

SPA & WELLNESS

Partnerships MEDIA KIT 2022/23



WEB + SOCIAL

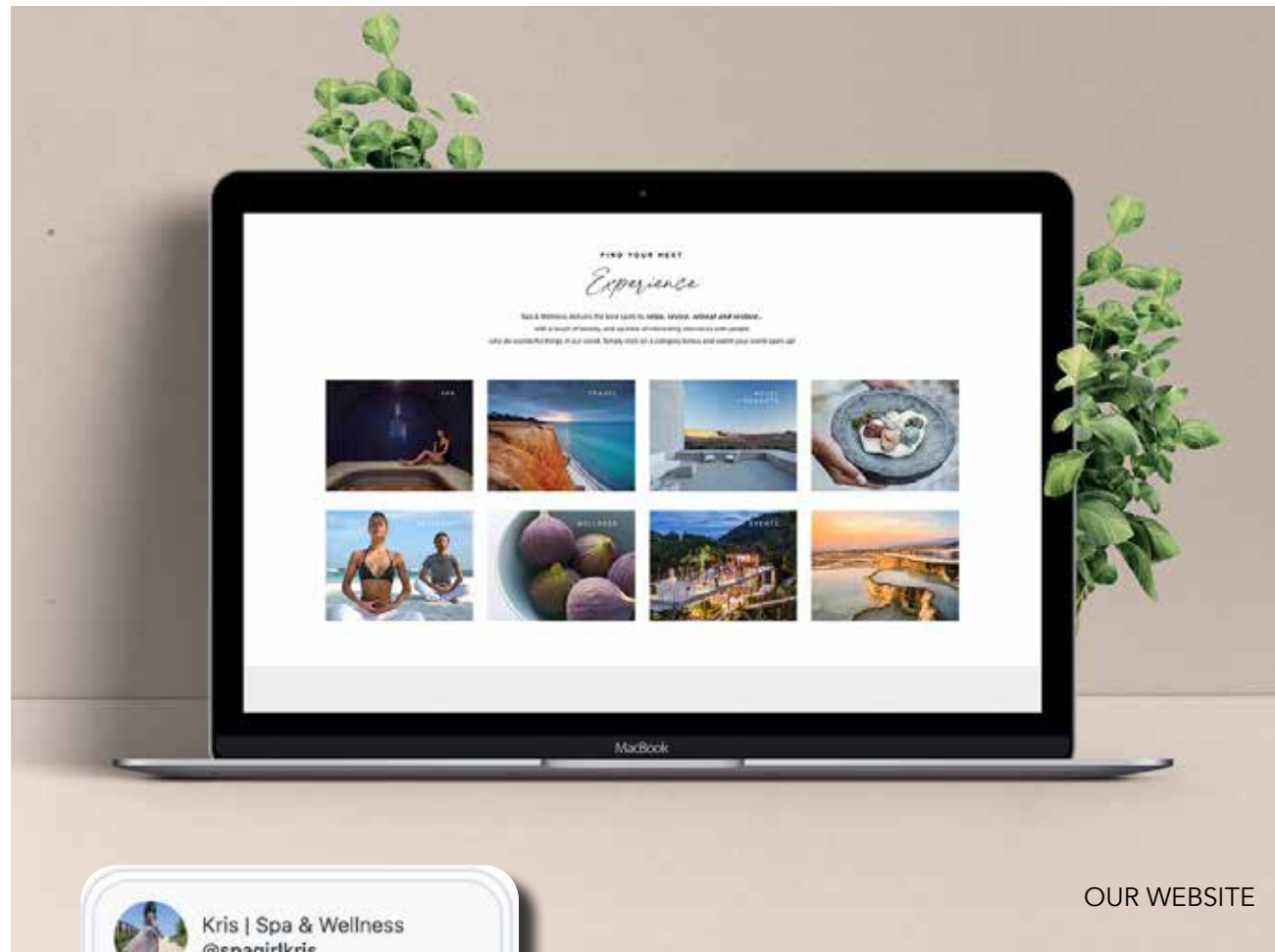
Reach your customer who is online all the time!

MAGAZINE

Be featured in our stunning publication.

NEWSLETTER

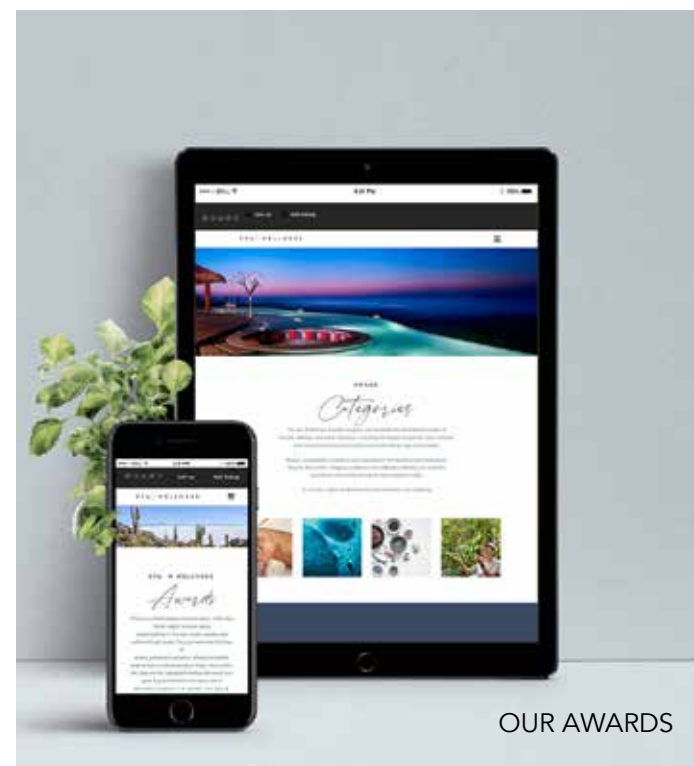
Go straight to the heart of those who subscribe for more.



OUR WEBSITE



OUR INSTAGRAM



OUR AWARDS



Not just a brand Spa & Wellness CONNECTS

FROM SPA LIFE TO SPA & WELLNESS

We started out as a monthly print magazine and have developed into so much more – we have evolved to be more fitting with where the wellness-seeking consumer sits today.

Our beautiful **print magazine** is still beautiful, but now a coffee-table-worthy annual book. This annual will not only showcase our award recipients, but give you an opportunity to offer gifts, samples, discounts or vouchers, further adding value and driving sales. It is stunningly designed and bursting with evergreen content that is likely to be devoured over and over and over again.

To complement this is a **multimedia digital immersive magazine** created eight times per year. Already proving to be a winner and on trend with how wellness-seeking Spa-loving consumers want their content delivered.

Add a highly engaged **social media** channel, a comprehensive **website**, blog and directory, regular **email** updates, and The Spa & Wellness **Awards**, you have a variety of opportunities to reach your target market.

Through desire we inspire our Reader's to take ACTION

Spa & Wellness delivers the best spots to relax, revive, retreat and restore, with a touch of beauty, a dose of wellness and sprinkles of interesting interviews with people who do wonderful things. Our new digital magazine allows readers to tap into their senses and enjoy the journey. The pages are more than words and images, they allow the reader to:

- Click through to your website
- Buy the product they have just read about
- Watch informative videos
- Listen to captivating audio
- Book their next trip
- Schedule a treatment
- Make an appointment

READ ISSUE 01

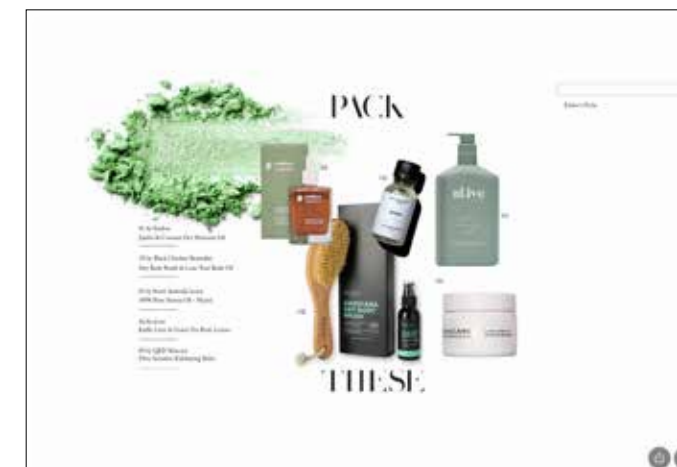


THIS IS SUCH A BEAUTIFUL BEAUTIFUL ISSUE. THE THOUGHTFULNESS, LOVE AND PASSION FOR THE INDUSTRY THAT THE TEAM POURED INTO THIS MAGAZINE IS THERE FOR ALL TO SEE. I HAVE TO COMMEND TOO ON THE DESIGN AND THE LAY OUT, A JOY.

Philip Engelbert - PEPR

I HAVE ONLY GOTTEN AROUND TO READING THIS! PLEASE KEEP ME ON THE MAILING LIST - I LOVED IT! CONGRATULATIONS ON GOING GREEN.

Ingrid Stockley - Reader



The Spa & Wellness Follower, fan & READER



Discerning

Price doesn't dictate decisions.

They're discerning consumers with high disposable incomes who can afford to take time out to enjoy regular retreats, adventure and escapes.

They enjoy destinations where comfort, privacy and service are delivered in stunning natural environments, with healthy eating options, interesting experiences and rejuvenating treatments. They may play golf, or spend time cruising. They like to reward their success, and restore from stress.

THE MAJORITY ARE AGED FROM 35 TO 54 YEARS YOUNG, OUR READERS ARE HIGH ACHIEVERS WITH HIGH DISPOSABLE INCOMES. THEY ARE INTO THEIR HEALTH AND ENJOY ENRICHING EXPERIENCES. AND OF COURSE THEY LOVE TO ESCAPE, RETREAT AND TRAVEL IN COMFORT AND STYLE!

BEAUTIFUL
PLACES & PRODUCTS
MATTER



Health Conscious

Being healthy is a lifestyle choice.

They understand that real wealth is about having abundant health, vitality and time. They eat consciously, exercise regularly, enjoy luxury. They spend well on their appearance and make lifestyle choices based around style with sustainability an important factor.



Consumers

With a socially-aware bent

They devour beauty and wellness product and treatment information. They're interested in fashion and accessories with eco-chic and organic luxury in their home and lifestyle. Our editorial covers beauty, anti-ageing, health, wellness, luxury, and travel, catering to our readers' interests.

AMANGIRI, CANYON POINT - UTAH
Take a look...

Be FEATURED

In Our Immersive, Eco-Friendly,
Experiential Magazine

YOUR FIRST EDITION OF SPA AND WELLNESS IS NO LESS THAN SENSATIONAL! VISUALLY, IT IS A FEAST FOR THE EYES - BOTH THE GORGEOUS SELECTION OF PHOTOS AND ALSO THE PAGE LAYOUTS. IT IS SO WELL STRUCTURED AND EASILY NAVIGATED. THE ESSENCE OF EACH TOPIC IS PRESENTED SUCCINCTLY AND STIMULATES THINKING AND REFLECTION ABOUT A WIDE RANGE OF ACTIVITIES AND WELLBEING POSSIBILITIES.

Judith Saunders - Reader



SHOWCASING YOUR SPA & PRODUCTS

A picture says a thousand words! In Spa & Wellness we use stunning photography, video, audio and evocative words to entice and inspire our readers. While they are captivated, they can click straight through to your site, product or booking page and take the next step while they are in purchase mode!



COMBINE THE POWER OF PRINT AND THE
VERSATILITY OF THE INTERNET TO
INCREASE YOUR BRAND AWARENESS,
TO A HIGHLY TARGETED AUDIENCE!

Fast FACTS

Magazine + Annual

MAGAZINE: Released 8 times per year with a hard-copy Annual
The digital magazine is shared FREE for now, to build the brand and grow our audience.
CURRENT AUDIENCE: 115,500+
DISTRIBUTION:
+ Digital = Subscribers, Partners (online), Ambassadors & social media
+ Annual = Bookstores, selected Day Spas, Online, in-room at 5-Star hotels & resorts

spaandwellness.com.au

Our comprehensive directory is a Destination and Day Spa website dedicated to all things Spa & Wellness. Visitors can check out Spa news & openings, view upcoming retreats, enjoy special offers, find their next escape or add a review of their experience.
+ 29,300 unique visitors per month (Google Stats)
+ 96,250 page views per month
+ 500+ directory

Social media + Newsletter

Our followers on social media and email subscribers are 69.2% women and 30.8% men and majority are aged from 35-64. They are a global audience and highly engaged.
@SPAGIRLKRIIS: 84,400+ Followers
Email Newsletter:
+ 73.44% open rate
+ 29.83% click through

Demographics

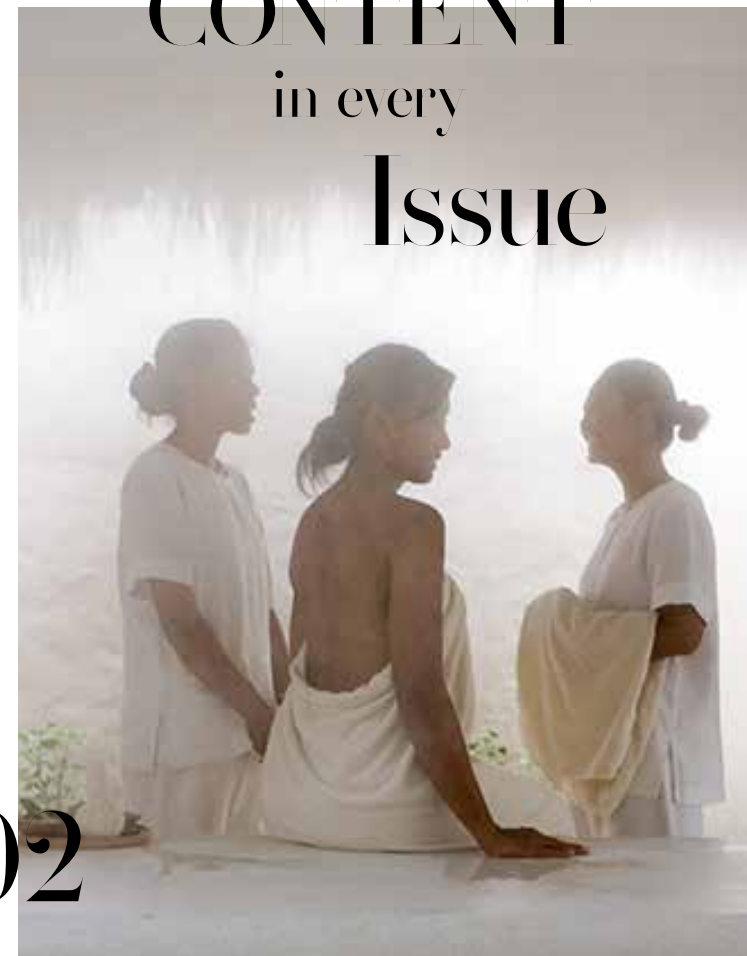
- + AB Women & Men (70:30)
- + Majority aged between 35-54
- + Invest in their wellbeing & spend on aesthetics
- + View Spa & Wellness as a trusted source
- + Conscious consumers and will pay more for ethical brands
- + Educated, professional, enjoy regular experiences, prefer bespoke over mass
- + Regular travellers and retreat goers

A MASSIVE CONGRATULATIONS ON AN ABSOLUTELY STUNNING
ISSUE OF SPA & WELLNESS MAGAZINE! I THOROUGHLY ENJOYED
THE READ, SUCH GORGEOUS PAGES TO VIRTUALLY FLICK THROUGH.

Nicole Tapster - PEPR



01



02



03



04



05



06

CONTENT in every Issue

01. Escape

Whether you have a week or a week-end to explore local locations or those afar, we take our reader to Spa retreats and resorts where they can escape for a while.

02. Experience

Everyone wants to experience new adventures, destinations, treatments or therapies. We open people's eyes to try new things and push their boundaries.

03. Enhance

Who doesn't want to look and feel younger? Through our product news and latest technology, beauty secrets are revealed.

04. Enrich

Through our nutrition pages, showcasing spa cuisine and healthy recipes, we teach readers to nourish their body for optimal vitality.

05. Health & Wellness

Everyone wants to be healthy and wellness is the new black! We deliver the latest in health, natural therapies, fitness and leisure to help readers achieve oodles of energy.

06. Style & Lifestyle

From fashion to homewares and everything the heart desires in between. We cover that unique therapy that is retail! And share stories behind the brands.

Our Partner PACKAGES

The Spa & Wellness brand includes a printed Annual publication, an online immersive magazine, weekly blog posts, monthly newsletter, an active social media campaign and an online directory with already over 500 listed partners.

As an PARTNER you will receive branding constantly with all of these activities. This branding extends beyond just an ad, your logo and product placement.

We want to share your story, do some disruptive social media campaigns with you, create special promotions, and have as many people as we can become your fan, customer, or advocate through our association.

Package	Platform	Inclusions	Cost
BASIC	Digital + Web + Social	8 x FPC Ad (linked to your website) 1 x 12 month listing on spaandwellness.com.au 1 x News Item/Product Placement link to your site 1 x Social Media Posts with linked story	\$8,800 Media Value \$13,440
BIT MORE	Digital + Web + Social Editorial + Podcast	8 x FPC Ad (linked to your website) 1 x 12 month listing on spaandwellness.com.au 2 x News Item/Product Placement link to your site 2 x Social Media Posts with linked story 1 x 3 Page Editorial 1 x Slide Show Feature 1 x Video Feature 1 x Podcast interview 1 x Blog Post	\$15,000 Media Value \$21,040
GO BIG	Digital + Web + Social Editorial + Podcast Annual	8 x FPC Ad (linked to your website) 1 x 12 month listing on spaandwellness.com.au 4 x News Item/Product Placement link to your site 4 x Social Media Posts with linked story 2 x 3 Page Editorial 1 x Slide Show Feature 2 x Video Feature 2 x Podcast interview 2 x Blog Post 1 x Giveaway or Promotion 1 x Advertorial in Annual 1 x Gift Offer in Annual	\$24,500 Media Value \$32,190

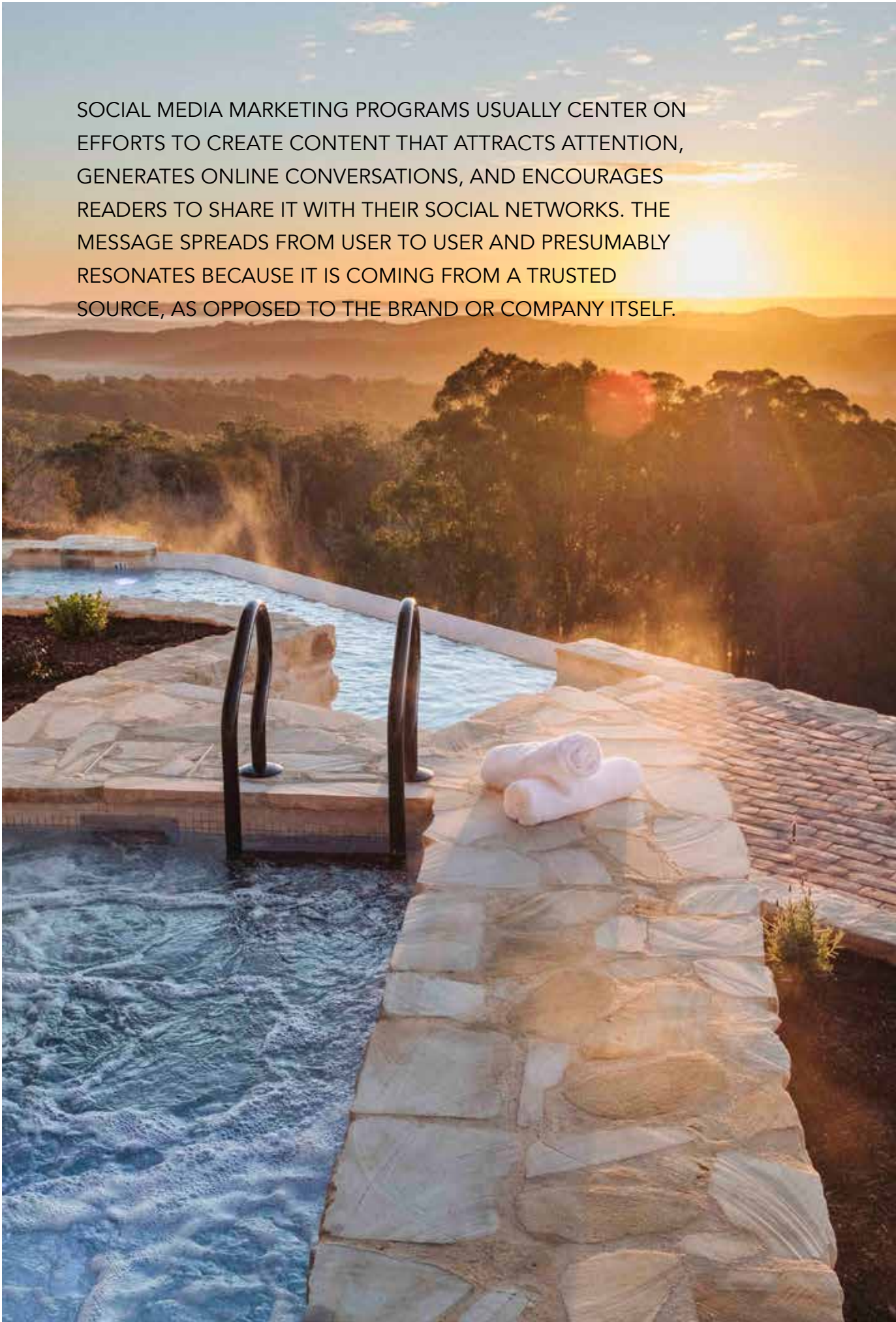
CONGRATULATIONS ON A BEAUTIFUL LOOKING MAGAZINE –
WHAT A LOVELY ESCAPE!

Jane Corbett-Jones



Cost per Insertion	1 Issue
Full Page Colour Ad (FPC) linked to your website	\$1,500
12 Month Directory Listing on spaandwellness.com.au	\$490
News Item or Product Placement linked to your site or shop	\$500
Social Media Post + Linked 3 Frame Story	\$450
Advertorial	\$2,000
Video Feature	\$1,750
Slide Show Feature (Up to 10 slides)	\$1,400
Podcast Interview	\$750
Blog Post on spaandwellness.com.au	\$750
Advertorial in Annual	\$3,000
*All prices in \$AU and excludes GST	

We want to offer a complete marketing strategy for your brand targeting lovers of Spa and those who aspire to be well. Online and offline, social media and blogs, your brand will be highly visible and part of all things Spa & Wellness. When anyone reads Spa & Wellness magazine, the blog, or searches for a spa, product or retreat on our site, it is you they'll find. I'd love you to be part of this exciting journey... Aside from our packages we can get creative and build a campaign that supports your brand and budget.



SOCIAL MEDIA MARKETING PROGRAMS USUALLY CENTER ON EFFORTS TO CREATE CONTENT THAT ATTRACTS ATTENTION, GENERATES ONLINE CONVERSATIONS, AND ENCOURAGES READERS TO SHARE IT WITH THEIR SOCIAL NETWORKS. THE MESSAGE SPREADS FROM USER TO USER AND PRESUMABLY RESONATES BECAUSE IT IS COMING FROM A TRUSTED SOURCE, AS OPPOSED TO THE BRAND OR COMPANY ITSELF.

Editorial & Advertising DEADLINES

Production Schedule	Editorial	Ad Booking	Ad Material	On Sale
02 Issue - Online	10/05/22	24/05/22	26/05/22	27 May '22
03 Issue - Online	20/06/22	02/07/22	04/07/22	08 July '22
04 Issue - Online	19/07/22	12/07/22	15/08/22	19 Aug '22
05 Issue - Online	30/08/22	23/09/22	26/09/22	30 Sep '22
06 Issue - Online	17/10/22	04/10/22	07/11/22	11 Nov '22
08 Issue - Online	12/12/22	23/12/22	02/01/23	06 Jan '23
09 Issue - Online	12/01/23	10/02/23	13/02/23	17 Feb '23
The Annual - Print	10/10/22	07/11/22	11/11/22	05 Dec '22

Digital Specifications

1024 X 704 PX

Please supply as a hires JPeg. No trim or bleed marks required.
Provide destination url for your advertisemnt.
Other insertions TBA upon booking.

I JUST WANTED TO SAY CONGRATS ON A STUNNING
MAGAZINE: YOU SHOULD BE SO VERY PROUD!



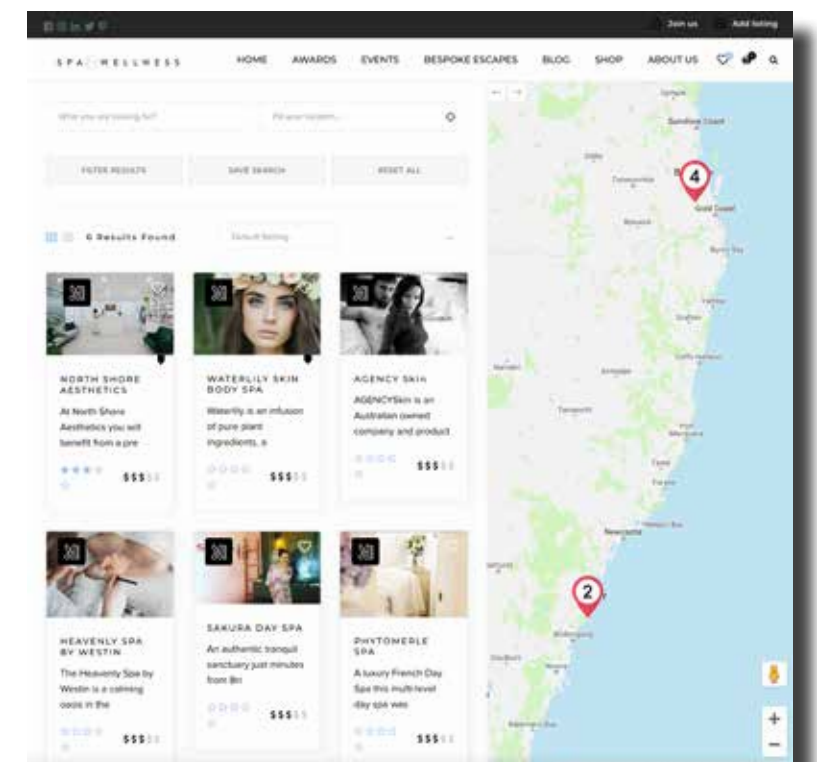
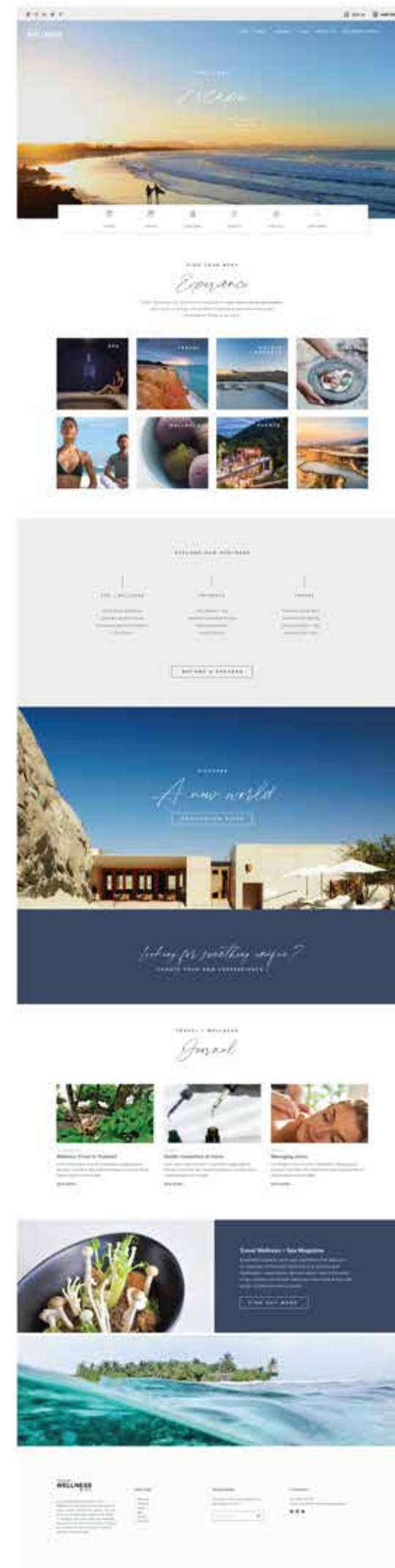
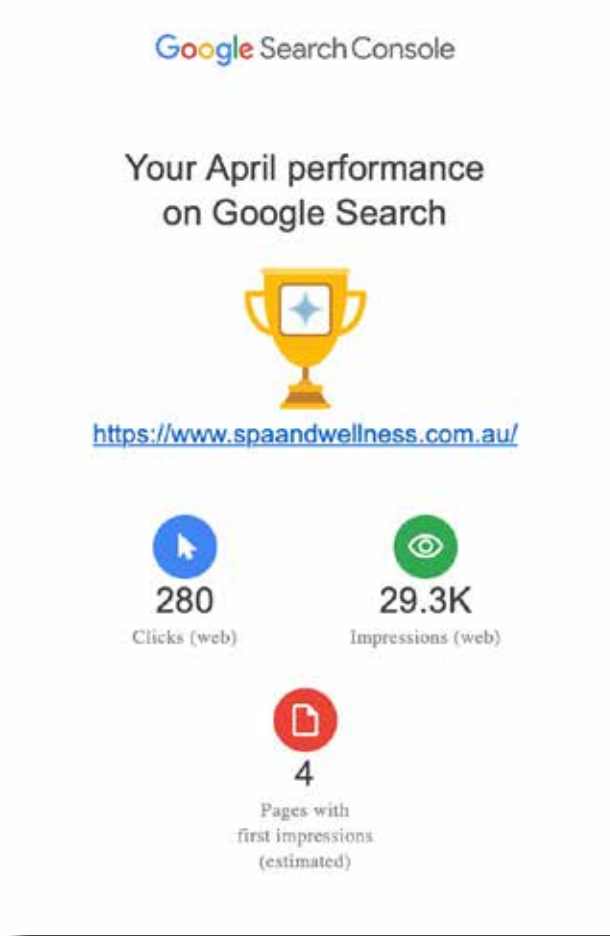
Gaby Wilson - Golden PR

Your Website LISTING

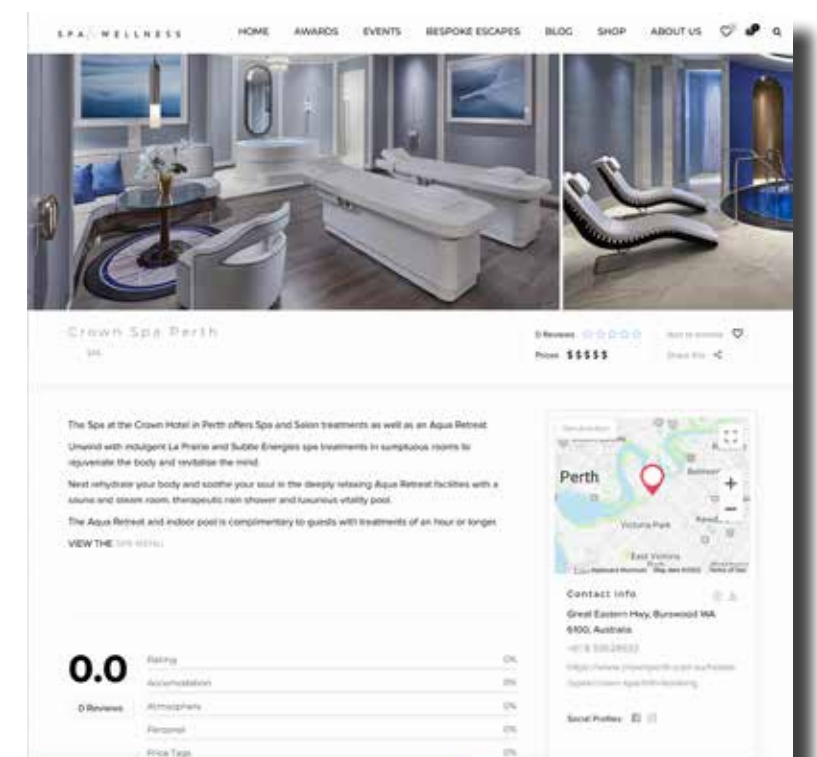
Currently our website has over 500 businesses listed, and has about 27,500 unique visitors per month looking to find Spas and wellness. As an Partner you will enjoy an annual listing on spaandwellness.com. With your listing:

- You have your own member account that you manage (or we can*) to keep your listing up to date
- You can update your content whenever you want or need
- You can improve your ranking by adding video
- Your clients can leave reviews and give a rating
- You can view traffic reports & call-to-action stats including clicks on your page
- You can add spa promotions, events and special deals you're running
- You can add your social media channels, and attract more followers
- •Visit [Spa & Wellness](#) to see all inclusions
- As one our directory listed Spas you will be part of our Gift Voucher redemption program. We will drive customers to your property and you will retain 88% of the revenue. Spa & Wellness International retains 12% commission on Gift Voucher sales.

* For a fee



Visitors can search by category or location, save their search and tag their favourites.



THANK YOU

For more information on being featured or advertising in Spa & Wellness
please contact:

Kris Abbey
+61 412 625 260
Kris@spaandwellnessinternational.com

Spaandwellness.com.au

