

Welcome to Spalife

about us

Established in 2000. Indulge yourself in the decadent world of Spa Life Magazine. Featuring spas from across Canada and the northern USA as well as feature articles about the latest developments in the spa industry, this magazine is a must for every spa buff. Yet, Spa Life is about more than just spas. With favorite recipes from featured spa destinations, mouth-watering treats are at your fingertips. Spa Life is also dedicated to personal and health issues. Every issue includes a natural health section, a guide to self-health nurturing, and treatments to make at home.



Our pages cover the spectrum of spas; from hands on therapies, to medical and physician spas.



About Our Company

In 1996 Mary Hughes started Harworth Publishing, which now publishes Inns and Spa Life magazines.

Initially Hughes was surprised to discover there wasn't any publication in Canada serving the inn and B&B industry, so she decided to start Canadian Country Inns to fill the void. With the success of the magazine in Canada,

Hughes expanded the publication into the U.S. and renamed the magazine Inns magazine to incorporate its new demographic.

Now titled Inns to coincide with a change in design the magazine focuses "on travel, dining and pastimes. From undiscovered gems located in the North American countryside to quaint inns in small villages, everything you need for an exquisite

getaway can be found within our pages. We feature the most splendid inns, bed and breakfasts, and resorts for restful and romantic hideaways," Hughes said.

Hughes incorporated her business under the Harworth Publishing banner, named after her father, in 1997 and began publishing Spa Life magazine in 2000. Spa Life is aimed at an audience across Canada and is dedicated to the world of spaing for repose, rejuvenation and new beginnings.

"Our readers have a penchant for rejuvenation of body, mind and spirit, or travel to idyllic locales to help them do just that," Hughes said. "North America's finest travel and specialty writers present stories about day spas, destination spas, resort spas, health and wellness, alternative healing therapies, nutrition and more."

Harworth Publishing joined in a partnership with BBCanada.com to launch spalifeonline.com and northamericaninns.com, a new tourism web directory for spas and inns across Canada.

advertising

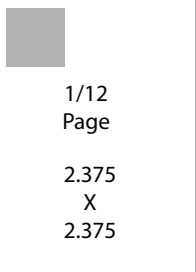
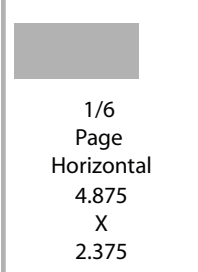
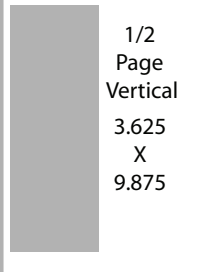
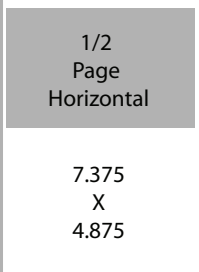
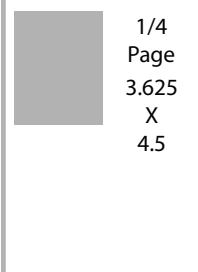
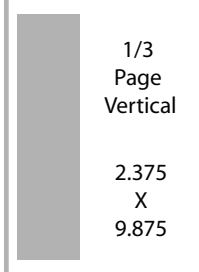
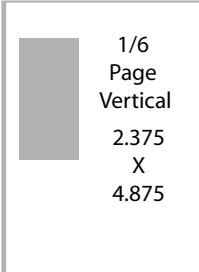
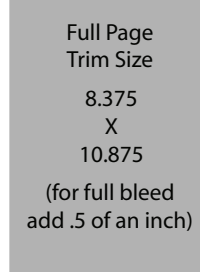
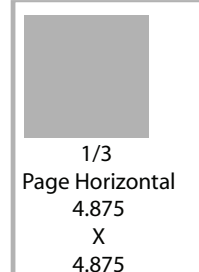
RATE CARD INSERTIONS SAVINGS

	1X 0%	2X 10%	3X 15%	4X 25%
1/12	\$ 335	\$ 302	\$ 285	\$ 275
1/6	\$ 625	\$ 563	\$ 531	\$ 500
1/3	\$ 1150	\$ 1035	\$ 978	\$ 925
1/4	\$ 850			\$ 650
1/2 color	\$ 1875	\$ 1688	\$ 1594	\$ 1500
full page	\$ 3250	\$ 2925	\$ 2763	\$ 2625
Inside Back Cover	\$ 3875	\$ 3488	\$ 3294	\$ 3100
Inside Front Cover	\$ 3950	\$ 3555	\$ 3358	\$ 3250
Back Cover	\$ 4375	\$ 3938	\$ 3719	\$ 3500

30 Word Annual Directory Listing per 4-issues
Glue-ins / inserts / brochures to booklets –

\$450
call for pricing

Ask about custom quotes on gate folds, inserts, and guaranteed positioning. NOTE: Above rates do not include ad designs. Harworth Publishing will be happy to assist you on ad designs, charged at a 10% rate of ad. GST not included.

 <p>1/12 Page</p> <p>2.375 X 2.375</p>	 <p>1/6 Page Horizontal</p> <p>4.875 X 2.375</p>	 <p>1/2 Page Vertical</p> <p>3.625 X 9.875</p>	 <p>1/2 Page Horizontal</p> <p>7.375 X 4.875</p>	 <p>1/4 Page</p> <p>3.625 X 4.5</p>	 <p>1/3 Page Vertical</p> <p>2.375 X 9.875</p>
 <p>1/6 Page Vertical</p> <p>2.375 X 4.875</p>	 <p>Full Page Trim Size</p> <p>8.375 X 10.875</p> <p>(for full bleed add .5 of an inch)</p>	 <p>1/3 Page Horizontal</p> <p>4.875 X 4.875</p>			

ADVERTISING SPECIFICATIONS

AD PRODUCT	WIDTH	X	HEIGHT
Bleed size	0.25"		all sides
Final trim size	8.25"	x	10.75"
Full page with bleeds	8.75"	x	11.25"
Full page no bleeds	7.25"	x	9.75"
DPS with bleeds	17"	x	11.25"
Half page horizontal	7.25"	x	4.75"
Half page vertical	3.5"	x	9.75"
One-third vertical	2.5"	x	9.75"
One-third square	4.875"	x	4.875"
One-sixth horizontal	4.875"	x	2.375"
One-sixth vertical	2.375"	x	4.875"
One-twelfth	2.375"	x	2.375"
Quarter Page Editorial Program	3.625"	x	4.5"

Bleeds only available for full page and double page spreads

MECHANICAL SPECS

- Acceptable press ready file formats: PDF, TIFF, EPS.
- For supplied art, all fonts should be converted to curves/outlines unless they are embedded or included with support files.
- Color artwork must be supplied in CMYK. Any RGB or spot colors will be converted to process color.
- Supplied images must be 300 dpi at 100% for print.
- Any full bleed object must have a 0.25" bleed past the final trim on all sides. Live images and type must be a minimum of 1/2" inside trim size measurements.
- A hard copy of the ad must be received with files to ensure accuracy, otherwise Harworth Publishing Inc. will assume no responsibility for errors.
- Harworth Publishing Inc. does not guarantee 100% color accuracy.
- Contact Harworth Publishing for FTP coordinates & upload info.

circulation + distribution

Total circulation 21,000

Single copy sales: 6,000 newsstands

Single copy sales: 4,000 subscriptions

Single copy sales: 4,000 mailed to trade – spas in Canada

Controlled circulation: 5,000 Direct Spa hotel/resort distributions – bulk mailings to spas with hotel rooms for in-room distribution. Additional 2,000 distributed through consumer tradeshow

Trade Circulation:

Includes our mailing list of 4,000 spas across Canada

2300 Aesthetic Spas

700 Medical Spas

400 Plastic Surgeon Spas

200 Massage Schools

300 Aesthetic Schools

100 Alternative Therapy schools

Circulation Break down

Alberta, Saskatchewan, Manitoba 4,000

Ontario, 5,000

British Columbia, 3,000

Maritimes, 3,000

Quebec, 2,000

United States (bordering States distribution) 4,000

readership

Spalife's Readership Surveys of those visiting spas confirm that visitors are primarily professionals between 30-55 years of age who travel year-round and visit spas four times a year. In addition, they are connoisseurs of a host of upscale products and experiences.

- 89% female; 11% male
- 80% are homeowners
- 47% with personal annual incomes over \$56,000
- 20% travel due to business trips
- 80% travel for rejuvenating getaways
- 50% are college or university graduates
- 8% of spa goers are under the age of 25

Age range readership profile: 35-65 surveyed at the National Women's Show, Ottawa Spring 2007.
Out of 553 subscription ballots sold.

publishing schedule

Four times annually

- **Spring Romance Issue** - *couples' treatments, blissful pleasures, unique therapies* February
- **Summer Secrets Issue** - *signature treatments, where to find what products and home remedies* May
- **Fall Escapes Issue** - *soul inspiring, revitalizing treatments, wellness programs* August
- **Winter Luxury Issue** - *pampering getaways, exquisite surroundings, dreamy rendezvous* November

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spalife

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