

Spa's annual "aging well" issue will highlight ways to enhance both inner and outer beauty.

FEATURES

The Pros and Cons of Plastic Surgery

An in-depth and objective look at the myths and truths behind plastic surgery. The story will also include an "Aesthetics Update": the latest news on fillers, injectables, and other aesthetic procedures typically available at medical spas.



Balinese Beauty Secrets

A look at the beauty traditions of Bali and how we can all incorporate them into our at-home beauty rituals.

Classic Mineral Springs

Tracing the history of healing waters from ancient Romans and Greece through the Gilded Age in Europe.

TRAVEL

- **Hot Spots Montreal** - An overview of the new and notable spas in and around Quebec's capital.
- **Weekend In... Sonoma and Napa** - How to spend a healthy, rejuvenating weekend in the California wine country.

LIVING/BEAUTY

- **Anti-Aging** - An overview plus pro's and cons of Hormone Replacement Therapy
- **Vastu and Feng Shui** - A look at two ancient systems for creating harmony in the home.
- **Ad Sections:** Great Spas of the Southwest & Rockies are highlighted in this annual section. Includes a sweepstakes dedicated to each destination and exposure on cover.

SKINNOVATIONS

- Full-page advertisers can promote the newest hi-tech devices, advanced anti aging products, and breakthrough ingredients plus supplements that support beauty & wellness from the inside out.
- Feature will be posted on www.spamagazine.com during September and October
- 35,000 opt in subscribers receive a custom e-newsletter with links to a page featuring all Skinnovations participants



Bonus Distribution The Sep/Oct issue of *Spa* will be room dropped at all six of the official iSPA hotels on the first night of conference.

This issue will also be highlighted to the press at our Fall Media Event in New York on October 30th at the Mandarin Oriental Hotel.

SPATEC Fall 2009 - Las Vegas, Nevada

CIRCULATION: 100,000 AUDIENCE: 230,000
Advertising Deadline Reserve by 7/2/09

READER DEMOS:

Women: **92%**, Men: **8%**
Median Age: **42**

Average HHI: **\$127,500**
Average Net Worth: **\$612,280**
Readers per copy: **2.15**

Took action as a result of reading *Spa*: **92.7%**

Source: MRI 2007 Doublebase, 2007 Reader Survey

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