

Spa Australasia Magazine

Better Business for Spa, Medispa, Beauty, Wellness & Hospitality



Spa Australasia's targeted distribution reaches
the cutting edge
of Spa and Beauty, Advanced Aesthetics, Hospitality,
Wellness and MediSpa.

Stand out from the crowd....with the industry leader



SPA... such a small word... such a profound impact

SPA... to the consumer, the word spa is synonymous with the ultimate in high - end beauty and aesthetic care, quality away-from-it-all relaxation and eco-chic style

SPA... has now influenced the services that a business offers and their standard of service delivery, their architecture, interior design and products - through professional beauty and aesthetic medical services, hospitality and tourism, health and wellness, and now retirement, leisure and large scale residential, and even through to home design, furnishings and many different areas of retail.



SPA... makes a business and service more desirable, increases product sales, puts 'heads in beds' and sells real estate

ADVERTISE... to the expansive market that deliver SPA and SPA influenced services and sell SPA influenced products

SELL... more product to this lucrative sector

Spa Australasia Magazine delivers the **how**, the **why** and the **what** of the Spa influence to business owners and managers - across spa and professional beauty, medispa and wellness, hospitality and tourism, plus a wide range of additional diverse sectors

Over twelve years the rapidly expanding market has relied upon Spa Australasia Magazine to source the products and services they need to deliver spa style excellence



Build your Brand with Longevity with Spa Australasia Magazine

Spa Australasia Magazine
Over 100 pages of quality content, quarterly
6000 copies personal direct mail

Rise above the clutter of the average ... Share space and style with the best

Advertising enquiries contact Publisher, Kirien Withers: p 02 6737 6881 e kirien@spaguru.com.au
Editorial enquiries contact Editor, Anne-Marie Cook: p 02 9569 6919 e anne-marie@spaaustralasia.com.au

Exclusive Reach ...

Spa Australasia is the region's only specialist spa services and style - business development and operations magazine. Distributed quarterly by personalised direct mail and subscription quarterly throughout Australia, New Zealand and the Pacific to:

- Spas, MediSpas and allied businesses offering spa-style services
- Beauty Salons, Skin Care Clinics and Advanced Aesthetics in A-B locations and tourism destinations
- Select Wellness and Natural Therapy Centres, Cosmetic Medical, Integrated Medical and Health Retreats
- 5-6 star and boutique hotels, resorts, lodges and retreats
- Consultants, designers and architects working within the sector
- Select hospitality, tourism, hairdressing, residential and retirement village developers



SPA AUSTRALASIA RATES 2012

Front Cover	\$4,310.00			
Front Cover Package - Includes double page display adv or advertorial	\$7,340.00			
	CASUAL	2x	3x	4x
Inside Front Cover - DPS	\$6,160	\$6,005	\$5,850	\$5,700
Inside Front Cover - Single Page	\$3,160	\$3,080	\$3,000	\$2,920
Full Page - Opposite Contents Page	\$3,160	\$3,080	\$3,000	\$2,920
Full Page - Opposite Editor's Page	\$3,160	\$3,080	\$3,000	\$2,920
Inside Back Cover - DPS	\$6,160	\$6,005	\$5,850	\$5,700
Inside Back Cover - Single Page	\$3,160	\$3,080	\$3,000	\$2,920
Outside Back Cover	\$3,370	\$3,285	\$3,200	\$3,115
Other Guaranteed Positions: +12.5%				
Double Page Spread	\$5,475	\$5,340	\$5,200	\$5,065
Full A4 Page	\$2,810	\$2,740	\$2,670	\$2,595
Two Thirds Page	\$2,035	\$1,985	\$1,935	\$1,885
Half Page	\$1,755	\$1,710	\$1,665	\$1,625
Third Page	\$1,220	\$1,190	\$1,160	\$1,130
Quarter Page	\$925	\$905	\$880	\$855

All rates quoted are exclusive of GST.

Dates

VOLUME 49 Release: 30/4/12
 Editorial Deadline: 5/3/12
 Advertising Booking Deadline: 23/3/12
 Advertising Material Deadline: 6/4/12

VOLUME 51 Release: 22/10/12
 Editorial Deadline: 24/8/12
 Advertising Booking Deadline: 7/9/12
 Advertising Material Deadline: 21/9/12

VOLUME 50 Release: 27/7/12
 Editorial Deadline: 8/6/12
 Advertising Booking Deadline: 18/6/12
 Advertising Material Deadline: 29/6/12

VOLUME 52 Release: 23/1/13
 Editorial Deadline: 2/12/12
 Advertising Booking Deadline: 12/12/12
 Advertising Material Deadline: 19/12/12

TECHNICAL SPECIFICATIONS

File formats: Adobe Portable Document Format (PDF) – Please prepare all PDF's as specified by the 3DAP guideline. Visit www.3dap.com.au for detailed instructions. Artwork is accepted on CD, zip disk or by email (up to 10mb).

Other formats: QuarkXpress, InDesign, Photoshop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths.

Quickcut files are accepted. Quickcut offers the most advanced digital advertising delivery system available. For further information contact The Intermedia Group or go to the Quickcut website www.quickcut.com.au.

We do not accept ads in Word, PowerPoint, Publisher or any Microsoft software.

Images: Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

Fonts: We accept Postscript fonts only; include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded. Fonts should not be stylised.

Bleeds: All bleed ads must have at least 3mm bleed all round.

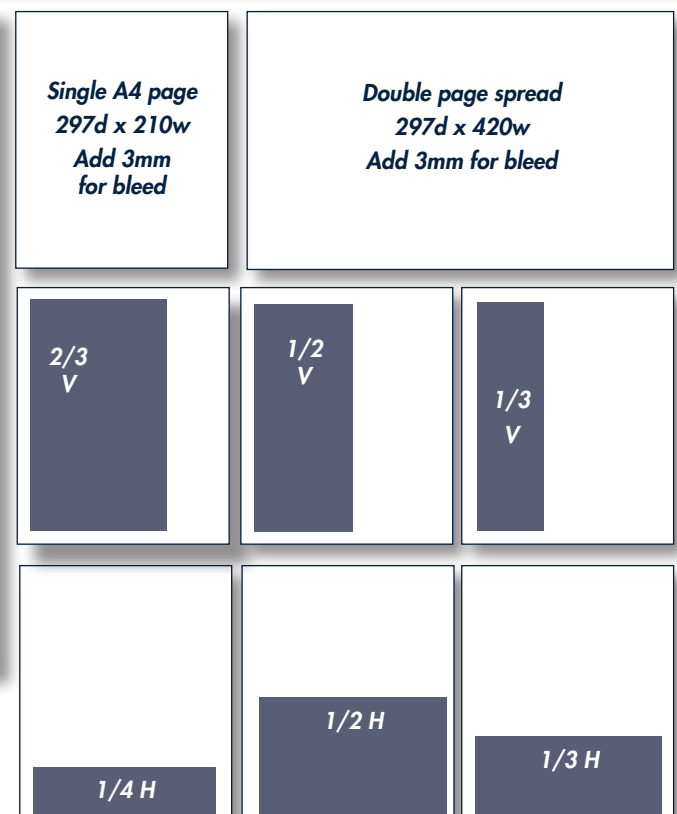
Proofs: A coloured proof must be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above.

ADVERTISEMENT SIZES: A4 magazine

TRIM SIZE (MM)	DEPTH	WIDTH	
Full page	297 x	210	
Double page spread	297 x	420	
TYPE AREAS (MM)			
Full page	270 x	185	
2/3 page	270 x	120	
1/2 page vertical	270 x	90	horizontal 135 x 185
1/3 page vertical	270 x	57	horizontal 90 x 185
1/4 page			horizontal 65 x 185
BLEED MATERIAL (MM)			
DPS full bleed	303 x	428	
DPS Gutter bleed	270 x	398	
Full page bleed	303 x	216	
1/2 page vertical	303 x	105	horizontal 151 x 216
1/3 page vertical	303 x	70	horizontal 103 x 216
1/4 page			horizontal 86 x 216

Email Hi-Res PDF to Jacqui Cooper, Production Manager marked for Spa Australasia jacqui@intermedia.com.au and copy in Kirien@spaustralasia.com.au

Discs can be delivered to: Att: Jacqui Cooper, Spa Australasia, Intermedia Group, 41 Bridge Road, Glebe NSW 2099



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