

A woman with long brown hair, wearing a black backless dress, sits on a wooden swing. She is holding the chains of the swing and looking out over a vast, misty landscape. The foreground is filled with lush green foliage. In the background, a calm lake stretches across the middle ground, surrounded by dense green forests. The sky is overcast and hazy, creating a serene and atmospheric scene.

organic spa

MAGAZINE

2022 MEDIA KIT

Organic Spa Media is the leading authority in wellness travel, natural beauty and green living.

Organic Spa Media provides readers and viewers with insight and expert advice on the most authentic way to live a life of well-being. Our mission is to inspire, motivate and educate modern wellness consumers about how to live a life of intention, purpose and consciousness.

GLOBAL WELLNESS ECONOMY=\$4.5 TRILLION





VIRTUAL EVENTS
The Wellness Experience
Virtual Summit



PRINT + DIGITAL
The Magazine, SIP Editions

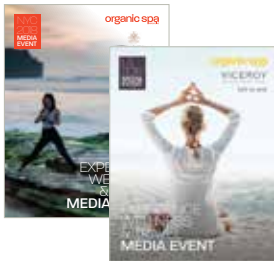


ADVERTORIALS & INSERTS
Custom Content Marketing



SOCIAL MEDIA
Customized Social
Media Programs

livewell
LIVEWELL MEMBERSHIP
Branding and Sampling
Opportunities



PRESS EVENTS
LA & NYC Experience
Wellness & Travel Media Events



WELLNESS TOURISM
Wellness Travel Trade Events
Custom Publishing
Market Strategy

MOBILE
iPhone App "SKIN"



DIGITAL
Website Banners
Video Campaigns
Digital Content Sponsorship
eWellness Newsletter
Wellness Travel Guide

E-MARKETING
Dedicated e-Blasts
Newsletters
Native Content Program



SHOP BEAUTY
E-Commerce Affiliate Program
shop beauty



OUR CIRCULATION

PRINT/DIGITAL

RATE BASE: 170,000

newsstand: 20,000

subscription: 150,000

(spa/resort: 5,000 | airport lounges: 5,000)

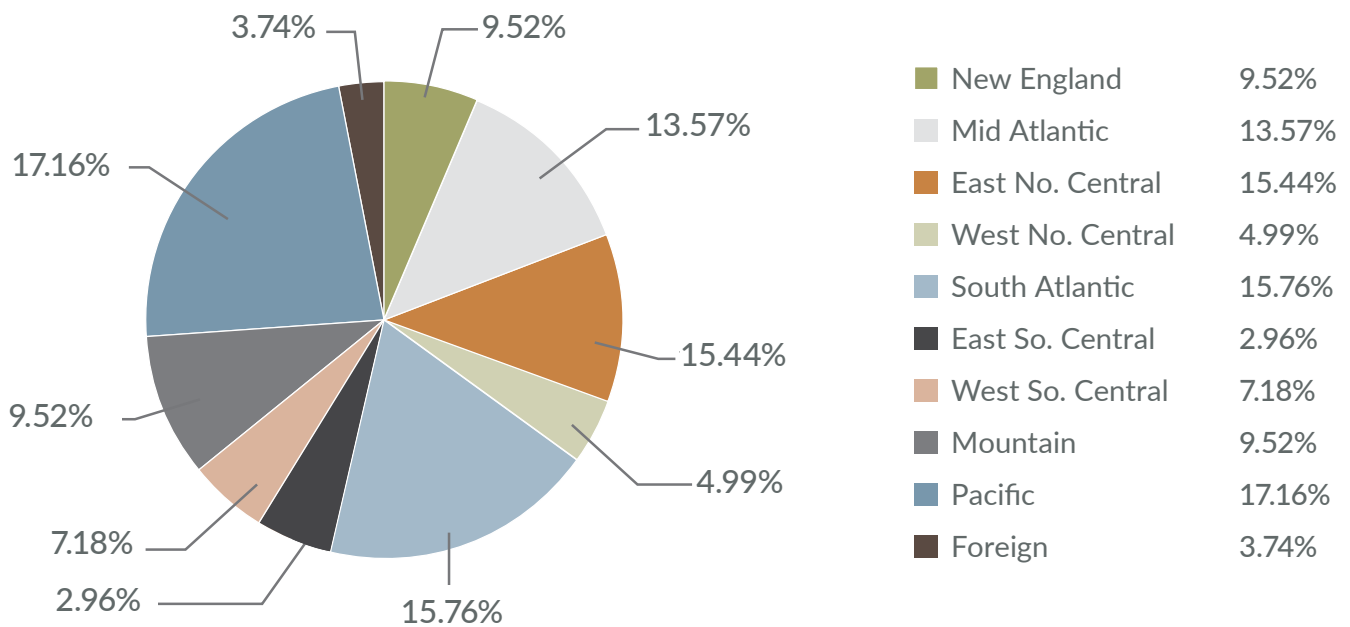
print readership: 680,000 (4x pass-along)

digital viewership: 1,200,000+ (partner distribution)

News Inflight distribution (international): 2,000,000+
(luxury hotel, iPad & devices)

TOTAL READERSHIP AUDIENCE: 3,880,000

DISTRIBUTION



NEWS IN FLIGHT



Organic Spa Magazine's digital content is accessible on most international airlines, luxury hotel groups worldwide, (Mandarin Oriental, Ritz Carlton, Intercontinental, Kempinski etc.) and has exclusive U.S. V.I.P. airport distribution—providing an additional reach of **2 million plus viewers per issue!**



OUR READER | AUDIENCE DEMOGRAPHICS

Organic Spa Magazine reaches over 3.8 million upscale, affluent, highly educated, eco-conscious consumers who are values-driven purchasers seeking organic and natural products and services that will enhance their green lifestyle.

Age

19%18-34
24%35-44
24%45-54
33%55+
Average Age55+

92% CHOOSE ORGANIC TREATMENTS AT SPAS

Sex

23%Male
77%Female

87% USE SUPPLEMENTS DAILY

Education

7%Doctorate
21%Masters
42%Bachelors
24%Associate/Some College
7%Other

98% TAKE AT LEAST ONE INTERNATIONAL TRIP PER YEAR

Household Income

79%\$149,000
11%\$150,000 - \$200,000
9%\$200,000+
Average HHI\$149,000

83% CHOOSE TRAVEL PACKAGES BASED ON WELLNESS OPTIONS

Activities

49%Yoga
42%Meditation
47%Hiking

79% CHOOSE ORGANIC SPA MAGAZINE AS THEIR FAVORITE MAGAZINE TO SPEND TIME WITH

Favorite OSM Categories

58%Food/Home
56%Wellness Living
56%Wellness Travel
47%Skincare Tips/Trends
43%Health & Supplements

We asked our readers what their favorite thing is about *Organic Spa Magazine*. Here are some of their responses.

"Organic Spa is so creative! I loved the beauty story about beauty and wellness from the forest. There's so much talk about forest bathing, but you took it a step further, which is why I love you. You always surprise me!"

"The Food-Mood Connection was truly enlightening. We all know that when we eat poorly, we feel poorly. But it's great to learn there's data linking food to depression, because it gives us some control over it. I found the entire Wellness issue illuminating."

"I am writing to let you know that I clipped your "Drive-To Destinations" story and will be using it as a resource for my travels through the end of this year. I am not yet comfortable getting on a plane, but I love to drive, and I really miss traveling. I was not familiar with some of the East Coast spots that you highlighted and they look wonderful."

*These results are based on our in-house 2019 *Organic Spa Magazine* subscriber studies.



2022 Print Opportunities

- EDITORIAL CALENDAR
- ADVERTISING RATES
- CONTENT MARKETING
- SPECS + GUIDELINES

EDITORIAL CALENDAR

JAN/FEB Print + Digital

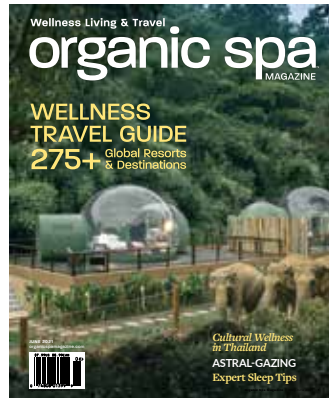


The Complete Wellness Issue

SPACE: 12/3

MATERIAL: 12/10

MARCH/APRIL Print + Digital



Wellness Travel Guide

SPACE: 2/11

MATERIAL: 2/18

MAY/JUNE Print + Digital



Beauty & Well-Being

SPACE: 4/22

MATERIAL: 4/29

JULY/AUG Print + Digital



Gourmet Food & Travel Issue

SPACE: 6/17

MATERIAL: 6/24

SEPT/OCT Print + Digital



Wellness Living & Style

SPACE: 8/12

MATERIAL: 8/19

NOV/DEC Print + Digital



The Holiday Issue

SPACE: 10/21

MATERIAL: 10/28

EDITORIAL CALENDAR

JAN/FEB Print + Digital

THE COMPLETE WELLNESS ISSUE

Full Body Reset
CBD Soaks
Tap Into Joy
Anti-Inflammatory Foods
Olympian-Inspired Workouts
Natural Remedies: Muscle Aches
Reed Diffusers
Brilliant Body Oils
Top Spa Robes
Home Energy Conservation Tips
Flickering Light: Mood Candles
Healing Teas
Designing a Wellness Oasis: Bathroom
Travel: Seaside Spa Getaways
Winter Adventures

SPACE: 12/3

MATERIAL: 12/10

MARCH/APRIL Print + Digital

WELLNESS TRAVEL GUIDE

Planting a Butterfly Garden
Journey Inward: Tap into Your Healing Energy
Natural Remedies for Arthritis
Expert Running Tips
Spirituality & Spa
Deforestation: What to Do
Touchless Spa Treatments
Vegan Fruit Desserts
Nontoxic Hair Color
Skin-Firming Serums
Travel: Europe: Wellness Travel
Top Eco Tour Operators

SPACE: 2/11

MATERIAL: 2/18

MAY/JUNE Print + Digital

BEAUTY & WELL-BEING

OSM Natural & Organic Beauty Awards
Cannabis Drinks
Light Therapy
Acupressure Face & Foot Massage
Natural Remedies: Migraine
Beauty Gadgets & Gizmos
Guide to Pranayama Breath
Regenerative Food Roundup
Natural Nail Care
Designing a Wellness Oasis: Upcycled Interiors
Cooking with Greens
State-of-the-Ocean: Conservation
Overnight Masks, Sleep Serums
Travel: Mexico: Wellness Travel
Mountain Spa Escapes

SPACE: 4/22

MATERIAL: 4/29

JULY/AUG Print + Digital

GOURMET FOOD & TRAVEL ISSUE

Best Bike Tours
How Chefs Stop Food Waste
Water Workouts
Sustainable Lawns
How to Grill Vegetables
Beach Hair
Sunscreen Breakthroughs
Healthy Salads
Sustainable Seafood
Designing a Wellness Oasis: Outdoor Design
Urban Compost Outposts
Great Outdoor Gear
Travel: Wellness in Asia
Drive-To Wellness Weekends

SPACE: 6/17

MATERIAL: 6/24

SEPT/OCT Print + Digital

WELLNESS LIVING & STYLE

OSM Wellness Travel Awards
I Create a Cozy Home Environment
Ethical Fashion: Designer Tips
Wildlife Conservation Safaris
Designing a Wellness Oasis: Bedroom
Spicy Scents
The Vagus Nerve
Fuel-Efficient Cars
Artisanal Winemakers
How to Be Plastic-Free
Back to School Snacks
Travel: Caribbean: Wellness Travel
Hawaii: Wellness Travel

SPACE: 8/12

MATERIAL: 8/19

NOV/DEC Print + Digital

THE HOLIDAY ISSUE

Holiday Gift Guide
Organic Holiday Entertaining
De-stressing Meditations and Mantras
What to Pack
Warming Drinks
Healthy Scalp Treatments
Scenting the Home
Sustainable Kitchen Design
Healing Hemp Balms & Salves
Brow Wow!
Travel: Africa: Wellness Travel
Wellness Cruises

SPACE: 10/21

MATERIAL: 10/28

ADVERTISING RATES

PRINT MAGAZINE ADS

Print	1x	3x	6x
Dbl Pg Spreads	\$14,950	\$13,850	\$13,550
1 pg 4c	\$9,000	\$8,500	\$7,800
1/2 pg 4c	\$7,200	\$6,800	\$5,900
1/3 pg 4c	\$6,000	\$5,500	\$4,800
1/4 pg 4c	\$5,600	\$5,200	\$4,400

**15% surcharge on all premium positions*

Premium Positions	6x
Inside Front Cover + Page 1	\$19,500
Inside Back Cover	\$10,200
Outside Back Cover	\$18,500
RHP* – Opposite Table of Contents	\$10,500
RHP* – Opposite Masthead	\$10,500
RHP* – Opposite Editors Letter	\$10,500
RHP* – Opposite Relax, Reflect, Rejuvenate	\$10,500

**Right hand page*

Sponsored Product Spotlight

Includes product name, 30 words of descriptive text, product image and URL to website of choice.

Rate: \$1500 per spotlight

SMALL ADVERTISERS PRINT MAGAZINE ADS

Print	1x	3x	To Qualify:
1/2 pg 4c	\$2,900	\$2,450	• Must be an independent company
1/3 pg 4c	\$1,900	\$1,150	• 100% natural, organic ingredients
1/4 pg 4c	\$1,150	\$950	• Have only 1-3 products

SPECIAL CUSTOMIZE PROGRAMS

Belly Band Wraps

Supplied Inserts

Gate-Fold Front Cover + Page 1

Polybag (Sample Distribution)

Rates Available Upon Request

CREATIVE SERVICES

A. AD RESIZING

Native ad files and creative assets must be provided.

Rate: \$150 per ad

B. CUSTOM AD CREATION

Print Ads and Website Banner Ads.

Rate: \$250 per ad

CONTENT MARKETING

ADVERTORIALS & INSERTS

When a company or new category leader needs a more in-depth way to educate our readers on their products and services, customized advertorials are a great option. Working with *Organic Spa Magazine's* editorial team

and your marketing department, we can create rich, customized creative content that will optimize your brand messaging and education.

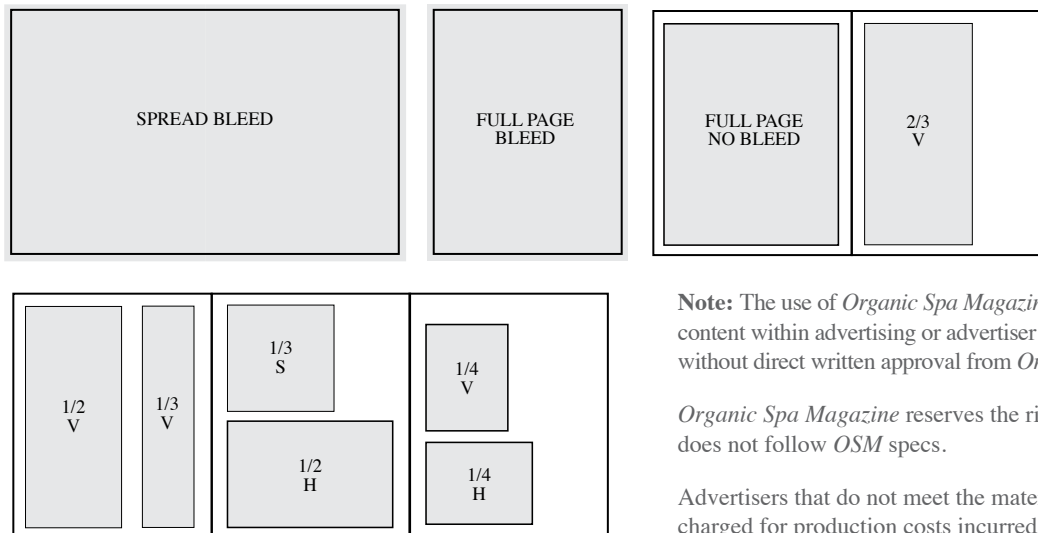
Examples:



2022 SPECS + GUIDELINES

PRINT AD SPECIFICATIONS

Size	Bleed	Trim	Non-Bleed	Live
Spread	18.25" x 11.125"	18" x 10.875"	16" x 10"	17.5" x 10.125"
Full Page	9.25" x 11.125"	9" x 10.875"	7.5" x 10"	8.25" x 10.125"
2/3 Page	5.75" x 11.125"	5.5" x 10.875"	5" x 10"	4.75" x 10.125"
1/2 Page Vertical	4.75" x 11.125"	4.5" x 10.875"	4" x 10"	3.75" x 10.125"
1/2 Page Horizontal	9.25" x 5.5625"	9" x 5.3125"	7.5" x 4.8125"	8.25" x 4.5625"
1/3 Page Square	5.75" x 5.5625"	5.5" x 5.3125"	5" x 4.8125"	4.75" x 4.5625"
1/3 Page Vertical	3.25" x 11.125"	3" x 10.875"	2.4375" x 10"	2.25" x 10.125"
1/4 Page Horizontal	4.625" x 2.8125"	4.5" x 2.65625"	2.40625" x 3.75"	4.125" x 2.28125"
1/4 Page Vertical	2.8125" x 4.625"	2.65625" x 4.5"	3.75" x 2.40625"	2.28125" x 4.125"



Note: The use of *Organic Spa Magazine* and related images, logos, content within advertising or advertiser landing pages is not allowed without direct written approval from *Organic Spa Magazine*.

Organic Spa Magazine reserves the right to reject any creative that does not follow *OSM* specs.

Advertisers that do not meet the material requirements may be charged for production costs incurred; including ad modification and conversion to required file formats.

Acceptable File Formats

Organic Spa Magazine accepts advertising only in **PDF/X1a format**. Only one ad per file. All of the high-resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Type 1 fonts — no font substitutions are allowed. Images must be SWOP (CMYK or Grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC profiles within images. Do not embed OPI information in files. All required image trapping must be included in the file. The file must be right reading, portrait mode, 100% size, no rotations. **All spot colors must be converted to CMYK.** We do not recommend the use of JPEG compression. Artwork is subject to have a .5pt black border added if needed.

Submission Guidelines

Organic Spa Magazine requests that all advertising art be uploaded to our Dropbox through your web browser.

Web DropBox

spaces.hightail.com/space/LGuquY5IIZ

Note: Please do not change your browser window while files are uploading. It is important that you wait for the confirmation page stating receipt of your file.



2022 Digital Opportunities



WEBSITE

- Digital Banner Ads
- Homepage Video
- Homepage Takeover
- Meditation Room Sponsorship
- Wellness Travel Guide



AFFILIATE

- Shop Beauty



E-MARKETING

- Dedicated e-blasts
- eWellness Newsletter Banner Ad
- Where to Go Next? Newsletter



SOCIAL MEDIA

- Sponsored Social Media Post
- Sponsored Social Media "Story"
- Customized Social Media Campaign
- Social Media Product Giveaway



DIGITAL CONTENT

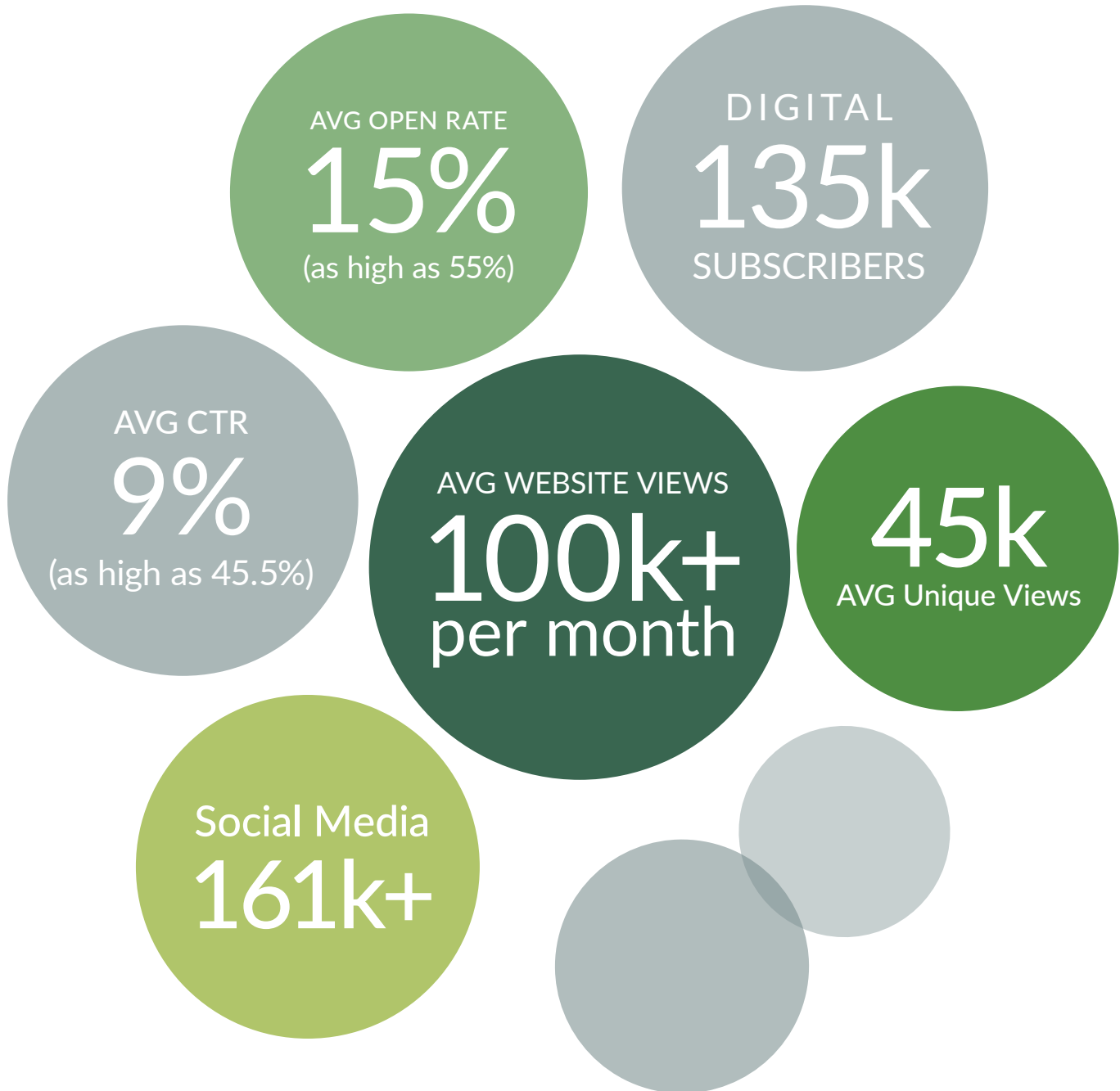
- Digital Edition Sponsor
- eWellness Newsletter Sponsored Content
- Native Content Package



LIVEWELL

- Sampling Opportunities

WEBSITE STATS



WEBSITE

DIGITAL BANNER ADS + RATES

Placement	Size	Rate
Global	728 x 90 Leaderboard	\$6,000
Global	1517 x 188 Footer	\$4,500
Global	Leaderboard + Footer (<i>Bonus Sidebar</i>)	\$9,000
Sidebar	340 x 250 banner ad (<i>Horizontal</i>)	\$650
Sidebar	340 x 600 banner ad (<i>Vertical</i>)	\$950
Sidebar	Video	\$1,950

Banner Specs + Guidelines

Accepted formats include .JPG, .GIF, and animated GIFs only. Files must be in specified banner size, 40k maximum file size. One banner per file. All banners must have a URL. Ads cannot initiate a download prompt nor download anything on page load, mouse-over or on-click—must go to landing page first where a download prompt may be allowed. The use of Organic Spa Media and related images, logos, content within advertising or advertiser landing pages are not allowed without direct written approval from Organic Spa Magazine.

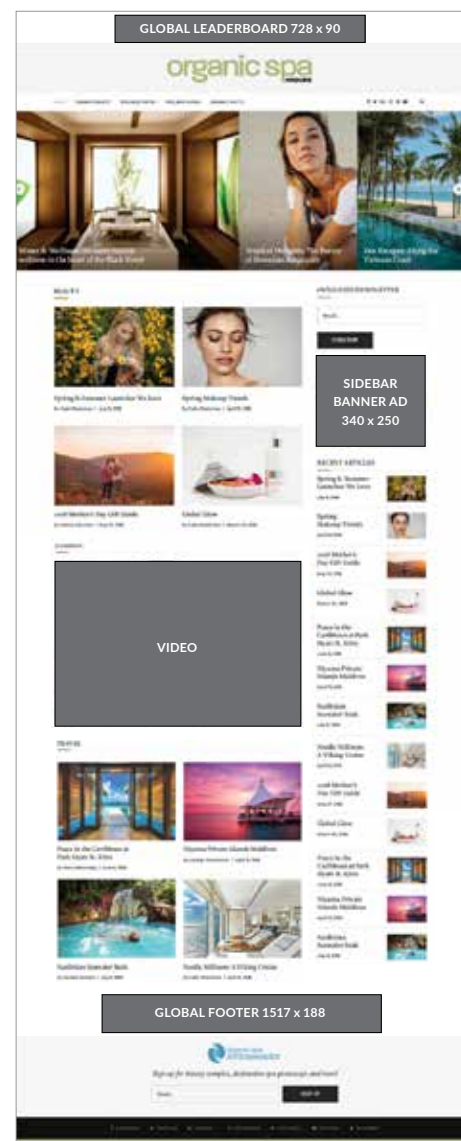
Deadlines

All ad files must be submitted 15 days prior to upload. Submit materials to narmitage@organicspamagazine.com.

Custom Banner Creation

Organic Spa Magazine will create custom banner ads per our technical specifications. *Must supply all relevant assets.*

RATE: \$250/hr.



HOMEPAGE VIDEO

Bring your brand to life with a 3 minute branded video customized to fit your needs. Organic Spa Media will place the video on our homepage and collaborate with you on a customized social media campaign to generate traffic, brand awareness and leads.

Video Requirements

Youtube/Vimeo link or .MOV, 200 word description of video and company URL. **This sponsorship will be fully supported on all OSM social media channels.*

RATE: \$4,000 per month

WEBSITE

MEDITATION ROOM SPONSORSHIP

Banner Requirements

Accepted formats include .JPG, .GIF, and animated GIFs only. Files must be in specified banner size (728 x 90 pixels) , 40k maximum file size. All banners must have a URL.

Rate: \$3,500 per month



DIGITAL EDITION SPONSOR

Opportunity to have your brand featured adjacent to the cover on the digital edition. Robust awareness through our extensive digital edition distribution and reach (2,000,000+).

Includes

- 1.) Company logo and photo placement on digital edition cover
- 2.) Company logo and photo included in digital edition announcements
- 3.) Company hyperlinks to company website

Requirements

Provide high-res company logo in PNG or EPS format with transparent background and URL to company website—along with a high-res photo in JPG format.

Rate: \$4,500 per issue



Digital edition sponsor logo, photo and hyperlink

Logo, photo and hyperlink included in Digital Issue e-blast

WEBSITE

WELLNESS TRAVEL GUIDE

Highlight your wellness brand in *Organic Spa Magazine's* Wellness Travel Guide, a carefully curated one-of-a-kind listing of destination spas and resorts in the U.S. and around the world. Reach an informed, engaged audience and work with our digital team to craft copy that will capture impressions and boost interest.

Requirements

- Company logo (EPS file preferred)
- One, high-res (300 dpi) image
- 50-word description
- Company URL

Rate: \$900/mo

UPGRADES:

Video:

Opportunity to deliver a high-engagement experience to Organic Spa Magazine's audience by showcasing your brand and message in a video for our Wellness Travel Guide.

Rate: \$1,900/mo

Photo Carousel:

Engage our audience with supercharged visuals in a photo carousel for our Wellness Travel Guide. This is a fantastic opportunity to capture engagements and build brand awareness.

Rate: \$1,200/mo

Wellness Travel Guide Leaderboard:

Connect with Organic Spa Magazine's audience with a banner ad for the Wellness Travel Guide. Raise brand awareness and generate leads with highly prominent placement.

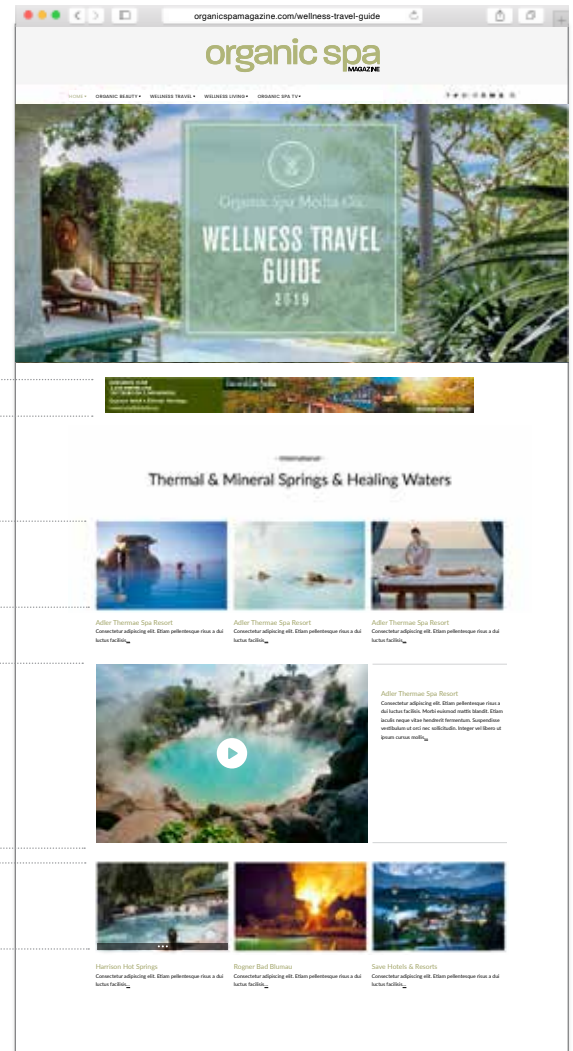
Rate: \$2,500/mo

EXAMPLE:
Leaderboard

EXAMPLE:
Listing

EXAMPLE:
Video
Placement

EXAMPLE:
Carousel



AFFILIATE

SHOP BEAUTY

Highlight your beauty products in Organic Spa Magazine's Shop Beauty microsite, available to brands for monthly and annual sponsorship. Shop Beauty drives traffic to our partners' e-commerce websites through product listings containing affiliate links, promo text and high-res photos. Easily accessed from the homepage navigation bar, Shop Beauty allows brands to achieve targeted advertising to our sophisticated, eco-conscious base.

SPONSOR BENEFITS:

- Affiliate link to your e-commerce platform
- Organic Spa Magazine double-page spread promotion
- Social media promotion across all platforms
- Featured product E-Blasts to our digital subscribers

OPTIONS:

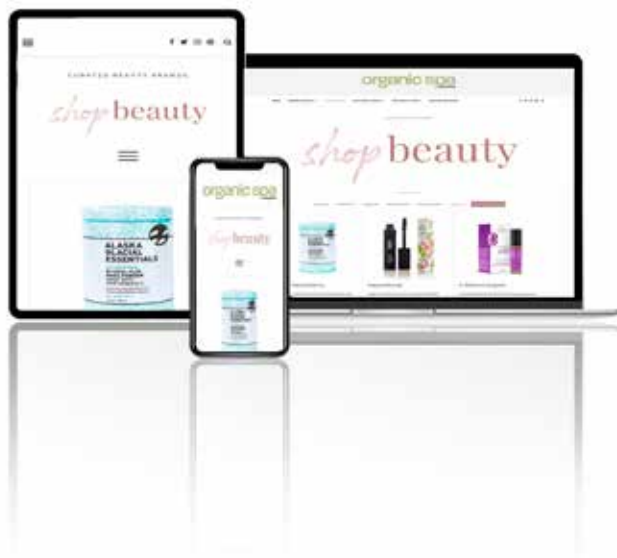
A.) Monthly

1 Product: \$149/mo

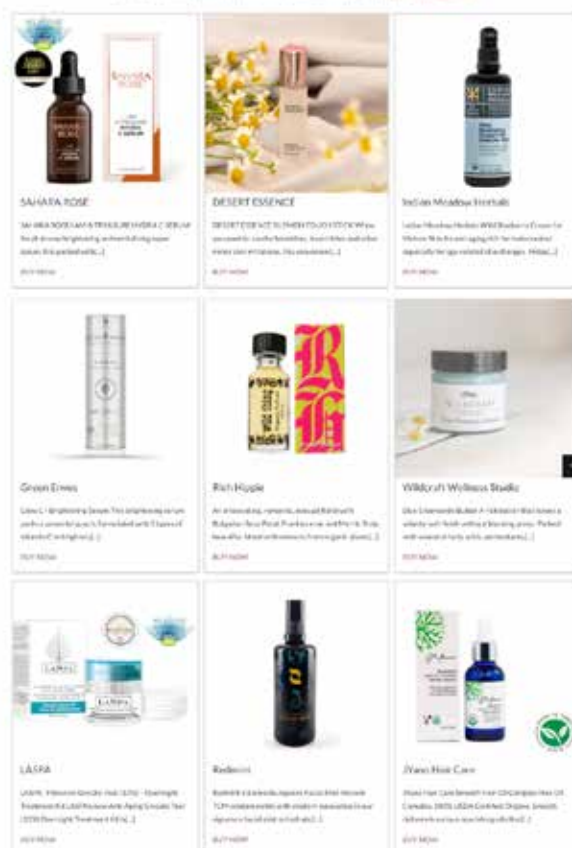
B.) Annually

1 Product: \$1,299/yr

(30% Discount)



shop beauty



E-MARKETING

DEDICATED E-BLAST

Engage and directly connect to OSM's online subscriber base of 130,000+ with your curated content. Designed to weave in editorial and product information, this option gives you direct access to an audience dedicated to organic and natural products.

A. TO CONSUMERS

Our 130,000+ Digital Subscribers

Rate: \$4,500 per e-blast

B. TO SPA/WELLNESS INDUSTRY

5,000 Spa/Wellness Professionals

Rate: \$2,500 per e-blast

Dedicated eblasts are sent out twice. First, to our entire subscriber base and after two days the eblast is sent a second time to all unopened subscribers. After a week our team will follow-up with the open and CT rates.

Average Open Rate: 15% (as high as 55%)

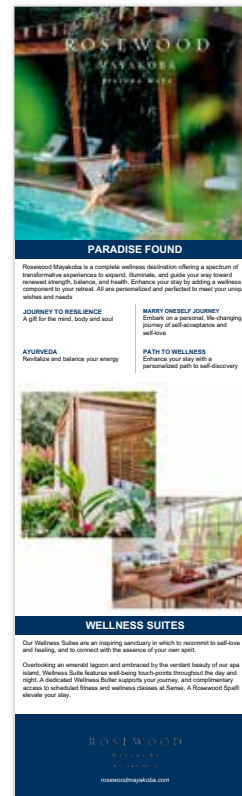
Average CT (Click Through) Rate: 9.5% (as high as 45.5%)

E-WELLNESS NEWSLETTER BANNER ADS

Directly connect to OSM's eWellness Newsletter subscriber base of 130,000+ with your banner ad!

This is a phenomenal opportunity to place your brand in front of our engaged audience to build brand awareness and generate traffic with a direct link to your website.

Rate: 300 x 250—\$1,500 per mo
600 x 250—\$2,500 per mo



PAST DEDICATED EBLAST EXAMPLES



300 x 250

600 x 250

E-MARKETING

WHERE TO GO NEXT? NEWSLETTER

Our latest advertising initiative will feature prime vacation spots that fit into our categories listed below in a series of featured e-blasts that will reach OSM's 130,000+ digital subscribers.

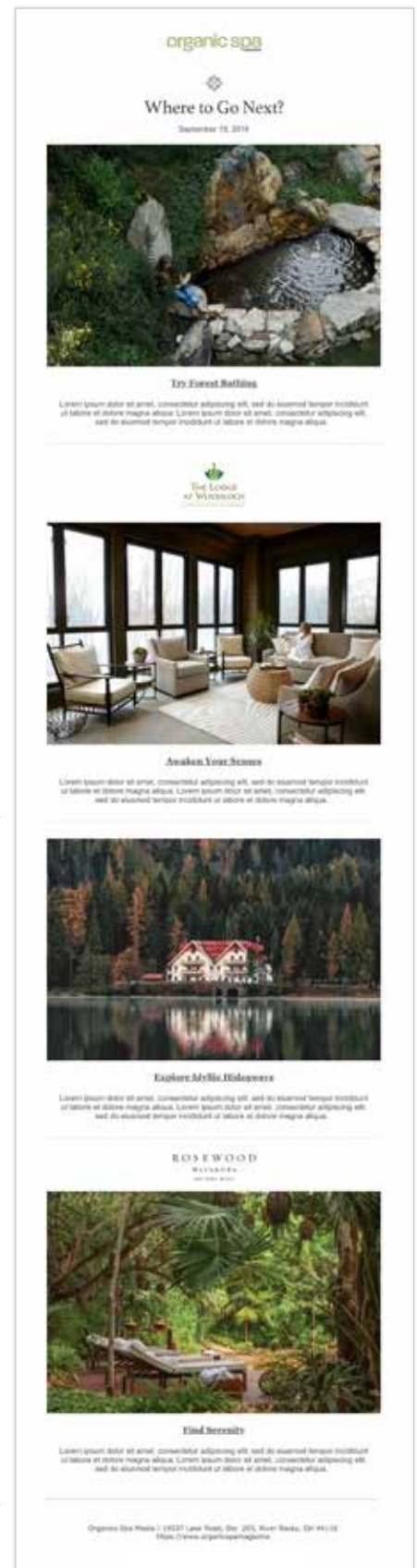
Specs + Requirements:

- Company logo (EPS file preferred)
- One, high-res (300 dpi) image
- 40-word description
- Company URL

Rate: \$2,500 per e-blast

Sponsored
Placement
\$2,500

Sponsored
Placement
\$2,500



SOCIAL MEDIA

CUSTOMIZED SOCIAL MEDIA CAMPAIGN

A customized social media campaign to build brand loyalty while engaging directly with OSM's audience across all social media platforms. Work with our social media team to design a unique and dynamic promotion. (2-4 week campaign)

Includes: Recap and engagement report

Requirements: Specs will be determined after campaign is developed in Creative & Strategic meeting with OSM Social Media Manager

Rate: \$4,000



SOCIAL MEDIA PRODUCT GIVEAWAY

A customized social media campaign to build brand and product awareness by engaging with OSM's social media audience. We will work with your team to create a co-branded landing page, with a form to collect entry data. The giveaway will be hosted on *organicspamagazine.com* for two weeks, with corresponding weekly social media posts to drive traffic and engagement.

Includes: Recap and engagement report

Requirements: Our Social Media team will help you coordinate, promote and set up your giveaway.

Rate: \$2,500 per giveaway



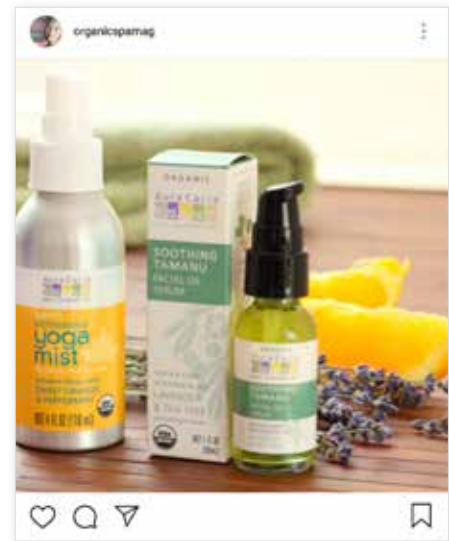
SOCIAL MEDIA

SPONSORED SOCIAL MEDIA “STORY”

A unique way to tell your story online and share with our engaged social media followers. Work with our social media team to design a creative, authentic and vibrant story.

Requirements: 1 creative image with brand message

Rate: \$1,500 each



SPONSORED SOCIAL MEDIA POST

Promote your brand's message and spark engagement with a visually arresting message to a dedicated audience across social media platforms: Facebook, Instagram and Twitter.

Requirements: 1 creative image with brand message

Rate: \$750 each



DIGITAL CONTENT

E-WELLNESS NEWSLETTER SPONSORED CONTENT

This option allows sponsors to provide content for our bi-weekly eWellness Newsletter that reaches our digital subscriber base. This is a great choice for companies who have an educational platform or other pertinent information that they would like to promote and endorse. The sponsor will receive branding recognition and a link back to their site with each post, which will be listed at the bottom of the article and on the website homepage. Sponsored Content will be displayed prominently on our eWellness Newsletter and will click through to its own page on Organic Spa Magazine's website. Content will also be promoted via social media sites (Facebook, Twitter, Pinterest).

Rate: \$2,500 per mo

ADD-ON: Custom Article Creation (+ \$1,500)

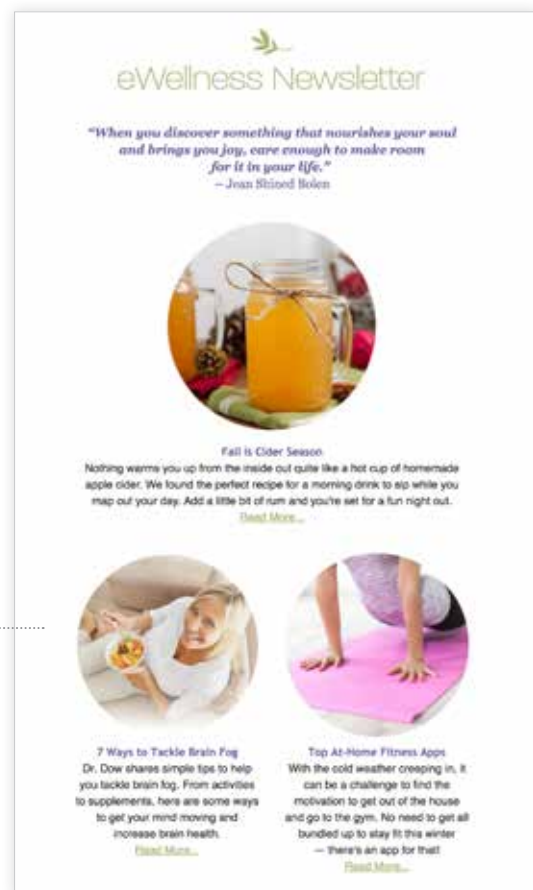
Organic Spa Magazine will write a custom 500-word article with SEO optimization.

Requirements

500 words and 1 high-res (300 dpi) JPG image.

Average Open Rate: 40%

Average CT (Click Through) Rate: 31%



NATIVE CONTENT MARKETING

Let our team help tell your story with turn-key content marketing. This package includes custom article creation, promotional creative and activation units.

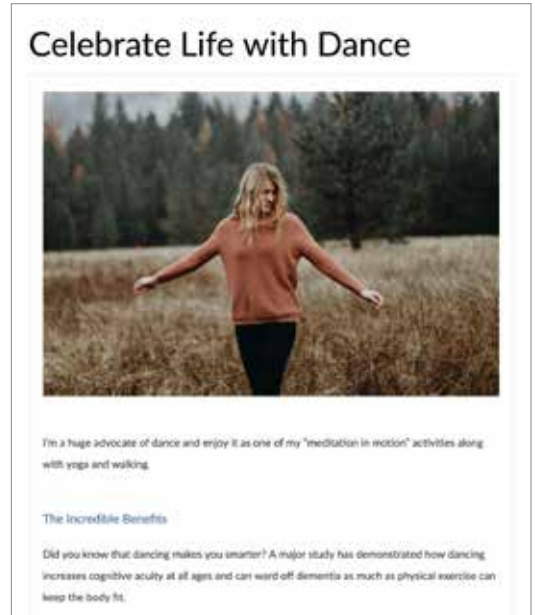
Rate: \$2,500 per mo

CUSTOM ARTICLE CREATION

- 3 versions @ 500 words each
- Photos/graphics as needed
- SEO Optimized

PROMOTIONAL CREATIVE

- 2 traffic-driven banners
- 2 social media graphics

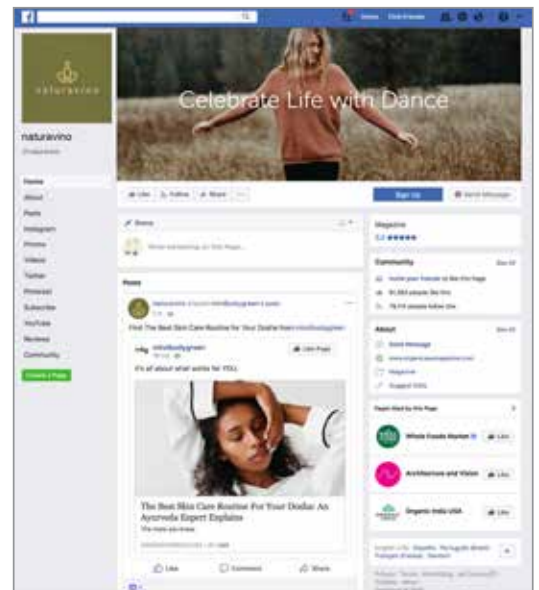


Native Content Marketing works:

5x-7x
Higher CTR
than banners

53%
Increase in intent
to purchase

2x
greater
likelihood of
sharing



LIVEWELL

Our LiveWell membership program offers our loyal readers the opportunity to become an ambassador of wellness in their communities. With benefits ranging from free sample packs every eight weeks, to travel giveaways, to exclusive members-only content, a LiveWell membership is truly the ultimate Organic Spa Magazine subscription.

SAMPLING OPPORTUNITIES

We send our LiveWell members a packet of hand-packaged natural and organic product samples every eight weeks, offering our LiveWell partners the opportunity to share their products with a dedicated audience of wellness enthusiasts.

** Samples are selected by the OSM management team. Please send all requests to Keri Stewart k.stewart@organicspamagazine.com

Requirements

200-500 trial-size samples

Weighs less than 4 oz per product

Please ship all samples to:

Organic Spa Media, LTD.

19537 Lake Road, Suite 203

Rocky River, OH 44116



CONTACT US

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Director of Global Brand Partnerships
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Beth Lerner

National Brand Manager |
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Susan Tauster

National Brand Manager |
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