

Permission-Based Integrated Marketing Solutions



To Help Your Brand
Reach the Massage
Profession

MASSAGEmag.com

Media Kit

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

CE CHIROPRACTIC
ECONOMICS

MESSAGE
mag.com

beYogi

Beauty Insurance⁺
PLUS

INSURE
FITNESS GROUP

ATHLETIC TRAINER
INSURANCE PLUS

ELITE BEAUTY SOCIETY
For Professionals — By Professionals

MYOTINSURANCE

MYPTINSURANCE

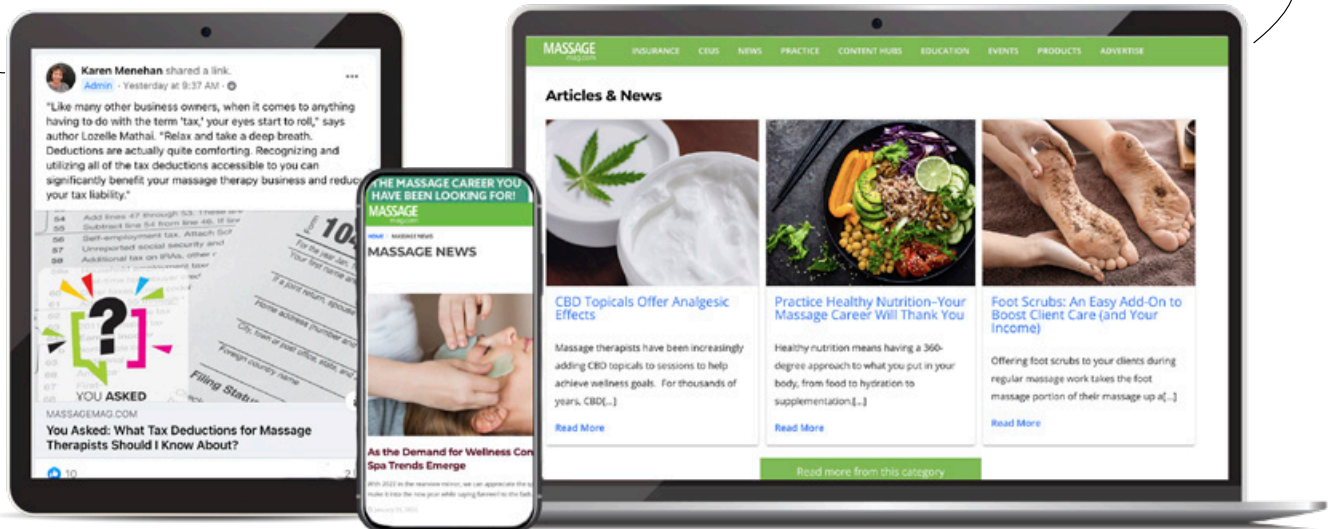
NACAMS

NATIONAL ASSOCIATION of
BARBERS
EST 2010

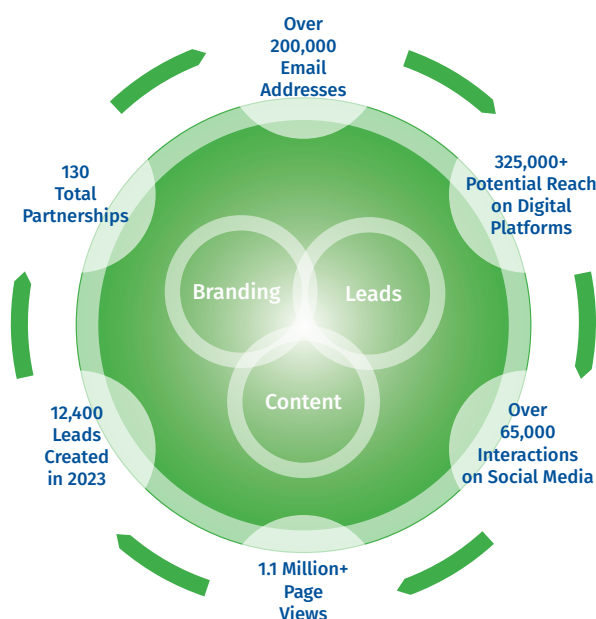
Wellness Pro
MEDIA SOLUTIONS

Potential social
following 318,125

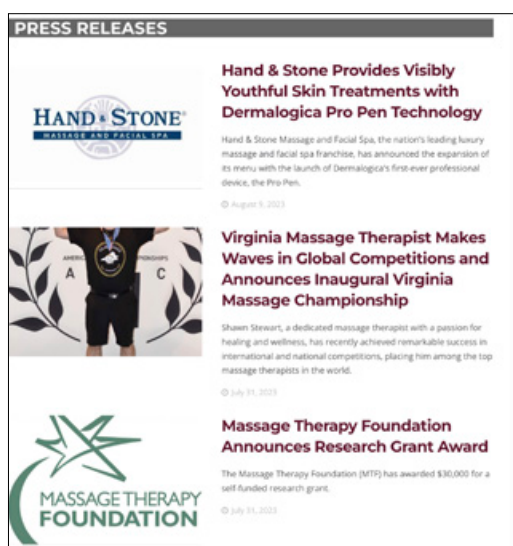
Page visitors:
1,113,625 annual page views



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.

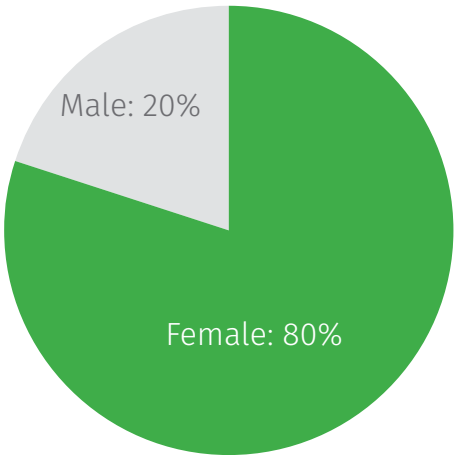
Massage Therapist Profile*

Female: 80% Male: 20%

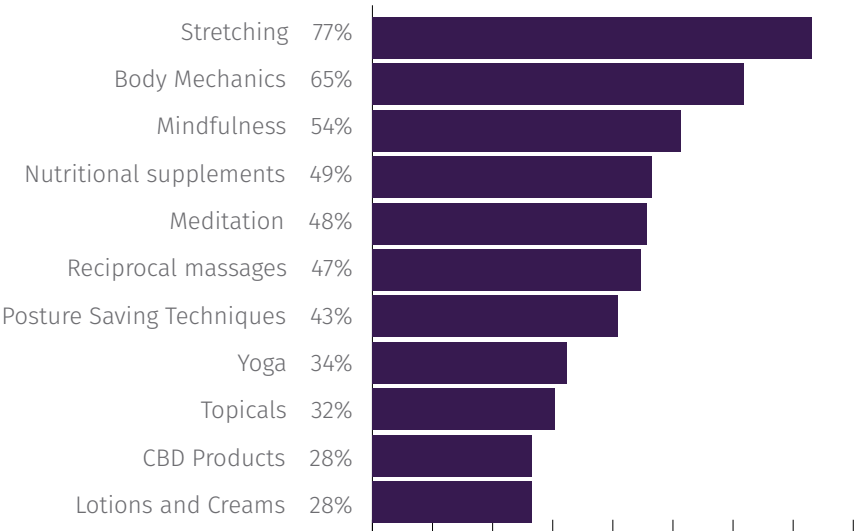
Average Age: 43

Independent Practice: 49%

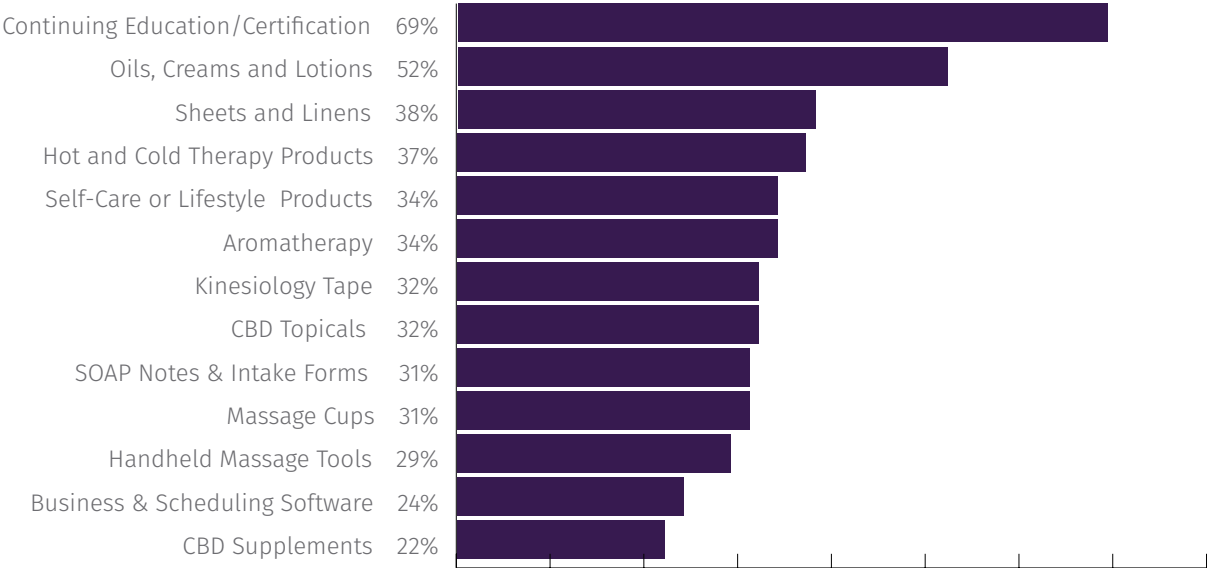
Average years in practice: 15+ years



Self-Care that MTs practice:



Products that MTs want to learn more about:



*Source: 2021 and 2022 MM Readership Surveys

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

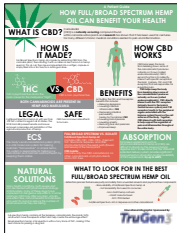
Sample of the Month/ Product Giveaway



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, and social media.

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.

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 eblasts, monthly eNews and Movers & Shakers banners to full MM database are available.

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.

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

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. Co-branded paid campaigns are available on Meta, LinkedIn, Tik Tok, and Spotify. Massage team can develop a custom audience to include email, terrestrial addresses, website traffic, and detailed targeting to reach a highly targeted audience to promote your companies products/services.

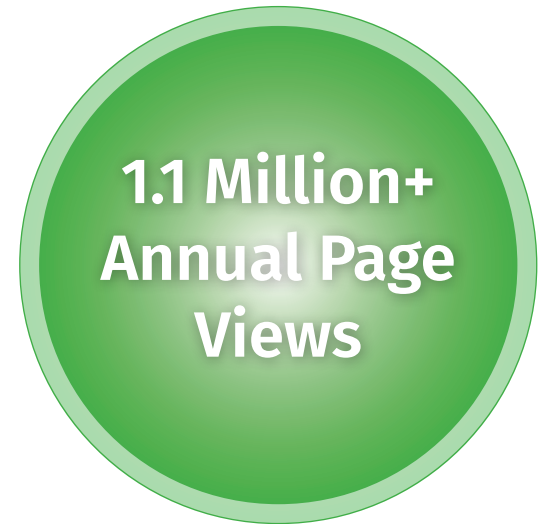
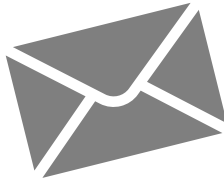
- Geotargeted capabilities
- Facebook pixel sharing

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
- 21% Average open rate



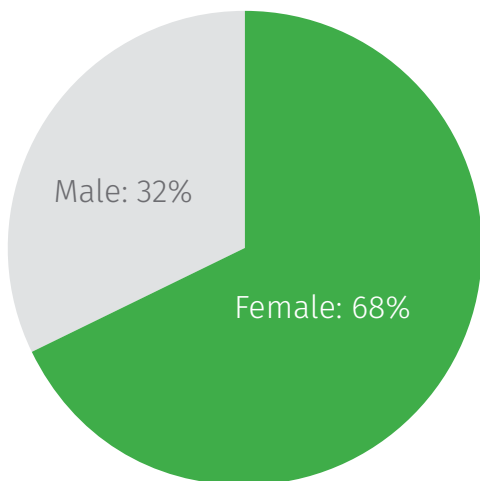
Social Media:

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



Potential Reach
318,125
Massage Therapists

Social Media Demographics:



- Average Age — 24-35

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

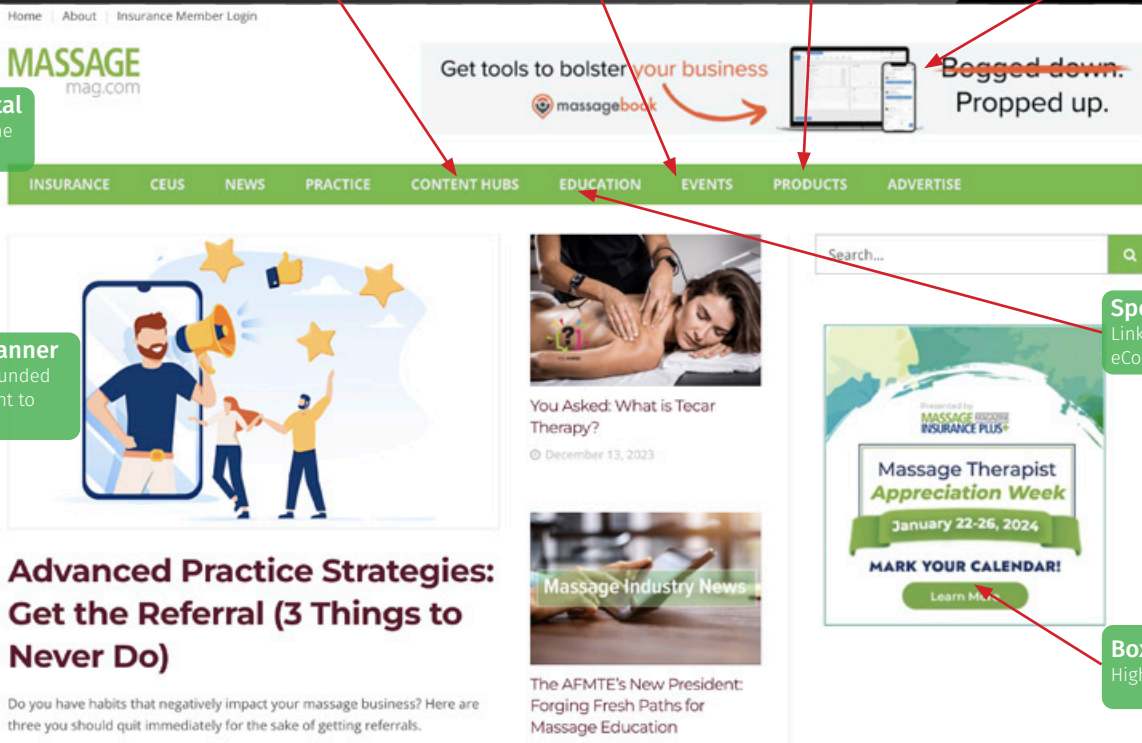
High impact banner surrounded by quality editorial relevant to massage professionals.

Specialty Digital

Links to eBooks and eCourses.

Box Banner

High visibility ROS banner.



Webinars

Archived and current educational webinars (sponsorships available).

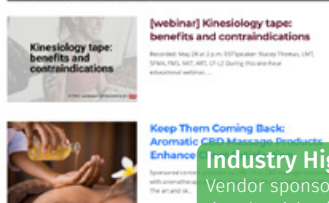
Sample and Giveaway of the Month

Featured samples and giveaways from companies serving the profession.

Trending Articles

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

Industry Highlights



Industry Highlights

Vendor sponsored educational articles (sponsorships available).

Article Ad Box

Web banner surrounded by relevant editorial content.

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 protectant and glide-enhancer. 10 lucky winners will receive a full size, 12 oz bottle. Value \$24.99.



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.



Product of the Week
New and innovative products from our vendors.

DIGITALSPECS

Regular Leaderboard

Horiz. 728 x 90 px

Mobile Leaderboard

Horiz. 468 x 60 px

Home page

Horiz. 600 x 120 px

Article

Horiz. 600 x 90 px

E-Newsletter

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](#) or email to your sales rep.

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.

Ebooks: Submit copy as a Word Document. All supporting images should be submitted separately and not embedded in the Word document.

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.

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