

Associated Skin Care Professionals

SKIN DEEP

Education for today's skin care professional

2009 Media Kit



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CIRCULATION

Skin Deep is mailed directly to nearly 8,000 members of Associated Skincare Professionals (ASCP)—practicing estheticians—plus bonus circulation at skin care and spa trade shows.

***Skin Deep* readers are impacted by trends in the spa world: 71% of skin care professionals practice at least some of the time in a spa or salon.**

2006 ASCP survey

Each issue is also sent to leading esthetician schools—putting this dynamic publication in the hands of students before they make their buying decisions.

The number of estheticians graduating doubled between 2001 and 2005.

2006 ASCP survey

READER DEMOGRAPHICS

Our membership is populated by successful estheticians and spa professionals who recognize the value of investing in their careers. As the cream of the crop, *Skin Deep* readers symbolize your ideal target audience:*

- 98% female
- Between the ages of 26 and 55
- Affluent and well educated
- Looking for quality products to enhance their services

2006 ASCP survey

Readers can use *Skin Deep* magazine as a resource for researching the latest in product trends before they establish their brand loyalty. Many skin care professionals are relatively new to the profession.

73% of practitioners have been in the field less than five years.

2006 ASCP Survey

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EDITORIAL

Skin Deep is informative and visually appealing. Articles address the latest developments in skin care treatments and products, business and marketing education, legislative updates, and advice from industry experts.

Antiaging products are driving world-wide growth in skin care, with an 80 percent value increase between 2002 and 2006. Skin care regimes are moving beyond the face, with manufacturers extending facial care brands into products targeting the body.

November 2006, Euromonitor International report: New Aesthetes

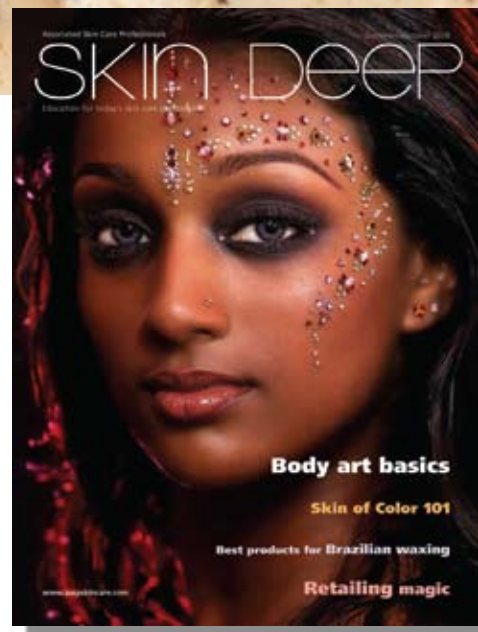
In every issue...

Business: Learn strategies for marketing, business management, advertising, budgeting, client satisfaction, and quality assurance from skilled business consultants.

Ask the Expert: Hear from our panel of skin care authorities as they field member questions.

Inside the Industry: Stay abreast of new legislation, safety regulations, and industry updates.

New Products: Get connected with the latest developments and advancements in skin care products.



2009 Editorial

Lifestyle: Empower estheticians to become the people and professionals they strive to be.

The most requested esthetician services are facials, waxing, and microdermabrasion, representing 85% of all services. Other popular services include peels and other antiaging treatments.

2006 ASCP survey

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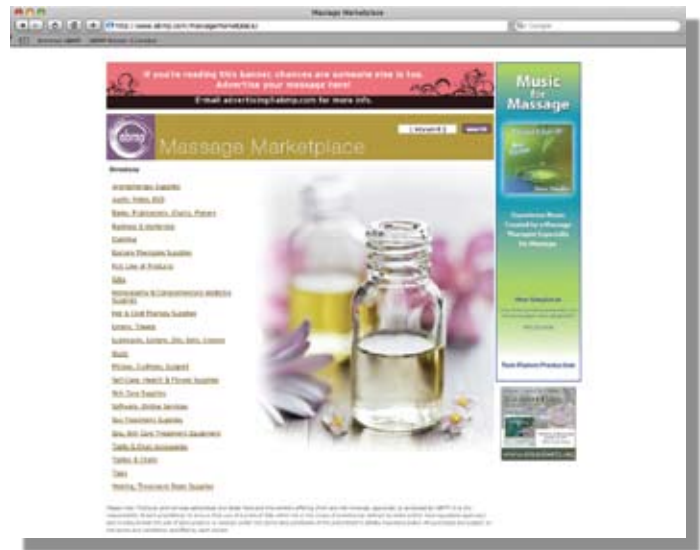
Make sure you advertise with the largest massage and skin care associations! That's more than 65,000 Associated Bodywork & Massage Professionals and nearly 8,000 Associated Skin Care Professionals!

The Industry's Comprehensive Product & Services Website

Massagemarketplace.com, which averages 1,500 unique visitors and nearly 45,000 hits per month, serves as the most extensive listing of suppliers to date and is the go-to website for massage therapists and skin care professionals. Our unique, online sign-up system provides a dynamic avenue in which you can log into your account any time throughout the year and update your ad, run monthly specials, or edit your product features.

MassageMarketplace.com reaches your target markets:

- Skin care professionals, spa owners, and employees
- Massage and esthetician schools and their students
- Massage therapists, bodyworkers, and somatic practitioners
- Complementary and alternative medicine centers



Advertising Options

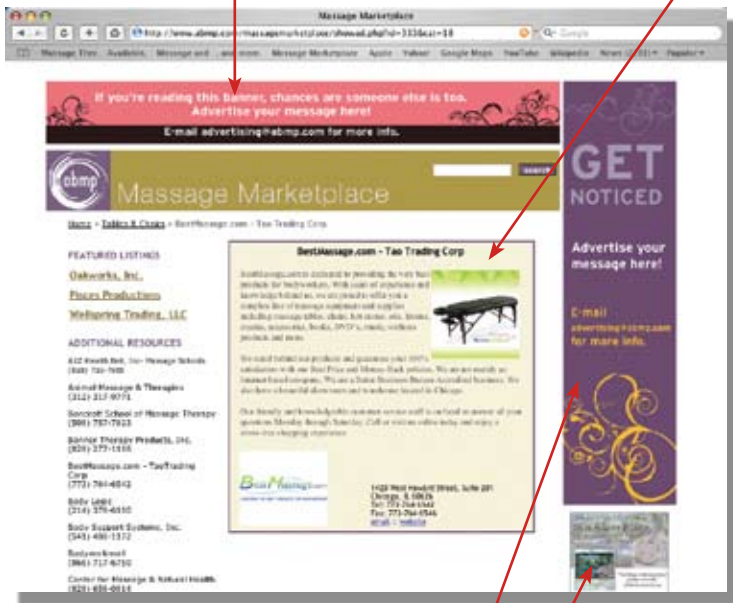
ENHANCED CATEGORY LISTING: \$395 Includes logo, product photo, contact information, 125-word description, and website address. Advertisers can now access their online listing anytime to change or update their online ad. *To purchase your Enhanced Category Listing, visit www.advertising.abmp.com. Additional Enhanced Category Listings are just \$195.*

FREE CHART LISTING: ALL INDUSTRY SUPPLIERS WILL HAVE THE OPPORTUNITY TO LIST THEIR PRODUCTS AND SERVICES FOR FREE! *To sign up for your free listing, visit www.advertising.abmp.com and select the Massage Marketplace "Free Chart Listing."*

Banner/Skyscraper/Button Ad Rotation:

Rotate your banner, skyscraper, or button ad with another one of your ads of the same size, on the same website. Cost: \$100 one-time set up fee, and \$50 for each additional rotated ad per month

Banner \$100/month



Skyscraper \$75/month

Button \$50/month

2009 Online Advertising

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Advertising Contract

Contact _____

Advertiser _____

Address _____

Phone _____ Fax _____

E-mail _____ Website _____

I agree to all terms and conditions as stated on this contract (see page 8 for details).

Signature _____ Date _____

Please check specifications that apply:

Print

- Half Page
- Full Page
- 2-Page Spread
- Inside Front Cover
- Inside Front Cover + page one
- Back Cover
- Inside Back Cover

Online

- Banner—\$100/month
- Skyscraper—\$75/month
- Button—\$50/month
- _____ month to start
(3-month minimum)

Advertising Rates (Four-color rates only)

Inside Front Cover	\$935
Inside Front Cover + page one	\$1,375
2-page Spread	\$1,250
Back Cover	\$1,065
Inside Back Cover	\$925

	1x	3x	6x
Half Page	\$500	\$480	\$425
Full Page	\$750	\$725	\$665

Please place _____ (# of) insertions in the following issue(s).

Issue

- January/February 2009
- March/April 2009
- May/June 2009
- July/August 2009
- September/October 2009
- November/December 2009

Reservation Deadline

- September 19, 2008
- November 17, 2008
- January 19, 2009
- March 23, 2009
- May 18, 2009
- July 20, 2009

Artwork Deadline

- October 17, 2008
- December 12, 2008
- February 6, 2009
- April 10, 2009
- June 5, 2009
- August 7, 2009



Print Specifications

Half page horizontal (no bleed) 7" x 4 15/16"

Half page vertical (no bleed) 3 7/16" x 10"

Full page with bleed and covers: 8 1/2" x 11 1/8"

Live area: 7 7/8" x 10 5/8"

Spread with bleed: 16 3/4" x 11 1/8"

Spread trim size: 16 1/2" x 10 7/8"

Publication trim size: 8 1/4" x 10 7/8"

Electronic Files

Digital files should be in Macintosh format and created in one or more of the following programs (or previous programs):

- InDesign (version CS2, CS3)
- Photoshop (version CS2, CS3)
- Illustrator (version CS2, CS3)
- Adobe Acrobat PDF files MUST be 300 DPI, all fonts and images embedded.

PREPARING FOR OUTPUT:

- Include both screen and printer fonts (avoid True Type)
- Please supply a laser output at 100%
- Double check images are CMYK or grayscale (no spot or RGB)
- Graphics are saved as TIFF or EPS
- Graphics are a resolution of 300 dpi or higher
- Line art resolution is 1200 dpi or higher

For FTP transmission, please contact us via e-mail or by phone. When sending files via FTP or e-mail, please compress them inside their own self-contained folder.

Online Specifications

Banner: Size—From 730 pixels wide by 90 pixels high, up to 728 pixels wide by 110 pixels high.

Skyscraper: Size—160 pixels wide by 600 pixels high.

Button: Size—From 125 pixels wide by 125 pixels high, up to 160 pixels wide by 160 pixels high.

Allowable file types are .gif (image, which may be animated), .jpg (image) or .swf (Flash movie). Optimal file size is less than 15k, which may not be possible with animated .gif or .swf file. Static images sized larger or smaller may not render properly and, depending on assets used in creation, Flash movies may also not scale properly.

SEND ADVERTISING MATERIALS TO:

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Payment

Effective January 1, 2009, ASCP is enforcing a Net 15 payment policy on all invoices. All late payments (those received later than 15 days after the invoice date) are subject to a 1.5% late fee charge of the total invoice amount. Past-due accounts will be prohibited from advertising until the past-due amount is paid in full. First-time advertisers must pre-pay the first insertion.

Cancellations

Notice of contract cancellation must be received in writing on or before the space closing deadline. Notice of cancellation received after the deadline will not be accepted and the advertiser will be held liable for payment.

Contract Policy

Advertiser assumes all responsibility for any claims forthcoming from their advertising and will protect the publisher from same. Publisher is not responsible for errors in ad copy. All verbal instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser. Publisher reserves the right to refuse advertising for any reason. Publisher holds the advertiser and/or its agency jointly and severally liable for such monies as are due, and also for claims arising from the contents of advertisements.

Liability

All verbal instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser prior to reservation deadline. Publisher's liability for any error will not exceed 50% of the cost of the advertising space. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

Conditions

No conditions, printed or otherwise, appearing on the contract order or copy instructions that conflict with the publisher's policies will be binding on the publisher, unless specifically agreed to in writing by the publisher. Publisher reserves the right to place the word "advertisement" with any advertisement that, in the publisher's opinion, resembles editorial matter. Publisher reserves right to refuse advertising deemed inappropriate. Publisher reserves the right to place a disclaimer with the advertisement.

All insertion orders are accepted subject to provisions of our current rate card.

On multiple insertions, the last ad run will be repeated unless notification is received by materials deadline.

Advertiser or agency must assume responsibility and liability for any and all claims (including, without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement) which may arise as a result of advertisements printed and will indemnify and save the publisher harmless against any claims, liabilities, damages, costs, or expenses (including attorney's fees and court costs) arising therefrom.

Any and all alterations in copy will be charged to the advertiser.

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