAD:

Bleed: 16.50" x 11.125"
 Trim: 16.25" x 10.875"
 Live: 16.00" x 10.625"
 *allow 3/8" each side gutter for readability

Bleeds off page →

← Live area

FULL PAGE

Bleed: 8.375" x 11.125"
 Trim: 8.125" x 10.875"
 Live: 7.875" x 10.625"
 Full page 7.375" x 10"
 (nonbleed)

<p>2/3 page V 4.5" x 10"</p>	<p>1/2 page (island) 4.5" x 7.45"</p>	<p>1/2 page H 7.125" x 4.9"</p>	<p>1/2 page V 3.4" x 10"</p>	<p>1/3 page (square) 4.5" x 4.9"</p>
<p>1/3 page V 2.2" x 10"</p>	<p>1/3 page H 7.125" x 3.25"</p>	<p>1/4 page 3.4" x 4.9"</p> <p>1/4 page H 7.125" x 2.25"</p>	<p>CLASSIFIED</p> <p>1/12 page V 2.25" x 2.375"</p> <p>1/6 page V 2.25" x 4.75"</p> <p>1/6 page H 4.625" x 2.375"</p>	<p>SCHOOLS & TRAINING</p> <p>1/10 page 3.6" x 1.86"</p> <p>1/4 page 3.6" x 4"</p>

Mechanical Specs & General Guidelines

SIZES

MASSAGE Magazine's trim size:
8.125" x 10.875"

The live image area (guaranteed not to trim):
8" x 10.625" centered

Bleed ads:
Require an additional 1/8" beyond trim on all four sides

Trim size for two-page spreads:
16.25" x 10.875"

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

Accepted file types:

PDF

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.

Checklist for sending ads

PRINT-READY AD:

- * **Upload** your file (size limit 20mb) to www.MASSAGEmag.com/uploads and follow on-screen instructions.
- ✓ Wait for confirmation before leaving the Web page.
- ✓ 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.



* Special Notes

- Frequency discounts are based on rate-card frequency commitment and apply only to contracted insertions.
- Ads run with a signed contract only.
- Cancellations or changes must be received in writing prior to the published ad closing date.
- Short rate will be applied and reflected in final invoice.
- Cancellations or changes for covers and special inserts must be received in writing 30 days prior to close date.
- Inserts, belly bands, business reply cards and special promotions are estimated upon request.
- New accounts: First ad must be prepaid by credit card prior to ad space reservation date. Invoicing to begin upon approval of credit application.
- Production charges will be incurred for modifications to electronic files to format them to specifications at the rate of \$90/hour.
- *MASSAGE Magazine* will supply a hard-copy proof of your ad for a charge of \$125.

2012 MEDIA PLANNING notes



	PRINT	ONLINE BANNERS	RESOURCE CENTERS	E-NEWSLETTERS	LIST RENTALS	CUSTOM PUBLISHING
January*						
February						
March						
April						
May						
June						
July						
August*						
September						
October						
November						
December*						

*Special Issues

CONTACT INFORMATION

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