



les nouvelles  
*esthétiques* & spa  
AMERICAN EDITION

2025  
Media Kit

Our partnership approach with your brand is built on meaningful collaboration and strategic planning, supported by a track record of successful advertising in this industry.

THE  
**LEADING MAGAZINE**  
FOR SKIN CARE & SPA  
PROFESSIONALS

[LNEONLINE.com](http://LNEONLINE.com)

# THE MAGAZINE

## WORLDWIDE

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.

## 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.



# DIGITAL MAGAZINE

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



**75,000**

Email subscribers



**60,000**

Social media

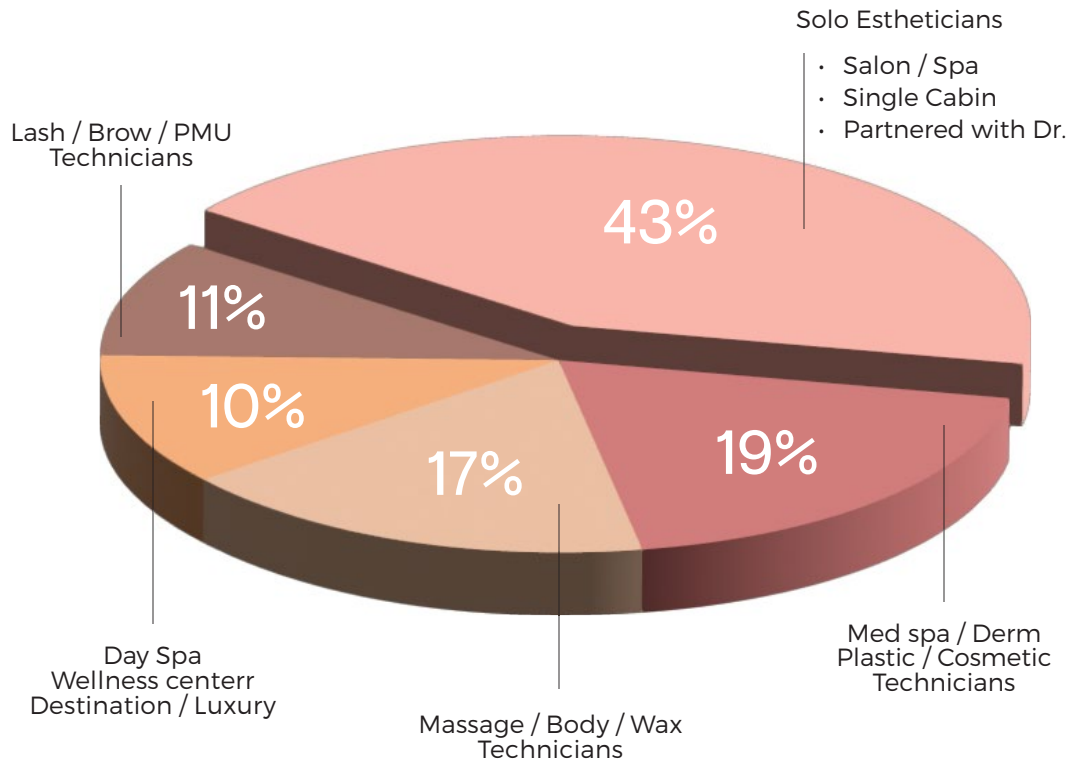


**31,000**

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

## 4 EXCITING B2B Tradeshows

- 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

Exfoliants and Face Masks

## SEPTEMBER

### AGE GRACEFULLY

Anti-Aging Solutions

## OCTOBER

### PEEL & PROTECT

Peels & Post-Peel Care

## NOVEMBER

### THE POWER OF TOUCH

Face Massage Oils

## DECEMBER

### GLOW UP

Brightening Products

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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 2025

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 2025

JANUARY.....

FEBRUARY.....

MARCH.....

APRIL.....

MAY.....

JUNE.....

JULY.....

AUGUST.....

SEPTEMBER.....

OCTOBER.....

NOVEMBER.....

DECEMBER.....

## ADVERTISING

**12 FULL PAGES** Price Per Month **\$1,100**

- 6 Dedicated Email Blast
- 3 Newsletter Banner
- 3 Homepage Banner
- 3 Podcast Interviews \* *Scheduled by Editor*

**6 FULL PAGES** Price Per Month **\$1,400**

- 3 Dedicated Email Blast
- 2 Newsletter Banners

## Additional Marketing Options

TOP BANNER - Monthly  
LNEonline Homepage **\$1,500**

ROTATING BANNER - Monthly  
LNEonline Homepage **\$900**

DEDICATED E-MAIL BLAST - Monthly  
**\$1,500**

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.

# 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.



# Digital Advertising Opportunities



**\$1100**

\*MONTHLY

12 month advertisers will **receive the following:**

- ✓ 12 Full-Page ADs
- ✓ 6 Dedicated Email Blasts
- ✓ 3 Newsletter Banners
- ✓ 3 Homepage Banners
- ✓ 3 Podcast Interviews



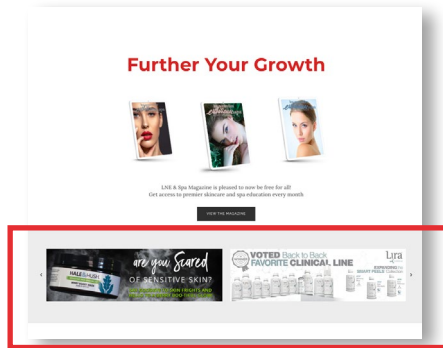
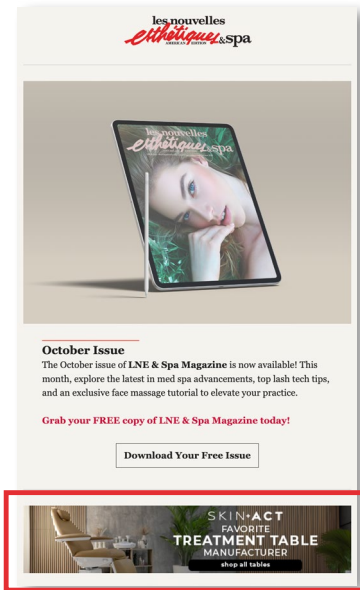
**\$1400**

\*MONTHLY

6 month advertisers will **receive the following:**

- ✓ 6 Full-Page ADs
- ✓ 3 Dedicated Email Blasts
- ✓ 2 Newsletter Banners

# 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/Flyer

1080px X 1080px

JPG/PNG



## Podcast Interview

- Educational Talk
- Live Demos
- Product Features

(YouTube, Apple, Spotify & Instagram)

# Digital Marketing Specifications

**Beauty Bulletin Board**  
Miami 24' City Guide

**ULTIMATE RELAXATION**  
"The Biltmore! Your one-stop shop."  
- Anastasia Wagner, Digital Marketing Director

For those seeking a luxurious escape, Anastasia Wagner highly recommends The Biltmore. This renowned spa offers a comprehensive range of treatments and a tranquil environment, perfect for ultimate relaxation.

[biltmorehotel.com/wellness/miami-spa](http://biltmorehotel.com/wellness/miami-spa)

**WELLNESS WONDERS**  
"If you're into wellness, I highly recommend checking out Lipi House of Wellness Offering everything from yoga & breathwork to infrared saunas & cold plunges."  
- Stephanie Stocklet, Graphic Designer

For those looking to prioritize their well-being, Stephanie Stocklet suggests visiting Lipi House of Wellness. It's an excellent way to enhance your health and wellness journey.

[lipihouse.com](http://lipihouse.com)

40 October 2024 LNEonline.com

Spa Equipment  
**SKIN+ACT**  
**Bellage Treatment Chair**  
7 Colors | Fully Electric | Ergonomic Design

Shop before you arrive

★★★★★ "I have a home spa business and most people don't expect this luxury when they come. This bed is awesome!" -Melinda

★★★★★ "The treatment chair is beautiful, functional and very stylish." -Alexandra

★★★★★ "I purchased three chairs in 3 months. Absolutely gorgeous! Beautiful! Great! Best buy!" -Bavin

shop all spa equipment & products @ [www.spaandequipment.com](http://www.spaandequipment.com) Call us @ 1.800.438.0830

**Full Page AD**  
8.5" X 11"  
(0.125 in inches bleed)  
JPG/PNG

DISCOVER THE SCIENCE OF  
**Superfood Enzymes**  
FOR radiant SKIN

The NEW Superfood Enzyme Collection features five formulas to give clients their ultimate glow — including three exclusive, pre-only products.

**CLEANSE**  
Softens skin with a 2-in-1 exfoliating cleanser, made with actinidin and papain enzymes.

**REFRESH**  
Brightens up with vibrant mango and nourishing papain, actinidin and bromelain enzymes.

**100%** of users showed reduction in sebum\*  
**91%** of users noted that skin felt instantly hydrated\*  
**80%** of users showed improvement in visible fine lines and wrinkles\*

EMINENCE ORGANIC SKIN CARE  
Ampla Berry Oil Control Pro Enzyme Exfoliant  
EMINENCE ORGANIC SKIN CARE  
Pineapple Nourishing Pro Enzyme Exfoliant  
EMINENCE ORGANIC SKIN CARE  
Barbados Cherry Superfood Pro Enzyme Exfoliant

EMINENCE ORGANIC SKIN CARE  
HUNGARY SINCE 1958  
[www.eminenceorganicskincare.com](http://www.eminenceorganicskincare.com)

15 YEARS OF INNOVATION  
PLANT A TREE FOR EVERY TREE

Ready to partner with Eminence Organic? Apply here

\*In vivo study results measured one hour after first use.

**Spread AD**  
17" X 11"  
(0.125 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/>

