

A woman with dark hair, wearing a dark red one-piece swimsuit, is relaxing in a wooden hot tub. She is lying back with her eyes closed, and her arms are resting on the wooden edge of the tub. The hot tub is made of dark wood and has a rustic, natural look. The background is a dense forest of tall evergreen trees, and the scene is misty or rainy, with water droplets visible on the wooden railing and the woman's skin. The overall mood is serene and relaxing.

organic spa

MEDIA CO.

2022 DIGITAL MEDIA KIT

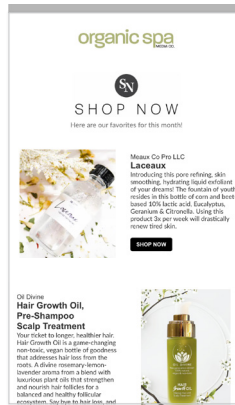
Organic Spa Media is the leading authority in wellness travel, beauty and sustainable living.

Organic Spa Media, a legacy brand, brings 15 years of wellness expertise, wisdom and insight to it's audience of values-driven conscious consumers. Our mission is to inspire and motivate modern wellness consumers on how to live a life of purpose and well-being.

SHOP NOW
e-Newsletter



PRESS EVENTS
LA & NYC Experience
Wellness & Travel Media Events



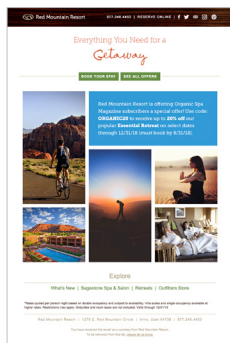
CUSTOM DIGITAL E-BOOKS
Custom Content Marketing

livewell
ORGANIC SPA'S EXCLUSIVE MEMBERSHIP PROGRAM

LIVEWELL MEMBERSHIP
Branding and Sampling Opportunities

SHOP BEAUTY
E-Commerce Affiliate Program
shop beauty

E-MARKETING
Dedicated e-Blasts
Newsletters
Native Content Program



organic spa
MEDIA CO.

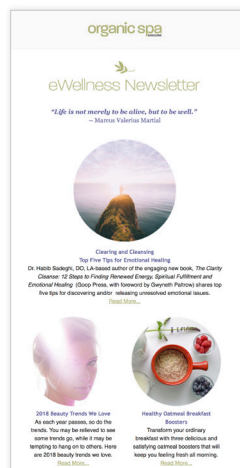


WELLNESS TOURISM
Wellness Travel Trade Events
Custom Publishing
Market Strategy

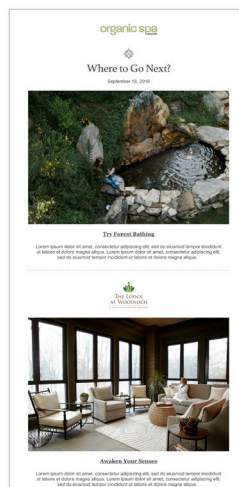


SOCIAL MEDIA
Customized Social
Media Programs

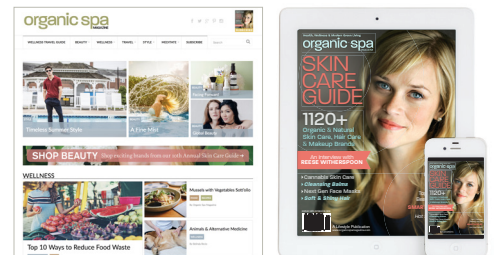
OSM
e-Newsletter



WHERE TO GO NEXT?
e-Newsletter



WEBSITE
Website Banners
Video Campaigns
Digital Content Sponsorship
Wellness Travel Guide



GLOBAL WELLNESS ECONOMY=\$4.5 TRILLION



AUDIENCE DEMOGRAPHICS

OrganicSpaMagazine.com reaches 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 Age	55+

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

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





2022 Marketing Opportunities



WEBSITE

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



E-MARKETING

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



SOCIAL MEDIA

- Sponsored Social Media Post
- Sponsored Social Media “Story”
- Customized Social Media Campaign
- Social Media Product Giveaway



DIGITAL CONTENT

- eWellness Newsletter Sponsored Content
- Custom E-Books



AFFILIATE

- Shop Beauty



LIVEWELL

- Sampling Opportunities

WEBSITE

1) 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 noelle@wellnessmediacompany.com

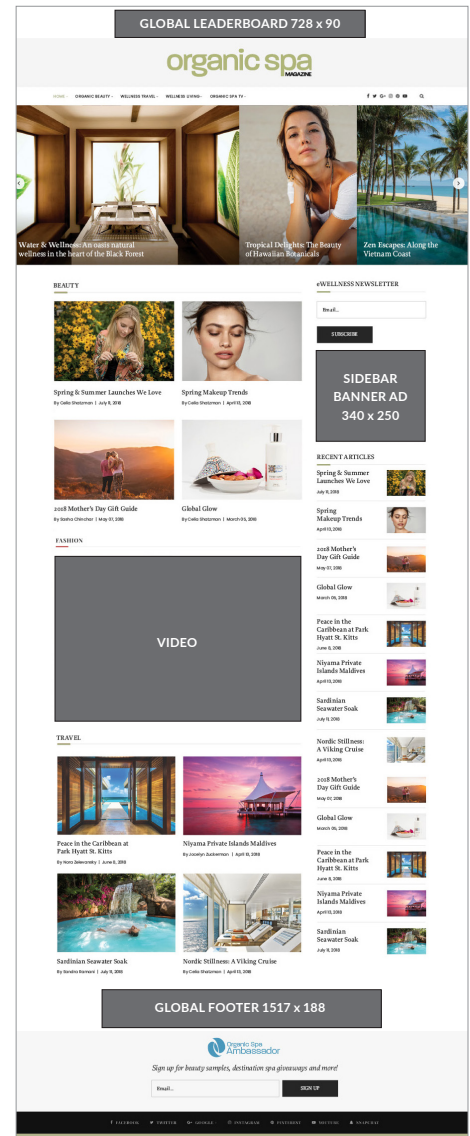
2) HOMEPAGE VIDEO

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

3) 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

4) WELLNESS TRAVEL GUIDE

Highlight your wellness brand in *Organic Spa* Media'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: \$1,200/mo

UPGRADES:

Video:

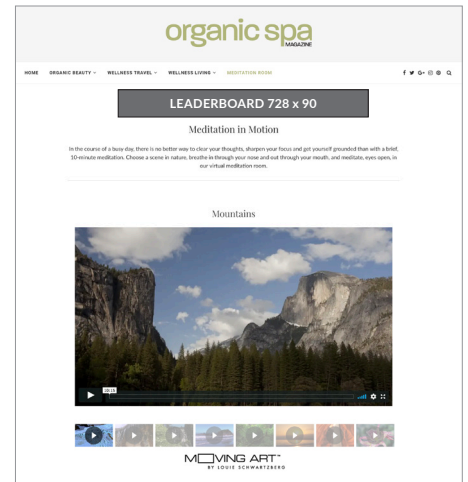
Opportunity to deliver a high-engagement experience to Organic Spa Media's audience by showcasing your brand and message in a video for our Wellness Travel Guide.

Rate: \$1,900/mo

Wellness Travel Guide Leaderboard:

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

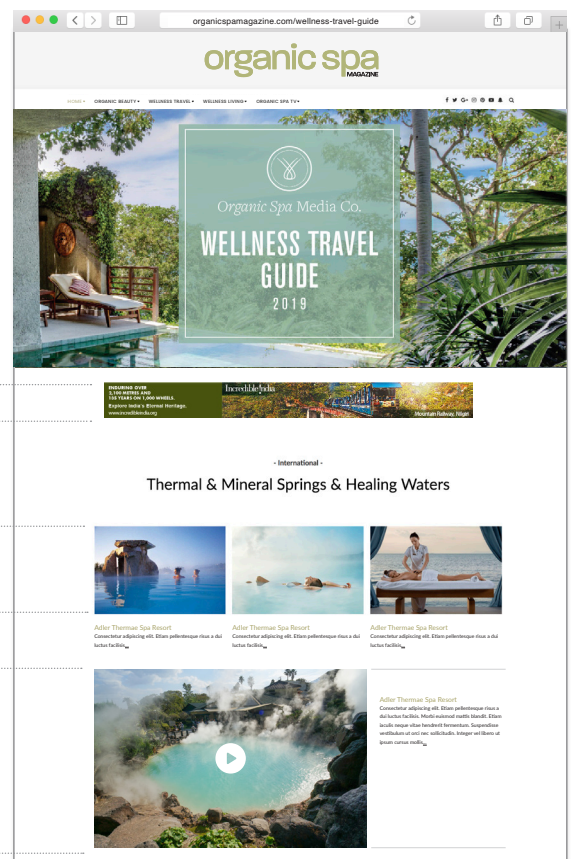
Rate: \$2,500/mo



EXAMPLE:
Leaderboard

EXAMPLE:
Listing

EXAMPLE:
Video
Placement



E-MARKETING

1) 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.

Specs + Requirements:

- Company logo (EPS file preferred)
- At least three, high-res (300 dpi) images
- 100 - 250 word E-Blast text
- Company URL

A. TO CONSUMERS

Our 130,000+ Digital Subscribers

Rate: \$4,500 per e-blast

B. TO SPA/Wellness Industry

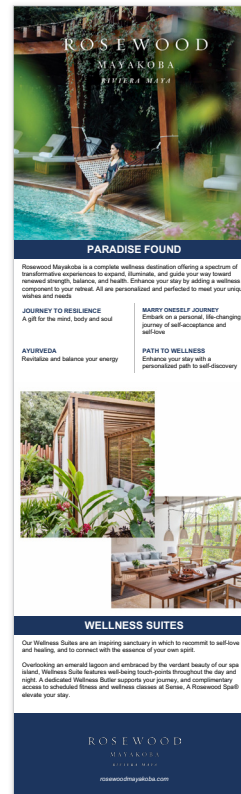
5,000 Spa/Wellness Professionals

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%)



PAST DEDICATED EBLAST EXAMPLES



E-MARKETING

2) E-WELLNESS NEWSLETTER BANNER ADS

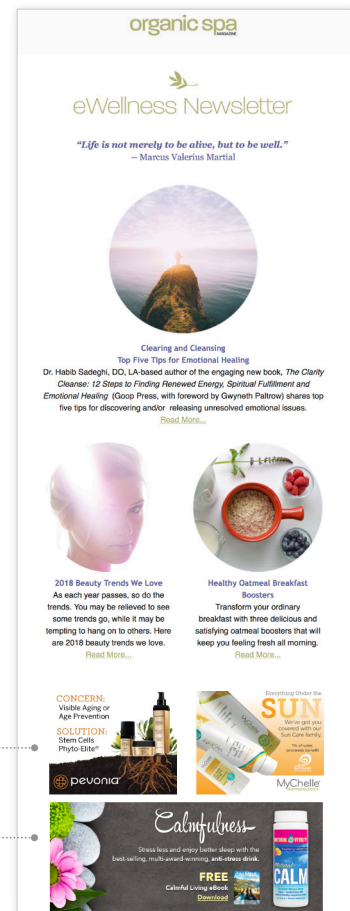
Directly connect to OSM's eWellness Newsletter subscriber base of 130,000+ with your banner ad!

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

300 x 250

600 x 250



3) WHERE TO GO NEXT? NEWSLETTER

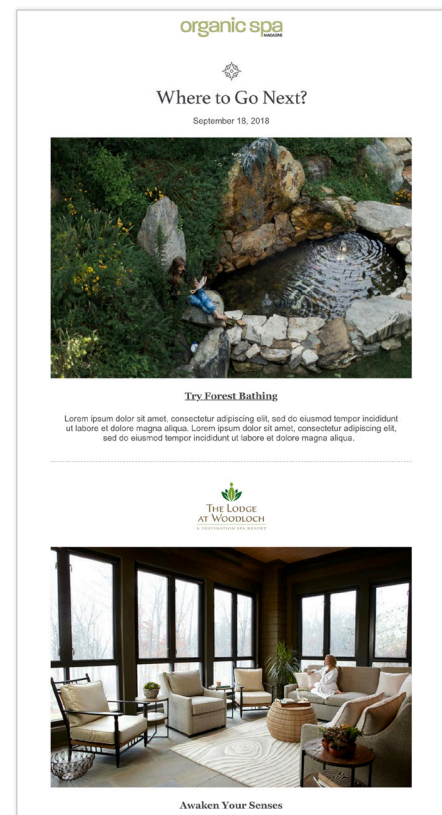
Our latest advertising initiative will feature prime vacation spots that fit into our categories listed below in a series of featured e-blasts that will reach OSM's 130,000+ digital subscribers.

Specs + Requirements:

- Company logo (EPS file preferred)
- One, high-res (300 dpi) image
- 40-word description (newsletter)
- 250-300-word content (landing page)
- Company URL

Rate: \$2,500 per e-blast

Sponsored Placement
\$2,500



E-MARKETING

4) SHOP NOW NEWSLETTER



Start promoting (and selling!) your top products on our new monthly SHOP NOW e-newsletter providing our viewers with easy access to your shopping carts and e-commerce sites!

Going to Organic Spa Media's digital subscriber base of 130,000+ social media audience, this is a phenomenal way to access our captive audience drive online sales.


Specs + Requirements:

- One, high-res (300 dpi) image
- 50-word description
- Link to shopping cart URL

Rate: \$1,000 per product




Here are our favorites for this month!




Meaux Co Pro LLC
Laceaux
Introducing this pore refining, skin smoothing, hydrating liquid exfoliant of your dreams! The fountain of youth resides in this bottle of corn and beet-based 10% lactic acid, Eucalyptus, Geranium & Citronella. Using this product 3x per week will drastically renew tired skin.

[SHOP NOW](#)

Oil Divine
Hair Growth Oil, Pre-Shampoo Scalp Treatment
Your ticket to longer, healthier hair. Hair Growth Oil is a game-changing non-toxic, vegan bottle of goodness that addresses hair loss from the roots. A divine rosemary-lemon-lavender aroma from a blend with luxurious plant oils that strengthen and nourish hair follicles for a balanced and healthy follicular ecosystem. Say bye to hair loss, and hello to enviably shiny and luscious hair.




[SHOP NOW](#)



Redmint
5 Elements Ageless Facial Mist
Ancient TCM wisdom melds with modern innovation in our signature facial mist to hydrate, refresh, and improve absorption of facial creams and oils leading to a healthy-looking skin. Infused with 10+ powerhouse herbs selected for their nutrient and medicinal properties.

[SHOP NOW](#)

KENZA International Beauty LLC
KENZA Prickly Pear Seed Oil Rose ETERNAL Night Serum
Prickly Pear Seed Oil Rose Oil Otto Night serum is a plant-based facial oil packed with antioxidants that deeply moisturize, soften the appearance of wrinkles, brighten dark spots, balance uneven skin tone, and restore your glow.



[SHOP NOW](#)

SOCIAL MEDIA

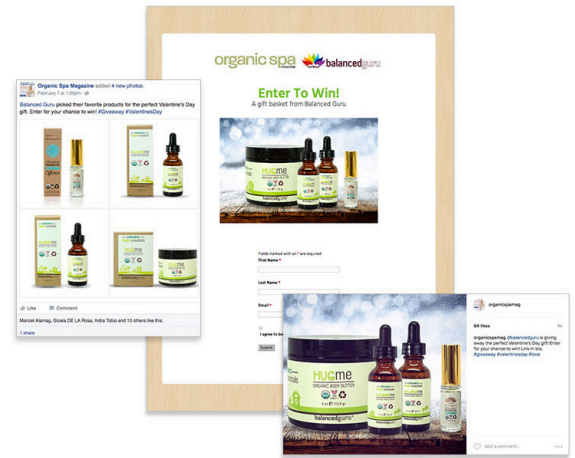
1) CUSTOMIZED SOCIAL MEDIA CAMPAIGN

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



2) 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
161k+

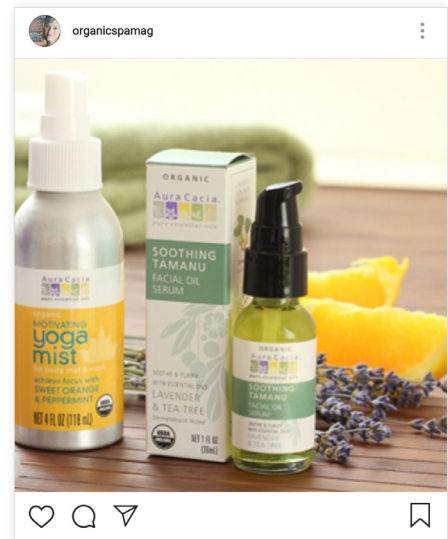
SOCIAL MEDIA

3) 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

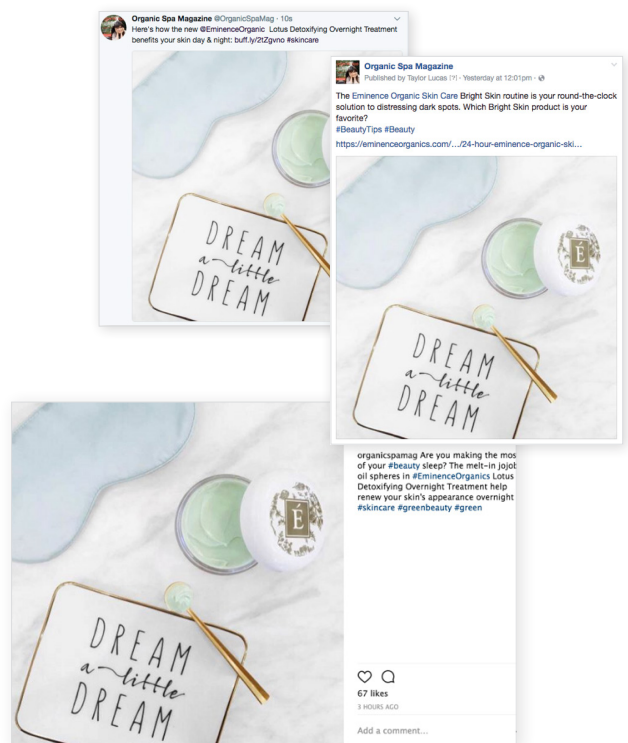


4) SPONSORED SOCIAL MEDIA POST

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

1) CUSTOM E-BOOKS

Our new custom e-books are an incredible way to drive awareness to your brand and core message. Created by Organic Spa Media's talented design and editorial team, our custom e-books offer brands a number of promotional uses beyond distribution to OSM's digital base. Sponsors will be able to use the final Custom E-Book as an endorsement and promotional tool on their websites and digital channels.

Includes:

2x digital delivery to OSM's 130,000 digital subscribers and 4x social media posts. Featured in custom E-Book page on OSM's website for 6 months.

Rates:

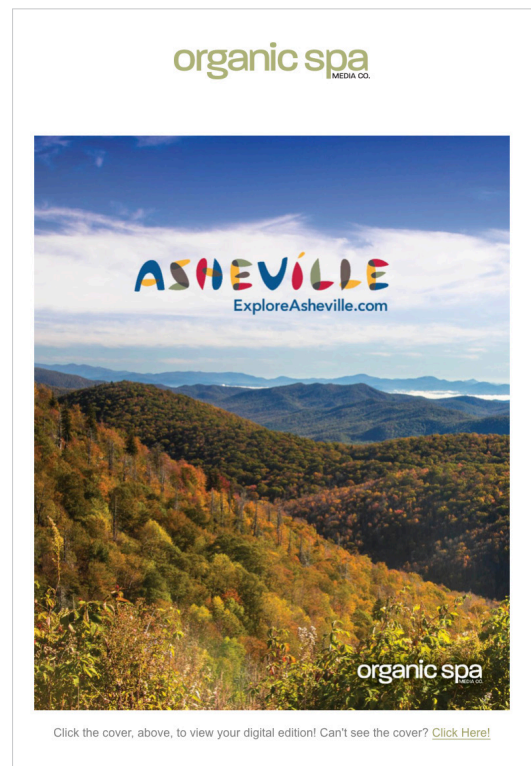
4 PG: \$7,500

6 PG: \$9,000

8 PG: \$11,500

12 PG: \$13,000

Full custom content development/writing is an additional fee



AVG OPEN RATE

15%

(as high as 55%)

AVG CTR

9%

(as high as 45.5%)

DIGITAL CONTENT

2) 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 Media's website. Content will also be promoted via social media sites (Facebook, Twitter, Pinterest).

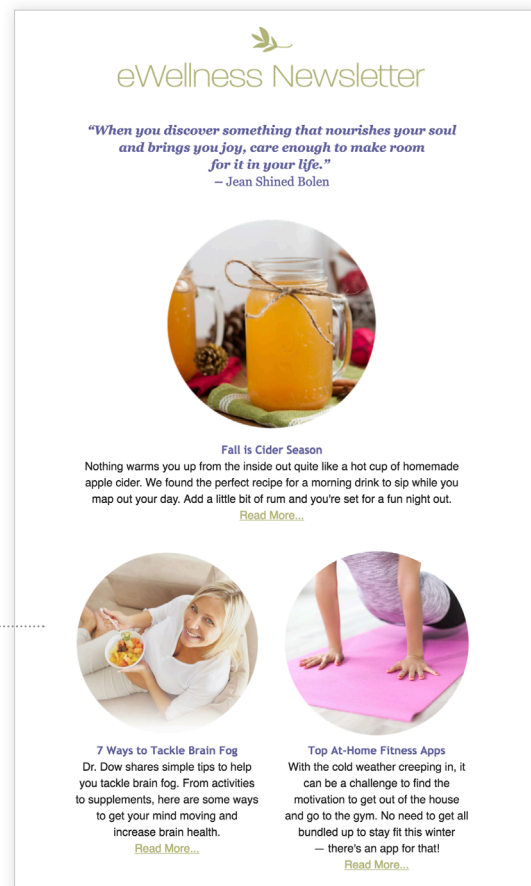
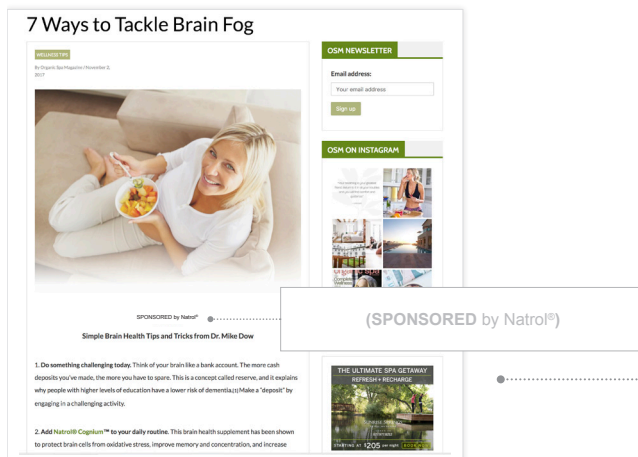
Rate: \$2,500 per mo

Requirements

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

Average Open Rate: 40%

Average CT (Click Through) Rate: 31%



AFFILIATE

SHOP BEAUTY

Highlight your beauty products in Organic Spa Media'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
- Social media promotion across all platforms
- Featured product E-Blasts to our digital subscribers

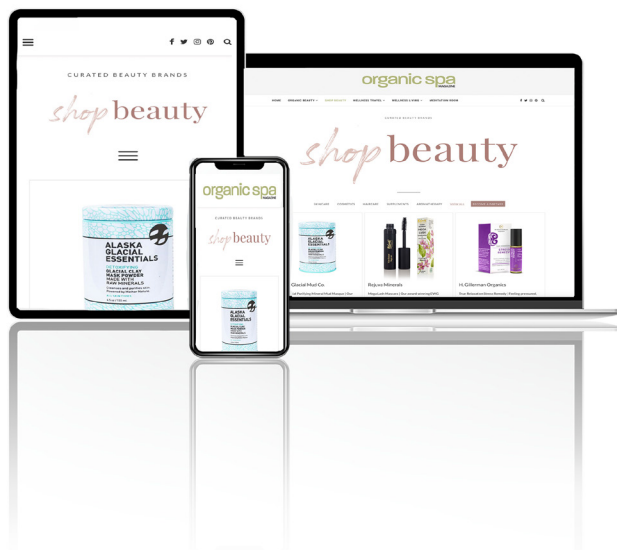
OPTIONS:

A.) Monthly

1 Product: \$149/mo

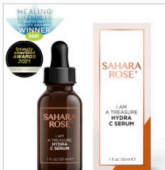








B.) Annually

1 Product: \$1,299/yr
(30% Discount)



shop beauty

SKINCARE COSMETICS HAIRCARE SUPPLEMENTS AROMATHERAPY CBD [VIEW ALL](#) [JOIN SHOP BEAUTY](#)

 <p>SAHARA ROSE</p> <p>SAHARA ROSE I AM A TREASURE HYDRA C SERUM</p> <p>An all-in-one brightening and revitalizing super serum. It is packed with [...]</p> <p>BUY NOW</p>	 <p>DESERT ESSENCE</p> <p>DESERT ESSENCE BLEMISH TOUCH STICK When you need to soothe blemishes, insect bites and other minor skin irritations, this convenient [...]</p> <p>BUY NOW</p>	 <p>Indian Meadow Herbs</p> <p>Indian Meadow Herbs Wild Blueberry Cream for Mature Skin An anti-aging rich formula created especially for age-related skin changes. Help [...]</p> <p>BUY NOW</p>
 <p>Green Envee</p> <p>Glow C+ Brightening Serum This brightening serum packs a powerful punch, formulated with 3 types of Vitamin C to brighten [...]</p> <p>BUY NOW</p>	 <p>Rich Hippie</p> <p>An intoxicating, romantic, sensual floral with Bulgarian Rose Petal, Frankincense and Myrrh. Truly beautiful. Made with extracts from organic plants [...]</p> <p>BUY NOW</p>	 <p>Wildcraft Wellness Studio</p> <p>Blue Chamomile Butter A rich butter that leaves a velvety soft finish without blocking pores. Packed with essential fatty acids, antioxidants [...]</p> <p>BUY NOW</p>
 <p>LASPA</p> <p>LASPA Intensive Glycolic Peel (10%) - Overnight Treatment Kit LASPA's new Anti-Aging Glycolic Peel (10%) Overnight Treatment Kit [...]</p> <p>BUY NOW</p>	 <p>Redmint</p> <p>Redmint 5 Elements Ageless Facial Mist Ancient TCM wisdom melds with modern innovation in our signature facial mist to hydrate [...]</p> <p>BUY NOW</p>	 <p>JYano Hair Care</p> <p>JYano Hair Care Smooth Hair Oil Complex Hair Oil Complex. 100% USDA Certified Organic. Smooth delivers luxurious nourishing oils that [...]</p> <p>BUY NOW</p>

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 Media 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 keri@wellnessmediacompany.com

Requirements

125-150 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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MEDIA ADMINISTRATIVE DIRECTOR

Noelle Armitage

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EDITORIAL INQUIRIES

PRODUCT/EDITORIAL SUBMISSION

For inquiries email

editorial@wellnessmediacompany.com

Submit Images/Press Releases

*Please send press release and product samples
to the head office.*

ATTN: Editorial

Head Office

19537 Lake Rd., Ste. 203
Rocky River, OH 44116
t: 440-331-5750

East Coast Office

245 East 30th Street, Ste. 41
New York, NY 10016