

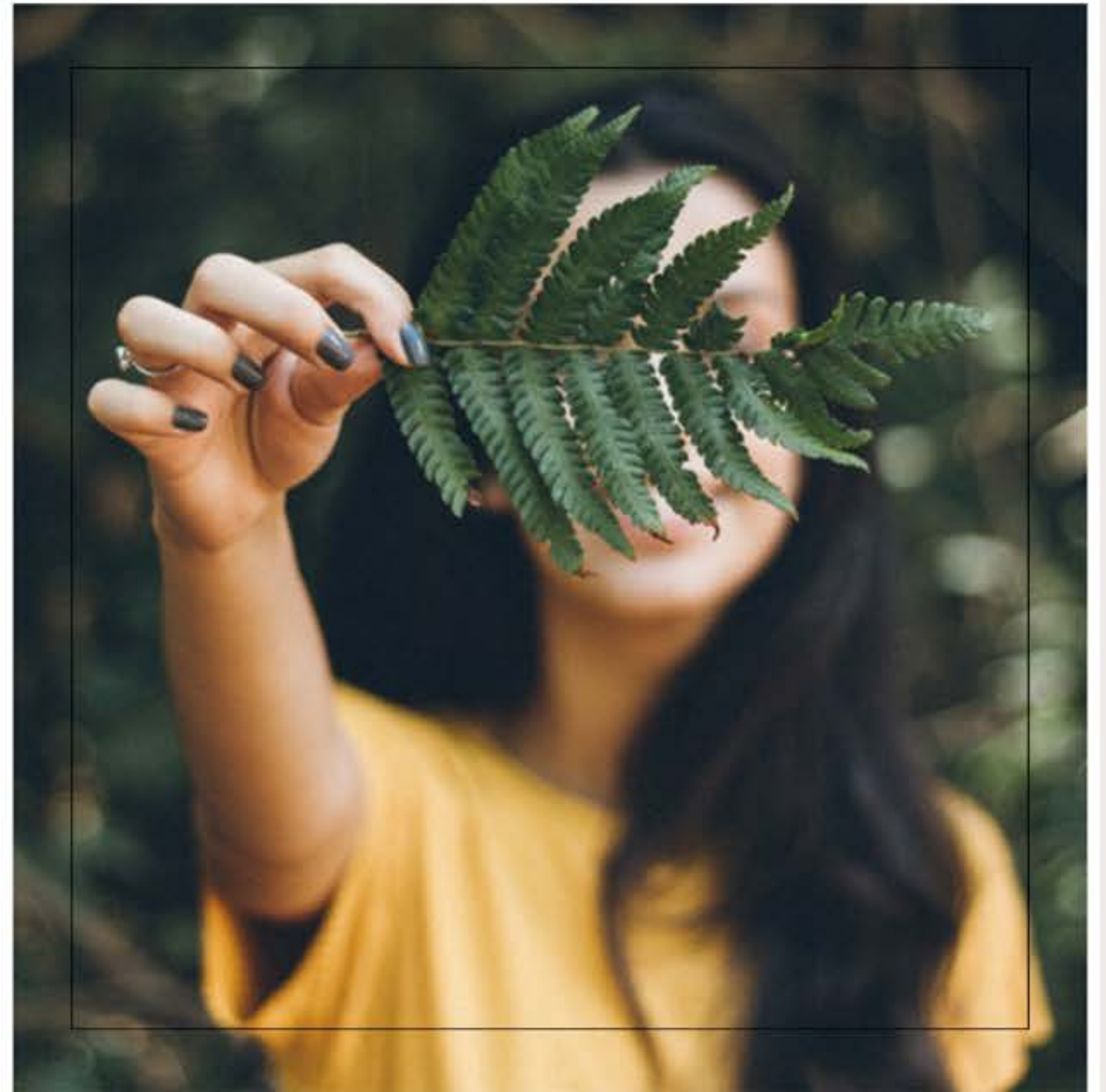
## 2026 media kit

celebrating over 50 years as the authority on professional skin care

Team up with DERMASCOPE, the OG aesthetics magazine with over 50 years of industry leadership. As the trendsetting American trade journal for skin care professionals, we have been setting the bar high since 1975. With our unbeatable print game, original online content, and top-notch podcast, DERMASCOPE is your brand's ticket to the spotlight. Let's collaborate on a tailored marketing plan, leveraging our extensive experience and influence in the beauty industry.

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## welcome to your new skin care playbook

We are all about staying ahead in the skin care game with the latest trends and insights.

In this media kit, you will discover everything you need to know about our vibrant community of skin care professionals. We cover our extensive print magazine reach, bustling website traffic, engaging social media channels, and even our popular podcast – lots of ways to get your brand noticed!

Let's brainstorm how we can craft a tailored ad strategy that fits your brand like a glove.

## we've been here a while

For 50 years, DERMASCOPE has platformed education and the professionals shaping the future of aesthetics.





## an educated audience of a half million

The makeup of DERMASCOPE's audience informs both our content and educational focus. Consisting of spa professionals committed to excellence in education, our advertisers engage with a well-informed and discerning audience.

**63k**

magazine  
readers

**125k**

monthly website  
traffic

**100k**

podcast episode  
downloads

**39k**

e-newsletter  
subscribers

**163k**

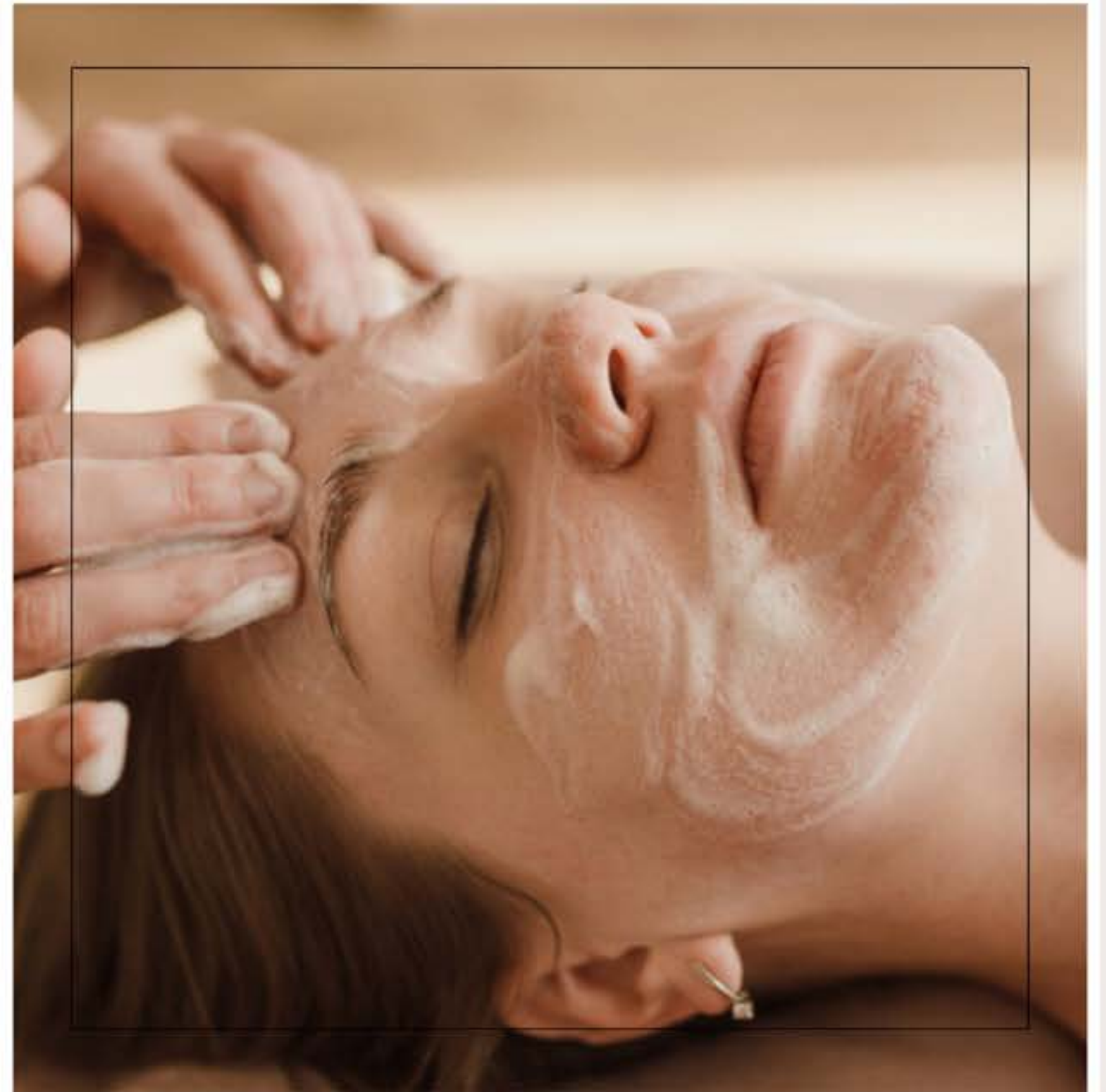
social media  
followers

**91%**

readership buying  
power

## derma-facts

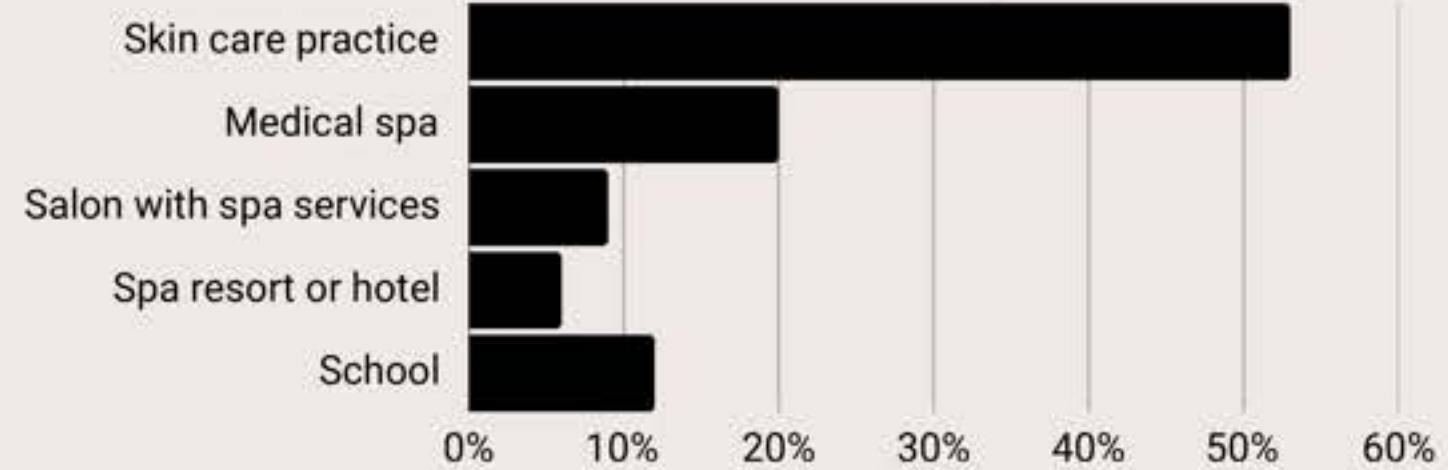
<b>100%</b>	of readers recommend DERMASCOPE as an educational resource to other professionals.
<b>77%</b>	reference the print magazine multiple times throughout the month.
<b>95%</b>	implement information found in DERMASCOPE into their practice.
<b>76%</b>	have called or visited a brand's website because of an ad or press section seen in DERMASCOPE.
<b>94%</b>	are open to trying new professional skin care brands.



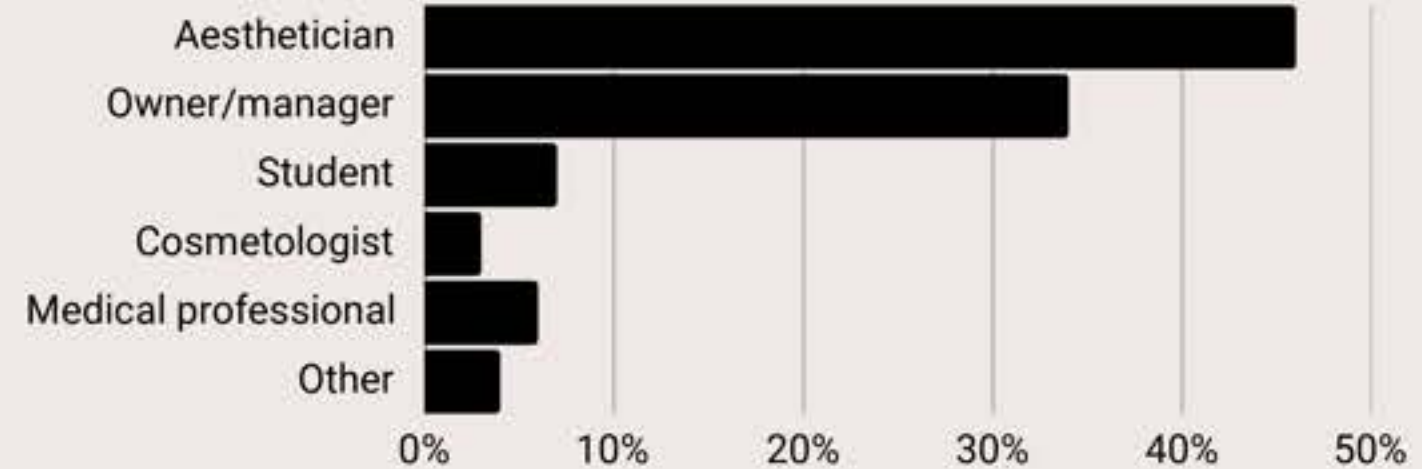
## demographics

Our audience, including professionals in the United States and globally, seeks high-quality education on aesthetics, products, and techniques. Our curated content offers the latest industry insights, trends, and research to support professional growth and community engagement. We bridge science and practice to empower readers in advancing their careers and making informed decisions for clients in the skin care and wellness industry.

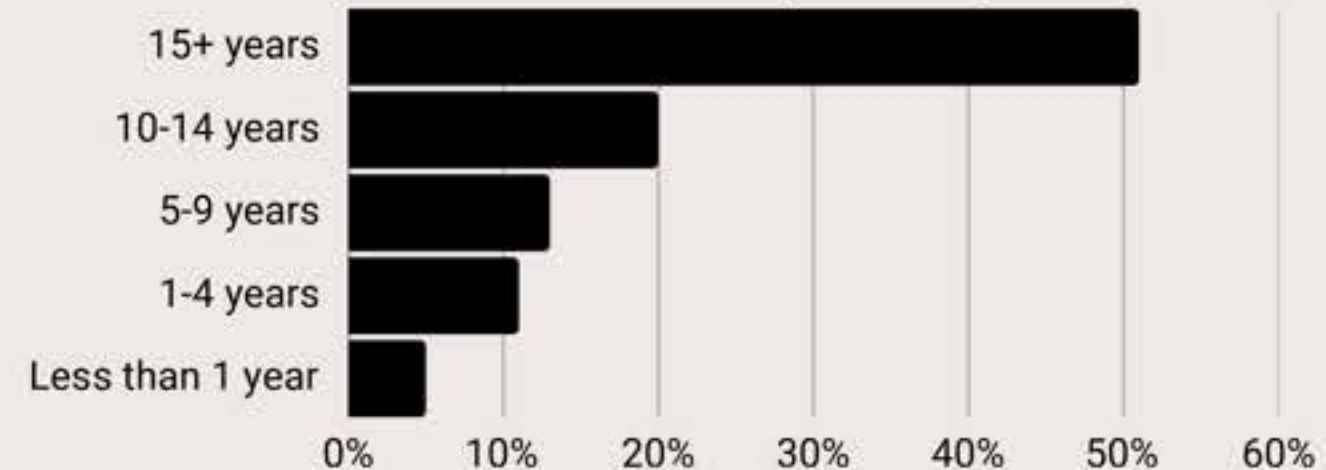
DERMASCOPE reaches the readers you want.



DERMASCOPE reaches decision makers you require.



DERMASCOPE reaches the experience you need.





## buying power

DERMASCOPE focuses on reaching the right readers with content that matters.

- 94%** of print readers have influence over the products purchased in their practice.
- 76%** are likely to test or try products or services advertised in DERMASCOPE Magazine.
- 67%** do not subscribe to any other industry magazine.

## testimonials

"Receiving my magazine is honestly my favorite part about the beginning of the month! I dedicate a day to just learning and flipping through my magazines to see what is in this month's edition."

**Cindy Leon, LE at Soulful Esthetics in Pearland, Texas**

"Love that I get to see what's happening worldwide in the industry, especially being based in Southern Africa. I have access to brands, treatments, online education, and practices of others in the industry. DERMASCOPE connects us all, from all over. Thank you for the inclusion."

**Shamima Kn, LE at Masarati Aesthetics Skin Clinic in Gaborone, Botswana**

"DERMASCOPE Magazine should be mandatory reading for all skin beauty professionals! It is inspiring, illuminating, motivating, and engaging! I love every single aspect of this magazine."

**Janet Carlo, RN, LE at GOHAR Skin in Valley Stream, New York**

"DERMASCOPE keeps my staff and I ahead of the rest with all the information provided to readers. I'm always leaving my copy in the break room so my crew can read all the juicy, new products and services being offered. DERMASCOPE also provides cutting edge industry topics and trends for aestheticians to stay on top of."

**Melissa Mercado, owner of The Skin Bar in Wallingford, Connecticut**

"Love the resources and unbiased, unbranded specific education that DERMASCOPE offers! It's definitely my first go-to when I need some inspiration or want to try something new in my studio!"

**Gissele DelRosario, owner of Gissele Skin & Wellness in Farmingville, New York**





## cover features

Connect with readers and take brand exposure to the next level with an exclusive editorial and corresponding cover feature, plus coverage on every DERMASCOPE platform for the month.

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**SPONSORED COVER:** Promote your brand's results with the highest visibility, the cover. Let readers dive into your brand, products, and treatments responsible for the skin transformation of your choosing.

**COVER STORY:** Solidify your status in the industry by tacking center stage in the magazine! Accompanied by a five-page cover article and full-page advertisement, make your story larger than life for the month of your choosing. Additional marketing exposure will be published in each of our weekly e-blasts, website, social channels, and podcast platform.

**COVER CONTEST SPONSOR:** Support an existing account by sponsoring the cover contest winner of our choosing through a semibranded photoshoot and complementary interview. This sponsorship is available after the cover winner has been chosen and is by invitation only.

**HEADBAND COVER AD:** Elevate brand visibility by showcasing your advertisement prominently as the top banner of the magazine cover. **NEW FOR 2026!**



## magazine advertising

75% of consumers trust print ads more than digital ones, emphasizing print's continued advantage in credibility and engagement.

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**PRINT MEDIA ADVERTISING:** Traditional print media advertising remains a crucial component of your marketing strategy to establish a prominent presence in the industry. It leaves a lasting impact on readers even after they put the magazine away.

**POSTCARD BLOW-IN:** Blow-in ads garner more attention than a flat advertising page as it requires the reader to physically interact with your postcard. Blow-in designs that work well will be kept as a reminder long after the magazine is put on the bookshelf. Full page ad included.

**TIP-IN:** Maximize ad reach with a proven high-exposure position – all while offering readers something they can remove from the magazine to keep for future reference. Tip-ins are available in single, four-, or eight-page increments.

**GATEFOLD:** Increase overall printing space by upgrading to a single or double gatefold. Gatefolds are a creative solution that open a whole new element to your design campaign, available in a four- or eight-page foldout advertisement.

**BELLY BAND:** A belly band is the first thing readers see. Since they have to remove the band to open the magazine, they are likely to notice the advertisement. Many brands use bands to offer a teaser and direct readers to relevant content inside the magazine.



## monthly press departments

A print press release delivers up to 80 % better brand recall than digital-only outreach – ensuring your message lands harder and sticks longer.

**STAFF STASH:** Promote your brand in the department where readers discover the products our team loves each month. Product must be mailed in and does not guarantee placement.

**GAME CHANGERS:** Position your product and company in a reader-favorite department highlighting common skin concerns. This is a perfect way to share an all-star product with our audience.

**BEAUTY BUZZ:** Readers want to know what's going on in the world of aesthetics. This news department keeps professionals informed on upcoming events in the industry.

**PUT IT INTO PRACTICE:** Show off your top products through an accompanied article that details the importance of the topic being focused on, along with your all-star product – allowing readers to put into practice what they've just learned.

**BAG CHECK:** Bag Check is a monthly spotlight on scenario-based skin care essentials curated for professionals to use for themselves, as well as to retail to their clients.

**NEW FOR 2026!**

**LATEST LAUNCHES:** This press department provides brands with the opportunity to showcase their newly launched product or line.



## special sections

Editorial features receive up to 2.5× more reader engagement than traditional ads, making them one of the most effective ways to connect with DERMASCOPE's audience. Our special sections offer advertisers exclusive alignment with curated content that professionals actively seek out, spotlighting events, trailblazers, and educators in ways that ensure your brand is remembered.

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**SCENE & HEARD:** DERMASCOPE captures the excitement of live events, showcasing tradeshows, panels, product launches, and exclusive highlights that resonate long after the lights go down.

**BUILT DIFFERENT:** Built Different spotlights founders from marginalized communities who are reshaping aesthetics. Through their personal stories, unique philosophies, or bold ideas, these innovators challenge conventions and inspire the future. The platform connects purpose-driven brands with readers who value authenticity, ingenuity, and the voices of underrepresented trailblazers. **NEW FOR 2026!**

**EDUCATOR'S EDIT:** Educator's Edit spotlights thought leaders shaping the aesthetics industry, promoting branded class highlights and expert tips from their brand educators. Each profile shares practical teaching strategies and insights, positioning brands as trusted partners in continuing education while connecting with engaged, professional readers. **NEW FOR 2026!**



## custom advertorials

Print advertorials hold reader attention for 2.5× longer than digital content, with 75% of consumers saying they trust them more – amplifying both impact and credibility.

**CUSTOM ARTICLE:** Give readers an in-depth look into your selected product, brand, event, or service with a two-page advertorial written by one of our editors. Themed articles can be written around any desired topic, such as: awards or celebrations, upcoming events or recaps, top selling product lines, featured spa account, signature treatments, product profile, or staff appreciation.

**BRAND BREAKDOWN:** Catch readers' attention with your signature branding! Give a quick look into your products and ingredient technology with an impressive spread.

**SIGNATURE SKIN CARE:** Let the beauty of your product line shine through a styled photoshoot in the magazine – a cohesive two-page spread highlighting your brand.

**TREATMENT ROOM MVPS:** Promote your backbar products with a two-page spread that demonstrates its value in professional treatments, driving visibility, credibility, and engagement among skin care professionals. **NEW FOR 2026!**

**SKINDEX:** This feature dives into your chosen ingredient or device technology, spotlighting its benefits, what sets your brand apart, and the relevant products readers will love. **NEW FOR 2026!**

## the guide

A special issue of DERMASCOPE, featuring the winners of the annual Aestheticians' Choice Awards.

**AESTHETICIANS' CHOICE AWARDS:** DERMASCOPE Magazine hosts annual awards in which readers vote for their favorite products, treatments, equipment, and people in over 100 categories. Winners receive added exposure with DERMASCOPE throughout the year. ACAs are announced in their entirety online through DERMASCOPE.com, with additional exposure available through the printed Guide.

**"BEST OF THE BEST" COVER STORY:** Tell the industry your brand's ACA-winning product is the best of the best this year! Only applicable for current ACA winners, secure a spot on the cover of The Guide. This feature also comes with many amenities including an eight-page cover article and curated Instagram reel.

**BRAND-LED EDUCATION:** Highlight your branded courses and programs. From online modules to in-person workshops, these opportunities offer hands-on training, product expertise, and often, a certificate.

**PRO TO PRO:** This special section spotlights cutting-edge courses led by practicing aestheticians, not brands, offering real-world expertise straight from the professional's treatment room. **NEW FOR 2026!**

**BUY & TRY:** Showcasing brands that prioritize exceptional customer service and flexible ordering options, this department will highlight brands that make it easy for spas to carry their products, with no order minimums and a commitment to client satisfaction. **NEW FOR 2026!**

## award stats

**72%** increase in website traffic

**19k** average ACA nominations

**77k** average ACA votes



## social media

Social media influences 71% of consumer buying decisions, with brand posts driving up to 4x higher engagement when paired with interactive content.

**FACEBOOK SPONSORED POSTS:** Boost product awareness. We'll sponsor a post on both Instagram and Facebook to ensure maximum exposure for your product or event.

**COLLAB POST:** Increase your brand's visibility by partnering with us for exclusive Instagram collab posts, reaching our engaged audience with impactful content.

**LOCAL STORY COVERAGE:** Host our editor to a company event or top spa and let us show our unique perspective.

**GIVEAWAY & SALES:** Increase visibility while earning a lead list through sponsored pop-up sales or promotional giveaways on any of our social media platforms.

**INSTAGRAM REEL:** Similar to story coverage, our team will record a series of videos featuring a selected subject and, after editing, post a final video on our feed.

**ACCOUNT TAKEOVER:** Take control and stand out by creating fun, interactive content and posting it directly to our social media stories in a full-day story takeover. Available remotely or with the DERMASCOPE team. Highlight reel for the month is included.

**THE RITUAL REEL:** This new Instagram series will give followers an inside look at the morning routines of well-known professionals – perfect for connecting with an engaged audience. **NEW FOR 2026!**

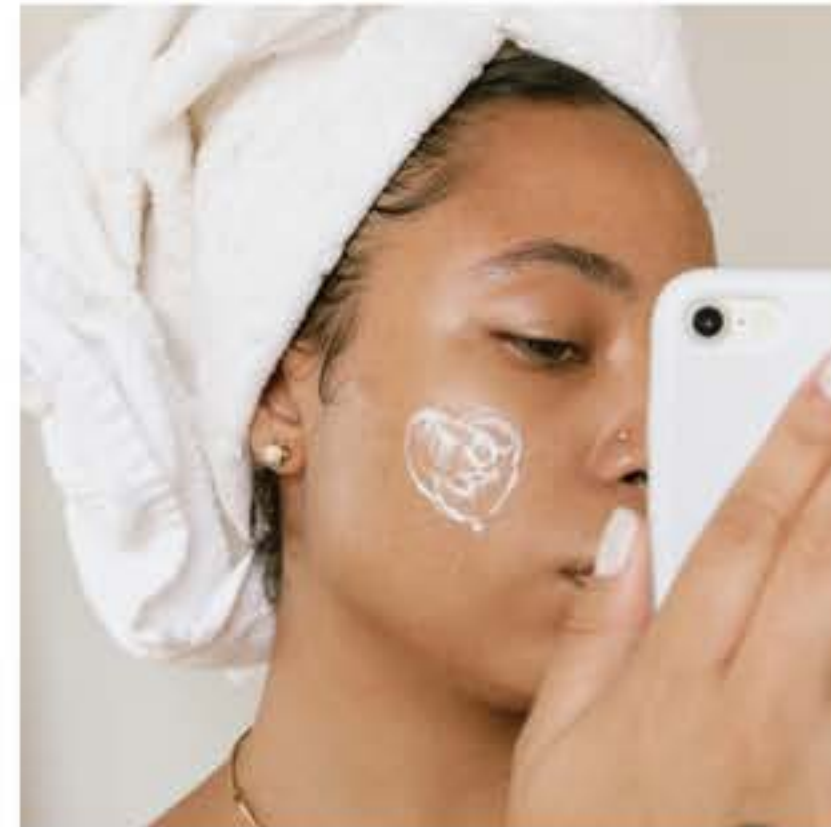
**PRODUCT REVIEW:** Increase views and follows. Mail in your product and our in-house estys will review and highlight its benefits to our followers! **NEW FOR 2026!**

## social reach

**81k** Instagram followers

**1.4m** annual reach

**6.5%** average monthly engagement across platforms



## e-blasts & native ads

E-mail drives the highest conversion rate of any digital channel – with campaigns generating up to 6× more revenue from existing customers – and DERMASCOPE’s list reaches 65% non-magazine subscribers, expanding your audience beyond print.

**PRODUCT SALES:** Give special access to sales pricing on your brand’s website. Showcased as the top spot of this biweekly e-newsletter, give readers a taste of what your brand has to offer with an unforgettable deal.

**E-BLAST INCLUSION:** Surpass traditional digital ads with compelling native ads. Match the form and function of our e-newsletters by including a native ad between our featured editorial content.

**INSTAGRAM PROMOTION:** Feature your latest social media post in our weekly e-blast, giving your brand direct exposure to our engaged subscribers and driving traffic to your recent social post or reel.

**DEDICATED E-BLAST:** Speak directly to our e-blast subscribers. Send a finalized HTML file for us to blast to inboxes. This package includes a complementary upgrade of a secondary send to unopened subscribers.

**EDITORIAL E-BLAST:** Blast your published article with DERMASCOPE to our subscribers in an e-mail blast designed to showcase your expertise. You can even add a lead generation form on the landing page!

## digital reach

**39k** e-blast subscribers

**23%** average open rate

**46%** of e-blast subscribers are not magazine subscribers



## dermascope.com

Website ads can lift brand search interest by 38% and retargeted visitors are 70% more likely to convert, making us a powerful driver of both awareness and action.

**WEB BANNERS:** Receive prime positioning across the pages of DERMASCOPE.com with multiple ad size options and precise placement, including pop-ups, leaderboards, skyscrapers, and billboards.

**WEBSITE TAKEOVER:** Make the biggest impression and know your marketing efforts won't be missed. With a website takeover, your brand will be the primary push for the entire month, with all ad positions on both mobile and desktop.

**PRODUCT & NEWS FEATURES:** DERMASCOPE offers an entirely online press submission process, allowing brands to easily upload industry news, announcements, and product submissions. Share multiple products conveniently with viewers.

**EDITOR'S BLOG:** The editor's blog provides a unique review of your brand's product or service offered with a personal touch by one of our editors, available exclusively on our website and biweekly e-newsletter.

**DERMASCOPE DIRECTORY:** The Directory functions like a virtual event, attracting over 30,000 attendees, equivalent to six professional tradeshows monthly. Reduce overhead costs and allow for quicker dissemination of updated information!

**DERMASCOPE DIGITAL:** Enhance exposure through proactive digital advertising, allowing you to reach a broader buying audience with our extensive digital circulation.

### web reach

**613k** unique annual users

**1.5m** annual website traffic

**101k** monthly average impressions on leaderboard ad



## the aesthetic report: a podcast by dermascope

Capture the attention of our newest audience: podcasters. Seize the opportunity to promote your brand while educating our dedicated audience. DERMASCOPE dedicates over \$7,000 in marketing for each episode across all platforms, ensuring maximum exposure for your message.

**BRANDED INTERVIEW WITH ADS:** Take control of the episode's narrative with a branded interview, including two separate ad breaks. Benefit from DERMASCOPE's marketing efforts, including tailored promotions to amplify your reach. Whether launching a product, sharing insights, or building brand awareness, a branded interview with ads is the perfect platform.

**GUEST CHAIR EPISODE:** New for 2026, position your brand as an industry expert by joining DERMASCOPE's in-house aestheticians as a guest co-host on our roundtable podcast episode surrounding trending hot topics. **NEW FOR 2026!**

**TREATMENT REVIEW:** Have a treatment reviewed and recapped by one of our in-house aestheticians in a native episode recording. Our aestheticians will delve into the specifics of the treatment, discussing its benefits, application process, and overall effectiveness, ensuring an engaging and informative segment.

**PODCAST AD SPACE:** With carefully crafted ads, you can effectively communicate your story, highlight your expertise, and invite listeners to engage with your brand in meaningful ways.

### podcast reach

**100k** total episode downloads

**8k** followers on Apple

**2.5%** ranked worldwide in podcasts



## aesthetics international association

Leverage AIA's credibility and reach in the professional skin care industry. As the official association of DERMASCOPE, AIA offers targeted advertising through exclusive member programs.

**CORPORATE MEMBERSHIPS:** Promote your brand as an industry essential. Corporate Members are featured across AIA marketing platforms and must offer a minimum 10% discount to members. This program includes print, digital, and e-mail promotions. Participation in CE class opportunities is also available.

**SCHOOL MEMBERSHIPS:** Engage directly with students and educators. AIA's School Program provides visibility through instructor print subscriptions, student digital access, and school logo features in both print and online. Participants receive priority access to giveaways and the ability to distribute branded materials to classrooms.

**ACADEMY OF LEGENDS:** One of the richest resources of our industry is the knowledge of those who came before us. AIA's Academy of Legends is a "Who's Who" in the skin care industry, nominated by our members. It serves to uphold the leadership of the industry as mentors and role models.

**PARTIALLY BRANDED WEBINAR:** Sponsoring a webinar offers direct access to a highly engaged audience, providing an excellent opportunity to showcase products, educate potential clients, and reinforce brand authority within the aesthetics community. All webinar sponsorships gain access to the registered attendee list.

## our commitment to the industry

AIA's mission is to elevate education standards and enhance public awareness within the aesthetics industry. AIA is committed to uniting professionals into a unified community. Together, we establish a comprehensive hub for top-tier education, setting unified standards and expectations for the industry.

## association reach

75

professionals inducted into the Academy of Legends

300+

hours of continuing education in the AIA webinar library

50

years advancing education and uniting the industry





## editorial pillars

We are dedicated to empowering professionals with a strong editorial foundation focused on six key pillars. Our comprehensive coverage ensures that readers stay informed about the latest trends, techniques, and innovations in these areas. By providing in-depth articles, expert insights, and practical advice, we help our audience enhance their skills, grow their businesses, and stay at the forefront of the industry.

**40%**  
SKIN CARE

**27%**  
BUSINESS

**13%**  
WELLNESS

**12%**  
MEDICAL

**5%**  
BODY

**3%**  
BEAUTY

# 2026 editorial calendar

All issues are scheduled to be distributed in print and digital formats.  
Topics and deadlines (see page 22) are subject to change.

## 01. FUTURE FACE

Custom formulation, skin treatment apps, clinical product trials, "biohacking" aging & wellness

## 02. GLOBAL SKIN

Global skin care traditions, colorism & beauty, inclusive practices, cultural beauty norms

## 03. FOUNDATIONS

Skin anatomy, sanitation, scope of practice, antipollution ingredients

## 04. MENOPAUSE

Hormonal shifts, the menopause market, lifestyle support, estrogen-deprived skin treatment  
*Special section: Built Different*

## 05. SUMMER SKIN

Sun care, seasonal body treatments, advanced sun filters, summer repair routines

## 06. BUSINESS

Branding, pricing & profitability, scaling strategies, spa growth insights



## 07. EXFOLIATION

Peels for profit, protocols for diverse skin types, new-generation acids, full-body exfoliation  
*Special section: Buy & Try*

## 08. PRO-AGING

Male aging skin patterns, overnight repair, age inclusivity, skin longevity

## 09. PIGMENTATION

Melasma, body brightening, stress-related pigmentation, corrective treatment ingredients

## 10. BARRIER REPAIR

Skin barrier health, sensitization, autoimmune considerations, product recovery methods

## 11. ACNE

Non-medical treatments, ingredient resistance, acne scarring, breakout management techniques

## 12. ALTERNATIVE WELLNESS

TCM solutions, nervous system regulation, astro-aesthetics, holistic practices

DERMASCOPE is schedule to have additional distribution at the following events:



## 2026 press & advertorial calendar

All issues are scheduled to be distributed in print and digital formats.  
Topics and deadlines (see page 22) are subject to change.

### 01. JANUARY

Game Changers: Next-gen cleansers  
Put It Into Practice: Skin tech devices & launches  
Bag Check: Workday essentials

### 02. FEBRUARY

Game Changers: Barrier-restorative products  
Put It Into Practice: Treatments for melanin-rich skin  
Bag Check: Date night clutch

### 03. MARCH

Game Changers: Sunscreens without the white cast  
Put It Into Practice: Staple, base products  
Bag Check: Gym bag

### 04. APRIL

Game Changers: Gentle exfoliants  
Put It Into Practice: Collagen support  
Bag Check: Flight must-haves

### 05. MAY

Game Changers: No-mess masks  
Put It Into Practice: Summer necessities)  
Bag Check: Festival or outdoor fanny pack  
Special section: Built Different

### 06. JUNE

Game Changers: Eco-conscious products  
Put It Into Practice: Spa consultants  
Bag Check: Roadtrip glovebox



### 07. JULY

Game Changers: Device-friendly formulas  
Put It Into Practice: Peels  
Bag Check: Beach bag

### 08. AUGUST

Game Changers: Adult to menopausal acne  
Put It Into Practice: Barrier repair  
Bag Check: Shower caddy  
Special section: Buy & Try

### 09. SEPTEMBER

Game Changers: Multifunctional products  
Put It Into Practice: Tyrosinase inhibitors  
Bag Check: Nightstand needs

### 10. OCTOBER

Game Changers: Exfoliants for every skin type  
Put It Into Practice: Retinoid & retinoid alternatives  
Bag Check: Morning after recovery

### 11. NOVEMBER

Game Changers: Top-selling retail  
Put It Into Practice: In-spa acne treatments  
Bag Check: Man purse

### 12. DECEMBER

Game Changers: Peptides  
Put It Into Practice: Herbal & adaptogenic skin solutions  
Bag Check: Diaper bag

DERMASCOPE is schedule to have additional distribution at the following events:



## material deadlines

### JANUARY

Editorial assignments: 10/15/25  
Press & advertorials: 10/31/25  
Ad artwork: 11/25/25

### FEBRUARY

Editorial assignments: 11/14/25  
Press & advertorials: 12/2/25  
Ad artwork: 12/23/25

### MARCH

Editorial assignments: 12/16/25  
Press & advertorials: 1/2/26  
Ad artwork: 1/23/26

### APRIL

Editorial assignments: 1/15/26  
Press & advertorials: 1/30/26  
Ad artwork: 2/25/26

### MAY

Editorial assignments: 2/16/26  
Press & advertorials: 2/27/26  
Ad artwork: 3/25/26

### JUNE

Editorial assignments: 3/16/26  
Press & advertorials: 4/1/26  
Ad artwork: 4/24/26

### JULY

Editorial assignments: 4/15/26  
Press & advertorials: 5/1/26  
Ad artwork: 5/22/26

### AUGUST

Editorial assignments: 5/15/26  
Press & advertorials: 6/2/26  
Ad artwork: 6/25/26

### SEPTEMBER

Editorial assignments: 6/16/26  
Press & advertorials: 7/1/26  
Ad artwork: 7/24/26

### OCTOBER

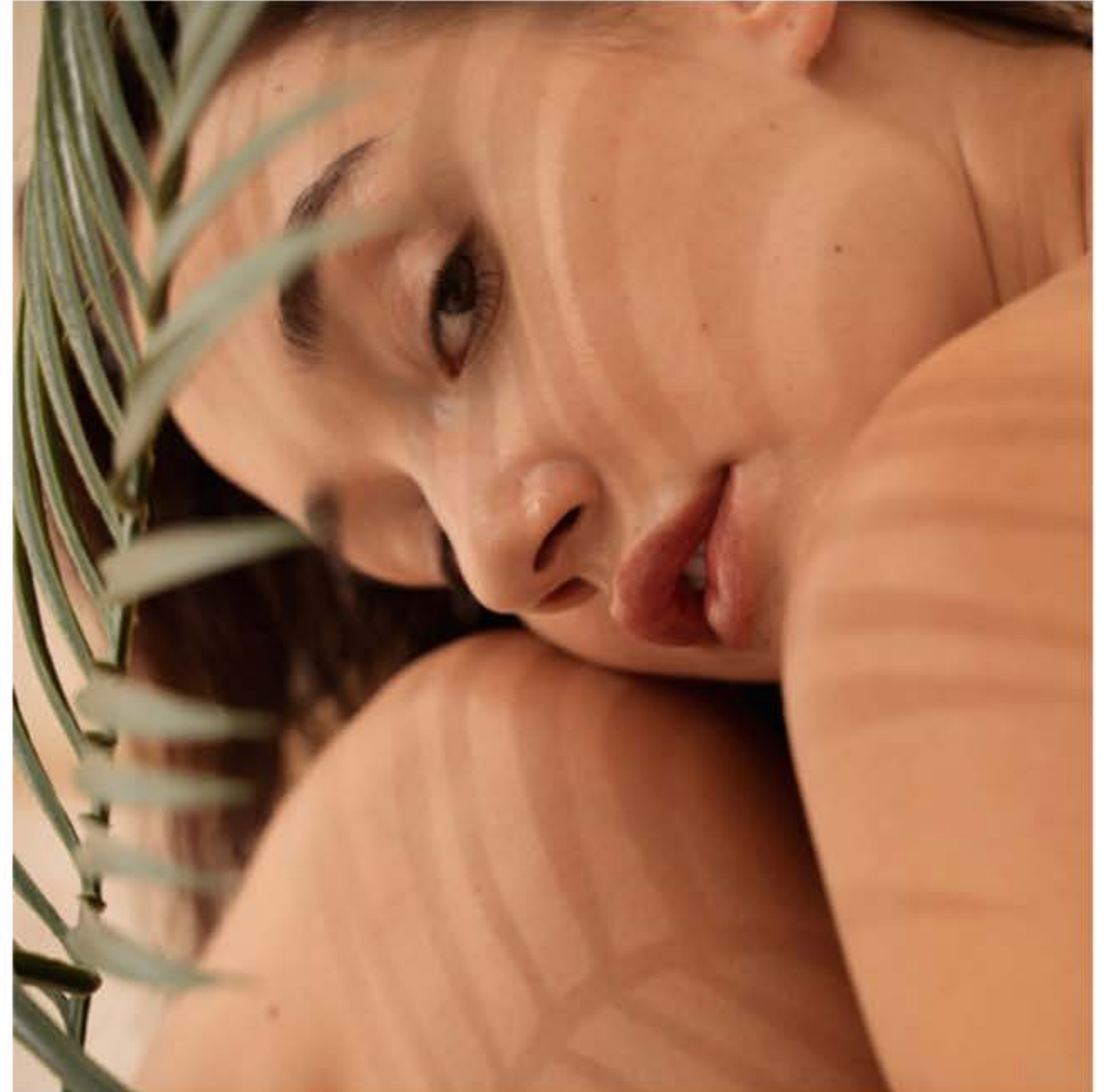
Editorial assignments: 7/15/26  
Press & advertorials: 7/31/26  
Ad artwork: 8/25/26

### NOVEMBER

Editorial assignments: 8/14/26  
Press & advertorials: 9/2/26  
Ad artwork: 9/25/26

### DECEMBER

Editorial assignments: 9/15/26  
Press & advertorials: 10/1/26  
Ad artwork: 10/23/26



## 2026 media kit

Partner with DERMASCOPE, the pioneering skin care trade journal with over 50 years of industry leadership. Let's craft a custom advertising strategy together, leveraging our deep expertise and wide-reaching influence in the aesthetics community. Elevate your brand with DERMASCOPE to new heights!

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