les nouvelles EDITION -&SDa AMERICAN 1. 2. 2 . A . A. 2025 Vledia Kit THE **LEADING MAGAZINE** FOR SKIN CARE & SPA Our partnership approach with your brand is built **PROFESSIONALS** on meaningful collaboration and strategic planning, supported by a track record of successful advertising LNEONLINE.com in this industry.

THE MAGAZINE



Les Nouvelles Esthétiques & Spa has been a leader in the world of esthetics for over 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.



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.



DIGITAL MAGAZINE

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



Direct links to advertiser's website



Lasting exposure through archived issues



DIGITAL DISTRIBUTION CHANNELS





89,000Monthly web views



75,000 Email subscribers



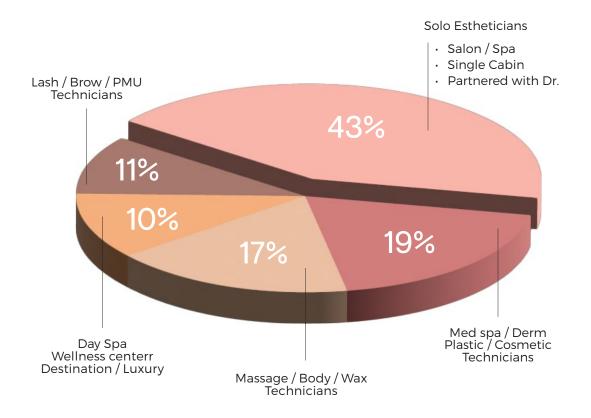
60,000 Social media



31,000 Unique monthly click rate

THE RIGHT AUDIENCE

OUR ATTENDEES ARE OUR SUBSCRIBERS AND OUR SUBSCRIBERS ARE OUR ATTENDEES!



Partnerships are the cornerstone of our community—connecting brands, attendees, and subscribers to drive innovation and elevate the beauty industry together.







THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA



- · PHILADELPHIA, PA · May 4 & 5, 2025
- **DALLAS, TX** May 18 & 19, 2025
- **LONG BEACH, CA** August 24 & 25, 2025
- FORT LAUDERDALE, FL October 19 & 20, 2025

The International Congress of Esthetics and Spa attracts buyers from all facets of the skin care and spa industry.

MARKETING WITH A TARGETED APPROACH



DIGITAL PROGRAM



WEEKLY NEWSLETTER



ESTHETICIAN EDIT PODCAST



E-BLASTS





EDITORIAL CALENDAR 2025

- All submissions must be received 2 months prior to the month of publication.
- All ads and digital assets are due the 1st of the month prior to the month of publication.

JANUARY

THE FUTURE OF SKIN CARE

Regenerative Skincare

FEBRUARY

SKIN LOVE

Moisture Barrier (Best of the Best feature)

MARCH

NUTRITIONAL SKINCARE

Topical Ingredients and Supplements

APRIL

ACNE SAVIORS

Acne Products

MAY

SENSITIVE SOLUTIONS

Skin-Soothing Products

JUNE

SMOOTH AND SCULPT

Waxing/Tanning/Sculpting

JULY

HYDRATION BOOST

Hydrators

AUGUST

PRIME & POLISH

Hydrators

SEPTEMBER

AGE GRACEFULLY

Exfoliants and Face Masks

OCTOBER

PEEL & PROTECT

Peels & Post-Peel Care

NOVEMBER

THE POWER OF TOUCH

Face Massage Oils

DECEMBER

GLOW UP

Brightening Products

We welcome submissions for the following magazine sections. Please send a high resolution image (1080px X 1080px) on white background and a maximum of 30-50 words for consideration.

- Esthetician Spotlight
- Behind the Brand
- Industry News

DIGITAL ADVERTISING CONTRACT

Company N	lame:						
Address:				Suite:			
City:		;	State:	Country:			
Postal Code	e:	Phone:		Ext:	Fax:_		
Contact:				Гitle:			
Email:							
				NTRACT MUST BE sement should be			
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	
AUGUST	SEPTEMBER	OCTOBER	NOVEMB	ER DECEMBER			
	ADVERTI	SING		LNE	ONLINE.C	OM HOMEPAGE	
12 FULL P 6 FULL P 12 1/2 PA 6 1/2 PA	PAGES Price F	Per Month \$1	,100 ,400 00 ,000	rotating e	omepage BANNER omepage	Price Per Month Price Per Month Price Per Month	\$1,500 \$900 \$1,500
All advertising be allowed or subsequently	nly by written approved by	duled in acco requests rec the publishe	ordance wit eived at le r. Purchase	h the months ind ast forty-five (45) orders and inser	licated in days in a tion orde	advance of publi ers may be used	nanges wil cation and to request
vill not be acc	cepted.			is contract agree		·	

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.



AUTHORIZED SIGNATURE_

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

Date_

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.



3929 Ponce de Leon Blvd. Coral Gables, Florida 33134 1.800.471.0229 Tel: 305.443.2322 Fax:

Digital Advertising Opportunities

12
MONTHS
Full Page

OR

6 MONTHS Full Page

\$1100

- √ 1 Full Page AD
- √ 1 Dedicated Email Blast
- √ 1 Newsletter Banner
- √ 1 Homepage Banner
- √ 1 Podcast Interview

\$1400

- √ 1 Full Page AD
- √ 1 Dedicated Email Blast
- Homepage OR Newsletter Banner
- 1 Podcast Interview

12
MONTHS
Half Page

OR

6 MONTHS Half Page

\$900

- √ 1/2 Page AD
- √ Instagram Post
- V Newsletter Banner

\$1000

- √ 1/2 Page AD
- √ 1 Dedicated Email Blast

Digital Marketing Specifications





LNE & Spa

Newsletter Banner 600px X 124px JPG/PNG

Homepage Banner 1000px X 300px JPG/PNG



"Hot Product" Feature

- · LNE & Spa Magazine
- · Instagram
- · Newsletter
- Show Program/Flyer1080px X 1080px

JPG/PNG



Podcast Interview

- Educational Talk
- Live Demos
- Product Features

(YouTube, Apple, Spotify & Instagram)

Digital Marketing Specifications





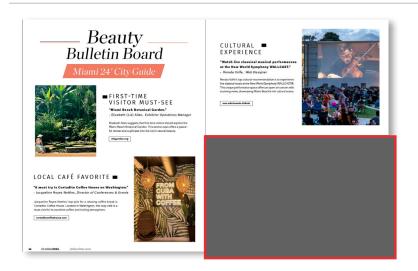
Full Page AD

8.624" X 11.125" (1.25 inches bleed) **JPG/PNG**



Spread AD

16.6" X 11.125" (1.25 inches bleed) **JPG/PNG**



Half Page AD

8.624" X 11.125" (1.25 inches bleed) **JPG/PNG**

Shared Template Specifications

MailChimp users can directly share email templates with us!

If you're using a different email marketing platform please include the html code.

Here are some quick tips for designing Mailchimp emails,:

- Our templates are optimized to be no wider than 600 pixels to ensure compatibility across various email` clients. Please resize your images
- Make original images no larger than 1200 pixels wide. Mailchimp will display errors if images are wider than 1200 pixels.

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/

