

2023

mediadata

- > SPA inside
- > SPA direkt
- > INSIDE beauty
- > INSIDE beauty Swiss
- > Spa Life Events



redspa media

Everything under one roof

REDSPA MEDIA

The finer things in life, that's our business, for 15 years.

With **SPA inside**, we offer you a special interest magazine that offers stories about the best hotels and spas – whether near or far – presented trends in the fields of beauty, fitness and lifestyle and interviewed insiders from the hotel and spa industry.
We make the entire universe of the wellness world tangible for our readers.

We have designed **SPA direkt** for professionals, hoteliers, spa managers, beauticians and industry insiders. The trade journal briefly and crisply sums up what is new, what you should know and where you should be to feel the pulse of the spa time.

The trade magazine **INSIDE beauty** completes the portfolio of printed products from redspa media.

The must-have for all those who are involved in trade and industry.
For insiders and professionals of the beauty and fragrance scene, both the German market and, with the **INSIDE beauty Swiss Edition**, the Swiss market will be illuminated by our editorial team.

Our Spa Life Events, modern congress formats with lectures, keynote speeches, a trade exhibition and intensive networking, the hotel and spa experts have the right setting for further education.
A highlight is the award ceremony of our SPA Stars to the most beautiful wellness hotels and spas.

Of course, we are also active
on all social media channels with our media and events.



Franka Hänig

Management redspa media GmbH



SPA inside

The spa and travel magazine. A special interest publication for travellers and enthusiastic spa consumers.



SPA direkt

Quick, short and on the cutting edge – our newspaper for hotel professionals and the spa industry.



INSIDE beauty

The trade magazine for the perfumery sector and beauty industry.



INSIDE beauty Swiss-Edition

The Swiss trade magazine for the perfumery sector.

CONTENT

SPA inside	Page 4
INSIDE beauty.....	Page 6
INSIDE beauty Swiss-Edition	Page 8
Ad formats.....	Page 10
Technical requirements.....	Page 11
SPA direkt	Page 12
Social Media	Page 14
Customer magazine – Your appearance	Page 15
Spa-Life-Events	Page 17

SPA LIFE EVENTS

Our Spa Life Events are modern platforms for professional exchange, further training and inspiring encounters for all professionals from the spa and wellness industry. During the Spa Life Germany event, the most beautiful wellness hotels are awarded the SPA Star Award in various categories every year..





SPA inside

The wellness and travel magazine

Taking a stroll in exciting metropolises, roaming through fantastic landscapes and spending the night in the most beautiful spa hotels – all of this and much more is **SPA inside**. The special interest magazine covers the entire range of modern lifestyle. The vital, health-oriented reader discovers the latest fitness, health and beauty trends in **SPA inside**. And he gets insider tips on how and where to relax, recharge his batteries and regain his balance.

Our authors always research on site and report on their experiences and impressions first-hand.

There are numerous tips from industry professionals that inspire and arouse curiosity. Travelling with **SPA inside** is like (re)discovering the world and yourself with your best friend – for a harmonious and healthy self.

SPA inside is published every two months, at the beginning of each month, starting in January 2022.

Chief editor

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Average circulation

30 000 copies

Distribution

- Newsstand (airport/railway)
- Subscriptions
- Spa hotels in Germany, Austria, Switzerland and South Tyrol/Italy
- Community reader services (selected display areas: doctor's practice, health resorts, ...)
- Reader circles

Price

Single issue Germany
Euro 4.90 (plus postage)

Annual subscription Germany
Euro 26,00 (incl. postage)

Single issue Austria
Euro 5,00 (plus postage)

Annual subscription Austria/EU
Euro 31.00 (incl. postage)

Single issue Switzerland
Euro 7.70 (plus postage)

Annual subscription Switzerland
Euro 31.00 (incl. postage)

Single issue Luxembourg
Euro 5.00 (plus postage)

Annual subscription Luxembourg
Euro 31.00 (incl. postage)

All prices in Germany and EU
(without VAT number) incl. VAT

Advertising

Format	Price in €
2/1	6.400
1/1	5.350
1/2	2.850
1/3	2.150
1/4 horizontal	1.700
Inside front cover	5.900
Inside back cover	5.900
Outside back cover	6.150

Editorial calendar SPA inside

Issue	Topics	Deadline ads	Deadline print
1/2023 03.01.2023	Bangkok: Visiting Thailand's metropolis Natural Beauty - the latest trends* Sustainable hotels are in demand Between geysers and volcanoes - Iceland Unknown Uruguay	03.12.2022	09.12.2022
2/2023 01.03.2023	Unknown pearl Trento Wellness trip to Mexico In trend: health hotels* Anti-aging with a special active ingredient Spa Cuisine: Bread	06.02.2023	13.02.2023
3/2023 02.05.2023	A trip to Geneva Our most beautiful family hotels Romantic Lake Wörthersee Moisture for the skin with sun care special*. Outdoor Fitness	03.04.2023	11.04.2023
4/2023 01.07.2023	Summer in Berlin Eyes open - the right care for the eyes*. Island happiness Balearics Everything about the tomato	05.06.2023	12.06.2023
5/2023 01.09.2023	Dream Destination South Africa Visiting Athens Anti-aging trends* Bonjour Burgundy Breakfast - a healthy start to the day + all winners and nominees of the SPA Star Awards 2023	07.08.2023	14.08.2023
6/2023 02.11.2023	Christmas metropolis Dresden Soothing care from head to toe Our best wellness hotels for the winter Delicious and healthy: nuts Christmas special: The most beautiful holiday gifts*.	09.10.2023	16.10.2023

* special topics for advertorials



INSIDE beauty

The retail landscape is changing. On the one hand, online trading is winning. On the other hand, the experience of cosmetic products and fragrances with all senses is required. Many perfumery customers appreciate the curated pre-selection from the huge range – tailored to their personal needs and wishes. The skilful networking of the different channels is crucial to reach and inspire customers.

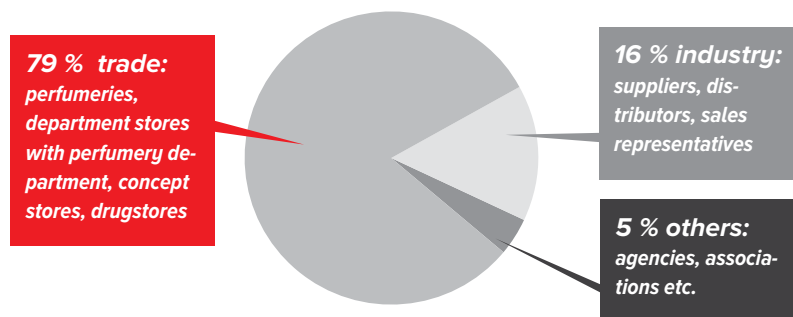
INSIDE beauty, the renowned trade magazine for the perfumery industry, is the link between industry and trade. In each issue, readers will find news about concepts, products and treatments

as well as immediately implementable tips

from insiders. The aim is to make beauty professionals fit and strengthen them for their work. After all, it is qualified, committed employees who address and inspire customers emotionally. All possibilities of individual customer approach should be used and coordinated with each other in order to create worlds of experience – in stationary retail and online. Interviews with the opinion leaders show where the industry is heading. In addition, trends and developments are shown.

INSIDE beauty is the press organ of the VKE Kosmetikverband, Berlin.

Reader target group INSIDE beauty in %



Advertising

Format	Price in €
1/1	3.600
2/1	5.500
1/2	1.850
1/3	1.400
1/4	1.150
Cover page	5.900
Inside front cover	4.000
Inside front cover + Page 3	6.800
Inside back cover	3.150
Outside back cover	4.800

There are binding design restrictions for cover page advertisements. They are available on demand.

Price

Single issue Germany

Euro 9.00 (plus postage)

Subscription Germany per year

Euro 50.00 (incl. postage)

Joint subscription INSIDE beauty

and SPA inside Germany per year

Euro 53.00 (incl. postage)

All prices in Germany and European

Union (Without VAT number)

include VAT

Editorial calendar INSIDE beauty

Issue	Topics	Deadline	Deadline print
1/2023 01.02.2023	TOP TOPIC: NEW LAUNCHES SPRING fragrance Curtain up for the new fragrances care Wake-up – products and treatments for tired skin / New series: Basic knowledge – explained briefly and precisely natural beauty Countdown for Vivaness business Beauty trends 2023	ads 10.01.2023 editorials 05.01.2023	13.01.2023
2/2023 01.04.2023	TOP TOPIC: CHARMING BRANDS lounge Independent Labels – what sets them apart care Comprehensive Protections – against sun and pollution / Body care make-up Bright spring colors trends Live shopping – how has this trend developed? trade Charming brands – Recommendations from insiders	ads 15.03.2023 editorials 01.03.2023	17.03.2023
3/2023 01.06.2023	TOP TOPIC: SUSTAINABLE fragrance Sustainably sourced ingredients / refills for precious flacons trends Upcycled – Using valuable resources for fragrances and care business Social projects / initiatives for a better environment trade Act sustainably – New ideas and solutions	ads 11.05.2023 editorials 02.05.2023	16.05.2023
4/2023 01.08.2023	TOP TOPIC: BEST AGER care Skin aging – proven care strategies, new insights / Active ingredients – evergreens and newcomers / Good night! Serums and creams natural beauty Plant power for firm skin / eye care fragrances Powerful fragrances for strong women make-up Tips for women 50+	ads 11.07.2023 editorials 03.07.2023	14.07.2023
5/2023 30.09.2023	TOP TOPIC: THE NEW LUXURY fragrance Radiant compositions / New packaging solutions / Ecodesign make-up Fall/winter looks – plus insider tips from make-up artists care Luxury focuses on sustainability / Pampering hand and foot care trade Excellent service – what discerning customers appreciate	ads 12.09.2023 editorials 01.09.2023	15.09.2023
6/2023 16.11.2023	TOP TOPIC: CHRISTMAS fragrance Classics for the holidays / Limited editions / Gift tips care Cold outside, warm inside – What the skin needs now make-up Holiday Collections – Beautiful for any occasion business Last minute tips from insiders for advice and sales	ads 20.10.2023 editorials 13.10.2023	25.10.2023

INSIDE beauty Swiss-Edition

INSIDE beauty Swiss-Edition gives information about new products and trends, provides basics and stories. Specialized sales people benefit from insider tips for selling and advising customers.

The aim of the INSIDE beauty Swiss Edition is to support the specialist staff in perfumeries, drugstores and pharmacies in Switzerland and to make them fit for advice and sales. In addition to news about products, concepts and activities of the industry, readers will find many basics in each issue of the trade magazine as well as quickly implementable tips from

insiders plus information and links to social media activities. Interviews with the decision-makers show the philosophies and strategies of well-known and new brands. Trends and inspirations in terms of care, fragrance and makeup are included. The input and outlook on market development are also helpful.



Issue	Topics	Deadline ads	Deadline print
1/2023 15.02.2023	fragrance Curtain up for the new fragrances care Wake-up – Products and treatments for tired skin / New series: Basic knowledge – briefly explained only for men Like tailor-made – New fragrances and care for men business The beauty trends of 2023	16.01.2023	24.01.2023
2/2023 15.04.2023	trends Independent Labels - what sets them apart care Comprehensive protection - against sun & pollution / body care fragrance Hurray for freedom makeup Bright spring colors trade Charming Brands – Recommendations from insiders	16.03.2023	24.03.2023
3/2023 15.08.2023	fragrance Countdown for the Swiss Perfume Award DUFTSTARS care Skin aging - proven care strategies, new insights / Active ingredients – evergreens and newcomers / Good night! Serums and creams natural beauty Plant power for firm skin / eye care makeup Professionals reveal their makeup tips for women 50+	17.07.2023	24.07.2023
4/2023 15.11.2023	fragrance Classics for the holidays / Limited editions / Gift tips care Cold outside, warm inside – What the skin needs now makeup Holiday Collections – Beautiful for any occasion business Last minute tips from insiders for advice and sales	18.10.2023	25.10.2023

Chief editor

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Editorial requests

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Circulation & distribution

Average circulation: 4800 copies

Swiss-Edition: 1000 copies

Circulation area INSIDE beauty

All perfume stores and perfume departments in Germany, selected stores and companies in Europe and the USA.

Swiss-Edition: perfumeries, drugstores and pharmacies in Switzerland.

Advertising Swiss Edition

Format	Pice in CHF
1/1	4.000
2/1	6.500
1/2	2.300
Inside front cover	4.500
Inside front cover +	
Page 3	7.200
Back cover outside	5.400

Price Swiss-Edition

Single issue CHF 13.00
Subscription per year (4 issues) CHF 52.00
from 50 subscriptions CHF 30.00 (per subscription,
4 issues a year) (All prices incl. postage)

Marketing manager

Muriel Allenbach
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Hannelore Jansen
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Format:

210 x 297 mm
+ 3 mm (0,1181 in) trim all

Around type area:

175 x 263 mm

All information on formats
and technical details at
www.inside-beauty.ch.

The INSIDE beauty online platform

Even faster information from the industry for the industry – that's what we offer with the INSIDE beauty online news on **www.inside-beauty.de**

On our online platform you will find current information from the areas of business and personal details, but also news and developments in terms of fragrance, care, natural beauty and make-up. Read short interviews from insiders on current beauty trends and professional tips for advice and sales. And: If you do a lot every day, you need time out to recharge your batteries and gain new energy – me-time! The articles marked in this way focus on recommendations for more well-being.

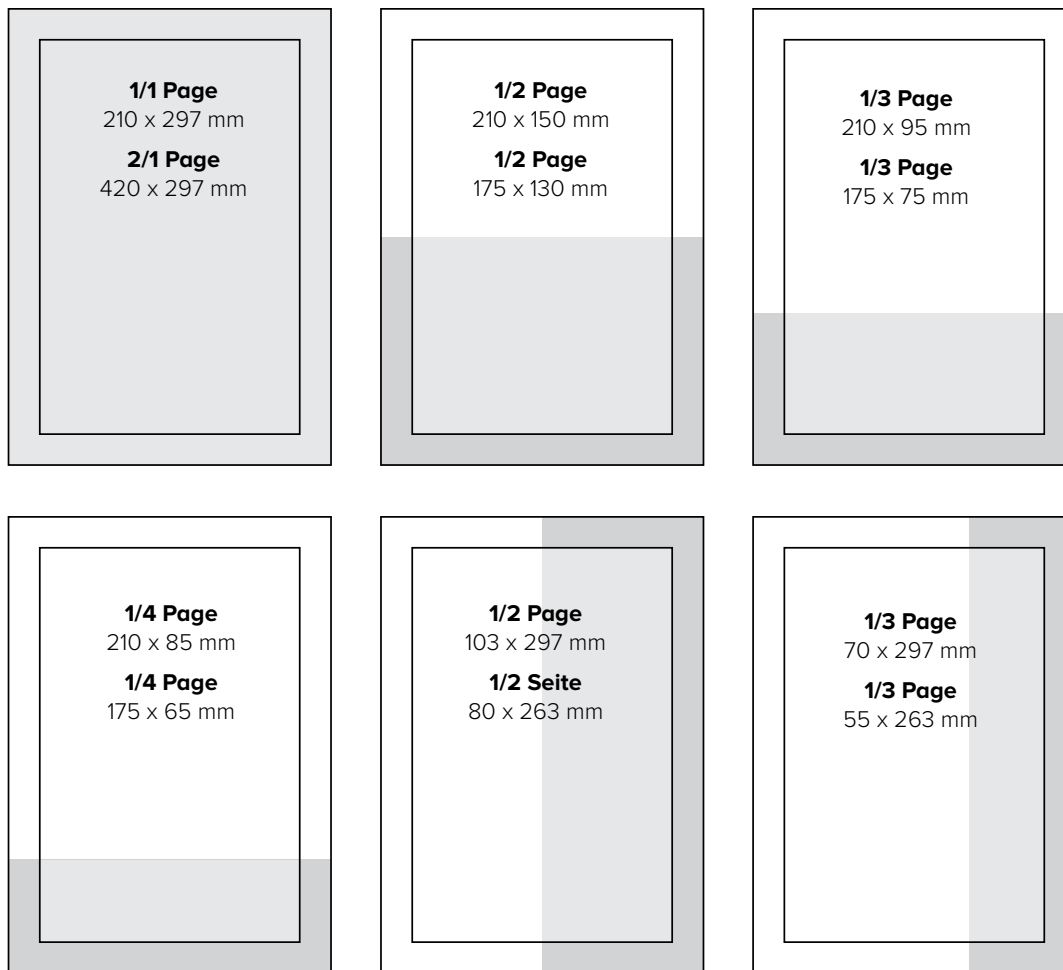
4 weeks presence for 199 euros. We are happy to present your ad or your advertorial on www.inside-beauty.de

The ideal environment for your campaigns and innovations for the perfumery industry and the perfect complement to the trade magazine INSIDE beauty..



Foto: Shutterstock/Helenofika

Trim size (SPA inside / INSIDE beauty / Swiss-Edition)



Trim size: 210 x 297 mm (8 1/4 x 11 11/16 in) **Type area:** 175 x 263 mm (6 7/8 x 10 5/16 in)

Please allow 3 mm (0,1181 inch) trim all around. 5 x 263 mm

Place all text and images liable to suffer from trim at least at 5 mm distance to trim.

Special formats and preferential positioning upon request.

Discounts

For 3 ads 5 %

for 6 ads 10 %

No discount for occasional ads

Discounts for joint ads in SPA

inside are possible.

Positioning charge 15 %

Inserts, gatefolds and other special media are available on demand and after individual consultation.

Payment terms: Net due in Euro 14 days from invoice date.

Advertorial

You can place an advertorial in all of our print products. You may supply your finished version optionally. We may also assist you in producing graphic design as well as content. We charge an additional layout fee for the creation of advertorials. Please contact us!

Inserts & supplements

Inserts, supplements and other special advertising formats can be booked for INSIDE beauty and SPA inside.

We are always pleased to assist you and prepare an individual offer.

Technical requirements for digital print sources

Contact person:

Muriel Allenbach
Fon+49 7221 92285-76
Fax +49 7221 92285-71
allenbach@redspa.de

Print data

Digital submissions exclusively. If you supply proofs they must be available at our print deadline.

Closed data format

PDF files, compatible with PDF/X-3:2002. Compliance condition: FOG RA39, ICC profile: ISOcoated_v2_eci

For web offset printing an internal adaptation is effected.

Profiles are available at www.eci.org/

Type fonts

- PDF files: All fonts must be included or converted to vector paths

Image resolutions

Referring to effective PDF resolutions
Bitmap images: 1200 dpi
Greyscale and colour images: 300 dpi

If the paper to be printed on varies from the ISO standard printing matter reference, differences between the ISO standard proof and the print result may occur.

Data transfer

Via e-mail: vorstufe@redspa.de
FTP server: According to arrangement

Please transfer your data clearly named.

Please note: Supplying open file formats or faulty/incomplete data causes extra data handling. Possible additional expenses will be charged.

For our general terms of trade please refer to www.redspa.de.

SPA direkt

Trade journal for the spa and wellness industry

SPA direkt is our trade journal for the spa and wellness industry. Informative, short and firm – that's how we present interesting news.

Including numerous inputs for daily business, legal advice, interviews with insiders and important events as well as contact informations for direct communication.

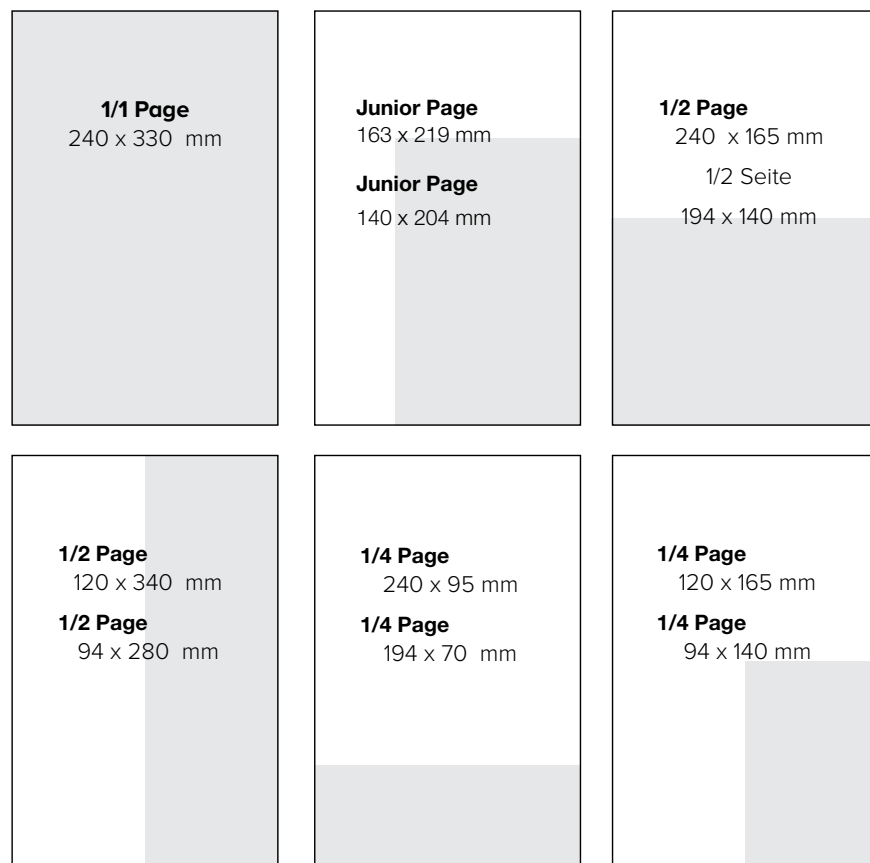
SPA direkt also presents current studies, reports on new openings, personal details and spa products. And of course there are dates, dates, dates ...



Editorial calendar SPA direkt

Issue	Topics	Deadline ads	Deadline editorial
1/2023 03.01.2023	Employee shortage - new ways. Natural cosmetics and organic hotels, Dates, Personalities, News	03.12.2022	09.12.2022
2/2023 01.03.2023	Anti-aging - which treatments are useful Dates, Personalities, News	06.02.2023	13.02.2023
3/2023 02.05.2023	Product sale in the spa – an unpopular topic Dates, Personalities, News	03.04.2023	11.04.2023
calendar week 27	Spa Design: What are the new features of the furnishings? Dates, Personalities, News	05.06.2023	12.06.2023
calendar week 31	Spa Manager - how do I manage correctly? Dates, Personalities, News	07.08.2023	14.08.2023
calendar week 45	Teamwork in the spa - what does it take? Dates, Personalities, News	09.10.2023	16.10.2023

Ad size SPA direkt online



Format: 240 x 330 mm **Type area:** 194 x 280 mm

Special formats and preferential positioning upon request.

Digital circulation and distribution

Increased reach through the online edition and main topics presented as articles on www.redspa.de

Hoteliers, spa managers and employees in the industry will be informed directly about the publication.

NEW since May 2023
SPA direkt as online publication

Advertising

Format	Price in €
1/1	1.950
Junior Page	1.300
1/2	1.150
1/4	750

Job market

Special format upon request. We would be pleased to create your advertisement.

Occasional ads

Format	Price in €
One column (45 mm)	4,95
Two columns (92 mm)	9,75

Discounts

For 3 ads 10 %

For 6 ads 25 %

No discount for occasional ads.

Discounts for joint ads in SPA inside are possible.

Positioning charge 15 %. Payment terms:
Net due in Euro 14 days from invoice date.

Chief editor

Franka Hänig, haenig@redspa.de,
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Marketing manager

Muriel Allenbach, allenbach@redspa.de
+49 7221 92285-76

redspa media

Social Media – we've got something for you



Online Banner – strong presence

Our homepage www.redspa.de offers a varied portfolio for the topics beauty, wellness and lifestyle with daily news and info about stores, activities and products. Service advantage: World-wide fair and convention schedule.

You can use these advantages for yourself with a banner that attracts attention. Let's get it started!

Banner	Format	Price
Leaderboard	728 x 90 pixel	200 €/month
Medium rectangle	300 x 250 pixel	150 €/month
Standard webbanner	468 x 60 pixel	100 €/month
Skyscraper	120 x 600 pixel	200 €/month

Online advertorial

1500 characters plus picture, including link

4 weeks on our homepage: followed by 6 months in one of our subcategories (Beauty or Spa News): 750 €

2 weeks on our homepage: followed by 6 months in one of our subcategories (Beauty or Spa News): 450 €

1 weeks on our homepage: exclusively on our homepage 250 €

We create your advertorial based on your text and image material.

Social Media – Online Networking



In addition to our print magazines, we are active in the social media area: Facebook, Google+, Twitter or Instagram.

Our offer: A Facebook share of a SPA inside advertorial for 50 € per

Contact person

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Read SPA inside online – Our service plus

Our magazine SPA inside is available as an e-paper version for PC, tablet or mobile phone. This means for you: Whether advertisement or advertorial – you can reach our readers not only via the attractive print edition, but also directly online. You can also find our digital issues at Yumpu, Media Carrier and Sharemagazines.

Our plus, your advantage

For years we have been showing our presence in the fields of beauty, wellness and travel with our various public and trade magazines.

Benefit and profit from the expertise and the know-how of our entire team.

From the idea to the printing – as a full-service agency, we take over the complete production of your customer magazine.

Customer magazine – your appearance

From the idea to the magazine – from the concept for an appealing magazine through research and the composition of articles by our editors to the presentation in multiple online forums and our sales portal – redspa media offers an extensive presentation of your company. Are you interested?

**We would be pleased to create
your tailor-made offerot.**



Trade fairs – our competence

Are you looking for ideas for your trade fair programme, input for lecture topics and suitable top-class speakers? Just ask us. We can draw on many years of trade fair and congress experience and create a suitable concept for you – and implement it together with you.

**We would be happy to submit
an individual concept to you.**

Contact person

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Fotos: Shutterstock/ Matej Kastelic/jocic



ALSO IN THE PORTFOLIO



The top event for the spa industry

The varied specialist event for the spa and wellness industry will take place for the seventh time from 26. bis 28. June 2023 and is aimed at hotel and spa directors, spa managers, consultants and representatives of the spa industry as well as employees of facilities such as resorts, day spas, health and fitness facilities.

At Spa Life, providers of the spa industry and contact persons of the wellness and luxury hotels come into direct contact with each other during speed dating. Take advantage of the unique event of exhibition, speed dating, networking and specialist congress for your brand presentation!

Contact person

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SPA Star Awards 2023:

You own a wellness hotel or day spa that deserves an award? Then apply for the SPA Star Award 2023. For up to two categories, you can apply by 28 February 2023.

- ★ Newcomer
- ★ City Spa
- ★ Green Concept
- ★ Spa Concept
- ★ Spa Team
- ★ Spa Star plus
- ★ Health Concept

Contact person

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*The SPA Star Awards
will be awarded on the occasion of the Spa Life Germany
event during a gala evening
event.*

Application documents can be downloaded on www.redspa.de/spa-star





The insider meeting in North Germany

For two days, we offer the opportunity to get inspiration for professional success, to discover and try out new things, be it cosmetic products or services of the exhibiting companies – especially for the hotels in northern Germany. During the proven speed dating in conversation and later also in the business.. Spa Life Compact is rounded off with an exciting congress programme. There is also time for networking and making contacts at a relaxed dinner together.



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Doing something good for yourself and others

Yoga, Qi Gong, forest bathing, sustainable concepts and products, innovative clean beauty – all this is currently in great demand. With Spa Life Retreat we not only want to introduce you to products and ideas towards a „greener“ (hotel) everyday life, but also make the topic tangible and tangible with various practical sessions and exercises.

If you have conscious, sustainable spa and hotel offers for your guests, you should also experience them personally.

Spa Life Retreat is based on the format of the proven Spa Life concept plus practical workshops.



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