

Aesthetics

Your media planner to reach
medical aesthetics professionals

The Aesthetics portfolio consists of the *Aesthetics* journal, Aesthetics online, ACE, Aesthetics Awards and CCR, and combined, is your gateway to the medical aesthetics market.

As a content-rich, digitally-driven media provider, Aesthetics is uniquely placed to provide you access to a highly-engaged community of healthcare professionals dedicated to medical aesthetics, with an exciting range of strategic opportunities.

Take your advertising capabilities to new heights as you reach a relevant and engaged audience throughout the year via a range of dynamic and varied touch-points.

From digital to print, and from live education to event sponsorship, this is your chance to connect with Aesthetics' powerful network of surgical, dermatological, dental and medical aesthetic professionals.

Why advertise with Aesthetics?

- Unrivalled reach of active & engaged medical aesthetic practitioners in the UK
- Multi-channel opportunities to align with your marketing strategy
- Opportunity to tailor your campaign around event times for optimum coverage
- Full monthly digital reporting
- Position content alongside the most respected editorial content in the UK

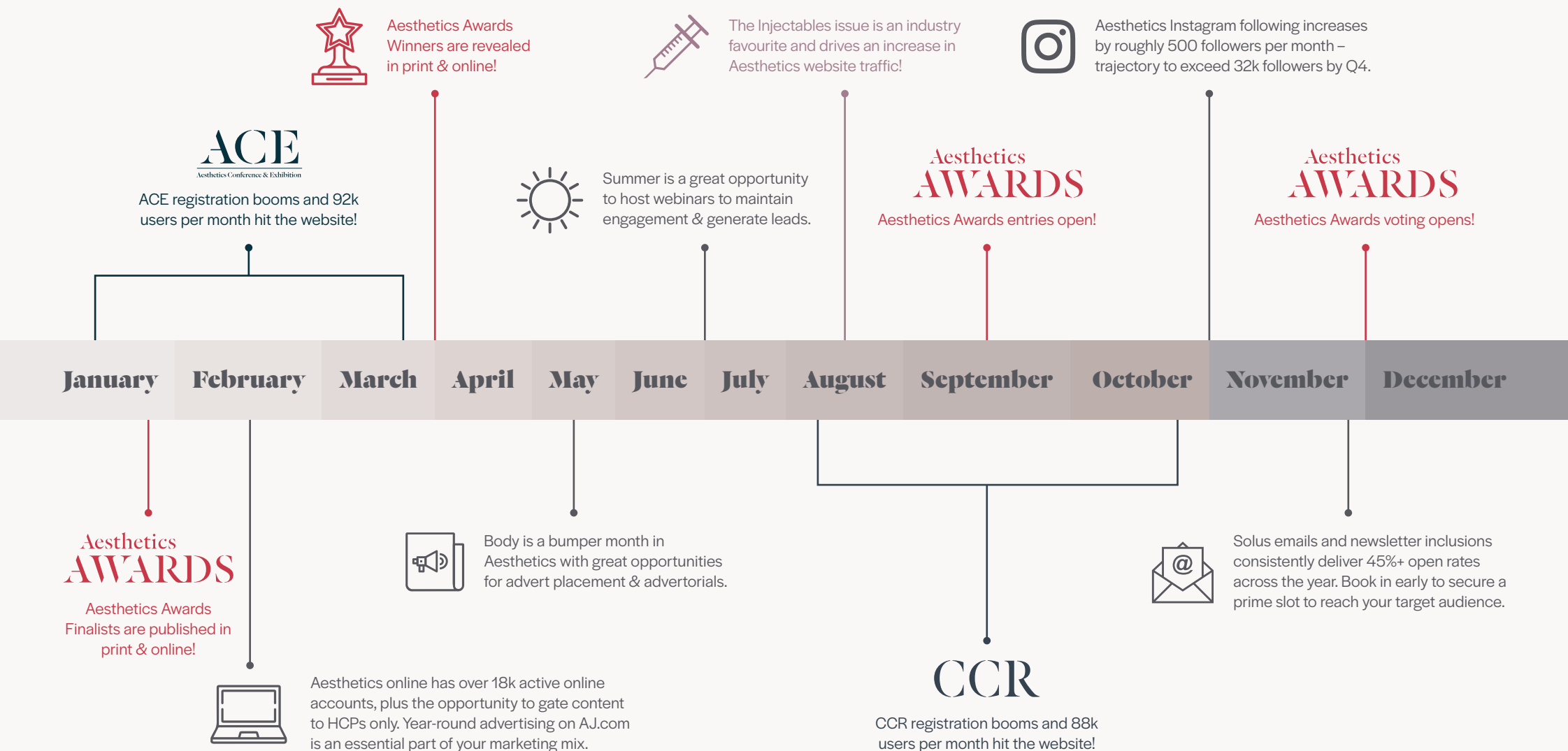
We have been advertising in the *Aesthetics* journal since its inception and have found the adverts are an effective way to reach our target audience. Having the advertising supported by excellent clinical articles and useful news pieces mean people really read the content.

Advertiser – Aesthetics journal



YOUR MEDIA PLANNER

Over 100 aesthetic industry suppliers are already taking advantage of this rapidly growing audience with multi-channel advertising increasingly becoming a critical part of any successful marketing mix.



AUDIENCE PROFILE PER BRAND

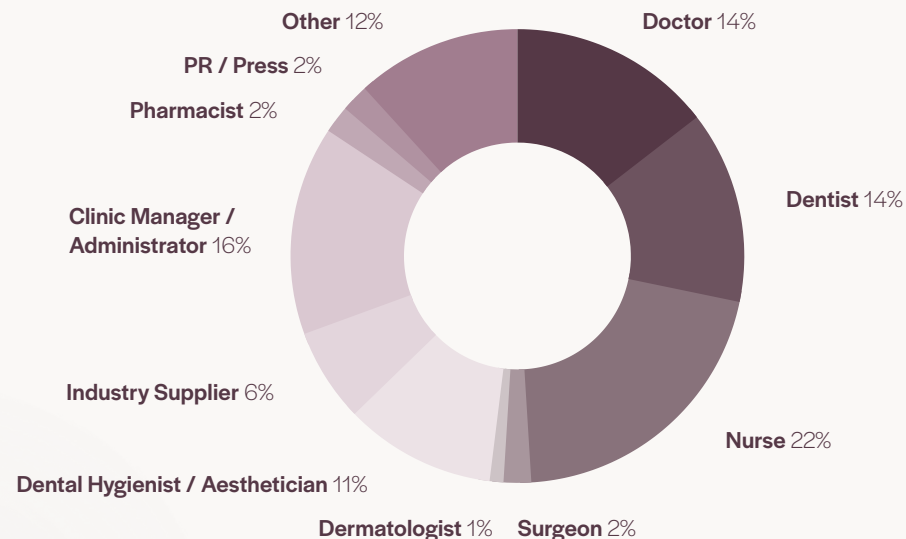
Highly respected as the UK's leading resource in medical aesthetics, the *Aesthetics* journal is the go-to for any practitioner looking to source information on products, launches, events, training and services & solutions.

The vast *Aesthetics* audience can be reached through the *Aesthetics* journal monthly print publication, *Aesthetics* online and social channels.

Why is the *Aesthetics* journal the UK's leading medical aesthetic publication?

- 1 CPD article per month for readers
- Minimum of 3-peer-reviewed articles per month
- 12 themed issues per year
- Combination of clinical & business articles
- Content led by experienced editor and team of 3 journalists
- Supported by Medical advisory board of multi-disciplinary medical professionals, led by Chair of BACN & Award-winning nurse Sharon Bennett
- Over 100 suppliers take advantage of the advertising opportunities every year

Audience Profile



85% of *Aesthetics* journal readers retain their journals to refer to due to the monthly themed issues



Instagram **26k**
+500 per month



Facebook **19k**
+150 per month



LinkedIn **15k**
+200 per month



Twitter **13k**
+50 per month



Circulation & Subscriber Data

Aesthetics JOURNAL



Aesthetics Print

- **11,000** print subscribers
- **12** themed issues per year
- **1** CPD article per month, providing readers with **12** CPD points per year
- **3**-peer-reviewed articles each month
- **67%** stated that they 'buy' or 'authorise' purchases
- **80** pages of quality content
- **34** pages of adverts each month



Emails & Newsletter

Weekly Aesthetics e-newsletter

- Sent to **22k**
- Open rate **45%**
- CTR **2%**

Solus emails

- Sent to **14.8k**
- Open rate **47%**
- CTR **1%**



Aesthetics Online

- **18,000+** active online accounts
- **120+** new accounts per month
- Average time spent online **5 minutes**
- Average monthly advert views **13,500** and CTR **40**
- Opportunity to gate advertising & content to profiles with **GMC, GDM & NMC credentials**
- **NEW** membership developments soon to launch **Aesthetics TV!**



Social Channels

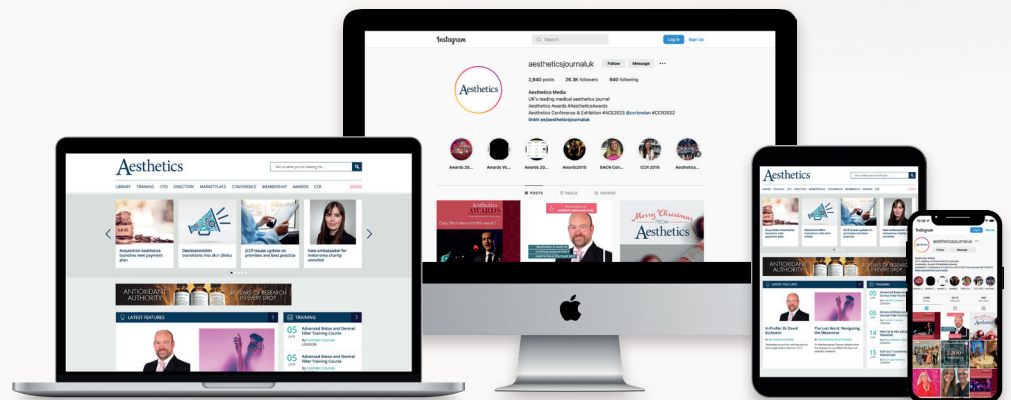
- Instagram **26k + 500** per month
- Facebook **19k + 150** per month
- LinkedIn **15k + 200** per month
- Twitter **13k + 50** per month

Instagram

- Accounts reached per month **21k**
- Accounts engage **1.1k**

95%

of readers have acted after seeing an advert

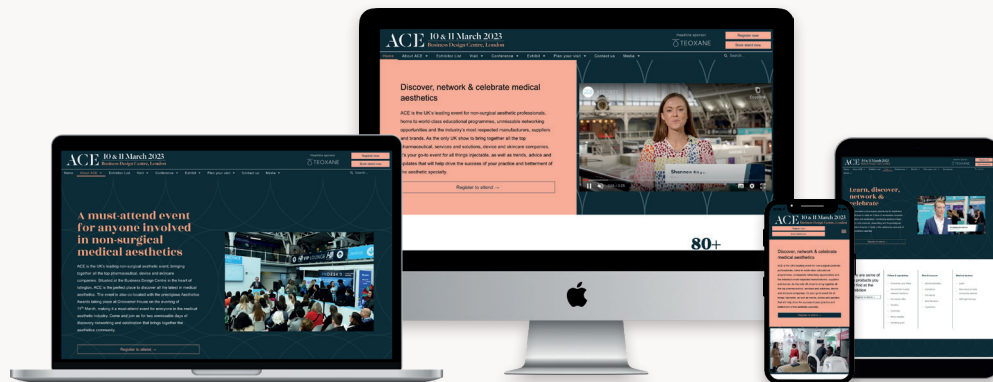


AUDIENCE PROFILE PER BRAND

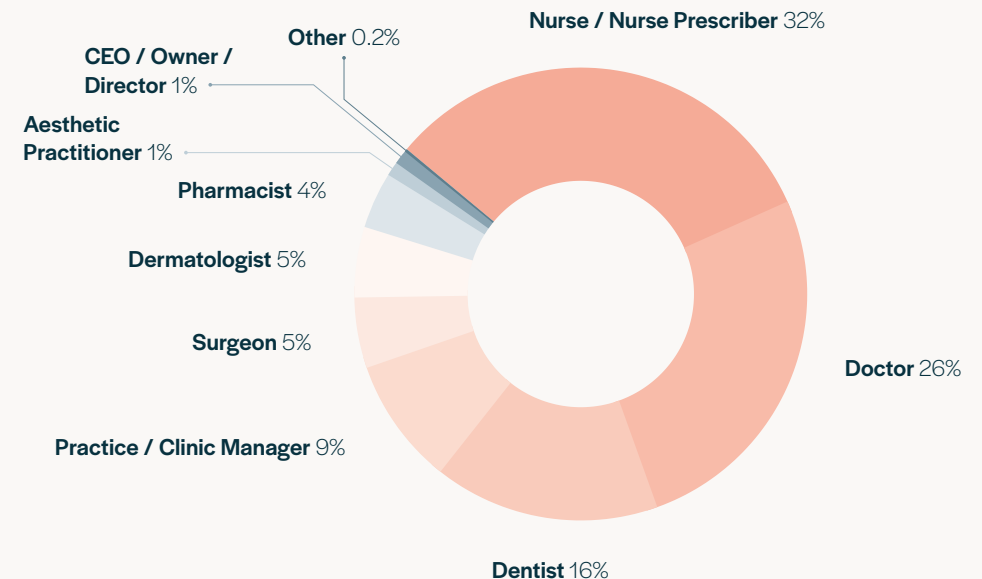
ACE

Originally the Aesthetics Conference & Exhibition, bringing the Aesthetics journal to life, ACE has a loyal and engaged audience and shares some media channels with Aesthetics.

With a consistent premium reach from January to March, extending your digital advertising spend across ACE & CCR will provide you with year-round coverage.



Audience Profile



Circulation & Subscriber Data

Website



- Average page views
- 3-months pre-event **92k**
- Rest of year **67k**

Emails & Newsletter



Solus email

- Sent to **22k**
- Open rate **47%**
- CTR **2%**

Newsletter

- Sent to **22k**
- Open rate **45%**
- CTR **2%**

Social Channels



- Instagram **26k + 500** per month
- Facebook **19k + 150** per month
- LinkedIn **15k + 200** per month
- Twitter **13k + 50** per month

Instagram

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AUDIENCE PROFILE PER BRAND

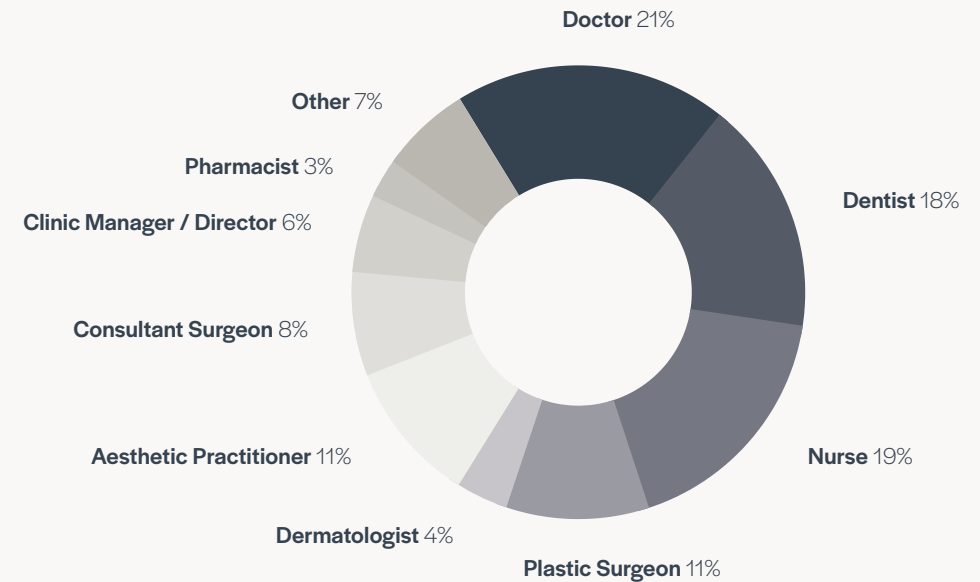
CCR

Firmly cemented as the UK's flagship event in medical aesthetics, uniting the surgical, dermatological and aesthetic specialties, CCR's extensive database of 40,000+ practitioners is unrivalled.

Boasting a premium reach from August through to October, you can strategically align your brand across CCR, ACE and Aesthetics for optimum annual coverage.



Audience Profile



Circulation & Subscriber Data

Website



- Average page views
- 3-months pre-event **88k**
- Rest of year **22k**

Emails & Newsletter



- Solus email**
- Sent to **17k**
- Open rate **47%**
- CTR **1%**

- Newsletter**
- Sent to **53.8k**
- Open rate **34%**
- CTR **2%**

Social Channels



- Instagram **6.6k**
- Facebook **3.2k**
- LinkedIn **321**
- Twitter **4351**

- Instagram**
- Accounts reached per month **18.6k**
- Accounts engage **300**

STRATEGICALLY POSITION YOUR BRAND ALONGSIDE RELEVANT CONTENT

Aesthetics journal themes for your print advertising plans

Aesthetics
JOURNAL

2023 ISSUES	MONTHLY THEMES	ADVERTS SUPPLIED IN FULL DEADLINE	REACH READERS
JANUARY	Safety & Awards finalists announced	13/12/2022	03/01/2023
FEBRUARY	Devices	10/01/2023	01/02/2023
MARCH	Growing Your Practice & ACE / Awards issue	10/02/2023	01/03/2023
APRIL	Social & Environmental & Awards winners announced	08/03/2023	03/04/2023
MAY	Body	10/04/2023	02/05/2023
JUNE	Skin	10/05/2023	01/06/2023
JULY	Combination Treatments	12/06/2023	03/07/2023
AUGUST	Injectables	10/07/2023	01/08/2023
SEPTEMBER	Aesthetics Awards	10/08/2023	01/09/2023
OCTOBER	Holistic Approach	11/09/2023	02/10/2023
NOVEMBER	Face	09/10/2023	01/11/2023
DECEMBER	Evolution	10/11/2023	01/12/2023

CCR sponsored e-newsletter themes

CCR

2023 ISSUES	MONTHLY THEMES	CONTENT REQUIRED BY
JANUARY	Growing Your Practice	03/01/2023
FEBRUARY	Social & Environmental	01/02/2023
MARCH	Body	01/03/2023
APRIL	Skin	01/04/2023
MAY	Combination Treatments	01/05/2023
JUNE	Injectables	01/06/2023
JULY	Aesthetics Awards	01/07/2023
AUGUST	Holistic Approach	01/08/2023
SEPTEMBER	Face	01/09/2023
OCTOBER	Evolution	01/10/2023
NOVEMBER	Safety	01/11/2023
DECEMBER	Devices	01/12/2023

MORE exposure, MORE reach, MORE leads!

Paid advertising through search networks and social channels is a booming business, but to really capitalise on the power of this opportunity, you need to have the basis of an extensive database.

This is where Aesthetics comes in! You can take advantage of a far wider reach by using the Aesthetics & CCR databases, the collective Aesthetics, ACE, Awards & CCR website traffic, Aesthetics & CCR social channels and the power of our vast network to advertise your products and services when practitioners browse Google, YouTube, Facebook, Instagram and other sites across the web.

How does it work?

- Using tracking technology, we retarget our community of healthcare professionals who visit our websites as they browse on search and social networks
- We also use our extensive database of key job titles including doctors, dentists, nurses, dermatologists, surgeons and clinics to target them across search and social networks, in lookalike campaigns
- You supply the Aesthetics team a series of your artwork that we promote across different channels including Google, YouTube, Facebook, Instagram etc
- Your campaign will expire once reached your adverts have reached 250,000 impressions

CCR 2022 PPC
Campaign – Google



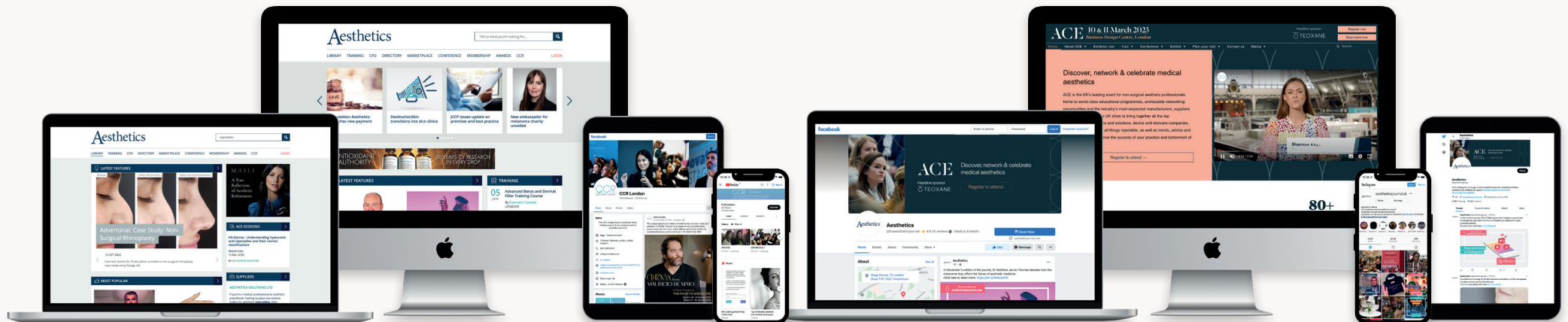
2,400+
Registrations gained



1,235,222
Impressions



17,306
Clicks



BEST OPPORTUNITIES FOR:



Brand Impact

- Front cover packages
- Print adverts
- Branding of the Aesthetics journal envelope
- Website advertising across Aesthetics online, ACE & CCR
- Social media packages
- '60 seconds with' article
- 'Meet the Trainer' article
- Hosted Webinar
- Audience Extension
- Sponsored content blocks



Education

- Advertorials
- '60 seconds with' article
- 'Meet the Trainer' article
- Hosted Webinar
- Audience Extension
- Sponsored content blocks



Kick Start Campaign

- Social packages
- Sponsored content blocks
- Website advertising across Aesthetics online, ACE & CCR



Maximum Impact

- Front cover packages
- Branding of the Aesthetics journal envelope
- Webinars
- Website banner takeovers
- Audience Extension
- DPS adverts & advertorials
- Solus emails
- Social media packages
- Sponsored newsletters



Lead Capture

- Webinars
- Audience Extension
- Solus emails
- Banner adverts
- Banners in newsletters

E-newsletter banners



RATE CARD

PRINT

OPTION	DETAILS	TENANCY	RATE
Front cover	Highest impact opportunity in print.	1 month	£6,880
Front cover package 1	Includes: front cover, bellyband & paper wrap.	1 month	£18,760
Front cover package 2	Includes: front cover, bellyband & paper wrap + gate fold of front or back cover (advertorials at increased price).	1 month	£23,760
Branded paper envelope	Opportunity to fully brand the envelope that the <i>Aesthetics</i> journal is delivered in.	1 month	£5,000
Adverts	Back cover	1 month	£3,380
	Single page inside front cover	1 month	£3,140
	DPS inside front cover	1 month	£6,280
	Inside back cover	1 month	£2,940
	Single page	1 month	£2,660
	DPS	1 month	£4,990
	Half page	1 month	£1,630
Single page advertorial	Opportunity to describe your product/technique/service in greater detail than an advert. Case studies and before & afters work really well for advertorials. Published online and through social channels.	1 month	£3,500
DPS advertorial		1 month	£7,000
Meet the Trainer DPS advertorial	Focus your investment on your trainer's, benefits of training and list training dates instead of the product. Published online and through social channels.	1 month	£4,500
60 seconds with advertorial	Situated in the news section, the 60 seconds article gives your company a voice. Comment on an industry trend, or talk about something specific from your team, the 60 seconds allows your representative to speak about a topic of their choice. Published online and through social channels.	1 month	£1,800
In Profile – sponsored	Each month an In Profile article is published covering an interview with a top practitioner providing an insight into their day. Opportunity to sponsor this article and enhance the profile of your KOL. Published online and through social channels.	1 month	£3,500
Expert Insight – sponsored	New column in the news section – informal opinion piece with top KOL's – opportunity to be sponsored. Published online and through social channels.	1 month	£2,500

OPTION	DETAILS	TENANCY	RATE
Homepage leaderboard	Leaderboard 1 (3 available).	6 months	£3,100
	Leaderboard 2 (3 available).	6 months	£1,550
Homepage banner takeover	1-week full branding of the Aesthetics website. Complete top banner & skyscraper side banners across all landing pages – very high impact opportunity.	1 week	£3,000
Tagged banner	Advert placed beside relevant 'tag' word.	6 months	£1,250
Premium Plus Directory Listing	Includes: company name, company logo, contact details, description, key staff members, press releases, social media icons that link to your social media profiles. You also have the opportunity to appear in the supplier updates on the homepage section by adding new press releases (unlimited opportunities).	1 year	£950
Solus email	Opportunity to target specific specialties available. One opportunity per month.		£2,600
E-newsletter top banner	Placed in weekly & monthly newsletter.	3 months	£2,600
E-newsletter bottom banner	Placed in weekly & monthly newsletter.	3 months	£1,300
E-newsletter package	Week 1 – sponsored top block of newsletter with image, 50 words, button to news. Week 2 – listed as 'top news of the week'.	2 weeks	£2,600
Webinar	Pre-filmed content to be delivered to the vast Aesthetics audience. Opportunity to pre-register delegates, with gating to specific specialties available. Live Q&A and polls included and on demand available. Lead capture included.	1 month	£5,000
Instagram grid post & story	1x post on the grid and reposted to stories with link to your preferred landing page.	N/A	£1,000
Social media post package	1x Social post across Instagram, Facebook, Twitter & LinkedIn.	N/A	£2,000
Instagram Live with Editor & KOL	15-minute fix! Opportunity to have your KOL interviewed with 5 pre-set questions & answers.	N/A	£2,500
Audience Extension	Opportunity to reach a wide range of practitioners through paid advertising by displaying your adverts on their personal Google accounts, social channels and YouTube. Using tracking technology, we showcase your brand by retargeting our community of healthcare professionals with key job titles including doctors, dentists, nurses, dermatologists, surgeons and clinics from across the entire industry.	250,000 impressions	£8,250
		500,000 impressions	£16,500
		750,000 impressions	£24,750
		1,000,000 impressions	£27,500

RATE CARD

ACE | CCR

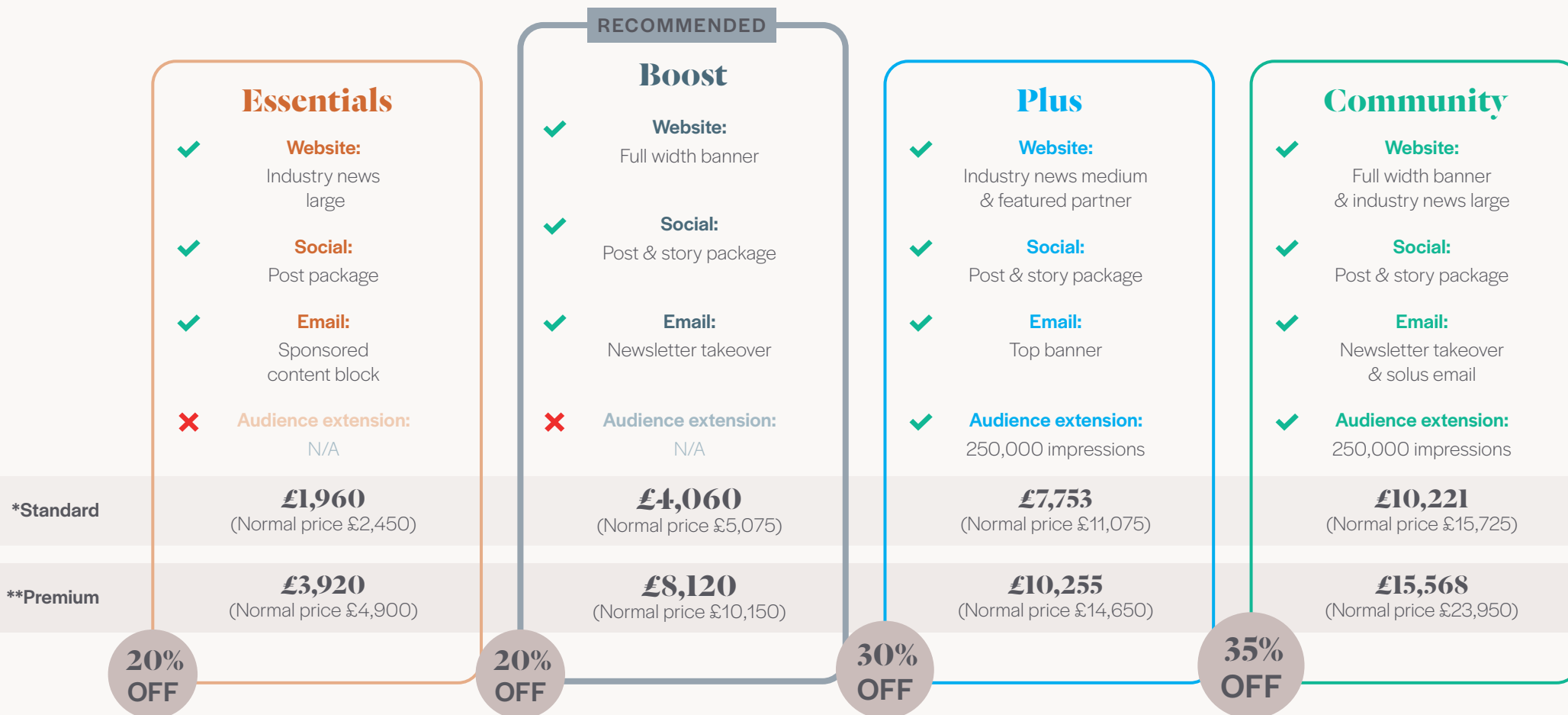
DIGITAL & SOCIAL

OPTION	DETAILS	TENANCY	RATE	
			Standard	Premium
Homepage full width advert	The most visible advert at the top of the homepage (3 available).	3 month	£1,200	£2,400
Featured exhibitor advert	Enhance your coverage and be brought to the forefront with a featured advert on the homepage.	3 month	£300	£600
Featured innovation advert		3 month	£300	£600
Featured partner advert		3 month	£300	£600
Article on news pages: Large	ACE & CCR offer a wide range of up-to-date industry news, publishing content from our partners and industry. Place your ads alongside relevant content.	3 month	£600	£1,200
Article on news pages: Medium		3 month	£420	£840
Pop up advert – Large	Pop-ups offer a high-impact advertising tactic to make sure your brand is noticed – available across the full website.	3 month	£600	£1,200
Pop up advert – Medium		3 month	£450	£900
Pop up advert – Small		3 month	£300	£600
Newsletter top banner	Monthly newsletters	per send	£1,105	£2,210
Newsletter bottom banner	Monthly newsletters	per send	£680	£1,360
Sponsored content block	Monthly newsletters	per send	£2,210	£2,210
Sponsored content block + post on website	Monthly newsletters	per send	£2,410	£2,410
Newsletter takeover – exclusive rights to advertising	Monthly newsletters	per send	£2,125	£4,250
Solus email	Opportunity to target specific specialties available. One opportunity per month.	per send	£2,600	£2,600
Social media post package	1x Social post across Instagram, Facebook, Twitter & LinkedIn.	one-off-bundle	£2,000	£2,000
Audience Extension	Opportunity to reach a wide range of practitioners through paid advertising by displaying your adverts on their personal Google accounts, social channels and YouTube. Using tracking technology, we showcase your brand by retargeting our community of healthcare professionals with key job titles including doctors, dentists, nurses, dermatologists, surgeons and clinics from across the entire industry.	250,000 impressions	£8,250	
		500,000 impressions	£16,500	
		750,000 impressions	£24,750	
		1,000,000 impressions	£27,500	

ACE & CCR Package

As a marketing professional, you know that impact is only made by multiple touchpoints and reinforcing your message and brand.

Therefore, taking advantage of our packages across all channels will ensure your brand has lasting and meaningful visibility, leaving an impression and gaining you leads for the long term.



*Standard: Year round, excluding 3 months prior to event **Premium: 3 months before event (limited opportunities)

CONTACT US

Get in touch with the team today to plan your next 360 advertising campaign that reaches your target audience across multiple platforms throughout the year.



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