

Associated Skin Care Professionals

Skin DEEP



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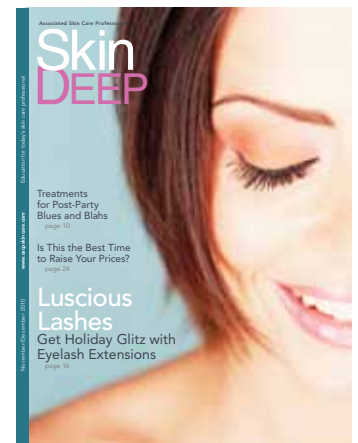
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2012 media kit

With more than

10,000 members,

Associated Skin Care Professionals (ASCP) is the largest association serving the profession.

Reach our members bimonthly through *Skin Deep* magazine, ASCP's flagship publication.

circulation & reader demographics

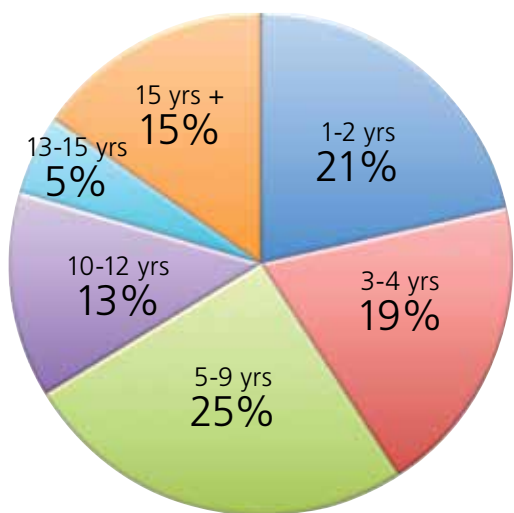
Nearly 40% of ASCP members graduated between 2007 and 2011. *2011 ASCP survey*

CIRCULATION

- Published bimonthly.
- Read by skin care professionals, students, and skin care schools.
- 13,500+ print via membership each issue and trade show distribution.
- 9,900+ digital via email subscription each issue.
- *Skin Deep* is archived on ASCPskinicare.com, which averages 9,500+ unique visitors each month.
- 1,200+ Schools & CE providers receive a copy.

Each issue is sent to leading esthetics schools—putting this dynamic publication in the hands of instructors and students.

Number of years in skin care profession



2011 Skin Deep Readership Survey

43% of ASCP members spend \$100 to \$1,000 per month on professional products to use in services provided to clients.

2011 ASCP survey

39% of ASCP members spend \$100 to \$500 per month on retail products to sell to their clients.

2011 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 are 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

“Thank you! I’m bringing my ASCP [*Skin Deep*] magazines to the beach. Can’t wait to read them!”

Wendi, ASCP Member, via Facebook, June 30, 2011



contact one of the advertising team members at advertising@ascpskinicare.com

ASCP knows the skin care profession and we know that our readers look to *Skin Deep* as a trusted source for product information. Complement your print campaign with advertising in the digital edition.



digital options

When you advertise in *Skin Deep* magazine with any size ad, you automatically receive these benefits

- One ad gets you in both the print and online digital editions. Purchase any size ad in the print edition and receive an ad of the same size for free in the digital edition.
- All advertisers receive a free link to the advertiser's website from the digital edition.
 - All advertisers receive a free link on ASCPskincare.com.

Digital Edition banner ad sponsorship - \$800 Per issue

<http://skindeep.idigitaledition.com>

- Emailed to 9,900+ subscribers
- Archived on ASCPskincare.com
- Highest click-through stats
- Exclusive banner ad next to front cover of digital edition
- Two links in digital edition
- One link on ASCPskincare.com
- Special recognition in digital edition eblast
- Video upgrade available for an additional \$150

Banner Specs


- › Horizontal or vertical
- › 252 x 504 pixels
- › 72 DPI
- › RGB color

Video Specs

- › 1–2 minutes
- › acceptable formats: FLV, MOV, or WMV
- › No HD

contact one of the advertising team members at advertising@ascp skincare.com

continuing education calendar




The Art of Retailing
 9000 Bliss Way
 Golden, CO 80403
 United States
 Tel: 888-888-8888
JessesSkinCare@comcast.net
<http://www.jessesskincare.com/CEcourses>

Instructor: Jesse Cormier
Modalities:

- Business Management/Financing/Ethics
- Marketing & Retailing

Starts: 04/28/2009 09:00 am
Ends: 04/28/2009 12:00 pm
Cost: \$75



Learn how to beat this economy by increasing your retail sales. Double your income by learning selling techniques that guarantee results!

For more information, visit our website at www.jessesskincare.com/CEcourses

10% Discount to Members!

ASCP's Online Continuing Education Calendar offers you the opportunity to advertise your courses **absolutely free.**

Each free listing includes:

- Course name
- Contact information, including a web link to your website
- Logo
- Up to two categories
- Course dates
- 30-word description

CE providers who offer ASCP members discounted rates will enjoy special priority listings and qualify for preferred rates on this calendar in 2012.

Color photo

How to add your free listing

You can list as many continuing education courses as you like. Plus, you can access your account any time to add courses or update listings.

Simply create a free account at <http://advertising.ascpskincare.com> and you will immediately be able to post a listing.

Please note: ASCP does not endorse or certify any continuing education programs posted on the ASCP CE Calendar. Courses are not required to obtain approval of state, region, or other certifying body. We note to all viewers that it is their obligation to ensure classes meet individual CE requirements.

30% of ASCP members continue their education through a product manufacturer.

2011 ASCP Survey

Additional paid options on the Continuing Education Calendar:

Banner

\$200/month

Button

\$85/month

Skyscraper

\$150/month



The screenshot shows the 'Continuing Education Calendar' page. At the top, there's a banner for a 'Monday, September 26, 2011' class. Below that is a search form with fields for 'Categories', 'City/State', 'Price Code', and 'Company'. A calendar grid for August 2011 is visible, with columns for Sun, Mon, Tue, Wed, Thu, Fri, Sat. A vertical 'Skyscraper' ad for 'FACE & BODY' is on the right, featuring a woman's face and the text 'Business, Treatments, Skin Science. Aug. 27-29 San Jose, CA REGISTER TODAY'.

advertising rates & schedule

Print

- | | | |
|--|--|--|
| <input type="checkbox"/> Half Page | <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Inside Front Cover + page one | <input type="checkbox"/> Inside Back Cover |
| <input type="checkbox"/> 2-Page Spread | | |

Advertising Rates (Four-color rates only)

Inside Front Cover	\$1,180
2-page Spread	\$1,575
Back Cover	\$1,300
Inside Back Cover	\$1,150

	1x	3x	6x
Half Page	\$660	\$625	\$575
Full Page	\$1000	\$950	\$900

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

Issue	Reservation Deadline	Artwork Deadline	In-Home
<input type="checkbox"/> January/February 2012	October 21, 2011	October 28, 2011	December 27, 2011
<input type="checkbox"/> March/April 2012	December 23, 2011	December 30, 2011	February 28, 2012
<input type="checkbox"/> May/June 2012	February 21, 2012	February 28, 2012	April 30, 2012
<input type="checkbox"/> July/August 2012	April 24, 2012	May 1, 2012	June 26, 2012
<input type="checkbox"/> September/October 2012	June 22, 2012	June 29, 2012	August 28, 2012
<input type="checkbox"/> November/December 2012	August 24, 2012	August 30, 2012	October 30, 2012
<input type="checkbox"/> January/February 2013	October 23, 2012	October 30, 2012	December 31, 2012



Page Placement

Ad position is at the discretion of the publisher unless prior arrangements have been made. Guaranteed page placement is subject to a 15% surcharge for each insertion. You must indicate preference on your advertising contract.

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. Payment must be received at materials-due deadline unless credit has been approved. First-time advertisers must pre-pay the first insertion.

Digital Edition

- Banner \$800
- Video \$150
- MP3 sample \$75

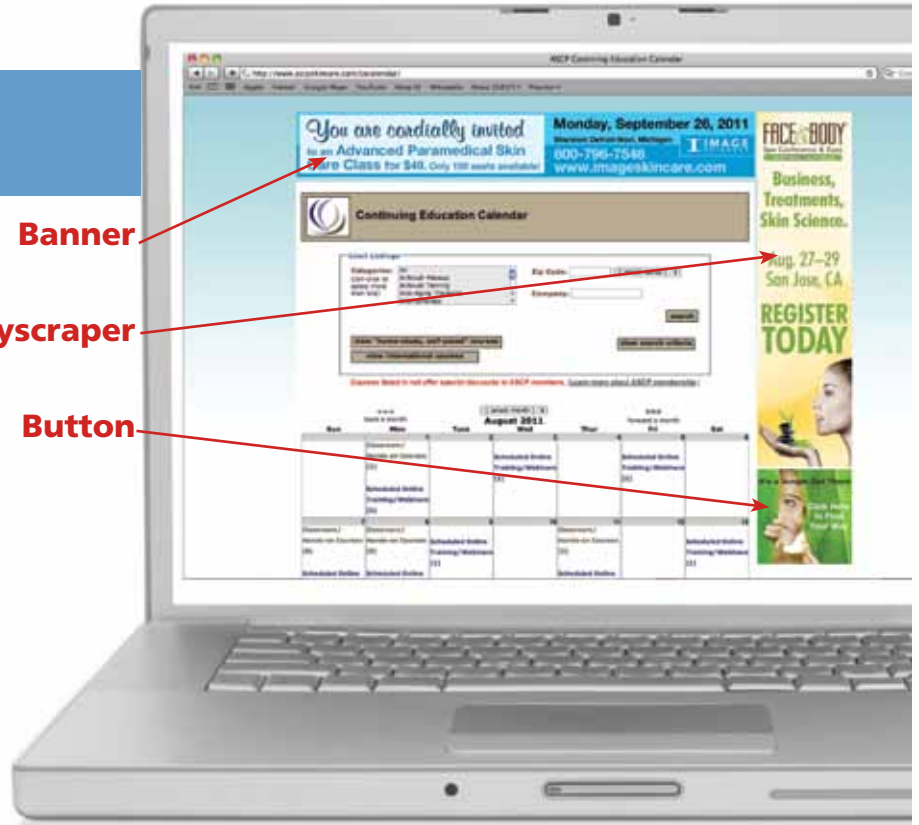
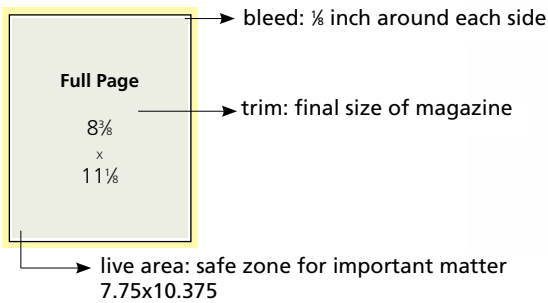
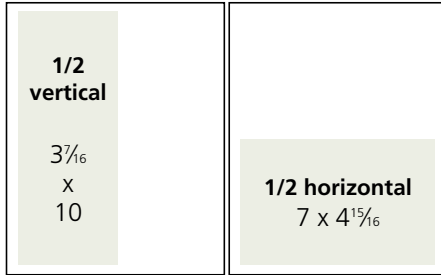
Online

Banner/Skyscraper/Button Advertising
(3-month minimum)
Start Month _____

Continuing Education Calendar

- Banner \$200/month
- Skyscraper \$150/month
- Button \$85/month

specifications



Print Specifications

Half page horizontal (no bleed) 7" x 4.9375"

Half page vertical (no bleed) 3.4375" x 10"

Full page (bleed) 8.375" x 11.125"

Spread (bleed) 16.75" x 11.125"

Spread trim size 16.5" x 10.875"

Publication trim size 8.25" x 10.875"

Print ads must be submitted as a 300 DPI PDF with all fonts and images embedded.

REPRODUCTION REQUIREMENTS:

- 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

Submitting Files

Compress files using ZIP or Stuffit prior to sending.

EMAIL

advertising@ascpsskincare.com

FTP

contact your representative for instructions

Online Specifications

Banner: 775 x 110

Skyscraper: 160 x 600

Button: 160 x 160

DIGITAL EDITION BANNER SPECS

- Horizontal or vertical
- 252 x 504 pixels
- 72 DPI
- RGB color

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.

VIDEO SPECS:

- 1–2 minutes
- acceptable formats: FLV, MOV, or WMV
- No HD