

les nouvelles
esthétiques & spa
AMERICAN EDITION

2023
Media Kit

Our approach to the partnership between your brand and our platform is based on both meaningful and strategic cooperation as well as our past successes with company advertisements in this industry.

Our mission is to further **YOUR** growth!

THE
LEADING MAGAZINE
FOR SKIN CARE & SPA
PROFESSIONALS

LNEONLINE.com

THE MAGAZINE



WORLDWIDE

Les Nouvelles Esthétiques & Spa has been a leader in the world of esthetics for more than 60 years.

Our flagship publication in France has been joined over the years by 25 editions worldwide. Each magazine is unique to its culture and environment, yet they all share LNE & Spa's mission to bring greater knowledge of esthetics and spa care to professionals.



AMERICAN EDITION

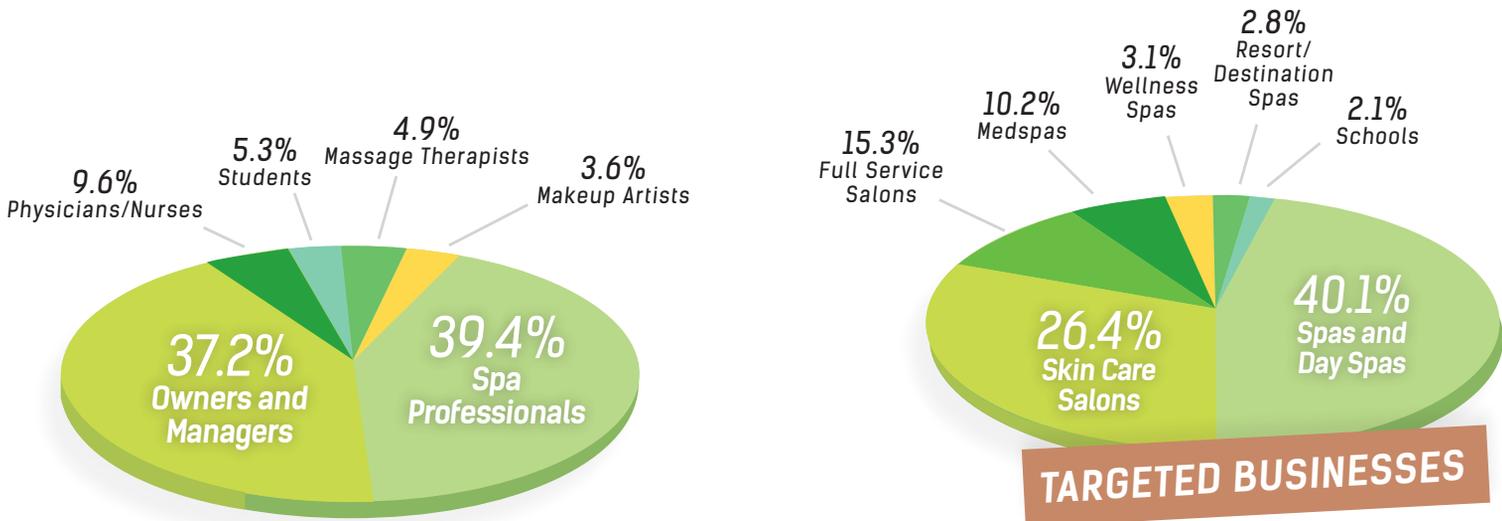
Established in 1985, Les Nouvelles Esthétiques & Spa, American Edition, is the leading source of information for every segment of the skin care and spa industry in North America.

We provide skin care and spa professionals with inside information and trends on everything from spa treatments, business ideas, ingredients, medical breakthroughs, wellness, profiles on industry leaders, image... Twelve times throughout the year, Les Nouvelles Esthétiques & Spa delivers the highest quality news and stories in the industry on all multimedia platforms (digital, mobile, social).

*Our mission is not only to **inform our readers** but **to ignite and nourish their passion for the skin care and spa field.***

THE RIGHT AUDIENCE

Les Nouvelles Esthétiques & Spa is read monthly by spa and skin care professionals with purchasing authority.



DIGITAL MAGAZINE

Today's consumers live in the era of the digital revolution. LNE & Spa is keeping up with the times by featuring the best skin care innovations, spa trends and industry tips in a new digital format.

LNE & SPA'S DIGITAL MAGAZINE ADDS POWERFUL VALUE TO ADVERTISERS FOR FREE!

FREE

Direct links to advertiser's website

FREE

Lasting exposure through archived issues

DIGITAL DISTRIBUTION CHANNELS

89,000 Monthly web views
31,000 Unique monthly click through
75,000 Email subscribers
60,000 Social media



• NEWS SECTIONS

As an advertiser, your news is a **priority feature** in our monthly news sections. Press releases and high resolution photos are due on the first of the month, two months prior to publication.

• DIGITAL MAGAZINE SPECIAL SECTION

Advertisers are invited to participate in LNE & Spa's **special custom photo features**, which highlight product offerings. See the editorial calendar for themes. Products are due on the first of the month, two months prior to publication.

• E-NEWSLETTER

• COMPLIMENTARY WEB BANNERS



THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA

Sponsored by *les nouvelles*
esthétiques & spa

OUR ATTENDEES ARE OUR SUBSCRIBERS & OUR SUBSCRIBERS ARE OUR ATTENDEES
DOUBLE YOUR REACH!

EXHIBIT, ATTRACT, NETWORK & SELL

at The International Congress of Esthetics and Spa, the leading industry event for skin care and spa professionals in North America!

4 EXCITING CONGRESSES

Held annually in Dallas, TX, Miami Beach, FL, Long Beach, CA and Philadelphia, PA, the International Congress of Esthetics and Spa attracts buyers from all facets of the skin care and spa industry.

MARKETING THAT DELIVERS

DIRECT MAIL

Show flyers and programs distributed to our targeted direct mail database per congress edition + digital program emailed to our e-database.



PROGRAM PREVIEW

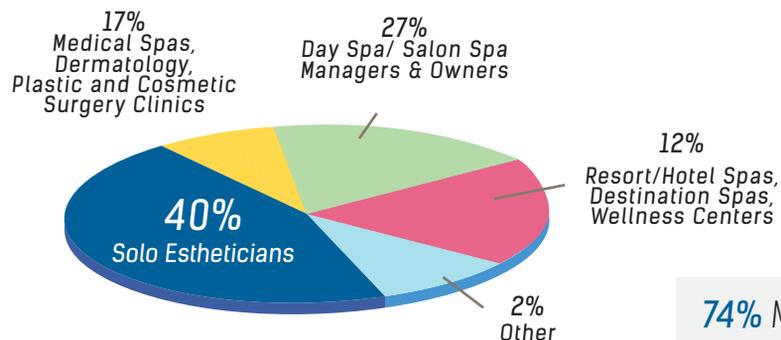
6-page show program preview included twice in Les Nouvelles Esthétiques & Spa magazine.

ADVERTISING

Strategic advertising campaign in industry publications.

WEBSITE/E-MAIL

Weekly e-mail broadcast campaign sent to our **75,000** qualified industry subscribers.



74% Met with existing/potential suppliers
83% Purchased products on show floor
67% Compared products & services
78% Signed purchase order

DIGITAL ADVERTISING CONTRACT

Company Name: _____

Address: _____ Suite: _____

City: _____ State: _____ Country: _____

Postal Code: _____ Phone: _____ Ext: _____ Fax: _____

Contact: _____ Title: _____

Email: _____

ALL VALID MONTHS FOR THIS CONTRACT MUST BE CHECKED BELOW:

Check all months in which advertisement should be inserted for 2023

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY
AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

ADVERTISING

12	FULL PAGES	Price Per Month	\$850
6	FULL PAGES	Price Per Month	\$1,000
12	1/2 PAGES	Price Per Month	\$650
6	1/2 PAGES	Price Per Month	\$800
1	FULL PAGE	Price Per Month	\$1,500

LNEONLINE.COM HOMEPAGE

INDUSTRY TALK	Price Per Month	\$2,500
TOP BANNER LNEonline Homepage	Price Per Month	\$1,500
ROTATING BANNER LNEonline Homepage	Price Per Month	\$900
DEDICATED EMAIL BLAST	Price Per Month	\$1500

TOTAL NUMBER INSERTIONS: _____

COST PER MONTH: _____

All advertising will be scheduled in accordance with the months indicated in this contract. Changes will be allowed only by written requests received at least forty-five (45) days in advance of publication and subsequently approved by the publisher. Purchase orders and insertion orders may be used to request changes, but neither will serve as a substitute for this contract agreement. Verbal requests for alterations will not be accepted.

By signing you acknowledge and accept all the terms and conditions above and on the second page of this contract.

AUTHORIZED SIGNATURE _____

Date _____

Signature authorizes LES NOUVELLES ESTHÉTIQUES, Incorporated to place our advertisement in LES NOUVELLES ESTHÉTIQUES & SPA, Digital Magazine American Edition in accordance with all of the terms of this contract.

les nouvelles
esthétique & spa

3929 Ponce de Leon Blvd.
Coral Gables, Florida 33134
1.800.471.0229
Tel: 305.443.2322 Fax:
305.443.1664
LNEonline.com
LNEONLINE.COM

TERMS AND CONDITIONS

1. For U.S. Advertisers: Until credit has been approved by the publisher, all advertising must be paid for in full prior to publication. Upon credit approval, all subsequent advertising will be billed on the first day of the month of publication. For Advertisers outside the U.S.: All advertising must be paid in full in U.S. dollars prior to publication.
2. Terms agreed upon in this contract must be completed within twelve (12) months of, and including, publication of the first ad. If said terms are not met, the advertiser will be rebilled in accordance with the number of times advertising has been published as indicated in the magazine's rate tables, and any discounts or agency commissions, for advertisers covered by this agreement, will be forfeited.
3. Once this contract is initiated, all physical alterations to ads must be submitted in writing 45 days prior to publication. This includes new ad replacement materials and copy additions or deletions. Les Nouvelles Esthétiques, Inc., shall not be responsible for such alterations submitted by verbal requests only, nor shall the magazine be held responsible or liable for incorrect alterations.
4. All ads must come with a color matchprint. Les Nouvelles Esthétiques, Inc. shall not be responsible for incorrectly printed advertising if a matchprint is not supplied with ad materials.
5. The month(s) for which this contract is valid, as indicated above, shall not change unless requested in writing, 45 days prior to publication, by the advertiser or an authorized representative, and approved by the publisher. The mere absence of an insertion or purchase order will not serve as an official notification that the above schedule is to be changed or altered in any manner. Verbal requests will not be accepted.
6. If Les Nouvelles Esthétiques, Inc. retains an attorney to collect any amounts payable under this agreement, the advertiser agrees to pay all of its expenses, attorney's fees and costs incurred, including without limitation, all attorney's fees and court costs incurred prior to suit being filed (whether a suit is filed or not), at trial and on appeal. In addition, if the advertiser breaches any of the terms of this agreement, all money then due or which was scheduled to become due shall become immediately due and payable and shall accrue interest at the highest legal rate permitted by law.
7. Special positioning of advertisements may be requested, but due to composition, cannot be guaranteed. A premium rate is charged for preferred positions, which are sold according to availability and in the order requested.
8. If the advertiser is a corporation or other legal entity, the individual signing this Advertising Contract agrees to be individually and personally liable with the advertiser for all sums due hereunder, including, but not limited to, all attorney's fees, expenses and costs as set forth in paragraph 6 hereof.

INDUSTRY TALK WITH...

“Industry Talk with...” consists of a ONE page story / Q&A with your company’s founders. This feature shares a persuasive presentation of your message and your brand. This is your chance to INSPIRE our readers as you provide them with a magical gift, or special tool, to guide them in finding new successes from within YOUR brand.

Stories and connections are what touch our audience and guide them in favoring YOUR brand! Embrace this opportunity to create your own story...To do so, you must walk in your potential client’s shoes to understand exactly what they are looking for so that YOU can offer it to them and step-by-step become our reader’s guide and mentor...

(Text provided by sponsor – approved by LNE & Spa)

+ VIDEO

Our “Industry Talk with...” is additionally summarized in TWO different 2-minute videos that are released on the home page of our website, LNEonline.com. Release dates for the videos are on the 1st and the 15th of the chosen month for the feature.

(Videos provided by sponsor – approved by LNE & Spa)

EXCLUSIVITY: Limit of one “Industry Talk With...” per issue

PLACEMENT: Based on content + Featured In the Newsletter

FORMAT: Single Page + Video

PRICE PER MONTH: \$2,500

CONTACT US TODAY

For more information on scheduling your Industry Talk/ Q&A page, contact today Danni Boucher at danni@LNEonline.com or **305.443.2322** ext. 105.





MONTH ADVERTISING

1 Full Page Ad in Digital Magazine

1-Dedicated Email Blast

1-E-Newsletter Banner

- LNE
- Guide

Social Media Post Monthly

- Instagram @LNEonline
- Facebook Post @spacongress

Added Values

- Magazine Photo Editorial
- Hot Product
- Comp Banner on LNEonline.com
- Signature features (Perfect Partnership)

PRICE PER MONTH: \$850



MONTH ADVERTISING

1 Full Page Digital

1-Dedicated Email Blast Monthly

Social Media Monthly

- Instagram @LNEonline
- Facebook Post @spacongress

PRICE PER MONTH: \$1,000



MONTH ADVERTISING

1/2 Page Digital

Social Media Monthly

- Instagram @LNEonline
- Facebook Post @spacongress

Home Page Banner or Newsletter Monthly

PRICE PER MONTH: \$650



MONTH ADVERTISING

1/2 Page Digital

Social Media Monthly

- Instagram @LNEonline
- Facebook Post @spacongress

PRICE PER MONTH: \$800

AD SPECIFICATIONS

FULL PAGE



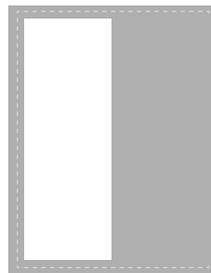
Full Page Bleed: 8.625" x 11.125" (.125 inches bleed)

Full Page Trim: 8.375" x 10.875"

Full Page Live Image: 7.875" x 10.375"

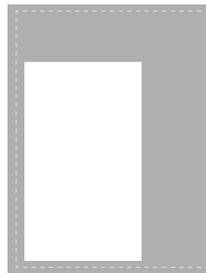
(Keep important objects and text at least .25 inches away from trim)

1/2 VERTICAL



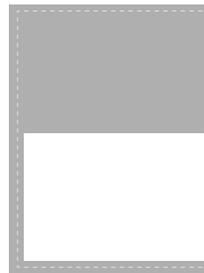
3.25" x 9.75"
NO BLEED

1/2 ISLAND



4.375" x 7.25"
NO BLEED

1/2 HORIZONTAL



6.75" x 4.75"
NO BLEED

AD POSITIONING

Special positioning may be requested, but it cannot be guaranteed.

DIGITAL MARKETING SPECIFICATIONS

EMAIL & NEWSLETTER BANNER

JPG / PNG
600px x 124px

NEWSLETTER HOT PRODUCT

JPG / PNG
1080px x 1080px

SOCIAL MEDIA POST

JPG / PNG
1080px x 1080px

FEATURED PRODUCT

JPG / PNG
400px x 350px

SHARED TEMPLATE SPECIFICATIONS

MailChimp users can share email templates with us!

If you use any other email marketing platform, this is what we need from you:

- Templates are designed to be no greater than **600px** wide to fit the display capabilities of most email clients.
- Our email templates are **600 pixels** wide, so it's best to size your images with that maximum width in mind.
- If it is necessary to create an email wider than 600px, we strongly recommend providing your own code.

HTML Email Basics

<https://templates.mailchimp.com/getting-started/html-email-basics/>

Image Recommendations for Content Blocks

<https://mailchimp.com/help/image-requirements-for-templates/>



LNEONLINE.COM

HOME PAGE SPECIFICATIONS

TOP BANNER

JPG / PNG
1300px x 150px

MOBILE BANNER

JPG / PNG
750px x 300px

ROTATING BANNER

JPG / PNG
1000px x 300px