

Permission-Based Integrated Marketing Solutions



To Help Your Brand
Reach the Massage
Profession

MASSAGEmagazine

Media Kit

Want to reach multiple vertical markets?
We've got you covered.

CE CHIROPRACTIC
ECONOMICS

MASSAGE
magazine

beYogi

Beauty Insurance+
PLUS

INSURE
FITNESS GROUP



ATHLETIC TRAINER
INSURANCE PLUS

ELITE BEAUTY SOCIETY
For Professionals — By Professionals

MYOT INSURANCE

MYPT INSURANCE

 **NACAMS**



NATIONAL ASSOCIATION of
BARBERS
EST. 2010

 **Wellness Pro**
MEDIA SOLUTIONS



Print audience:
240,000 annual print distribution

Social Following:
292,400 social media audience

Page visitors:
1,008,929 annual page views



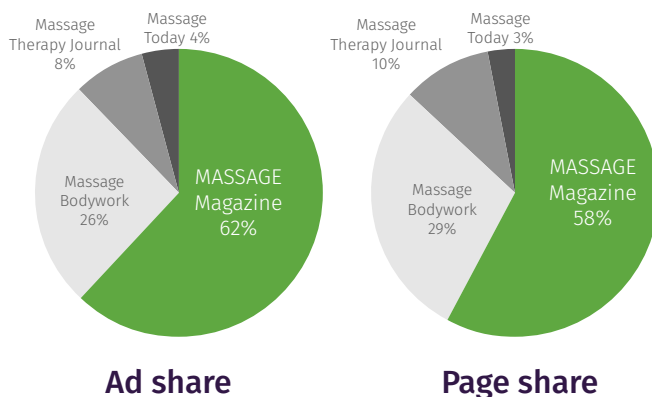
Integrated marketing for targeted results

Reach customers from every angle



Advertising goes where advertising pays

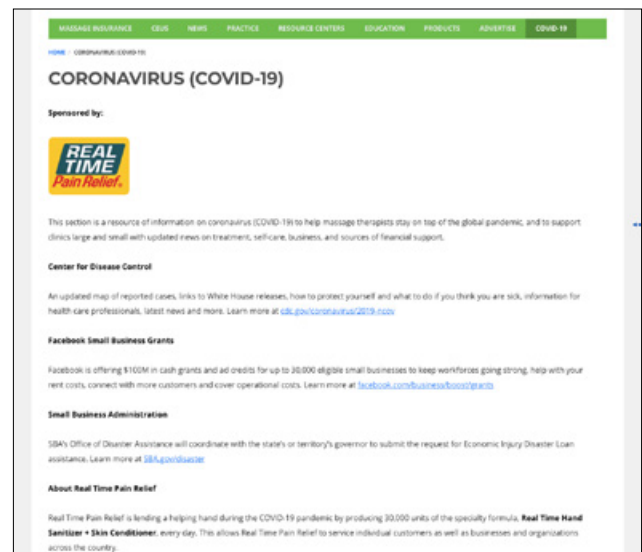
- More than twice the advertisers than our competitors.
- Over 50% of the ad share in the industry.



Source Inquiry Management System.

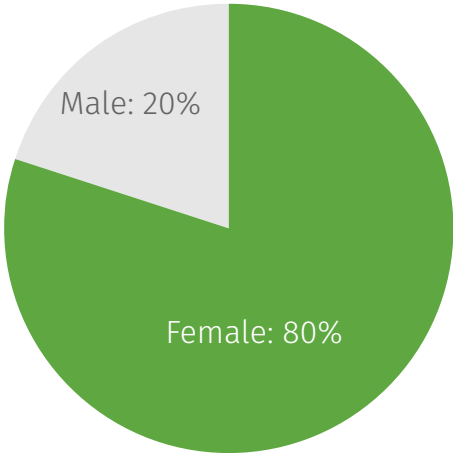
Unprecedented Coverage of COVID-19

- COVID-19 resource center helps massage therapists stay on top of the global pandemic, and to support our audience with information on sanitation, marketing, self-care and grant programs.

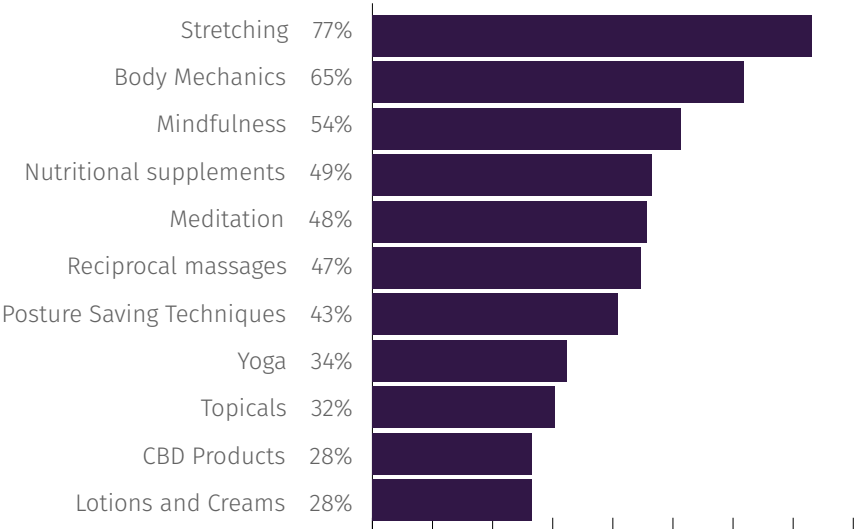


Reader Profile*

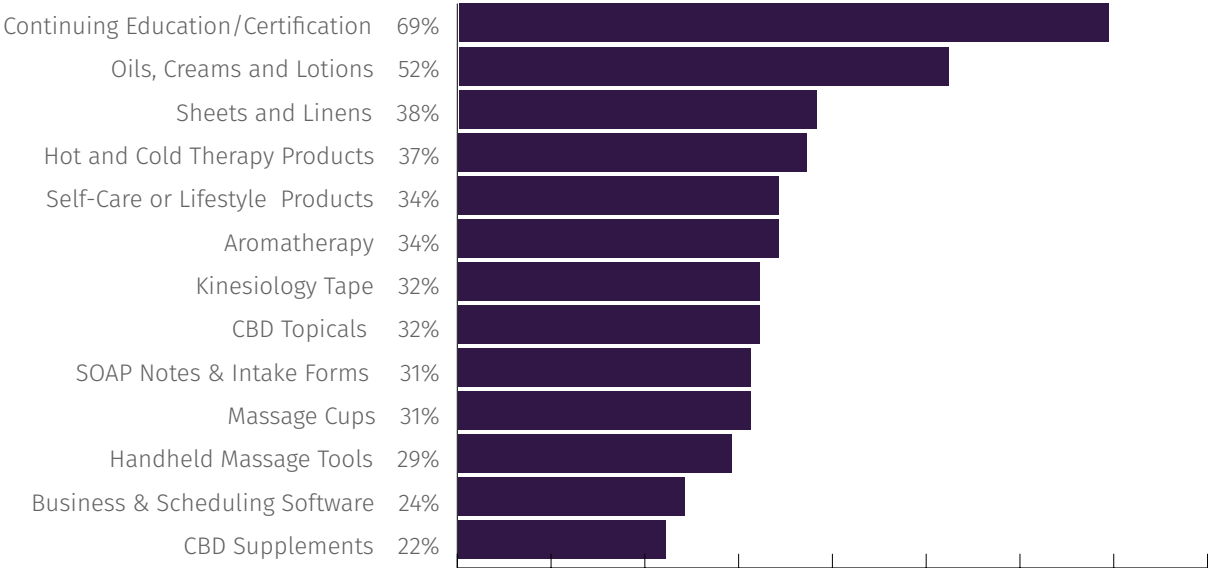
Female: 80% Male: 20%
Average Age: 43
Independent Practice: 49%
Average years in practice: 15+ years



Self-Care that MTs practice:



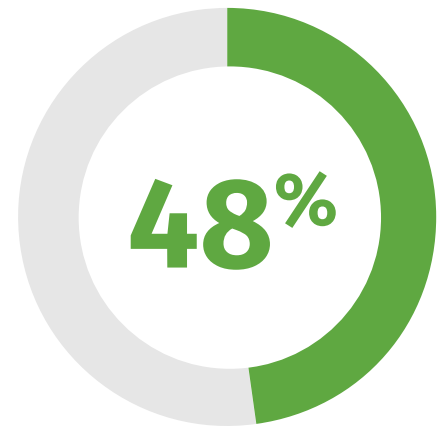
Products that MTs want to learn more about:



*Source: 2021 and 2022 MM Readership Surveys

MASSAGE Magazine is the most trusted and longest published magazine in the profession. We offer integrated marketing programs to help build or maintain your company's brand equity and value. We reach the massage therapists who are ready to buy your products and services through multiple media options.

Print publications are distributed through our integrated media avenues including mail, email database, and social media promotion.



the number of readers that visited a site or made a purchase from a company advertising in MASSAGE Magazine.

Source: 2022 MM readership survey.

Annual Buyers Guide

Our annual buyers guide is consistently voted number one as the premier source of information about products and services in the massage profession.



What products do massage clients request or purchase the most?



Display Advertising to Fit Every Budget and Advertising Goal



Cover Tip:

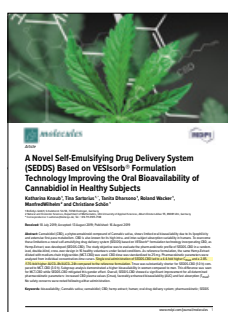
Own the front cover! Your advertisement featured as a faux cover of MASSAGE Magazine. Choose between a two-page front and back presentation, or a four-page folded presentation.

Editorial Series:

(Two-page spread): A “problem/solution” sponsored article on your topic, written by our staff, accompanied by your featured product overview and contact information.

Branded Content:

(2-Page Spread): Educational article accompanied by your advertisement. Four layout options to choose from.



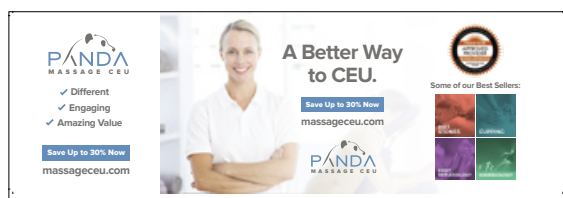
Insert:

(Two- to 16-page, full run or targeted inserts can be bound or tipped in, including full-size or mini catalogs, samples, card stock business reply, multi-page roll-out, posters, and more.



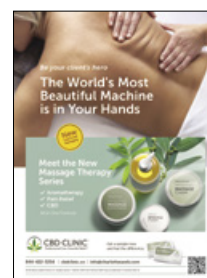
Directory Tab Insert:

Own your product category with this two-sided, four-color, fold-out tab insert.



Belly Band:

Your advertisement wrapped around an issue of MASSAGE Magazine.



Polybag Outsert:

Distribute your samples, catalogs, flyers, and postcards cost effectively.

Additional High Impact Print Options:

French Door Front Cover, Roll-Out Covers, Stickers, Post-it Notes, Perforated/Tear Out Cards, and Printed Polybags.

Cutting-edge digital products to create opt-in lead generation, education, and branding

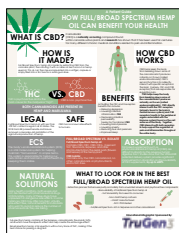
Sample of the Month/ Product Giveaway



Month-long lead-generation program. Sample or Giveaway is featured on massagemag.com and promotion includes full eblast, one eNewsletter

mention, social media promotion, and homepage call to action linking to custom landing page for lead capture.

Infographic



Custom built visual article (graphic) that is informational/educational and quickly represents valuable information to the massage therapist.

Webinar

Live, one-hour, educational event with clients, featured speaker(s), our team moderates the interactive event, records and posts on massagemag.com. Attendee and registrant contact info provided to the vendor. Month-long promotion includes full eblast, one eNewsletter mention, social media, and featured section on full-page print ad in *MESSAGE Magazine*.

Webinar Promotion for vendors' existing webinar(s) also available.

eBook

Lead-generating eBook that is informational/educational and represents valuable solutions to massage therapists.



eBook Promotion: Custom designed program to promote vendors existing eBook.

eCourse



This lead-generating educational email course is an automated process where MTs sign up for a free course and are emailed specific content within a designated timeline.

Sponsored Quiz

Intrigue the massage therapist audience by testing their knowledge with this lead generation promotion. Custom-built quiz that engages the massage therapist via website, social media, and social-sharing engagement.

Resource Centers/Content Hub

Custom developed microsite that allows advertisers to be an authority on a specific topic. Optimized for relevant keywords for SEO value and ranking.

Case Study

Lead-generating case study that is provided from the vendor to offer informational or educational statistics, storytelling that indirectly supports the product or service of the vendor.

...And More

Sponsored Content

An educational article provided by the vendor or written by our team that is non-promotional in nature but is a topic that reflects the business nature of the vendor. Other advertiser banner ads are blocked on page.

Survey

Custom proprietary survey designed to gather relevant information about a vendor's products or services. Results can serve as a benchmark and to help formulate creative messaging. Lead generation is an option.

Email Marketing

From geotargeted, full or partial, and retargeted solo ebasts, monthly eNews and Movers & Shakers banners to full MM database are available.

Programmatic Advertising

Programmatic advertising is an efficient way to reach your target audience as they browse the web and interact with their favorite apps. Deliver highly targeted ads to your audience based on both their physical and online behaviors to ensure you are only paying for ads delivered to the right people.

Tactics:

- Site retargeting, Geofencing, Search retargeting, Keyword contextual targeting, CRM targeting.
- Geo-Fencing (Place-Based Marketing): Target consumers on their mobile phone, if they visit your retail or selected locations or your competitors' locations.

Social Media

Take advantage of this powerful marketing tool. We can create a strategy for breaking through the noise to reach your potential customers on their favorite platforms. *MESSAGE Magazine* has the largest social media audience in the profession.

- Geotargeted capabilities, Facebook pixel sharing

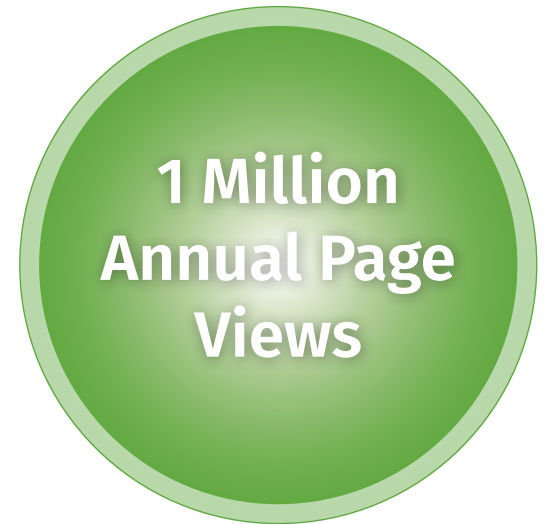
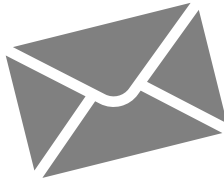


Web Traffic

- Most site traffic in the massage industry.
- Cutting-edge digital products to create opt-in lead generation, education, and branding.

Email:

- Over 200,000 email addresses
- 14% Average open rate



Social Media:

- Reach massage therapists through the social media channels they frequent.



161,600 Facebook followers

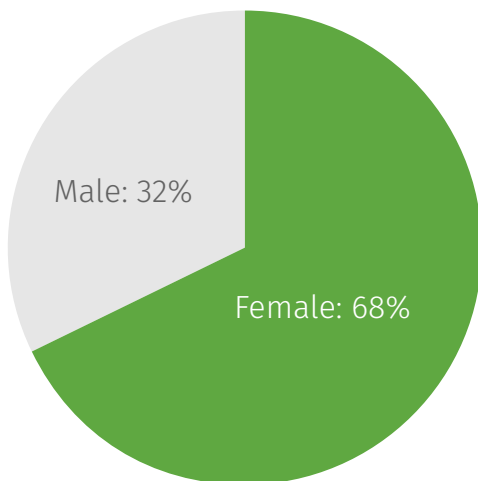
51,900 Twitter followers

47,960 LinkedIn followers

28,400 Instagram followers

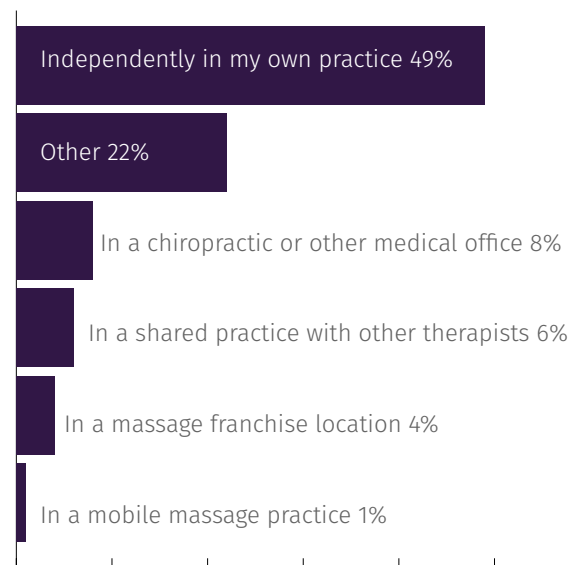
19,000 Pinterest followers

Social Media Demographics:



- Average Age — 24-35

Where MTs Practice:



Resource Centers

Easy access to targeted editorial through a customized portal. (sponsorship available).

Events List

Industry-wide calendar of events and webinars. (Post your event free of charge).

Products & Services

New products and product directory (submit your product or service free of charge).

Leaderboard

Attention grabbing top banner position.

Homepage Horizontal

Premium location on home page of MassageMag.com.

Box Banner

High visibility ROS banner.

Article Horizontal Banner

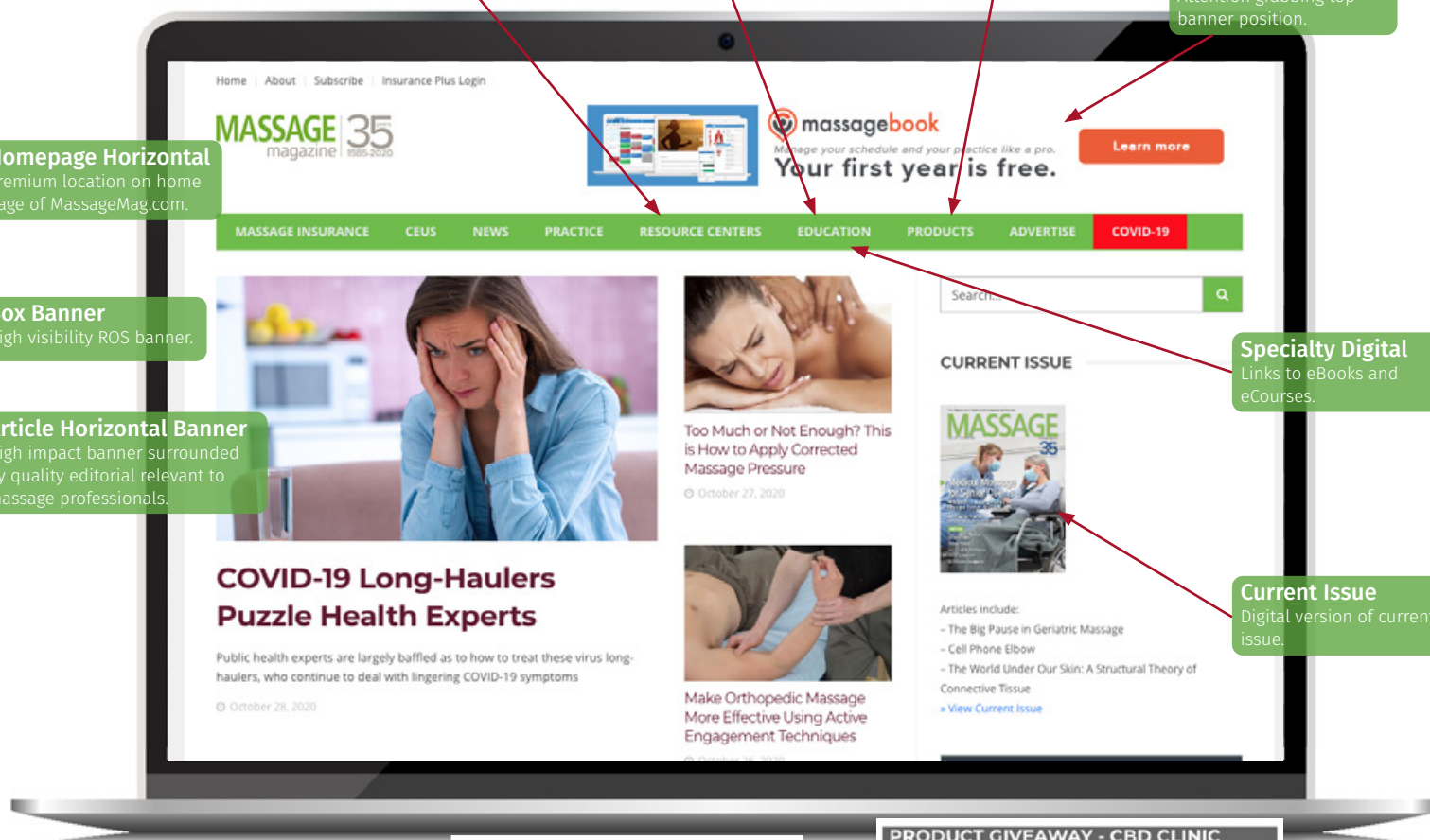
High impact banner surrounded by quality editorial relevant to massage professionals.

Specialty Digital

Links to eBooks and eCourses.

Current Issue

Digital version of current issue.



TRENDING ARTICLES



The Top 15 Techniques to Learn in 2020



Your New Massage Tool: Instrument Assisted Soft Tissue Manipulation

Trending Articles

In depth articles covering topics MTs most want to read about.

WEBINARS



[webinar] Cleaning and Disinfection in the Post Pandemic World



[webinar] Kinesiology tape: benefits and contraindications

Webinars

Archived and current educational webinars (sponsorships available).

PRODUCT GIVEAWAY - CBD CLINIC LEVEL 03 DEEP-RUB PAIN RELIEF OIL

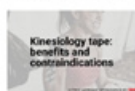
Enrich your massage session with a touch of CBD CLINIC LEVEL 03 DEEP-RUB Pain Relief Oil. This moderate strength oil balances the active analgesic: menthol (5%) with peppermint essential oil to maximize the cooling effect. These soothing ingredients are bound together with CBD hemp oil, cottonseed, and jojoba seed oil, which provide a double benefit as a skin glide-enhancer. 10 lucky winners will receive a full size, 12 oz. Value



Sample and Giveaway of the Month

Featured samples and giveaways from companies serving the profession.

INDUSTRY HIGHLIGHTS



[webinar] Kinesiology tape: benefits and contraindications



Keep Them Coming Back: Aromatic CBD Massage Products Enhance the Client Experience

Industry Highlights

Vendor sponsored educational articles (sponsorships available).



Later in the month many states mandated that non-essential businesses must close. People whose incomes depend on their massage practice may have no backup plan and no idea about when things might return to some kind of normal.

Again, the hidden cost is significant as well! Massage therapists are touch-motivated people. That quiet, private, meditative, sacred time we spend in human contact feeds us in ways that other people may not understand. In the session room we are client, doing our part to make the world

Article Ad Box

Web banner surrounded by relevant editorial content.

PRODUCT OF THE WEEK - DOLPHIN SCAR RELEASE KIT + ONLINE SCAR COURSE

The Dolphin Neurostim Professional is a pain management device that produces minute microcurrent impulses that gently relax muscles, calm the nervous system and release endorphins, the body's natural pain killers. This multi-pronged effect on the body's nervous, muscle and endocrine systems is the reason why the Dolphin works so fast and effectively on chronic pain.



[View Product](#)

Product of the Week

New and innovative products from our vendors.

JAN. '23

NEW YEAR, NEW SUCCESS

- Top 2023 Trends
- Advice & Ideas for MTs' Success
- Social Media Makeover
- Mindfulness for Mental Health
- Breathwork Techniques

Ad close: Nov. 23
Ad materials due: Nov. 30
Mail date: Dec. 20

FEB. '23

SPORTS MASSAGE

- Professional Sports Employment
- Network with Athletics Professionals
- Positional Release Therapy
- Assisted Stretching Technique
- Effective Client Communication

Ad close: Dec. 19
Ad materials due: Dec. 27
Mail date: Jan. 17

SPECIAL
EDITION

MARCH '23

PRODUCTS & TOOLS

- A Guide to Retail: Products & Tools
- Taping Products & Techniques
- Cupping Products & Techniques
- Lymphatic Massage
- MT Self-Care with Tools

Ad close: Jan. 18
Ad materials due: Jan. 25
Mail date: Feb. 14

APRIL '23

THE PAIN ISSUE

- Massage's Role in Pain Management
- Grow an Interdisciplinary Network
- Body Mechanics for Pregnancy
- Triggerpoint Technique
- Thai Massage Technique

Ad close: Feb. 23
Ad materials due: Mar. 2
Mail date: Mar. 21

MAY '23

EDUCATION

- A Guide to Budgeting for CE
- How to Avoid Unethical CE Providers
- Bill Workers Comp
- Energy Work Research
- CranioSacral Therapy

Ad close: Mar. 21
Ad materials due: Mar. 28
Mail date: April 18

JUNE '23*

DIVERSITY & INCLUSION

- Prevent Cultural Appropriation
- Welcome LGBTQ Clients
- Stretch for Self-Care
- Business Tech: SOAP Notes & Software
- Advanced Business Techniques

Ad close: April 18
Ad materials due: April 25
Mail date: May 16

SPECIAL
EDITION

JULY '23

SELF-CARE

- Mobile Massage MTs' Self-Care
- Exercise for Better Health
- Best Business Practices
- Acquire Clients
- Reiki Techniques

Ad close: May 24
Ad materials due: May 31
Mail date: June 20

SHOW DISTRIBUTION:
WORLD MASSAGE FESTIVAL, CHEROKEE, NC

AUG. '23

SUSTAINABILITY

- Business-Building Foundations
- Practice Structure: LLC or Corporation
- Natural Products
- Hand Health
- Touchless Treatments

Ad close: June 21
Ad materials due: June 28
Mail date: July 18

SEPT. '23*

CAREER GUIDE

- Medical Massage Job Guide
- How to Become a CE Provider
- Body Mechanics
- The Mobile Massage Career
- Fascia Techniques

Ad close: July 26
Ad materials due: Aug. 2
Mail date: Aug. 22

OCT. '23

BUYERS GUIDE

- A-Z Company Directory
- Product Profiles
- Product Directory
- Retail Success
- Year-Long Resource

Ad close: Aug. 24
Ad materials due: Aug. 31
Mail date: Sept. 19

NOV. '23

INDUSTRY UPDATES

- Plan for the Future
- Technique for PTSD
- Work with Veterans
- Nutrition for Self-Care
- Myoskeletal Alignment

Ad close: Sept. 20
Ad materials due: Sept. 27
Mail date: Oct. 17

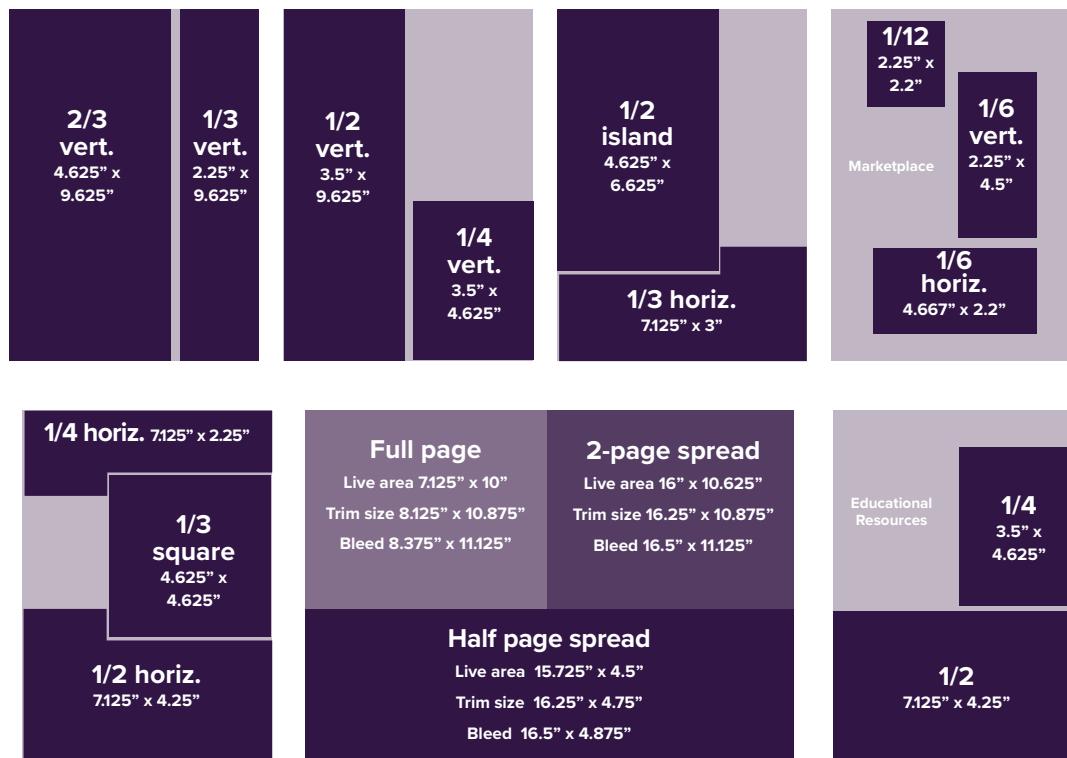
DEC. '23

SMALL BUSINESS SUCCESS

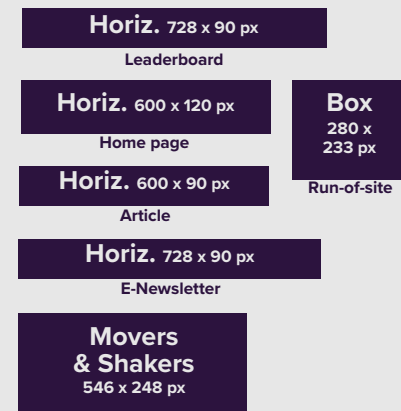
- Brand Your Business
- Practice-Building Techniques
- Types of Loans/Funding/Credit for Small Businesses
- How to Hire Correctly
- Set Yourself up for Success

Ad close: Oct. 26
Ad materials due: Nov. 2
Mail date: Nov. 21

PRINTSPECS



DIGITALSPECS



DIGITAL AD FILE SPECIFICATIONS:

Accepted file types:
PNG or JPG, 72 dpi, preferred.
RGB mode. We can also accept
PSD, FLA, JPEG, and SIF

PRINT AD FILE SPECIFICATIONS:

Press-ready 300 dpi PDF preferred. We can also accept TIFF, JPEG, or EPS saved in high-res, CMYK mode, flattened and fonts converted to outlines where applicable. All PMS colors MUST be converted to CMYK. If we convert, a color shift may occur.

In-house Design: Our team is here to help you create the perfect ad. After the 3rd revision, we reserve the right to charge \$100 per hour.

HOW TO SUBMIT AD FILES:

- Please name your file with the following protocol: Your company name issue # of the Magazine_Year.
- Print and digital ad files can be submitted through our customer portal or emailed to your sales representative.
- All files submitted must be under 25 MB.

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