

# Mailing List American Spa

Subscribers Available for Rental 18,897 \$110 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

## 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.



eMail List  
AVAILABLE

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

**Minimum Order**  
5000 Names

**List Source**  
Controlled Circulation,   
Verified Audit Circulation

**Telemarketing List**  
Base Rate + \$60/M

**Mail/Phone/Email 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

**Addressing/Format Options**

Email File	\$40/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

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

**Guaranteed 98% Mail Deliverability**

**Terms and Conditions**  
Rented for one time use only. Sample mailing piece required, subject to approval.

**Cancellations**  
\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



**QUESTEX**  
MEDIA

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# Mailing List

## American Spa

### State Counts

#### SCF Range

995-999	AK	29
350-369	AL	183
716-729	AR	141
850-865	AZ	427
900-966	CA	2482
800-816	CO	407
060-069	CT	286
200-205	DC	65
197-199	DE	51
320-349	FL	1778
300-319	GA	471
967-968	HI	151
500-528	IA	181
832-838	ID	107
600-629	IL	754
460-479	IN	377
660-679	KS	169
400-427	KY	187
700-714	LA	181
010-027	MA	542
206-219	MD	297
039-049	ME	117
480-499	MI	496
550-567	MN	335
630-658	MO	404
386-397	MS	100
590-599	MT	94
270-289	NC	490
580-588	ND	36
680-693	NE	136
030-038	NH	106
070-089	NJ	527
870-884	NM	138
890-898	NV	236
090-149	NY	1186
430-458	OH	537
730-749	OK	193
970-979	OR	237
150-196	PA	691
028-029	RI	55
290-299	SC	267
570-577	SD	52
370-385	TN	388
750-799	TX	1219
840-847	UT	196
220-246	VA	403
050-059	VT	49
980-994	WA	455
530-549	WI	377
247-268	WV	60
820-831	WY	51

### Breakdown by Title

Owner/President	12,076
Spa Director/Manager	1,204
Massage Therapist	313
Cosmetologist	494
Esthetician	1,715
Spa Consultant	84
Dermatologist	32
Plastic Surgeon	64
Medical Personnel	87
Other	2,218

### Breakdown by Primary Business

Day Spa	4,809
Spa/Salon	3,101
Resort/Hotel Spa	1,341
Medi-Spa	742
Salon With Spa Services	1,917
Distributor/Importer	125
Dermatology/Plastic Surgery/Laser Centers	375
Manufacturer	134
Skincare Salon	3,503
Health or Fitness Center	374
Wellness Center	359
Massage Therapy	1,176
Consultant	140

### Breakdown by Number of Employees

35+	1,125
25 - 35	665
15 - 24	1,168
10 - 14	1,535
Less Than 10	6,773



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## American Spa

### Breakdown by Services Offered

*(Multiple Response)*

Aromatherapy	5,946
Cosmetics	6,560
Facials	8,469
Fitness Programs	1,801
Full Body Skin Care	6,299
Hair Care	6,137
Hair Removal	7,369
Massage	6,832
Nail Care	6,340
Nutrition & Weight Management	1,715
Permanent Make-Up	1,798
Reflexology Care	4,260
Retail Center	6,445
Tanning	2,232
Water Therapies	1,637
Anti-Aging	6,612
Other Services	576



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