



MEDIA KIT

AN INSIDER'S GUIDE TO THE SPA EXPERIENCE



ARIZONA SPA GIRLS MEDIA KIT

AN INSIDER'S GUIDE TO THE SPA EXPERIENCE

KEY FACTS ABOUT ARIZONA SPA GIRLS

FEATURES

- ABCNewsNow
- Parenting Magazine
- Martha Stewart Radio
- Leisure Group Travel
- Woman's World
- Woman's Day
- Chicago Sun-Times
- Phoenix Magazine
- NewBeauty Magazine
- The Wall Street Journal
- ABC-15 Sonoran Living
- AZ-TV Morning Scramble
- 12 News
- Good Morning Arizona

STATISTICS

- 86% Female Readership
- 300,000 monthly page views
- 30,000+ unique visitors
- 25,000+ social media reach

PARTNERS

- International Spa Assoc.
- Local Lily
- Arizona Office of Tourism
- Fresh Start Women's Foundation
- Valley of the Sun Active 20-30 Club

INFORMING AND INFLUENCING BEHAVIOR

Launched in 2002, Arizona Spa Girls connects consumers to the health, beauty and wellness industry in their region. We are the premier insider's guide to the complete spa experience and aim to connect you with a highly responsive audience.

No other online resource has the same authority and influence when it comes to beauty and wellness. For salon and spa owners and decision-makers, we are the bridge between your business and the consumer.

Our unique editorial platform provides a broad-ranging outlet for advertisers to showcase their products and services.

DEALS

In the spirit of making the spa experience accessible, Arizona Spa Girls is the number one place for savvy shoppers to go before trying out a new salon or spa. Our deals are highly targeted, available on demand and crafted in a way to entice loyal new clients.

SALON & SPA DIRECTORY

Directory listings on Arizona Spa Girls are a one-stop shop for customers on the hunt for a great spa, salon, or wellness provider. Our listings contain professionally written profiles, contact info, special offers -- all in one place. Listings are sorted by location, service and business types.

SPA BLAH BLAH BLOG

A compilation of firsthand reviews on beauty products, treatments and budget-savvy finds. Spa Blah Blah Blog has a national focus and piques the interest of our girlfriends around the country. If you really want to know how that product works without trying it out, this is the place you find your answers!

SPA BEAT

A quick look at beauty trends and topics that are hot right now, Spa Beat introduces special offers, events and seasonal topics that relate to your region. Think "Best of" guides with a local twist.

REVIEWS

Consumers naturally gravitate toward what other people like -- especially experts like us. Arizona Spa Girls gives our readers a firsthand review of our experience at your business in a friendly, fun and always positive voice.

ADVERTISING RATES



Arizona Spa Girls offer a variety of packages to fit your business needs. Each package is designed to deliver maximum exposure to your business at a monthly investment you can afford. For more information, contact a Spa Girl representative today!

INCLUDES	Package A	Package B	Package C	Package D
Spa Beat Feature	✓	✓	✓	✓
Animated Square Banner	✓	✓	✓	✓
Cube Banner		✓		✓
Spotlight Banner			✓	✓
E-blast Sponsor		✓	✓	✓
Professional Review			✓	✓
Brand Promotion			✓	✓
Featured Placement			✓	✓
Dedicated E-blast				✓
3 MONTH	\$140/mo	\$383/mo	\$625/mo	\$767/mo
6 MONTH	\$125/mo	\$342/mo	\$575/mo	\$683/mo

ADDITIONAL SERVICES

Event Promotion and Coordination: Starting at \$750

Social Media Setup, Maintenance & Monitoring: Starting at \$250/Month

SPA GIRLS CLUB DEAL

Entice new clients by posting a deal on our targeted group buying website. There is no cost to you. We pay you on the deals we successfully market and sell for you minus a competitively priced commission.

PREMIUM LISTING

General info about your salon/spa including address, phone, directions, website, photo, photo gallery and video, profile, list of services and specialties on the Salon & Spa Finder page.

SPA BEAT FEATURE

A home page feature about a seasonal package, special offer or special event. Includes placement in monthly e-blast.

ANIMATED SQUARE BANNER

Build brand recognition with a 125-by-125 animated image ad. Rotated on all pages throughout the site. Ad links to your brand's website, AZSpaGirls deal or listing page, or social media profile.

SPOTLIGHT BANNER

Create a visual statement about your business with a 300-by-250 image ad. Rotated on key pages throughout the site. Ad links to your website, AZSpaGirls deal or listing page, or social media profile.

E-BLAST SPONSOR

Your logo will be prominently displayed in an AZSpaGirls eblast with a reach of 20,000+ subscribers. The logo can link to your website, AZSpaGirls deal or listing page, or social media profile. One sponsor eblast is included in select 3 or 6 month packages.

PROFESSIONAL REVIEW

Get targeted exposure with a professionally written product or service review. The write-up will get your salon, spa or product in front of thousands of AZSpaGirls users, fans and followers.

Reviews include a photo and link to your website or social media profile. One service/product review included in select 3 or 6 month packages.

BRAND PROMOTION

You choose a product or service to give away, and AZSpaGirls will create a contest or sweepstakes that gets thousands of potential clients interacting with your brand through social media. One service/product giveaway promo included in select 3 or 6 month packages.

FEATURED PLACEMENT

Top placement on Salon & Spa Directory and/or Reviews pages.

DEDICATED E-BLAST

Eblast will be focused around your brand with a reach of 20,000+ beauty and wellness enthusiasts. One dedicated eblast is included in select 3 or 6 month packages.

EDITORIALCALENDAR

Beat stories are feature and round-up articles that direct readers to local spas and salons. Blogs are short posts that highlight a beauty product or trend. If you are a spa or salon professional, we welcome expert stories written within our editorial guidelines.

MONTH	EDITORIAL FOCUS
AUGUST	Girlfriend Getaways & Spa Staycations Beat: Featured getaway spa packages Blogs: On-the-go beauty products
SEPTEMBER	Healthy Hands and Feet Beat: Pampered fingers and toe services Blogs: Polishes and hand and foot products
OCTOBER	Fall Bridal Guide Beat: Head to toe beauty services Blogs: Bridal skin and makeup
NOVEMBER	Event Season Beat: Pre-party primping services Blogs: Glowing skin and body trends
DECEMBER	Holiday Guide Beat: Seasonal services Blogs: Spa Girls Holiday Gift Guide
JANUARY 2011	Health and Wellness Month Beat: Body and soul makeover services Blogs: Drinks, supplements and healthy bites
FEBRUARY	Sweethearts Guide Beat: Couples spa services Blogs: Valentine's Day gifts of beauty
MARCH	Spring Bridal Guide Beat: Bachelorette/bachelor parties Blogs: Spring bridal skin and makeup
APRIL	Spa Travel Beat: Vegas and southern Calif. and Southwest hot spa spots Blogs: Regional beauty products Special Events: Summer Spaaah Series kick-off
MAY	Skin Care Month Beat: Facials by skin type services Blogs: Skincare and sun protection products
JUNE	Value Season Beat: Summer spa specials Blogs: Beauty on a budget
JULY	Healthy Hair Beat: Hair repair services Blogs: Haircare products and trends