

eMail List American Spa

Email Addresses Available 8,443 \$410 per 1,000

Who They Are

Influential subscribers are spa owners, partners, presidents, and managers. In fact, 85% of these subscribers make final purchasing decisions. They are seasoned professionals who have been in the spa business for an average of thirteen years. The spa industry thrives on new products and services so when these savvy entrepreneurs and managers see opportunities, they are willing to take advantage of them.

What They Buy

More than 90 million consumer visits per year at nearly 6,000 nationwide locations, spas are a huge market for beauty, personal, and health care products and services including:

- Skin and facial care, make up
- Hair care
- Massage
- Hydrotherapy
- Aromatherapy
- Yoga and meditation
- Nutrition, diet and healthy cuisine




Mail List
AVAILABLE

Why They Subscribe

New products and treatments, top spa trends, skin care, decor, management issues and the bottom line are at the top of the list of subjects highlighted in this industry's must-read publication.

**Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results**

Minimum Order
3000 Names

List Source
Controlled Circulation,  VERIFIED
Verified Audit Circulation

Mail/Email/Phone Lists
Combination Discounts Available
Call for Rates

Selections
Base Rate + \$15/M
Job Title
Job Function
Business/Industry
Business Address
Geography
Gender
Max Per Site
All Other Selects \$15/M-\$25/M

How to Rent a Questex Email List
All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

Updating Cycle
Lists are updated quarterly. Please call for the most current counts.

Cancellations
A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



QUESTEX
MEDIA

www.questex.com

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For advertising opportunities visit www.americanspamag.com

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Breakdown by Title

Owner/President	3,917
Spa Director/Manager/Other Mgmt.	1,372
Massage Therapist	272
Cosmetologist	340
Esthetician	1,231
Spa Consultant	108
Dermatologist	35
Plastic Surgeon	58
Medical Personnel	105

Breakdown by Primary Business

Day Spa	1,517
Spa/Salon	1,591
Resort/Hotel Spa	596
Medi-Spa	580
Salon With Spa Services	755
Distributor/Importer	147
Dermatology/Plastic Surgery/Laser Centers	259
Manufacturer	203
Skincare Salon	879
Health or Fitness Center	161
Wellness Center	305
Massage Therapy	454
Consultant	259

Breakdown by Services Offered

(Multiple Response)	
Aromatherapy	3,735
Cosmetics	3,923
Facials	5,393
Fitness Programs	1,260
Full Body Skin Care	3,901
Hair Care	3,068
Hair Removal	4,169
Massage	4,142
Nail Care	3,299
Nutrition & Weight Management	1,416
Permanent Make-Up	991
Reflexology Care	2,636
Retail Center	3,829
Tanning	1,267
Water Therapies	1,167
Anti-Aging	4,128

Breakdown by Number of Employees

Over 25	1,343
Under 25	6,402

Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



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