

# SKIN INC.

28,999

Active Subscribers

BASE  
\$110/M



## DESCRIPTION

*Skin Inc.* magazine is the leading industry publication for day spa, medical spa and wellness professionals, providing timely information about spa business solutions, skin science, spa treatment trends, and much more. Readex Research indicates that 51% of the *Skin Inc.* recipients are unique to this magazine and are not found on any other industry publication list.

Subscribers include highly qualified, engaged and influential owners, managers, directors and estheticians of spas around the country. These industry decision-makers turn to *Skin Inc.* magazine to find new product lines, equipment and supplies to propel their success.

## MARKETING TARGETS:

In addition to skin care product lines and equipment, *Skin Inc.* magazine subscribers are an excellent audience for small business offers such as insurance, local advertising, office supplies, webinars and seminars, printing, magazines and premiums.

-Visit the *Skin Inc.* website at: [www.skininc.com](http://www.skininc.com)

## JOB TITLE (\$15/M)

|   |        |
|---|--------|
| Owner/president/director/manager/executive manager            | 19,572 |
| Esthetician/cosmetologist/massage therapist/medical personnel | 8,999  |
| Dermatologist/others allied to the field                      | 427    |

## BUSINESS/INDUSTRY TYPE (\$15/M)

|  |        |
|--|--------|
| Day spa/full service salon and salon with spa services   | 13,416 |
| Skin care salon/medical spa/dermatology/plastic surgery  | 12,022 |
| Resort/hotel/destination/wellness/health & fitness center/<br>massage therapy and others allied to the field | 3,561  |

All orders require a signed list rental agreement.  
First time mailers are required to prepay.

## CANCELLATION POLICY:

**After Shipping & Before Mail Date:** \$50/F plus run charges, selects, output costs and/or shipping costs.

**After Mail Date:** Full amount of invoice is due.

**Rush Charges** will apply to all orders needed within less than 3 days from approval (inquire).

## Selections:

|                        |         |
|------------------------|---------|
| SCF/State/Zip          | \$10/M  |
| Business/Industry Type | \$15/M  |
| Job Title              | \$15/M  |
| One Per Location       | \$20/M  |
| One Per Location (min) | \$100/F |

## Addressing:

|               |        |
|---------------|--------|
| Email         | \$75/F |
| CD / Diskette | \$75/F |
| Key Coding    | \$5/M  |

**Minimum Order :** 5,000

**Source :** Controlled Circulation 87.5%  
Direct Request

**Net Name:** N/A

List Rental Security Agreement and  
Sample Mailing Piece Required.

## Contact :

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