

*To Thine Own Self Be True.....William Shakespeare*

MEDIA KIT 2009-2010



# VOU•LÁR

ESCAPE • RELAX • INDULGE

VOULARMAG.COM



## ABOUT US

**Voular Magazine** seeks to acquaint its readers on the broad reach of trends in wellness, hospitality and lifestyle. What gives us a unique presence; is that we focus on the spa industry in its entirety. As a spa publication we want to approach city living from a diverse perspective and engage readers on the true essence of refined indulgences. Our goal is to explore the past, present and future with an exceptional point of view. We want to give our readers the pleasure of elevating their minds, body and souls.

We know that with today's demands, there is a definite need to be informed on the importance of maintaining a stress free lifestyle. Therefore, we have extended our vision of relaxation, so that our readers are not limited. In the end, we want each reader to have the knowledge and resources that will allow them the opportunity to experience the ultimate change when choosing to enhance the quality of their life.



## ADVERTISING ADVANTAGES

### Affluent Readership

### Competitive Rates

### Strategic Distribution

Published bi-monthly and distributed through high-end consumer businesses, retailers and luxury living quarters

### Building Loyalty

### Partnership Aspect

**Editorial status meetings/Appreciation luncheons**  
(Keeping you informed, Creating solid relationships)

### Community/Charitable Events

### Networking Events

(Spa & Hospitality Conference hosted with qualified vendors)

### Distribution Updates

(Ongoing site evaluation of publication; keeping our presence valued)

### Readership Aspect

### Annual Spa Bash

(Gratitude celebration feat. giveaways from various sponsors)

### Bi-Monthly Contest

(Spa/Luxury gifts to be rewarded to winners in every issue; keeping our readers excited!)

### Sunday Brunch - Retreat Style

(Qualified vendors are allowed to come out and introduce products/services)  
(Readers will also be encouraged at the Voular booth to subscribe, so that they get every issue)



## STATISTICS

*(Based on a Survey done by the International Spa Association)*

### Spa Locations

- As of June 2008, there were 18,100 spas in United States
- In July 2007, there were 14,600 spas
- Growth from July 2007 to June 2008 was 24%
- The number of spa locations in the U.S. has grown at a robust annual average of 20% in the last eight years.

### Spa Visits

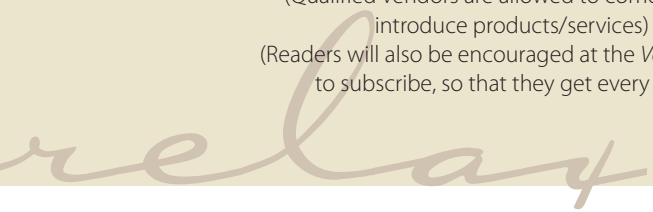
- 1 in 4 Americans has been to a spa
- There are more than 32 million active spa-goers
- In 2007, there were 138 million spa visits
- In 2006, there were 110 million spa visits
- In 2005, there were 131 million spa visits
- In 2003, there were 109 million spa visits
- 25% growth from 2006 to 2007

### Revenue

- In 2007, \$10.9 billion of revenue was generated by the U.S. spa industry
- In 2006, \$9.4 billion of revenue was generated by the U.S. spa industry
- In 2005, \$9.7 billion of revenue was generated by the U.S. spa industry
- In 2003, \$7.0 billion of revenue was generated by the U.S. spa industry
- Annual growth from 2006 to 2007 was 16%



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# THE VOULÁR WAY

## POSH PAMPERING

Hotel Spas, Luxury Spas, Day Spas, Nail Spas, Spa Resorts

## IN THE SPA-LIGHT

Introducing wellness topics; while promoting spas that offer specific beneficial treatments relating to the topic

## BODY CRAVES

Decadent body scrubs, Luxury bed furnishings,  
Fine chocolates, Gourmet coffees, Aroma teas

## LOUNGING

Leisurewear, Distinctive Furniture, Ways to Unwind

## SERENITY

Art, Meditation Music, Divine Poetry

## RELAXED READING

Various books that Inspire lifestyle enhancement

## EMPOWERMENT

Cosmic Corner, Owning Your Bliss,  
Philanthropic Journeys

## HOSPITALITY

Entertaining, Creative ideas to delight the stay/  
visitation of your guest, Hotels, Bed & Breakfast

## RECREATION

Golf Courses, Lake Retreats, Wine Vineyards,  
Yacht Adventures, Train Travel, Scuba Diving etc.

## ZIP SENSATIONS

Mini products that compliment the compact needs of a traveler

## HIDDEN BOUSHWA

Chic Boutiques, Intimate Dining , City Escapes

## ECO LIVING

Greening Up, Embracing Nature

## EDITOR'S FABULOUS FIVE INDULGENCES

### THE MAN

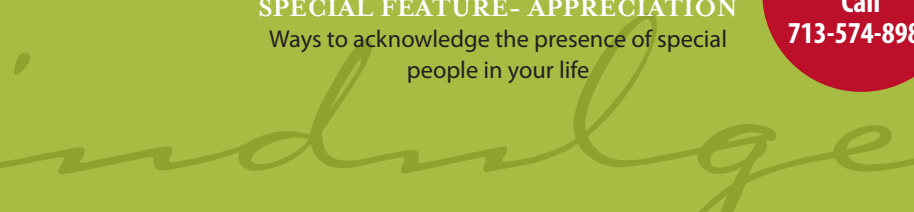
Topics/Products that embodies a stress free lifestyle  
for today's Modern Male

### PRIVATE SANCTUARY

Capturing the Essence of a Homeowner's  
Peaceful space

### SPECIAL FEATURE- APPRECIATION

Ways to acknowledge the presence of special  
people in your life



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## ADVERTISING RATES & SPECS

RATES	1X	3X	6X
2-Page Spread	3748	3186	2998
Full Page	2205	1874	1764
1/2 Page V/H	1470	1249	1176
1/4 Page	980	833	784
Inside Front Cover	2756	2343	2205
Inside Back Cover	2756	2343	2205
Inside Front Cover Spread	4134	3514	3307
Inside Back Cover Spread	4134	3514	3307
Back Cover	3169		
Front Cover	Neg.		

### TERMS

All payments are due 50% in advance with a net 15 day term upon signature of your ad agreement. Any additional charges will be billed upon notice if applicable. We gladly accept Visa, MC and American Express. Monthly payment plans are available for 3x and 6x contracts with a valid credit card kept on file. All ad rates are subject to increase at anytime. We do value your support; therefore we will notify you of such changes.

*\*All late payments beyond net 15 will be charged an additional 2%, future ads will be placed on hold until balance due is paid. All charge back's/check returns will result in a 5% fee based on ad placement rate and possible termination of future ad placement. Cancellation of an ad change in its schedule must be received in writing before space reservation deadline. Ads canceled after reservation deadline will be billed at 100%.*

### CLOSING DATES

Issue	Space Reservation	Ad Materials
Feb/Mar 2010	please call for deadline information	
April/May 2010	please call for deadline information	

**PUBLICATION TRIM SIZE:** 5.375" x 11"

### AD DIMENSIONS

2-Page Spread: 11" x 11.25" (with bleed)

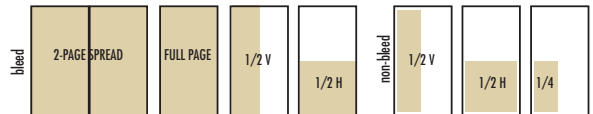
Full Page: 5.625" x 11.25" (with bleed)

1/2 Vertical: 2.6818" x 11.25" (with bleed); 2.3193" x 10.5" (non-bleed)

1/2 Horizontal: 5.625" x 5.6375" (with bleed); 4.8875" x 5.2511" (non-bleed)

1/4 Page: 2.3193" x 5.2511" (non-bleed)

Live matter should be kept at least 3/8" from trim edge.



### REPRODUCTION REQUIREMENTS

All ads must be submitted as high-resolution (press quality) PDF format only. The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

### ARTWORK & MECHANICAL CHARGES

If furnished artwork requires additional processing, an additional charge will be billed to the advertiser.

### AD MATERIAL SUBMISSION

Please email [advertising@voularmag.com](mailto:advertising@voularmag.com) to receive login information for uploading ad files to our website.

