

les nouvelles esthétiques & spa

AMERICAN EDITION

2027 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

LNE & SPA MAGAZINE AND THE INTERNATIONAL CONGRESS OF ESTHETICS & SPA

CREATED FOR THE ***MODERN ESTHETICIAN***. THE ONE WHO BLENDS CLINICAL, HOLISTIC, AND INNOVATIVE MODALITIES TO CREATE SOMETHING ENTIRELY THEIR OWN. THIS IS THE FUTURE OF ESTHETICS: HOLISTIC MODALITIES MEETS ADVANCED TECHNOLOGY.

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ICES

ESTHETICIAN *EDIT*

EDUCATION FOR THE *MODERN ESTHETICIAN*

Perfect your craft by mastering traditional modalities like the art of face massage to integrating innovative treatments and technology. This is the Future of Esthetics. Holistic Modalities meets Advanced Technology.

Danni Boucher, Director of Sales | danni@LNEonline.com | 305-443-2322 LNEonline.com

LNE DIGITAL MAGAZINE

*LNE & SPA'S DIGITAL MAGAZINE DELIVERS **MEASURABLE REACH** AND **LASTING VISIBILITY** FOR EVERY ADVERTISER.*

- Direct links to your brand's website
- Continued exposure through archived digitial issues
- Featured across LNE's integrated platforms: Magazine, Website, and Social Media

ICES DIGITAL DISTRIBUTION CHANNELS

122K+
Year-to-Date Web Visits

78K+
Active Email Subscribers

99.1K+
Combined Social Media Followers

@ices_lne
Reach **2,585,054**
Stories views **433,970**

*Data reflects cumulative ICES network performance from January–October 2025 across web, email, and social platforms.

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ESTHETICIAN EDIT

ESTHETICIAN EDIT

*ESTHETICIAN EDIT PODCAST **AMPLIFIES** YOUR MESSAGE ACROSS PLATFORMS THAT PROFESSIONALS ALREADY TRUST.*

- Podcast features appear on **Spotify**, **Apple**, and **Youtube**
- Engaged listeners across the US and international markets
- Promoted through social, newsletter, and web channels to maximize exposure

DIGITAL DISTRIBUTION CHANNELS



5.3K+
Monthly Listeners
Across Spotify, Apple and Youtube

500+
Community Subscribers

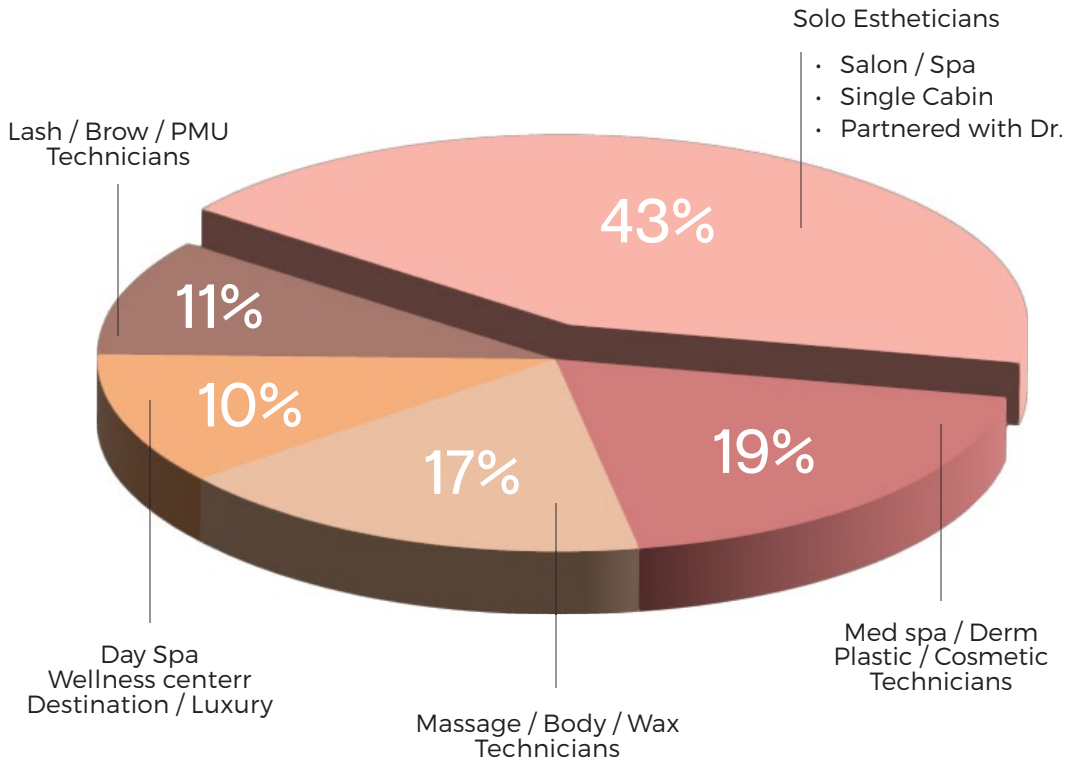
24.8K+
Social Media Followers

78%
Average Completion Rate

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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.

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ICES

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THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA

1 SHOW 4 LOCATIONS

A SPACE FOR EVERY ESTHETICIAN

- **Solo Estheticians**
- **Lash & Brow Artists**
- **Wax Specialists**
- **Skincare Professionals**
- **Holistic Healers**
- **Clinical Estheticians**
- **Wellness Practitioners**
- **Nurse Practioners**
- **MedSpa**

DALLAS, TX
April 11 & 12, 2027
LONG BEACH, CA
August 22 & 23, 2027
PHILADELPHIA, PA
September 19 & 20, 2027
FORT LAUDERDALE, FL
October 16 & 17, 2027





EVENT *REACH & IMPACT*

32K Attendees Nationalwide

1,200+ Exhibiting Brands

200+ Education Sessions

20+ Contires Represented

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2027 CALENDAR - CURRICULUM

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January – **The Business of Starting Strong**
Build a realistic annual plan, set goals based on capacity, and decide which services deserve a place on your menu.
Sponsored Workshop: Jan 8, 2027
Photoshoot Theme: The Treatment Room Edit — cleansers, tools, linens, and treatment essentials
Photoshoot submission: All products must be received by December 4, 2026.

February – **The Art of the Consultation**
Ask better questions, set clear expectations, recommend home care, and navigate difficult client conversations.
Sponsored Workshop: Feb 12, 2027
Photoshoot Theme: Skin Analysis & Prep — diagnostic tools, cleansers, toners, and prep products
Photoshoot submission: All products must be received by January 1, 2027.

March – **Acne Beyond the Protocol**
Explore complex client journeys, long-term treatment planning, referrals, and the estheticians specializing in acne care.
Sponsored Workshop: Mar 12, 2027
Photoshoot Theme: The Acne Toolkit — targeted serums, masks, spot treatments, and barrier care
Photoshoot submission: All products must be received by February 5, 2027.

April – **Booked, Busy & Profitable**
Get practical about pricing, rebooking, memberships, retail, and the numbers successful estheticians track.
Sponsored Workshop: Apr 9, 2027
Photoshoot Theme: Retail That Works — shelf-ready skincare and curated home-care sets
Photoshoot submission: All products must be received by March 5, 2027.

May – **Mastering the Hands-On Facial**
Refine massage technique, treatment pacing, and body mechanics while learning from hands-on educators and practitioners.
Sponsored Workshop: May 14, 2027
Photoshoot Theme: The Massage Ritual — facial oils, balms, sculpting tools, and treatment masks
Photoshoot submission: All products must be received by April 2, 2027.

June – **The Corrective Treatment Plan**
Plan treatment series, sequence peels and advanced modalities, combine services thoughtfully, and manage expectations.
Sponsored Workshop: Jun 11, 2027
Photoshoot Theme: Professional Treatment Products — peels, post-treatment care, and recovery products
Photoshoot submission: All products must be received by May 7, 2027.

2027 CALENDAR - CURRICULUM

July – **Careers Beyond the Treatment Room**
Meet estheticians who became educators, brand founders, sales representatives, writers, and spa leaders.
Sponsored Workshop: Jul 9, 2027
Photoshoot Theme: The Professional Kit — travel-friendly products, tools, and multipurpose essentials
Photoshoot submission: All products must be received by June 4, 2027.

August – **The Client Experience Issue**
Create memorable visits through hospitality, thoughtful service rituals, accessibility, and consistent client care.
Sponsored Workshop: Aug 13, 2027
Photoshoot Theme: Sensory Skincare — textures, masks, aromatherapy, and body care
Photoshoot submission: All products must be received by July 2, 2027.

September – **The Modern Treatment Room**
Evaluate devices, calculate return on investment, and integrate technology into existing treatment protocols.
Sponsored Workshop: Sep 10, 2027
Photoshoot Theme: Devices & Upgrades — professional devices and complementary skincare
Photoshoot submission: All products must be received by August 6, 2027.

October – **The Esthetician's Expertise**
Examine advanced education, referrals, collaborative care, and case studies that show professional judgment in action.
Sponsored Workshop: Oct 8, 2027
Photoshoot Theme: Targeted Skin Solutions — products for pigmentation, sensitivity, and mature skin
Photoshoot submission: All products must be received by September 3, 2027.

November – **Real Estheticians, Real Businesses**
Share candid stories about career pivots, slow seasons, burnout, growth, and the decisions behind thriving businesses.
Sponsored Workshop: Nov 12, 2027
Photoshoot Theme: Esthetician Favorites — working professionals' most-used treatment and retail products (best-sellers)
Photoshoot submission: All products must be received by October 1, 2027.

December – **What's Next for Esthetics?**
Reflect on lessons from 2027, explore new career opportunities, and hear from the professionals shaping the industry's future.
Sponsored Workshop: Dec 10, 2027
Photoshoot Theme: The Winter Skin Edit — moisturizers, barrier products, lip care, and body treatments

DIGITAL ADVERTISING CONTRACT 2027

Company Name:_____

Address: _____Suite:_____

City:_____State:_____Country:_____

Postal Code:_____Phone:_____Ext:_____Fax:_____

Contact:_____Title:_____

Email:_____

Social Media Handles: Instagram:_____ Facebook:_____

ALL VALID MONTHS FOR THIS CONTRACT MUST BE CHECKED BELOW:

Check all months in which advertisement should be inserted for 2027

JANUARY..... ☐

FEBRUARY..... ☐

MARCH..... ☐

APRIL..... ☐

MAY..... ☐

JUNE..... ☐

JULY..... ☐

AUGUST..... ☐

SEPTEMBER..... ☐

OCTOBER..... ☐

NOVEMBER..... ☐

DECEMBER..... ☐

ADVERTISING

☐ **12 FULL PAGES** Price Per Month **$1,800**

- 6 Email Blasts
- 2 Podcast Features
- 2 Editor's Product Reviews
- 1 Treatment Room Video
- Banner on LNEonline.com homepage
- 1 Sponsored Workshop
- Social Media Collabs (Exclusively Advertisers & Exhibitors)

☐ **6 FULL PAGES** Price Per Month **$2,200**

- 2 Email Blasts
- 1 Podcast Feature
- 1 Editor's Product Review
- Social Media Collabs (Exclusively Advertisers & Exhibitors)

Additional Marketing Options

☐ SINGLE DEDICATED E-MAIL BLAST **$2,500**

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.

les nouvelles esthétiques & spa AMERICAN EDITION

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

DIGITAL ADVERTISING CONTRACT 2027

Company Name:_____

Address: _____Suite:_____

City:_____State:_____Country:_____

Postal Code:_____Phone:_____Ext:_____Fax:_____

Contact:_____Title:_____

Email:_____

Social Media Handles: Instagram:_____ Facebook:_____

ALL VALID MONTHS FOR THIS CONTRACT MUST BE CHECKED BELOW:

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JANUARY..... ☐

FEBRUARY..... ☐

MARCH..... ☐

APRIL..... ☐

MAY..... ☐

JUNE..... ☐

JULY..... ☐

AUGUST..... ☐

SEPTEMBER..... ☐

OCTOBER..... ☐

NOVEMBER..... ☐

DECEMBER..... ☐

ADVERTISING

☐ **12 DOUBLE PAGE SPREAD** Price Per Month **$2,600**

- 6 Email Blasts
- 2 Podcast Features
- 2 Editor's Product Reviews
- 1 Treatment Room Video
- Banner on LNEonline.com homepage
- 1 Sponsored Workshop
- Social Media Collabs (Exclusively Advertisers & Exhibitors)

Additional Marketing Options

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UNIFIED ADVERTISING & SPONSORSHIP TERMS AND CONDITIONS – LNE, ESTHETICIAN EDIT & ICES

1. Parties and Scope

This agreement is between the Advertiser ("Client") and Les Nouvelles Esthétiques & Spa, including its affiliated platforms LNE Online, Esthetician Edit, and the International Congress of Esthetics & Spa (ICES) (collectively, "Publisher").

This contract governs all advertising, sponsorship, and marketing deliverables executed through Publisher's print, digital, podcast, and trade show platforms.

2. Deliverables

Deliverables may include but are not limited to: dedicated email blasts, homepage banners, social collaborations, podcast features, video production, product reviews, sponsored workshops, print advertisements, and trade show promotions as outlined in the 2026 Media Kit and Booking Calendar.

3. Production and Approval

Client agrees to provide all required materials—logos, copy, product samples, imagery, and video assets—by the deadlines communicated by Publisher.

Publisher reserves the right to review, edit, and approve all creative content before publication.

Any photo, video, or audio content produced or recorded by Publisher (or its representatives) may be used, edited, and republished across LNE Online, Esthetician Edit, and ICES platforms for editorial, educational, and marketing purposes.

4. Scheduling and Submissions

Deliverables are scheduled according to Publisher's editorial and event calendars.

Activation timing may vary depending on production schedules, trade show cycles, and platform availability.

Any change requests must be submitted in writing at least 45 days prior to the scheduled release date.

Publisher cannot guarantee placement for materials received after published deadlines.

5. Payment Terms

All advertising and sponsorship payments must be made in U.S. dollars.

Full payment is due prior to the start of campaign activation unless credit has been approved by Publisher.

Upon credit approval, invoices are issued on the first day of the month of publication or activation.

Payments cover all contracted deliverables, including print, digital, and event-based activations.

6. Liability and Force Majeure

Publisher is not liable for delays or non-performance resulting from causes beyond its control, including but not limited to trade show rescheduling, technical failures, labor disputes, or third-party platform disruptions.

In such cases, Publisher will reschedule deliverables within a comparable timeframe without penalty.

7. Data and Communications Compliance

Publisher complies with CAN-SPAM, GDPR, and applicable data-privacy laws.

Client information is used solely to execute contracted deliverables and is never sold or shared with external parties.

All digital campaigns, retargeting, and email distributions are executed internally within Publisher's systems.

8. Intellectual Property and Usage Rights

Client grants Publisher a limited, non-exclusive license to use brand names, logos, trademarks, and submitted materials for purposes directly tied to contracted deliverables.

Publisher retains ownership of all original creative content—including photos, videos, podcasts, copy, or graphics—produced under this agreement.

Client use of Publisher-created assets requires prior written approval.

9. Termination and Breach

If Client cancels before campaign completion, any completed or in-progress work will be billed at the full single-issue.

Deposits are non-refundable once campaign production has begun.

Failure to fulfill agreed-upon placements may result in rebilling at standard rates and forfeiture of any discounts or agency commissions.

10. Governing Law

This agreement shall be governed by and construed in accordance with the laws of the State of Florida.

Any dispute arising under or in connection with this agreement shall be resolved exclusively in the courts of Miami-Dade County, Florida.

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Digital Advertising Opportunities

12
MONTHS
FULL PAGE

$1500
*MONTHLY

12 month advertisers will
receive the following:

- ✓ 12 FULL PAGES
- ✓ 6 Email Blasts
- ✓ 2 Podcast Features
- ✓ 2 Editor's Product Reviews
- ✓ 1 Treatment Room Video
- ✓ Banner on LNEonline.com homepage
- ✓ 1 Sponsored Workshop ESTHETICIAN *EDIT*
- ✓ Social Media Collabs

  (Exclusively Advertisers & Exhibitors)

6
MONTHS
FULL PAGE

$1800
*MONTHLY

6 month advertisers will
receive the following:

- ✓ 6 FULL PAGES
- ✓ 2 Email Blasts
- ✓ 1 Podcast Feature
- ✓ 1 Editor's Product Review
- ✓ Social Media Collabs

  (Exclusively Advertisers & Exhibitors)

Digital Marketing Specifications



Podcast Interview

- Educational Talk
- Live Demos
- Product Features

(YouTube, Apple, Spotify & Instagram)



"Hot Product" Feature

- LNE & Spa Magazine
- Instagram
- Newsletter
- Show Program/Flyer

1080px X 1080px

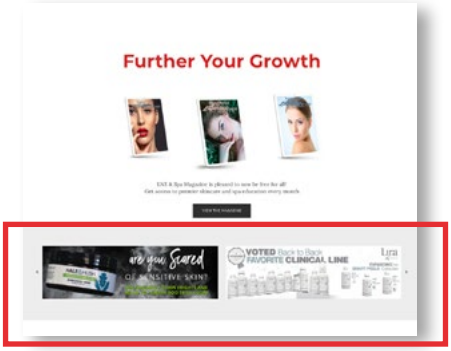
JPG/PNG

LNE & Spa

Homepage Banner

1000px X 300px

JPG/PNG



Digital Marketing Specifications



Full Page AD

8.5" X 11"
(0.125 in inches bleed)

JPG/PNG



Spread AD

17" X 11"
(0.125 inches bleed)

JPG/PNG