

# Permission-Based Integrated Marketing Solutions

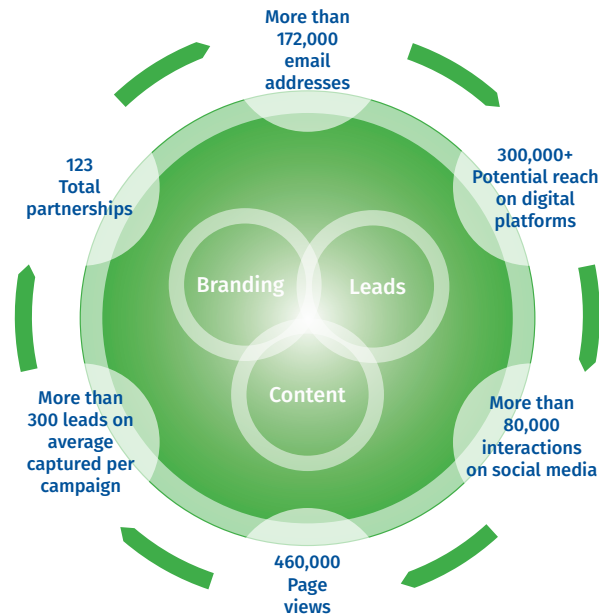


To help your brand  
reach the massage  
profession

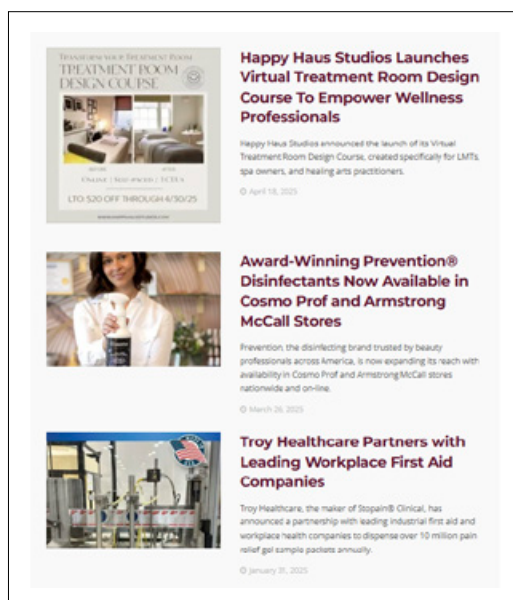
**MASSAGE**mag.com

**Media Kit**

## Reach therapists from every angle



## The best coverage of massage industry news



- MASSAGEmag.com keeps its audience of massage therapists up to date with the latest industry news. Our digital press release page furthers MTs' knowledge of businesses, services and products.

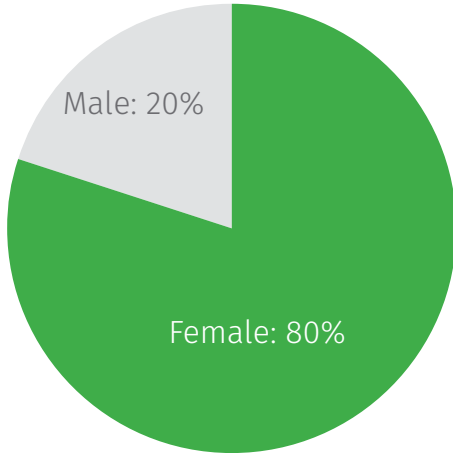
## Massage therapist profile\*

Female: 80% Male: 20%

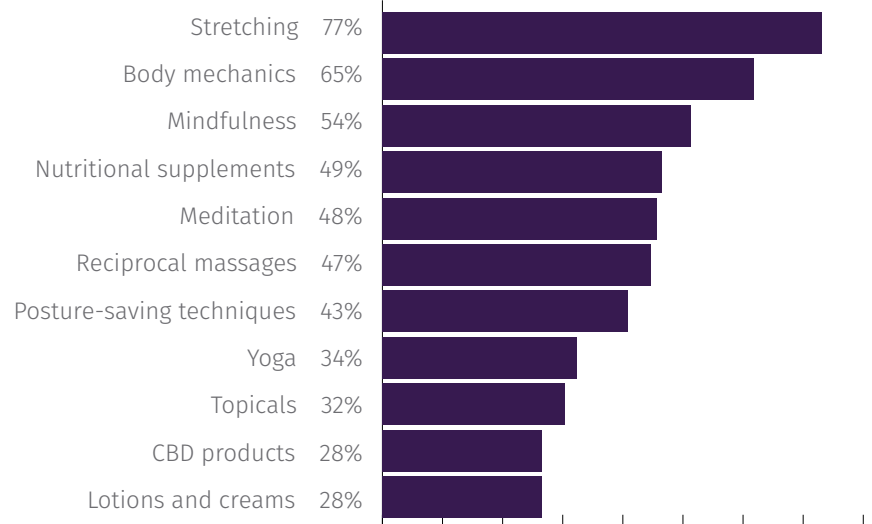
Average age: 43

Independent practice: 49%

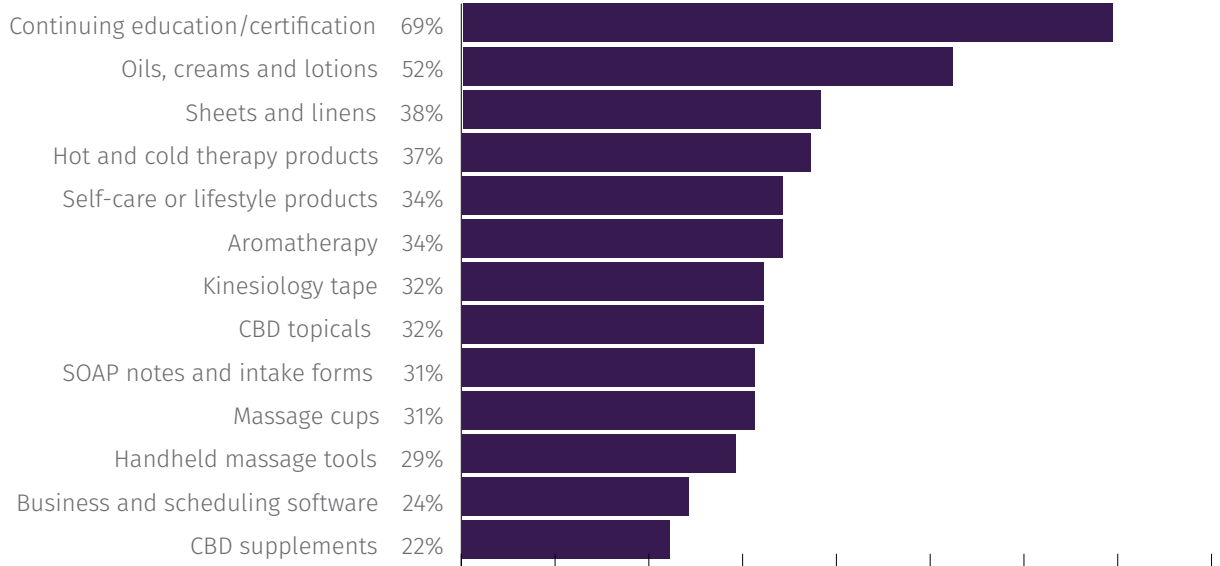
Average years in practice: 15+ years



## Self-care MTs practice:



## Products MTs want to learn more about:



\*Source: MM Readership Surveys

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

### Live hosted webinar

Host a one-hour, live educational webinar featuring your expert speaker(s), moderated by our team. We record and post the video and transcript on MASSAGEmag.com, providing attendee and registrant contact info to you.

Receive a month-long promotion via dedicated eblast, newsletter mention and social media posts, maximizing your brand's exposure and lead generation within the massage therapy community.

### Ebook

Captivate massage therapists with a lead-generating ebook showcasing your expertise and innovative solutions. This engaging, educational resource empowers MTs with valuable insights, amplified by a robust promotional campaign.

Includes a homepage siderail banner and custom landing page with lead form on MASSAGEmag.com, a solo eblast, an newsletter mention and social media posts. Generate high-quality leads and elevate your brand's authority in the massage therapy community.

### Lead generation campaign

Promote your existing webinar, ebook, ecourse, podcast, video or guide using our highly-engaged platforms. Drive traffic to your existing digital content and generate more leads by targeting our audience of massage therapists.

Includes a custom landing page with lead form on MASSAGEmag.com, a homepage siderail banner, a solo eblast, an newsletter mention and dynamic social media posts, boosting your brand's reach and authority among massage therapists.

### Email marketing

Promote your brand directly to our massage audience with targeted email campaigns:

**Solo eblasts:** Share your unique value proposition through geotargeted, full or partial eblasts, with retargeting options to maximize engagement.

**Monthly newsletter and Movers and Shakers banners:** Reach our full MM database with high-visibility banner placements in our monthly newsletter and exclusive Movers and Shakers campaigns.

### Social media marketing

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. We offer co-branded, paid social media on Meta, LinkedIn, YouTube and Spotify. We build custom audiences using our emails and website traffic, plus detailed targeting to reach a highly targeted audience for your products/services.

- Geotargeted capabilities
- Facebook pixel sharing
- Capture leads instantly from Meta with integration directly into your CRM

### Custom survey or quiz

This custom proprietary survey or quiz, designed to gather relevant information about your products or services, is sent as an eblast to our audience of massage therapists. Results serve as a benchmark and help formulate creative messaging tailored to your future customers. Lead generation options available.

### Sample of the Month/product giveaway

Generate leads and amplify your brand with our proven product sample and giveaway campaign, leveraging an omni-channel strategy to create buzz in the massage therapy market.

Feature your product in a month-long promotion, including a prominent homepage call-to-action on MASSAGEmag.com, a dedicated solo eblast, an newsletter mention and social media posts. Includes a custom landing page with a lead capture form to collect valuable MT contact information, delivering measurable results and heightened brand visibility.

### Ecourse

Engage massage therapists with a lead-generating ecourse, delivering automated, educational email content to MTs over a set timeline.

Showcase your expertise and capture leads through a custom landing page with lead form on MASSAGEmag.com, a solo eblast, homepage siderail banner, newsletter mention and social media posts, driving high-quality leads while educating the massage therapy community.

### Programmatic advertising

Reach massage therapists 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. Additionally, you can extend your reach to MTs through OTT/CTV commercials, engaging them while they stream their favorite shows and content on connected TV platforms.

- Addressable geo-fencing, first-party CRM and third-party digital direct mail, keyword search and keyword contextual, mobile geo-fencing (events and locations), website retargeting.
- OTT/CTV addressable, demographic and behavioral targetings.

### Sponsored content

Establish your brand as a thought leader with a sponsored article tailored to the massage therapy community. This in-depth feature showcases your expertise, educates our engaged MT audience on industry trends or solutions and drives traffic to your website through strategic placement on MASSAGEmag.com, boosting credibility and fostering meaningful connections.

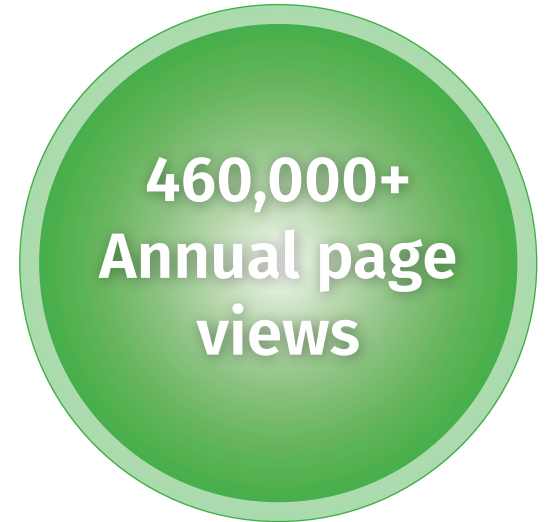
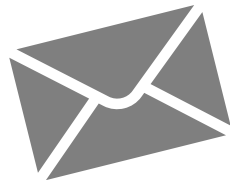
- Promoted via homepage feature, social media posts and an newsletter mention.
- Optionally, include a link to a custom landing page with a lead form to capture massage therapist contacts.

## Web traffic

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

## Email

- More than 172,000 email addresses



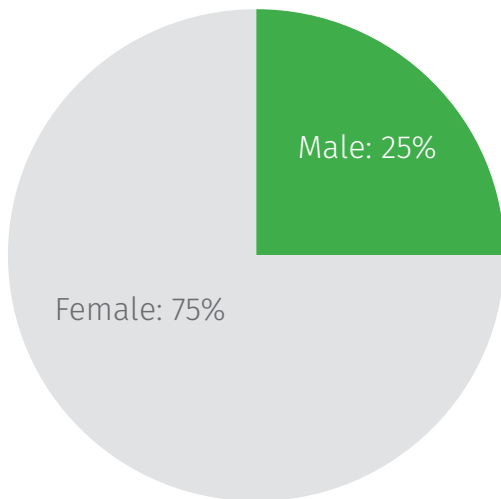
## Social media

- Reach massage therapists through the social media channels they frequent



**Potential reach of more than 300,000 massage therapists**

## Social media demographics



Average age — 35-44

## Where MTs practice



### Content Hubs

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.

### Article Horizontal Banner

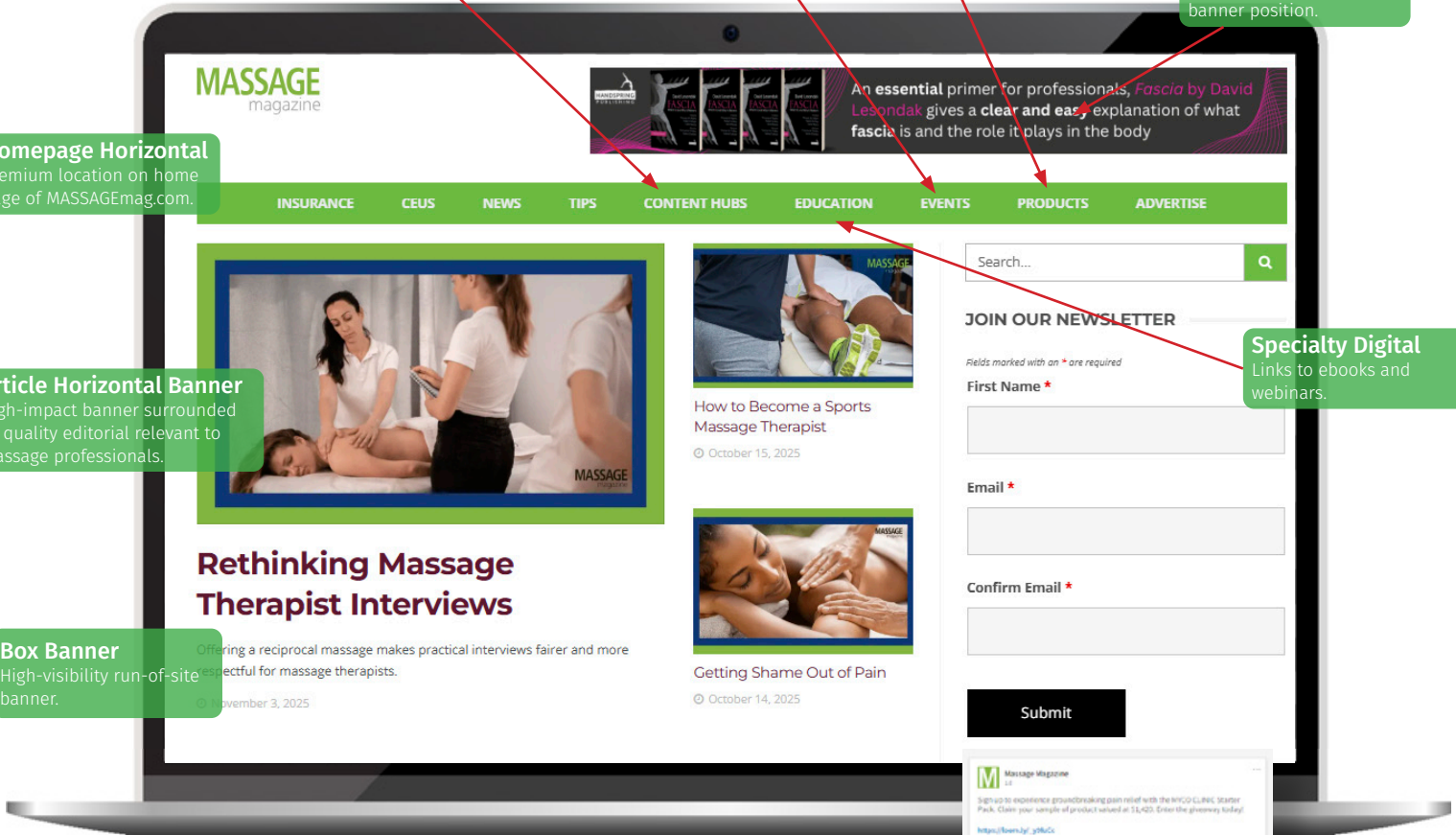
High-impact banner surrounded by quality editorial relevant to massage professionals.

### Box Banner

High-visibility run-of-site banner.

### Specialty Digital

Links to ebooks and webinars.



### Rethinking Massage Therapist Interviews

Offering a reciprocal massage makes practical interviews fairer and more respectful for massage therapists.



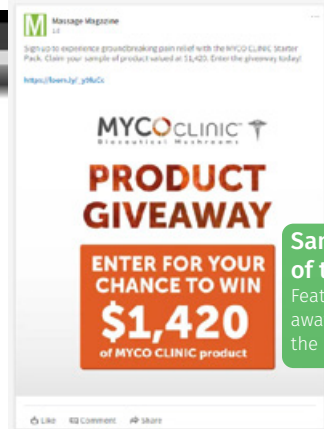
### How to Become a Sports Massage Therapist

October 15, 2025



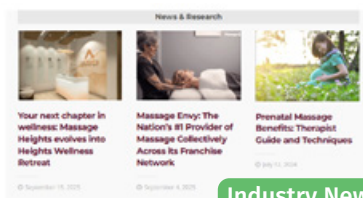
### Webinars

Archived and current educational webinars (sponsorships available).



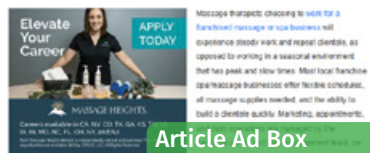
### Sample and Giveaway of the Month

Featured samples and giveaways from companies serving the profession.



### Industry News & Research

Vendor-sponsored educational articles (sponsorships available).



### Article Ad Box

Web banner surrounded by relevant editorial content.



### Product of the Week

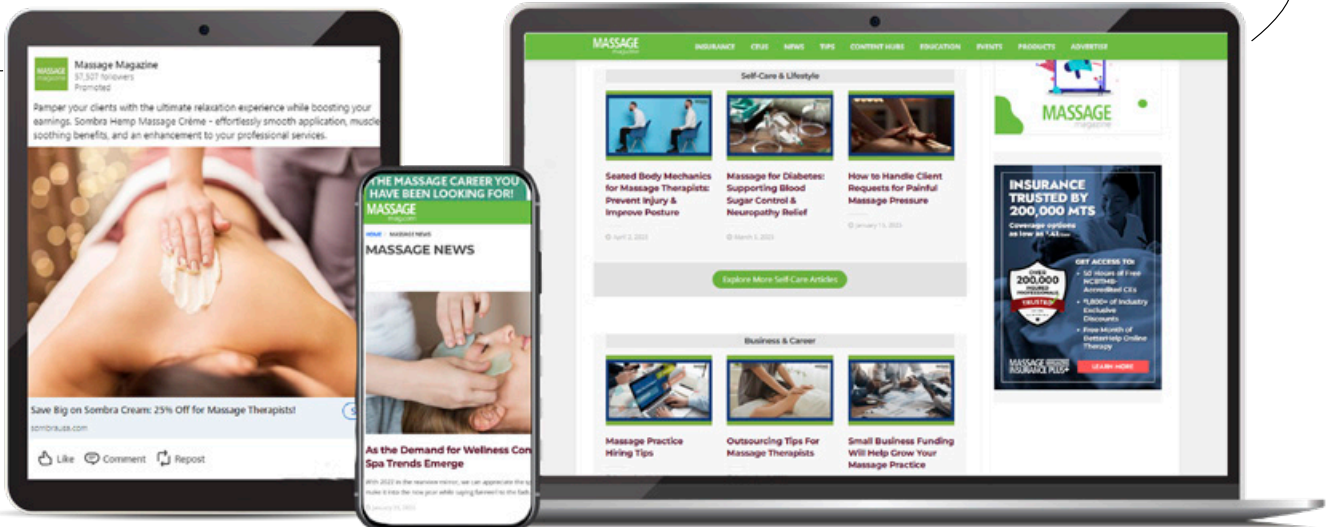
New and innovative products from our vendors.

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



Potential social following: 300,000

Page visitors: 460,000 annual page views



## Digital specs

### Regular leaderboard

**Horiz. 728 x 90 px**

### Mobile leaderboard

**Horiz. 468 x 90 px**

### Home page

**Horiz. 750 x 90 px**

### Article

**Horiz. 600 x 90 px**

### Enewsletter

**Horiz. 728 x 90 px**

### Movers & Shakers

**Movers  
& Shakers**  
546 x 248 px

### Run-of-site

**Box**  
280 x  
233 px

## Digital ad file specifications

Upload your digital ads through [our customer portal](#).

All files submitted must be under 5 MB.

### Accepted file types:

PNG or JPG, 72 dpi, preferred. RGB mode. We also accept PSD, JPEG and HTML (for email).

### Naming protocol:

Company name, media title, month, year.

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

## Contact us

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