

DERMASCOPPE

The Encyclopedia of Aesthetics and Spa Therapy



Media Kit



DERMASCOPE REMAINS THE ONLY PROFESSIONAL AESTHETICS MAGAZINE
IN AMERICA OWNED AND PUBLISHED BY LICENSED AESTHETICIANS. WE ARE
AESTHETICIANS AND HAVE BEEN SPA OWNERS, SO WE UNDERSTAND
WHAT OUR READERS WANT AND NEED... AND WE DELIVER.



delivering education

DERMASCOPE Magazine has always been at the forefront of the aesthetics industry. Professionals immediately recognize the quality of educational content in DERMASCOPE and that's why they have kept subscribing to the Encyclopedia of Aesthetics and Spa Therapy for 30 years... because we deliver.

DERMASCOPE Magazine continues to be the premier educational journal for the professional skin care and spa industry. Our single focus is to provide continuing education to aestheticians, spa owners and practitioners. Professionals want more than pretty pictures and fluffy content to separate advertisements. DERMASCOPE has always set the standard on education. Our promise has always been education... and we deliver.



DERMASCOPE is the trusted source of education for serious skin care professionals.

If your company has an educator who wishes to write for DERMASCOPE we welcome your submissions. Please send them to : patricia@dermascope.com

delivering quality
continuing education
for 30 years

DERMASCOPE has been educating aestheticians, month after month for 30 years. Our editorial has always set the standard of the aesthetics industry. Whether it was aromatherapy, collagen, botanicals, glycolics, Medical Aesthetics, OSHA Safety Standards, "The Day Spa Revolution" or micro-dermabrasion, professionals found it first in DERMASCOPE.

Patricia Strunk, Managing Editor, has been an aesthetician since 1983, while Will Strunk, Publisher, has been licensed since 1987. Their experience as practitioners, day spa owners, retailers/wholesalers and educators gives DERMASCOPE the edge in understanding the needs of the skin care industry. It is this understanding combined with hundreds of key relationships with industry leaders, educators and professionals that makes DERMASCOPE the first choice for aestheticians.



DERMASCOPE'S variety of editorial content is the backbone of educational diversity.

Aestheticians have been subscribing to DERMASCOPE longer than any other magazine.

DERMASCOPE readers subscribe because they seek quality education. That means our advertisers reach a more educated audience.

DERMASCOPE circulates 16,000 copies per month. Our readership averages 2.6 professionals per copy.

Advertisers are exposed to over 35,000 professionals each month.



and more...

DERMASCOPE goes where you want to go.

Geographic Profile

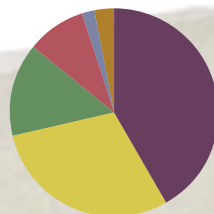
Northeast	30.3
Southeast	19.1
Central	18.9
Northwest	7.1
Southwest	21.2
International	3.4



DERMASCOPE reaches the readers you want.

Business Profile

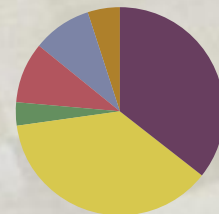
Skin Care Salons	41.8
Spa / Day Spa	29.6
Full Service Salon	14.6
Medical Office	9.1
School / Student	2.1
Mfg./ Dist.	2.8



DERMASCOPE reaches the decision makers you need.

Reader Profile

Owner / Manager	35.6
Aesthetician	37.2
Spa / Body Therapist	3.7
Cosmetologist	9.5
Physician / Nurse	9.1
Other (Student, Mfg., Dist.)	4.9



delivering new
marketing opportunities...

Since 1976, skin care professionals have subscribed to DERMASCOPE for the retail opportunities that drive their business...products.

DERMASCOPE understands the needs of manufacturers and distributors to introduce and update products for the professional market. We also understand the need of professionals to have access

to choices in products and equipment. While advertising is the foundation of an effective marketing campaign, we understand the need of maximum impact through multiple exposures. GET NOTICED! Multiple positioning in magazines creates name recognition with readers. DERMASCOPE makes it easy with FREE advertising. Check out the many marketing opportunities!



Press Releases

DERMASCOPE provides professional product suppliers FREE exposure throughout the "Essentials" and "Notes & Quotes" sections of the magazine. We welcome your press releases. Guidelines for the following are: release materials 90 days prior to publication; photo/electronic images with 80-100 word description; reader-reply numbers are included for advertisers; submissions are placed on rotation basis.

Essentials:

Showcase your new product launches. This section keeps aestheticians in the know on the latest advancements the industry has to offer.

Notes & Quotes:

A "Who's Who" and "What's Happening" in the world of skin care. These industry news pages inform our readers what's new in your company.

Calendar:

The most comprehensive listing of events in the industry. Readers look to us for the latest in classes, seminars, and events and this section delivers just that.

Products & Education Guide:

DERMASCOPE publishes an annual Products & Education Guide distributing it throughout the professional market. Every company that provides products or services to the professional aesthetic and spa market is welcome to a complimentary listing in this guide. Also, "The Guide" is available online (www.dermascope.com) for exposure all year round. See the Products & Education Guide on the final page for more information.



New 2005 Website:

Our updated Website is another way to put you in front of the spa professional. All of these sections of the magazine are posted on the Website FREE of charge. This is one more way of giving your products maximum exposure. We also provide links to your site.



If you would like to direct connect with our readers please contact us for special Web ad rates.

ADVERTISING RATES

The premium positions include the Inside Front Cover (IFC) spread only; Inside Back Cover (IBC) and Back Cover (BC). These positions are available on a full-time (12x insertion) basis only. Call for pricing information. All advertisers receive best rates with full-time/part-time contracts

AD POSITIONING

DERMASCOPE has a policy attempting to give equal rotation of advertisements that continue from issue to issue. Standard rotation begins in the front third of the magazine.

PAYMENT TERMS

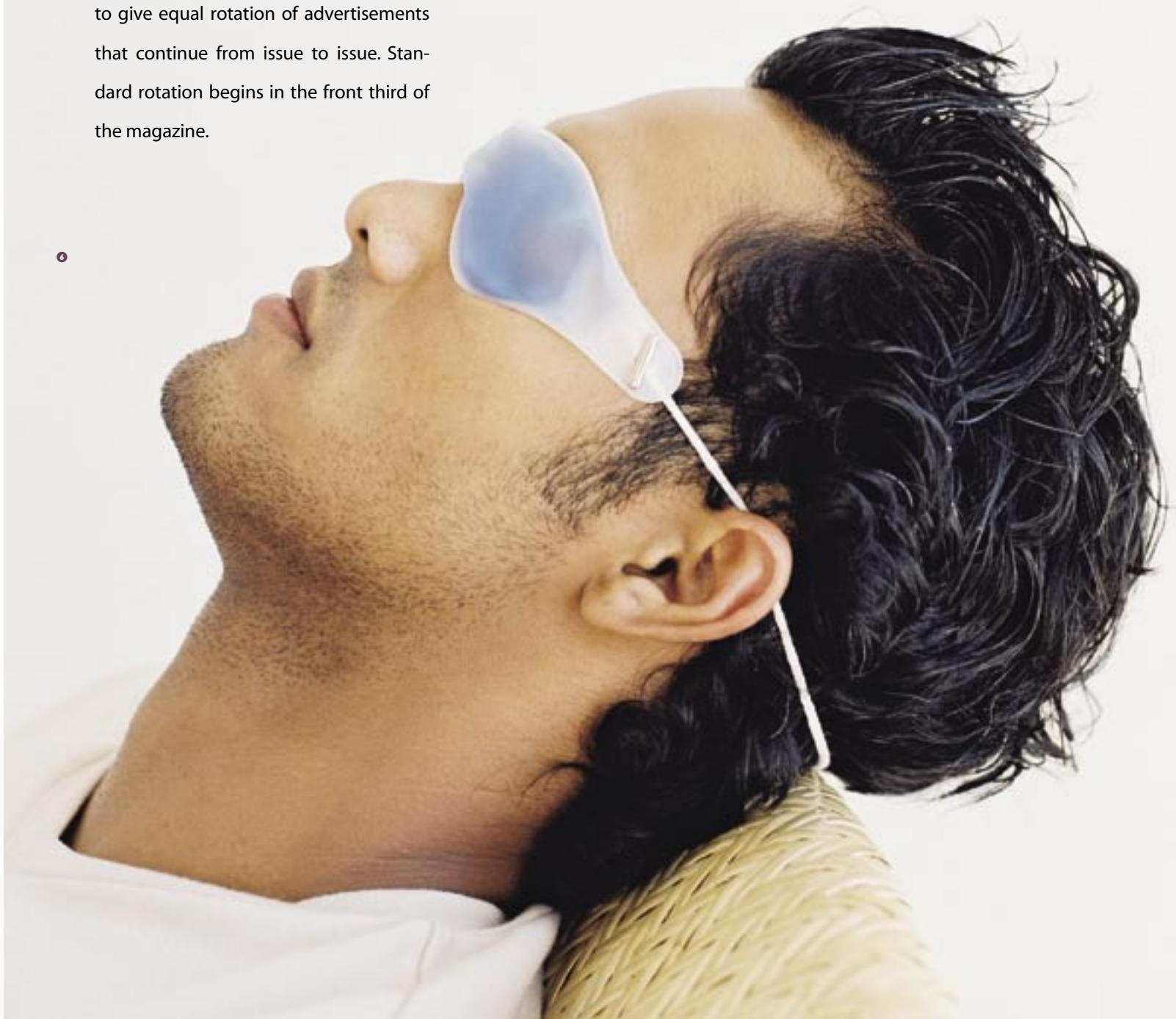
There is a 50% deposit on all new bookings. The remaining balance is due with artwork. Regular accounts due within 30 days of invoice.

EDUCATIONAL LISTINGS

Please submit your continuing educational school information, this section is listed by state. \$80 listing/mo.

CLASSIFIED AD RATES

\$2 per word, max of 50 words, \$40 minimum. Payment must accompany order. All rates are non-commissionable. All payments are in U.S. Funds.



Mechanical Specifications

Size of ad: (in inches)

A > Spread (Bleed)	17.25 x 11.25
B > Spread (Trim)	17 x 11
Spread (Live Area)	16 x 10
C > Full Pg. (Bleed)	8 3/4 x 11 1/4
D > Full Pg. (Trim)	8 1/2 x 11
Full Pg. (Live Area)	7 1/2 x 10
E > 2/3 vertical	4 3/4 x 10
F > 2/3 horizontal	7 1/2 x 6 1/2
G > 1/2 vertical	3 5/8 x 10
H > 1/2 island	7 1/2 x 4 7/8
I > 1/2 horizontal	4 15/16 x 7 1/2
J > 1/3 horizontal	7 1/2 x 3 1/4
K > 1/3 vertical	2 3/8 x 10
L > 1/3 square	4 7/8 x 4 7/8
M > 1/4 square	3 5/8 x 4 7/8
N > 1/8 square	3 5/8 x 2 1/2

Basic AD Requirements

DERMASCOPE now prefers print-ready PDF files accompanied with B&W laser proof and a color match print

Print Ready PDF is defined as:

- > Verified AD size.
- > 0.125 bleeds on full page ads.
- > CMYK
- > Minimum of 300 dpi resolution

Acceptable Media

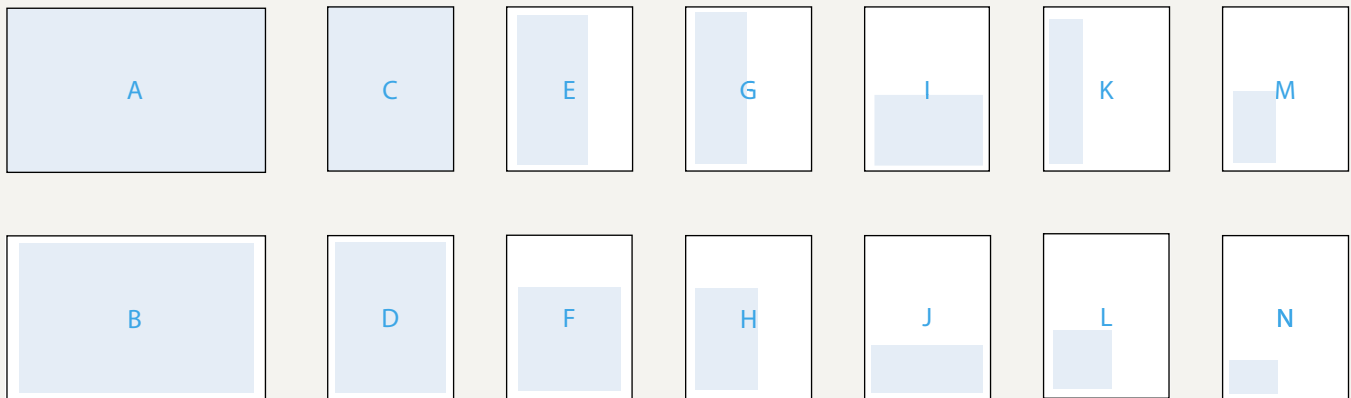
- > CD
- > Zip disk
- > FTP upload

AD Creation Materials

All submissions must contain a Print Quality PDF meeting the Basic AD Requirements. We also suggest that all submissions include AD Creation Materials. However, files are not mandatory, and will only be used in solving unexpected PDF problems.

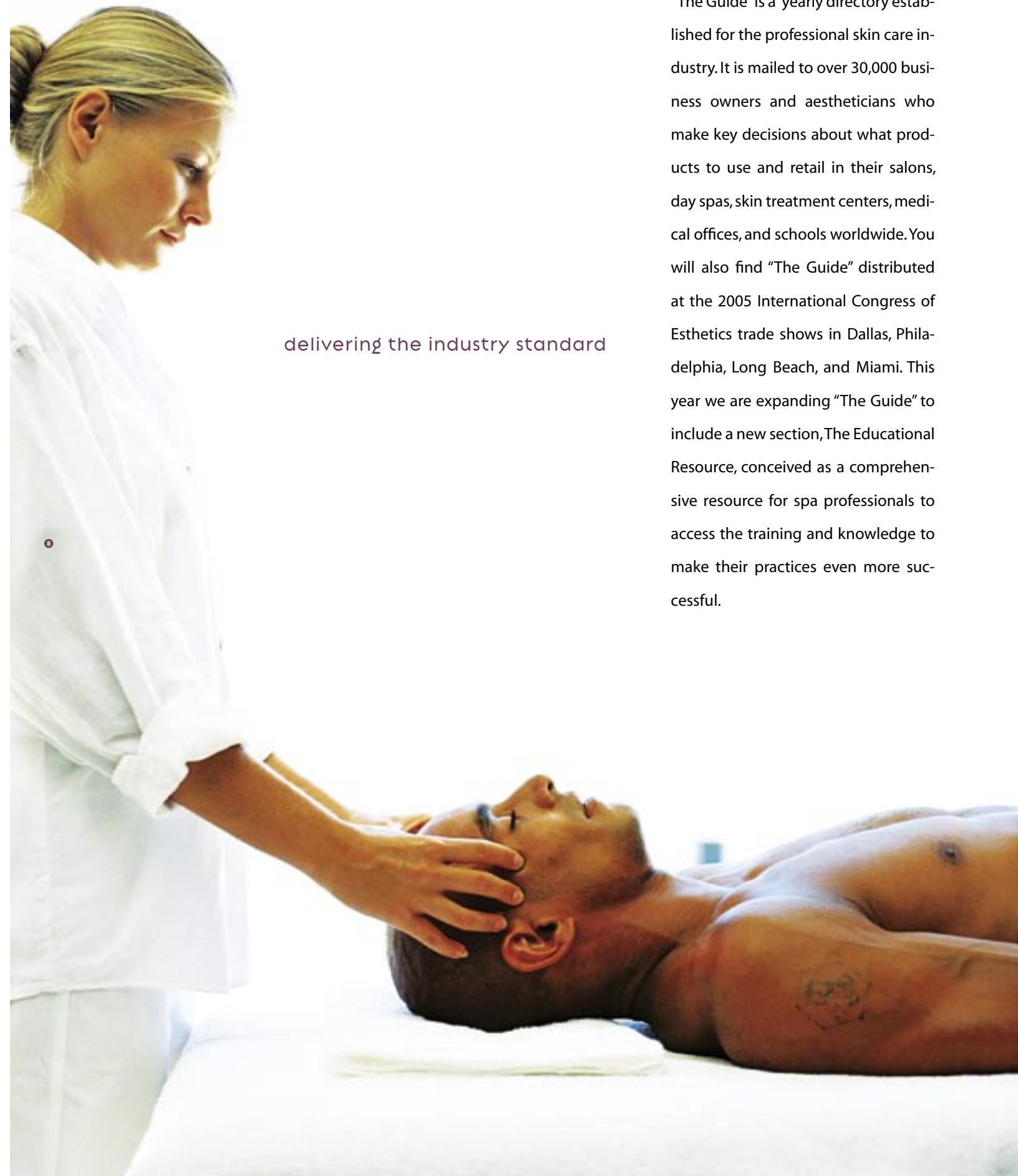
SEND ALL MATERIALS TO

DERMASCOPE Magazine
ATTN: Sales Department
4402 Broadway Blvd., #14
Garland, TX 75043
sales@dermascope.com



In-House Capabilities

DERMASCOPE provides full production capabilities for any artwork, adwork, photography, press releases or public relations work you may need. For more information on how we may help you design an effective marketing, advertising or PR campaign, please contact Will Strunk; willstrunk@dermascope.com 800-961-3777



delivering the industry standard

The Products & Education Guide

"The Guide" is a yearly directory established for the professional skin care industry. It is mailed to over 30,000 business owners and aestheticians who make key decisions about what products to use and retail in their salons, day spas, skin treatment centers, medical offices, and schools worldwide. You will also find "The Guide" distributed at the 2005 International Congress of Esthetics trade shows in Dallas, Philadelphia, Long Beach, and Miami. This year we are expanding "The Guide" to include a new section, The Educational Resource, conceived as a comprehensive resource for spa professionals to access the training and knowledge to make their practices even more successful.