



mediadata **2024**

redspa**media**

On the pulse of time REDSPA MEDIA

With background knowledge

Expert opinions

ATTRACTIVE

Competent

Exciting

Versatile

CURRENT
TOPICS

Trend-conscious

Professionally adept

ON SITE
RESEARCHED

The media company **redspa media GmbH** has stood for expertise in all aspects of spa and spa and wellness as well as fragrance and beauty.

Our portfolio includes the specialist magazines **INSIDE beauty** and **INSIDE beauty Swiss** and the special interest magazine **SPA inside**. We also publish the online trade magazine **SPA direkt**.

We are also the organizer of the **SPA Life Events** and present the prestigious **SPA Star Awards**.

The creation of customer magazines completes our service profile.

OUR PRODUCTS

SPA inside

Our relaxed special interest magazine about spa trends, wellness hotels, beauty, fitness and travel.

Page 4



INSIDE beauty

A must-have for all who are involved in trade and industry. For insiders and professionals in the beauty and fragrance scene.

Page 8

SPA direkt

scores as an online trade journal for all insiders from the hotel, spa, beauty and cosmetics industry.

Page 14



INSIDE beauty Swiss-Edition

Our specialist magazine for insiders and professionals sheds light on the beauty and fragrance market in Switzerland.

Page 11

SPA inside

The wellness and travel magazine

Average circulation
25.000 copies

Frequency of publication
Published every two months, at the
beginning of the month starting with January 2024.

- Distribution
- Newsstand (airport/railway)
 - Subscriptions
 - Spa hotels in Germany, Austria, Switzerland and South Tyrol/Italy
 - Display in selected medical practices and health centers
 - Reader circles
 - various online providers such as Media Carrier, United Kiosk and iKiosk
 - Online magazine in the Deutsche Bahn ICE portal



Chief editor
Franka Hänig
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| Advertising | |
|--------------------|------------|
| Format | Price in € |
| 1/1 | 5.350 |
| 2/1 | 6.400 |
| 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 |



Topics | Dates 2024

| Issue | Topics | Deadline ads | Deadline print |
|----------------------|--|--------------|----------------|
| 1/2024 03.01.2024 | Dream destination Maldives* Green is the trump card - sustainable hotel concepts Natural cosmetics Spa Trends Yoga - all-round relaxation | 04.12.2023 | 07.12.2023 |
| 2/2024 01.03.2024 | Off to Singapore Beauty special: Anti-aging Vegan cuisine The most beautiful golf courses* Infusions for a strong immune system | 05.02.2024 | 12.02.2024 |
| 3/2024 02.05.2024 | Vacation in Sardinia Our most beautiful family hotels* Sun protection from head to toe Spa metropolis Venice Water sports | 08.04.2024 | 15.04.2024 |
| 4/2024 01.07.2024 | Discover Merano* The most beautiful destinations in Greece Travel along the Moselle Retreats in nature Beauty special: Moisture | 10.06.2024 | 17.06.2024 |
| 5/2024 01.09.2024 | SPA Metropolis Hamburg Enchanting South of France Beauty special: Menopause Island bliss Mallorca* + All winners and nominees of the SPA Star Awards 2024 | 12.08.2024 | 16.08.2024 |
| 6/2024 02.11.2024 | Christmas metropolis Metz Soothing care from head to toe + massage trends Our best wellness hotels for the winter* A strong back Christmas special: The best gifts for the festive season* | 14.10.2024 | 21.10.2024 |

* special topics for advertorials



INSIDE beauty

The trade magazine for the perfumery industry

Our world is becoming increasingly digital - with a strong impact on the retail landscape. Online retail is here to stay, but many people long for personal interaction, communication and experiences. They want to discover care products and fragrances with all their senses - tailored to their personal needs and wishes. The skillful networking of different channels is crucial to reaching and inspiring customers.

The renowned trade magazine for the perfumery sector is the link between industry and trade. In every issue of **INSIDE beauty**, professionals will find news about launches, concepts and treatments as well as tips from insiders that can be put into practice immediately. The aim is to prepare and strengthen beauty consultants for their work. All options for addressing individual customers should be coordinated in order to create worlds of experience - in stationary retail and online. At **INSIDE business**, interviews with opinion leaders show where the industry is heading. Trends and developments at home and abroad are highlighted. **INSIDE beauty** is the press organ of the VKE Cosmetics Association.

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 |

Frequency of publication

Published every two months, at the beginning of each month starting with February 2024.

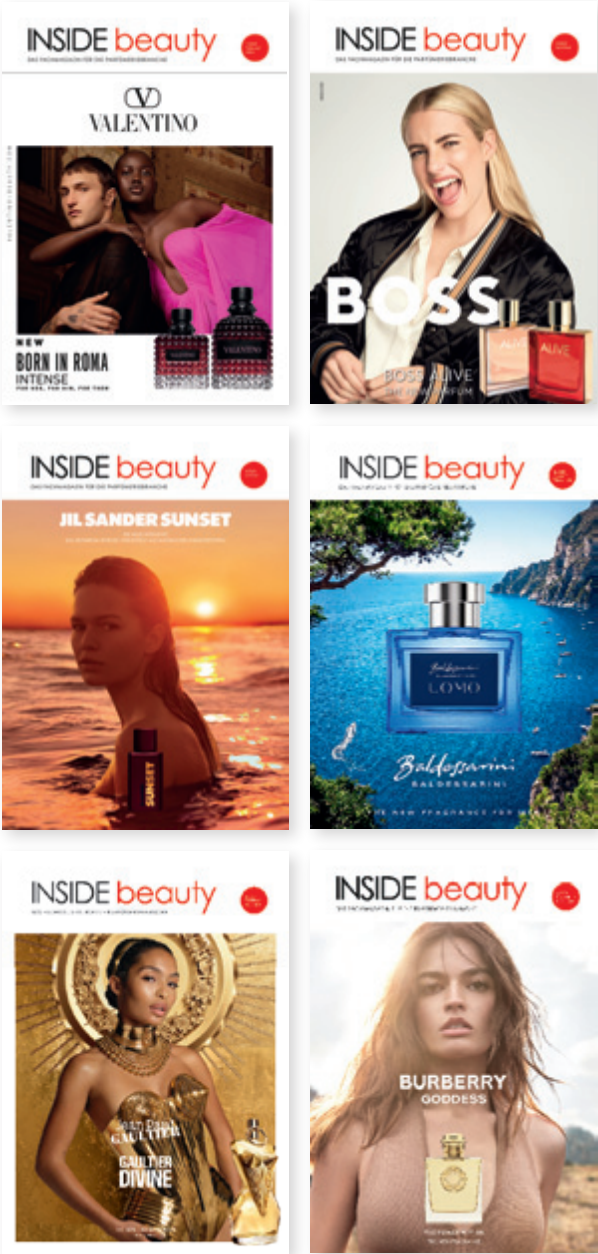
Price

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



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

Topics | Dates 2024

| Issue | Topics | Deadline | Deadline print |
|----------------------|--|---|----------------|
| 1/2024 01.02.2024 | TOP TOPIC: NEW LAUNCHES SPRING fragrance Spring magic - the new fragrances, freshly unpacked care In balance - products & treatments that revitalize tired skin Series: Basic care knowledge - explained briefly and precisely business Looking ahead to 2024 - what we should be prepared for | 11.01.2024 Editorial deadline 05.01.2024 | 15.01.2024 |
| 2/2024 01.04.2024 | TOP TOPIC: CHARMING BRANDS lounge Popular and new brands with their stories care Sun protection - New textures for daily use / A fixed step in the skincare ritual / Which protection for which vacation destination? make-up Bright spring colors trade Charming Brands - Recommendations from insiders | 11.03.2024 Editorial deadline 01.03.2024 | 15.03.2024 |
| 3/2024 01.06.2024 | TOP TOPIC: SUSTAINABLE fragrance The trend is towards sustainably sourced & recycled ingredients Refills - how to tell your customers about them care Pigment spots and hyperpigmentation - what helps? trade Sustainable commitment - New ideas and solutions | 10.5.2024 Editorial deadline 02.05.2024 | 16.05.2024 |
| 4/2024 01.08.2024 | TOP TOPIC: BEST AGER care Happy Aging! New findings on skin ageing plus innovative skincare technologies / Menopausal skincare natural beauty Traditional active ingredients and herbal alternatives fragrance With a cheerful floral character make-up tips for women 50+ | 11.07.2024 Editorial deadline 01.07.2024 | 15.07.2024 |
| 5/2024 30.09.2024 | TOP TOPIC: THE NEW LUXURY fragrance Focus on radiant femininity / Flacon design - New solutions make-up Foundations - The trend is towards „weightless“, plus insider tips care Powerful serums / Care goal: A healthy skin barrier trade Excellent service - what discerning customers appreciate | 11.09.2024 Editorial deadline 02.09.2024 | 16.09.2024 |
| 6/2024 15.11.2024 | TOP TOPIC: CHRISTMAS fragrance Always in demand: classics / limited editions & sets / gift tips care What your skin needs in winter and what you should avoid make-up Now it's getting festive! Make-up with a glam factor business Last-minute tips from insiders for consulting and sales | 18.10.2024 Editorial deadline 11.10.2024 | 25.10.2024 |



INSIDE beauty Swiss-Edition

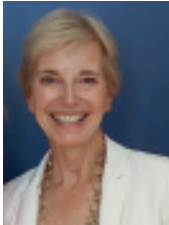
The INSIDE beauty Swiss edition informs readers four times a year about the new products and trends on the market, providing basics and stories. Beauty professionals in Switzerland benefit from insider tips for advice and sales.

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

from insiders that can be implemented quickly, plus further information and links. Interviews with decision-makers reveal the philosophies and strategies of well-known and new brands. Trends and inspiration for skincare, fragrance and make-up are included. The insights and outlooks on market developments are also helpful.



| Issue | Topics | Deadline ads | Deadline print |
|----------------------|--|--------------|----------------|
| 1/2024 15.02.2024 | fragrance Spring magic - The new fragrances care In balance - products that revitalize and strengthen tired skin only for men Fragrances & care that emphasize its radiance business Beauty trends 2024 - what you should be prepared for | 16.01.2024 | 23.01.2024 |
| 2/2024 15.04.2024 | trends Popular and new artistic brands with their stories care Sun protection - New textures for daily use / Sun care complements the skincare ritual makeup Inspired by spring trade Charming Brands - Recommendations from insiders | 15.03.2024 | 25.03.2024 |
| 3/2024 15.08.2024 | fragrance Countdown to the Swiss Perfume Award DUFTSTARS (on August 22) care Happy Aging! Skin care during the menopause New findings on skin ageing plus innovative care technologies natural beauty Traditional active ingredients and herbal alternatives makeup Make-up tips for women 50+ | 17.07.2024 | 24.07.2024 |
| 4/2024 15.11.2024 | fragrance Always in demand: classics - limited editions & sets care What the skin needs in winter - and what it doesn't need makeup Now it's getting festive! Make-up with a glam factor business Last-minute tips from insiders for consulting and sales | 18.10.2024 | 25.10.2024 |



Chief editor

Susanne Stoll
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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 | Price 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 |

Editorial requests

Sabine Maier
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Marketing

Sandra Gassenschmidt
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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)

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/Helen4ka

TRIM SIZE

(SPA inside / INSIDE beauty / Swiss-Edition)

1/1 Page
210 x 297 mm
2/1 Page
420 x 297 mm

1/2 Page
210 x 150 mm
1/2 Page
175 x 130 mm

1/3 Page
210 x 95 mm
1/3 Page
175 x 75 mm

1/4 Page
210 x 85 mm
1/4 Page
175 x 65 mm

1/2 Page
103 x 297 mm
1/2 Page
80 x 263 mm

1/3 Page
70 x 297 mm
1/3 Page
55 x 263 mm

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

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.

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!

Bound inserts & inserts

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.

Discounts

with 3 ads 5 %
with 6 ads 10 %
Occasional advertisements are not eligible for discount.
Discounts for the combination with SPA direct are possible.
Placement surcharge 15 %
Payable within 14 days net after the invoice date.

Technical requirements for digital print sources

Contact person:

Sandra Gassenschmidt, gassenschmidt@redspa.de
Tel. +49 7221 92285-81, Fax +49 7221 92285-71

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.

SPA direkt

Online trade journal

Our trade magazine for hoteliers, spa managers and employees in the industry went online last year - free of charge to reach even more readers. Current topics from the industry, interviews with insiders and lots of information on events and happenings. SPA direkt online is published every two months, at the beginning of the month starting in January 2024, and is sent to you as a newsletter.

Not yet on the mailing list? Simply send a short message by e-mail to info@redspa.de

Chief editor:
Franka Hänig
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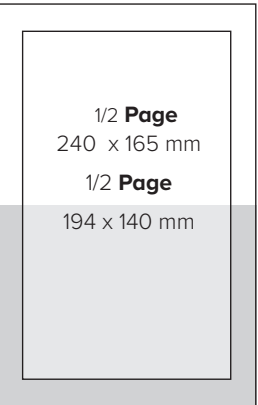
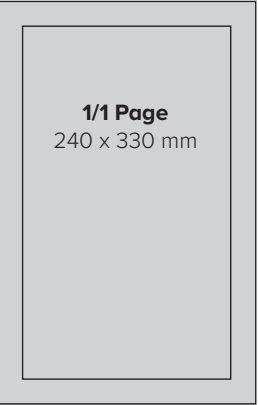
Distribution:
Hotel, spa and beauty industry
as well as cosmetics industry
and agencies



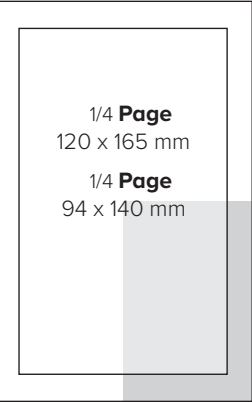
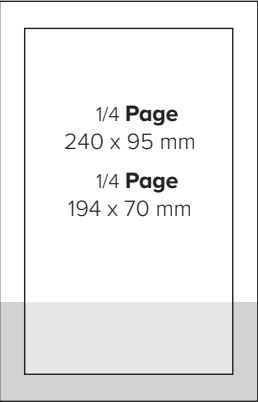
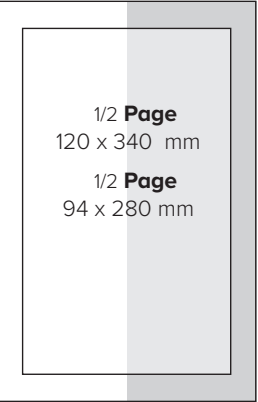
Editorial calendar SPA direkt

| Issue | Topics | Deadline ads | Deadline editorial |
|--------|---|--------------|--------------------|
| 1/2024 | Sustainability is in demand, natural cosmetics and organic hotels. Dates, personalities, news | 04.12.2023 | 07.12.2023 |
| 2/2024 | Anti-ageing in the hotel spa. The latest trends. Dates, personalities, news | 05.02.2024 | 12.02.2024 |
| 3/2024 | Young employees in the spa team. Dates, personalities, news | 08.04.2024 | 15.04.2024 |
| 4/2024 | Spa design: what's new in furnishings? Dates, personalities, news | 10.06.2024 | 17.06.2024 |
| 5/2024 | Spa manager - how do I manage properly? Dates, personalities, news | 12.08.2024 | 16.08.2024 |
| 6/2024 | Spa menu - what must, what can. Dates, personalities, news | 14.10.2024 | 21.10.2024 |

Ad Size SPA direkt online



NEW since May 2023
SPA direkt as online
publication



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

Special formats and preferential positioning upon request.

| Format | Price in € |
|--------|------------|
| 1/1 | 1.950 |
| 1/2 | 1.150 |
| 1/4 | 750 |

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

| 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.

Digitally distributed circulation
Increased reach through online page-turning edition. Focus topics are also published as articles published as articles on www.redspa.de.

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: Worldwide 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 | 250 €/month |
| Medium Rectangle | 300 x 250 Pixel | 150 €/month |
| Standard Webbanner | 468 x 60 Pixel | 100 €/month |
| Skyscraper | 120 x 600 Pixel | 200 €/month |






Read SPA inside online – Our service plus

Our SPA inside magazine is available as an e-paper version for PC, tablet or cell phone. For you, this means that whether it’s an advertisement or advertorial - you can reach our readers not only via the attractive print edition, but also directly online. Our magazine SPA inside is also listed with several online kiosk providers such as www.ikiosk.de, www.united-kiosk.de and www.media-carrier.de. SPA inside is available as travel reading in the Deutsche Bahn ICE portal. The portal can be used on board selected Intercity trains and all ICE trains with connected WLAN.

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

Sandra Gassenschmidt,
gassenschmidt@redspa.de
+49 7221 92285-81

CUSTOMER MAGAZINES

Our expertise
for your perfect appearance

You want to give your hotel, your company or your product more space - use the magic of beautiful pictures and good texts, you want to tell stories, you want to present your innovation, from the initial idea to the opening or market launch.

We can not only fully support the idea of a customer magazine, because beautiful pictures and exciting texts are memorable - in today’s fast-moving world, a high-

quality magazine stands for consistency, value and luxury. It cannot be wiped away with a finger, but accompanies the reader and invites them to look at it and linger. To create a magazine like this, you need a well-coordinated, professionally experienced team. And that is exactly what we can offer you.

We are a team of experienced specialist editors who have been working in the beauty, wellness and hotel industry for years. Our team is rounded off by excellent graphic designers who have a perfect command of their craft and have known the industry for a long time.

And last but not least, our magazines SPA inside, SPA direkt and INSIDE beauty as well as the INSIDE beauty Swiss edition speak for themselves. We know what your customers and guests want, because your customers are our readers.

From the idea to the magazine - from consulting and designing a modern, creative layout to researching and creating journalistic texts to an eye-catching appearance as a print edition - also for online presentations: The redspa media team is ready to help. Get in touch with us!



Our plus, your advantage

- For years, we have been making our presence felt with our various consumer and trade magazines on the topics of beauty, wellness and travel.
- Benefit and profit from the expertise and know-how of our entire team.**
- As a full-service agency, we take care of the entire production of your customer magazine, from the initial idea to the hot-off-the-press copy.



Contact person
Franka Hänig
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SPA LIFE GERMANY BECOMES



We are still full of positive energy from our industry event at the end of June at the Klosterhof - Alpine Hideaway & Spa in Bayerisch Gmain. The opening by Michaela Kaniber, Bavarian Minister of State for Food, Agriculture, Forestry and Tourism, set a great spirit for the top-class congress program, the exciting speed dating sessions and the presentation of our SPA Star Awards. We will gladly take this spirit and the enthusiasm of the participants for such an industry

event with us into next year. Because then we will be celebrating our 10th birthday - with a new name: **FORUM SPA inside.**

We would like to thank Mike and Andrew from Spa Life International for their cooperation so far and look forward to seeing you all again in June 2025 - to continue the success story of our success story of our industry meeting and the presentation of our **SPA Star Awards.**

FORUM SPA inside is four events in one:

Top speakers: Our invited experts speak on cutting-edge topics and look beyond the horizon. They will share their experience, ideas and strategies to advance your daily hotel and spa business.

Speed Dating: In this forum, hotel participants and sponsors from the industry meet for 15-minute face-to-face discussions. A perfect setting for getting to know each other and exchanging product offers, concepts and ideas.

Exclusive exhibition area: Our sponsors offer their products and services on site to enrich your everyday hotel life, show highlights and trends and present new developments.

Gala dinner with presentation of the SPA Star Awards: The prestigious SPA Star Awards are presented to outstanding hotels and spas at a festive gala event.

SPA STAR AWARDS:

Do you have a wellness hotel or day spa that deserves an award?
Then apply for the SPA Star Awards.
You can apply for up to two categories.

CATEGORIES

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

★ Audience Award

The Audience Award increases your chances of being nominated, of being nominated - even if you don't make it into the the very best in the submitted category in the submitted category. Every application is automatically in the running for the Audience Award.



Contact person

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See you in 2025

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