

# Advertising Added Value

## NEWS SECTION

As an advertiser, your news will be a priority feature in our monthly news section. (Press releases and photos for each department's section are due on the first of the month, two months prior to publication.)

## MAGAZINE CALENDAR

Advertisers may submit their schedule of classes and seminars to be listed in our nationwide calendar and posted on the *LNE & Spa* website (Schedules are due on the first of the previous month.)

## MAGAZINE SPECIAL SECTION

Advertisers are welcome to participate in *LNE & Spa's* themed special sections, which highlight product offerings. See the editorial planner for months and themes.

## MAGAZINE FEATURE: SPA OF THE MONTH

*LNE & Spa* also welcomes submissions for Spa of the Month, a monthly feature on an outstanding facility that reflects innovation and professionalism. To be considered for this recognition send us an essay describing the special nature of the business, along with supporting photographs. (Approximately 1,500 words.)

## E-NEWSLETTER

As an advertiser, your product and photo will be featured in our monthly newsletters, which are sent out to a targeted database of 40,000 e-mail addresses. The e-newsletter feature includes a direct link to your website. (Six times minimum annual advertising commitment required.)

## DIGITAL INTERACTIVE MAGAZINE

As an advertiser you receive:

**FREE** ad insertion in digital issue accessible to worldwide skin care and spa professionals

**FREE** direct links to advertisers' websites

**FREE** dynamic flash advertisement enhancements

## ONLINE PRODUCT HIGHLIGHT

As an advertiser, your product releases and pictures will be featured on the homepage of [www.LNEONLINE.com](http://www.LNEONLINE.com) for a full month. (Six times minimum advertising commitment required.)

## ONLINE MONTHLY STEP-BY-STEP

As an advertiser, your signature treatment, with minimum of 10 steps, will be featured online for a full month. Our 20,000 monthly visitors can read about the treatment and answer a multiple-choice question to be automatically entered in a drawing to win a gift basket from the step-by-step sponsor. A database of entries will be sent to the sponsor for promotional purposes. (Twelve times annual advertising commitment required.)

## WEBSITE EXPOSURE:

As an advertiser you will receive a free web banner located on top of LNEONLINE for a full month with a direct link to your website. (Six times minimum annual advertising commitment required.)

## DOUBLE YOUR LEADS WITH LNE & SPA:

As an advertiser, you will receive electronic leads from Les Nouvelles Esthétiques & Spa printed magazine but also leads from the digital version of the magazine, which has 20,000+ monthly viewers.

