DERMASCOPE Magazine has always been at the forefront of the aesthetics industry. Professionals immediately recognize the quality of educational content within the pages of DERMASCOPE, which is why they have kept subscribing to the “Encyclopedia of Aesthetics & Spa Therapy” for over 40 years.

DERMASCOPE 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.
DERMASCOPE reaches an average 196,500 people per month!

**PRINT:**
- **63,333 monthly**
  - 16,000 in print
  - Readership: 3.5 per copy
  - 13 issues a year
  - 8,000 Bonus tradeshow distribution

**DIGITAL:**
- **90,000 monthly**
  - 22,000 Digital subscriptions
  - 119,000 DERMASCOPE.com website views
  - 35,000 Unique visitors
  - 33,000 E-Blasts

**SOCIAL MEDIA:**
- **43,153 monthly**
  - Facebook: 30,681
  - Pinterest: 901
  - Twitter: 7,584
  - Instagram: 3,987

*As of 10/2017

Facebook is growing an average of 100+ likes per week!

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

DERMASCOPE reaches the readers you want.

**Business Profile**
- Skin Care Salons: 41.8%
- Spa/Day Spa: 17.4%
- Full Service Salon: 3.3%
- Medical Office: 2.1%
- School/Student: 35.4%

DERMASCOPE reaches the decision makers you need.

**Reader Profile**
- Owner: 6.6%
- Aesthetician: 38.3%
- Cosmetologist: 7.5%
- Physician/Nurse: 3.1%
- Other: 6.6%

DERMASCOPE readers subscribe because they seek quality education. That means our advertisers reach a more educated audience.
DERMASCOPE understands the needs of manufacturers and distributors to introduce and update products for the professional market. We also understand the need for professionals to have access to choices in products and equipment.

While advertising is the foundation of an effective marketing campaign, we appreciate the need for maximum impact through multiple exposures. Multiple positioning in magazines creates name recognition with readers. DERMASCOPE makes it easy with a plethora of marketing opportunities.

**1 Take Note**

DERMASCOPE readers want to know what is going on in the world of aesthetics and our Take Note department is how we help them accomplish this goal. This industry news department keeps readers informed about new hires, awards, and celebrations from companies within the industry.

**2 Resources**

With its crisp look and larger product images, our Resources department provides companies an opportunity to bring added attention to their product, brand, and company in an educational setting. Accompanied by an article which details the importance of the particular topic being focused on (key ingredients, history behind the topic, et cetera), this product release section takes product marketing to a new educated level. *This department is available to advertisers only.*

**3 Latest Launches**

The Latest Launches department showcases the most recent professional products being released in the aesthetics market, allowing companies to uniquely spotlight their brand.

**4 Aesthetically Pleasing**

Aesthetics is the specialized study of skin care; our Aesthetically Pleasing department provides an in-depth look at professional skin care products. This seasonal press feature is a themed photo shoot that appears within our publication. This department is designed to assist aestheticians with the treatment and overall health of their client’s skin.

**5 Worth a Look**

Magazine readers love press, and the readers of DERMASCOPE are no exception. Aestheticians want to know what is hot and currently trending in the skin care industry and our Worth a Look department is the place for them stay up-to-date.

**6 Top Shelf**

New to 2018, this department spotlights products that feature trending ingredients.
In addition to securing maximum exposure in the magazine through advertising and press, we give companies the opportunity to foster a personal environment within the pages of DERMASCOPE. With our premium positioning, your company can transcend generic press releases and create an unparalleled connection with the readers.

1 **On Our Website**
With prime page placement, this video highlight will place your company as the featured video of the month on our Table of Contents for DERMASCOPE.com. Readers will gravitate towards this spotlight and can visit your page on our website to watch the highlighted video.

2 **Signature Treatment**
Showcase your product line in a unique treatment, step-by-step style. With an upgraded layout, this full page advertorial allows a company to educate readers about your leading treatment as it can be applied to their clients.

3 **Leading the Pack**
This full page editorial offers readers personal insight to you and your company in a one-on-one style interview, conducted by DERMASCOPE. Through a series of mentor-like questions, the representative of your brand advises readers in a format that is unparalleled. This editorial department offers brand recognition and eliminates all competition as the content is completely dedicated to your company.

4 **Company Portrait**
This full page advertorial offers readers an in-depth look at the inner workings of your company. Adorned with multiple images of your products, logo, and owner, the Company Portrait is an exclusive and sleekly-designed opportunity for you to express to the reader why they should invest in your company.

5 **Game Changers**
Distinguish your company and be labeled as an industry leader by being spotlighted in this new editorial department. With your product and company information set within an in-house article – written specifically about an ingredient used in your product – readers can learn more about the brand with distinctive themes each month.

6 **Tools of the Trade**
Coinciding with the main editorial theme each month, this fresh department showcases trendsetters in the industry and its product lines. Personally recommend your product to DERMASCOPE’s readers through a quote, by letting them know why you love it and how it will help their clients.
**Ad Positioning**
DERMASCOPE Magazine’s policy is to give equal rotation of advertisements that continue from issue to issue. Standard rotation begins in the front third of the magazine.

**Preferred Placement**
Premium positions include Inside Front Cover (spread only), Inside Back Cover, and Back Cover. These positions are available on a full-time (12x or 24x insertion) basis only. Call for pricing information. All advertisers receive best rates with full-time/part-time contracts.

**Themed Placement**
Choosing placement with advertisements in a magazine is the final key step to ensure getting the maximum impact. Opposite a full page editorial on theme each month, advertisers have the option to upgrade to a more favorable placement, guaranteeing the ad will be associated with the article topic.

**Artwork Capabilities**
Let DERMASCOPE help you design an effective advertising campaign. We can provide full production capabilities at a competitive price. Artwork and ad work are areas of our expertise.

**Payment Terms**
There is a 50 percent deposit on all new bookings. The remaining balance is due with artwork. Regular accounts are due within 30 days of invoice.

**Basic Ad Requirements**
Media can be submitted as CD, DVD, or FTP upload. DERMASCOPE prefers print-ready PDF files. Print-ready PDF is defined as verified ad size, 0.125 bleeds all around, CMYK, minimum of 300 dpi resolution, with no crop marks, bleed marks, or print marks.

**FTP Site Uploads**
Please go to dermascopeonline.com. Once online you will see that you are provided with a browser window where you can choose from your own files the artwork that you would like to upload onto our FTP site. Once files have been chosen, simply click the “upload” button; we will be notified when the upload is complete.

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<th>6-11X</th>
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**Preferred Placement Positions**
- Inside front: $4,800
- Inside back: $2,900
- Back cover: $3,300

**Mechanical Specifications**
Size of ad in inches:

- A Spread* (Bleed): 17 x 11.125
- Spread* (Trim): 16.75 x 10.875
- Spread* (Live Area)**: 15.75 x 10.375
- B Full Pg. (Bleed): 8.625 x 11.125
- Full Pg. (Trim): 8.375 x 10.875
- Full Pg. (Live Area)**: 7.375 x 10.375
- C 2/3 vertical: 4.625 x 9.875
- D 1/2 vertical: 3.4375 x 9.875
- E 1/2 island: 4.625 x 7.25
- F 1/2 horizontal: 7.25 x 4.75
- G 1/3 vertical: 2.1875 x 9.875
- H 1/3 horizontal: 7.25 x 3.3125
- I 1/4 square: 3.4375 x 4.75

* Spread gutter allowance: please allow 3/8” minimum left and right of gutter.

** Just as images that should bleed should extend beyond the live area of your layout, image and text (i.e. logos, phone numbers) that you do not want to risk getting clipped or lost in the gutter should stay within the live area.
The Products & Education Guide is an annual directory established for the professional skin care industry. The Guide reaches over 30,000 businesses that make decisions about the products to use and sell in their salons, spas, medical offices, and schools. The Product & Education Guide can also be found online at DERMASCOPE.com. There, companies can create a Digital Company Exhibit that displays their company’s philosophy, team, products, training, education, and more.

Distribution
The P&E Guide is printed annually with over 20,000 copies distributed across the United States. Additional exposure is received at each of the four annual ICES tradeshows. Online and updated each year, immeasurable traffic is accounted for on our virtual Products Guide, showcasing hundreds of Digital Company Exhibits for users to explore, read, watch, and connect to the brand’s website.

Do not miss out on the most effective marketing tool of the year. It’s FREE!

1. **Advanced Listing**
   Upgrade your basic listing in the P&E Guide with a promoted Advanced Listing. Stand out from the competition by featuring your company logo and paragraph about your brand. Unlimited categories are also provided, giving your listing a more defined presence in the Guide.

2. **Company Profile**
   Gain ultimate visibility by exposing your company to our readers, acquainting them with your mission statement, staff, and support network so they can make an informed decision in considering their product options. Profiles are available in full or partial pages.

3. **Logo Highlight**
   Maximize visibility by having your company logo prominent on the introduction page of the Products Guide!

4. **Aestheticians’ Choice Awards**
   DERMASCOPE Magazine hosts the Aestheticians’ Choice Awards, where readers vote for their favorite product listed in over 100 categories. The ACAs identify and award the outstanding products in our industry. Winner seals will be provided to those who receive first place, with added exposure through DERMASCOPE for the year.
Digital advertising is a great way to guide more traffic to your website and increase business. Don’t miss the opportunity to put your company’s most effective advertisements in front of your most likely buyers.

**Web Banners**
Receive spotlight exposure on the home page of DERMASCOPE.com. Additional digital advertising available upon request. Web banners offer free direct links to advertiser websites, as well as free upload of flash-ready advertisements.

**E-Blasts**
The E-Blasts feature web exclusive articles, press features, web advertisements, monthly editorial content, and links to DERMASCOPE.com for more in-depth coverage. Our subscriber database for this digital media service includes over 33,000 monthly e-mails.

**Dimension Specifications**
- 300x250 Banner
- 150x480 Skyscraper
- 600x75 Billboard

**Digital Company Exhibit**
The Digital Exhibit provides exposure directly in front of your target audience with a push of a button. Comparable to a virtual tradeshow, it has over 30,000 attendees – equivalent of exhibiting over six professional tradeshows a month! Not only does this exhibit eliminate the high costs of overhead and shipping, but it provides more time to establish a stronger relationship with the buyer. How? It provides them with updated information on sales, promotions, and trainings, all faster than ever.

**Product Highlights**
Reach your desired market through our new online-only press section. Tied in with your Digital Company Exhibit, these press releases will showcase your trending products for our users to read and contact you to make a purchase.

**Video Advertisement**
Let your advertisement be seen online before users can access editorial content on DERMASCOPE.com. With multiple options with video posts, your message can be in front of thousands of online readers.

**Featured Video**
Showcase your educational video on DERMASCOPE’s homepage! A fixed banner advertisement will highlight your company’s video for seven days, leading users to watch the content and explore your Digital Company Exhibit.

**Social Media Sharing**
Create buzz online with promoting your brand through social media – then let DERMASCOPE share it! Our social media pages collectively reach almost 30,000 users. DERMASCOPE’s capabilities include sharing public statuses, linking posts to certain user accounts, posting content from our website, and more!
Recall the excitement of receiving your monthly publication or attending a tradeshow – the education, the connections, the vendors … DERMASCOPE Magazine has designed a network built to reinforce, enhance, and empower those experiences every day. Our focus is connecting practitioners, educators, and companies in a community where they can communicate, learn, share, and find solutions to daily challenges.

Offering something unique to all skin care professionals, DERMASCOPE introduces DERMASCOPE.com. With this network, you gain access to powerful online tools while saving significant time and cost on development. As a manufacturer or distributor, there is a free package available for you to assist in your growth, while capitalizing on your ideal target audience.

DERMASCOPE Digital
Dramatically increase your exposure with DERMASCOPE Digital. With free direct links to your website, readers have instant access and you have your best opportunity for the sale. Our digital circulation reaches a younger audience with new research, investigative and buying habits. Let DERMASCOPE Digital help you reach this newer buying audience with diverse and proactive digital advertising.

Community
As the foundation of the DERMASCOPE.com network, our Community provides a place where all skin care professionals can build a network of professional colleagues to learn from, share with, and call upon for advice, all within a targeted environment. In the Community, users can create a personal profile; post in the forum, job board, groups, and activity stream; create events; write blogs; and more!

Guides
The Guides branch of the DERMASCOPE.com network is our Products and Education Guide. This guide provides companies with a basic or premium Digital Company Exhibit where content can be uploaded using our dynamic content management system (CMS) – allowing over 50 pages of product uploads, which can be linked back to your company’s website. In addition, your company’s products, training opportunities, and contact information will experience maximum visibility within your target market. Additional features include: listing within the skin care industry’s largest targeted search engine, search engine optimization (SEO), unlimited link capabilities, e-newsletter capabilities, and free and on-demand video hosting.

Education
For over 40 years, DERMASCOPE Magazine has been delivering quality continuing education to the skin care industry. The Education branch of the DERMASCOPE.com network solidifies this mission even further by providing select educators and schools with a Digital Company Exhibit where they can upload educational content, courses, schedules and more.
The International Congress of Esthetics and Spa

DERMASCOPE Magazine co-sponsors The International Congress of Esthetics and Spa (ICES), the premier industry events for skin care and spa professionals in North America. Four annual congresses are held throughout the year in Dallas, Texas; Miami, Fla; Long Beach, Calif; and Philadelphia, Pa. Each congress provides our audience with many opportunities to learn and network with the most knowledgeable speakers in the skin care and spa industry through live demonstrations, lectures, panel discussions, and advanced education workshops.

2018 ICES Show Dates:
- April 22-23, 2018 Philadelphia, PA
- May 6-7, 2018 Dallas, TX
- September 23-24, 2018 Long Beach, CA
- October 28-29, 2018 Miami, FL

Marketing that Delivers Quality Buyers

Direct Mail
More than 100,000 show flyers and programs are distributed to our targeted direct mail database per congress. A digital format of the program is available online and promoted through our e-databases.

Quality Buyers

- 74% Met With Existing & Potential Suppliers
- 67% Compared Product & Services
- 83% Purchased Product on Show Floor
- 78% Signed Purchase Order

Audience Profile

- Skin Care & Spa Professionals: 45%
- Spa & Salon Owners/Managers: 34%
- Massage Therapist: 7%
- Medical Aestheticians: 6%
- Makeup Artists: 4%
- Plastic Surgeons/Dermatologists: 2%
- Resort/Hotel Spa Directors: 2%

Program Preview
A show program preview for each event is included in DERMASCOPE Magazine in the month prior or the month of the event.

Advertising
A strategic advertising campaign with spreads and full page advertisements are printed in several industry publications.

Website/E-mail
Each congress has its own website where visitors can access the latest show information. Visitors are provided with immediate information through our weekly e-mail broadcast campaign sent to our 40,000 qualified industry members.

Public Relations
Monthly press releases are sent to every industry trade and consumer spa magazine to generate buzz and interest for The International Congress of Esthetics and Spa. At each congress, a press room is available for exhibitors to display press kit and product.

Bonus Distribution
Complimentary copies of DERMASCOPE Magazine are distributed to attendees, reaching an additional 8,000 readers at each International Congress of Esthetics and Spa tradeshow.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEMES</th>
<th>PRESS TOPICS</th>
<th>CLOSING DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>Waxing, Physical exfoliants, LED therapy, Wraps, Rosacea</td>
<td>Resources: Sun Care, Game Changers: Teen Skin, Tools of the Trade: Waxing, Top Shelf: Hyaluronic Acid</td>
<td>Editorial content: 12/15/17 Press releases: 1/15/18 Ad artwork: 1/25/18</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Lashes, Lymphatic drainage, Diet and the skin, Product penetration, Consultation devices</td>
<td>Resources: Equipment &amp; Tools, Game Changers: Pregnancy Skin, Tools of the Trade: Lashes, Top Shelf: Vitamin A</td>
<td>Editorial content: 7/16/18 Press releases: 8/15/18 Ad artwork: 8/24/18</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Adult acne, Self-tanners, Folliculitis, Teenage skin routines, Aromatherapy</td>
<td>Resources: Moisturizers, Game Changers: Body Contouring, Tools of the Trade: Acne, Top Shelf: Salicylic Acid</td>
<td>Editorial content: 8/15/18 Press releases: 9/14/18 Ad artwork: 9/25/18</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Exfoliation equipment, Brows, Natural acne treatments, Age and sun spots, Plant-based skin care</td>
<td>Resources: Eye &amp; Lip Care, Game Changers: Anti-Aging, Tools of the Trade: Exfoliation Equipment, Top Shelf: Glycerin</td>
<td>Editorial content: 9/14/18 Press releases: 10/16/18 Ad artwork: 10/25/18</td>
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The Encyclopedia of Aesthetics & Spa Therapy

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