

www.spasecretsmagazine.com

# Spa Secrets

for mind, body & soul

MEDIA PACK  
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spa ■ lifestyle ■ travel ■ health ■ beauty ■ fitness ■ fashion

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“The industry has grown 40% in the past three years. The size of the market is mind-boggling. There are now more spas in the US (15,699) than there are Starbucks coffee shops in the world (13,728)” *WTM Chairman, Fiona Jeffery*

## Welcome

Spa Secrets magazine is a luxury lifestyle title created to captivate spa consumers and international travellers. Vibrant, elegant and above all, a great read; Spa Secrets appeals to the aspirations of its high-profile readers with insightful editorial, lively interviews, expert advice, real reviews and exclusive offers. Spa Secrets magazine is recognised as essential reading for a new generation of affluent spa consumers.

## Meeting the market

The phenomenal growth of the international spa sector confirms the consumers' quest for spa excellence. Wellbeing, luxury and precious stress-free time to balance mind, body and soul is now seen as an important lifestyle choice. Spa Secrets magazine meets this target market head-on as a dedicated, trusted guide. It provides clear understanding of experiences available, is supported by exclusive incentives and has a keen awareness of trends and spend.

## Readership demographics

It has a thriving captive audience with a unique demographic and yields a high readership per issue.

Gender base:	65% female / 35% male
Age range:	25-65
Annual income:	£60,000 - £200,000
Socio-economic groups:	ABC1s
Projected readership:	90,000

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## 5 facts about Spa Secrets readers

▶ Most of our readers keep their copy of Spa Secrets or pass on to friends, family and colleagues

▶ They enjoy fashion, fitness, spa treatments, travel, wellbeing and beauty products

▶ Typically, they take two long-haul holidays every year, as well as several UK and European breaks

▶ A high percentage of readers visit the website which receives around 40,000 hits per month

▶ 80% of Spa Secrets readers would consider cosmetic surgery

## Distribution

Spa Secrets magazine has a carefully controlled circulation to a targeted audience with a projected readership of 90,000 per issue.

**Frequency:** Four issues per annum

**Circulation:** 30,000

**Distribution sectors:**

- 50%** Five-star hotels and luxury day spas
- 15%** VIP venues, prestigious salons and surgeries
- 10%** High-end health & fitness clubs
- 10%** Selfridges, Harrods, Borders book stores
- 10%** Airlines, jets and charter yachts
- 5%** Subscriptions

## SpaSecretsmagazine.com

The ultimate virtual guide to Spa Secrets provides a fusion of spa living, health and beauty, leading resorts and spas across the globe. The website receives an average of 20,000 visits per month, with most hits on the exclusive Spa packages section. SpaSecretsmagazine.com also issues electronic consumer newsletters offering exclusive breaks, special offers and product trials.

## Spa Secrets online

**Website promotions:** Advertise your hotel and spa online for one year to promote special offers and events. This includes two images, a maximum of 30 words and a direct link to your website.

**Rate per year:** £2,500

**Email campaigns:** Email promotions and special offers directly to our consumer database.

**Rate per promotion:** £2,500

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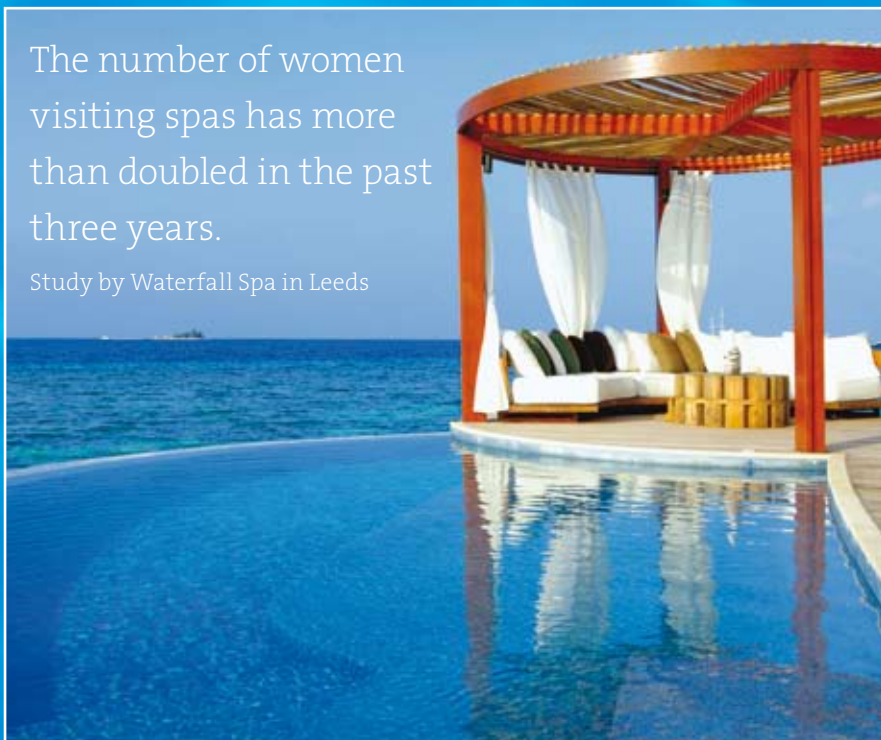
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The number of women visiting spas has more than doubled in the past three years.

Study by Waterfall Spa in Leeds



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“As a regular advertiser in *Spa Secrets*, I thought you may be interested to hear we were recently contacted by a spa consultant who, on seeing our advertisement in your magazine, wanted us to provide prices for a range of heat experiences for a new hotel spa project.” Gerard McCarthy, Dale Suna

## Editorial calendar

Spa Secrets 2008 features list is available online: Visit [www.spasecretsmagazine.com](http://www.spasecretsmagazine.com) or email your request to [info@spasecretsmagazine.com](mailto:info@spasecretsmagazine.com)

## Advertising rates

**Full page:** £ 4,400  
**Double Page Spread:** £ 8,400

A 15% charge will be added to cover advertorial costs.  
Special positions & requirements on request.

## Spa Secrets Gift Vouchers

To become a partner contact Nicola Brookes  
[nicola@spasecretsmagazine.com](mailto:nicola@spasecretsmagazine.com)

## Agency details

Full terms and conditions available on request.

## Mechanical data

DPS Bleed *:	h291mm x w450mm
DPS Trim:	h285mm x w440mm
DPS Type Area:	h246mm x w412mm
Full Page Bleed:	h295mm x w230mm
Full Page Trim:	h285mm x w220mm
Full Page Type Area:	h246mm x w188mm

\*Allow 10mm gutter for text running across the spine



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