

Aesthetics

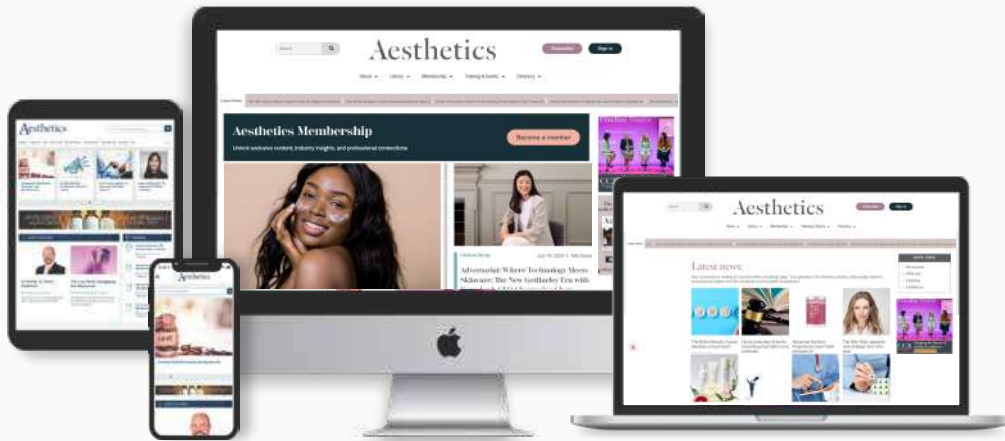
Your media planner to reach medical aesthetics professionals

The Aesthetics portfolio, which includes the Aesthetics Journal, Aesthetics Online, ACE, Aesthetics Awards, and CCR, serves as your comprehensive gateway to the medical aesthetics market.

With trusted print, digital, and live education platforms, we connect you with an engaged audience of aesthetic doctors, dermatologists, surgeons, and dentists through year-round advertising and sponsorship opportunities.



Advertising with Aesthetics Journal has been a great experience for DermaFocus. The team is professional, responsive, and genuinely understands the aesthetics industry. We've seen great engagement from our campaigns, and it's a pleasure working with such a supportive and knowledgeable team



Why advertise with Aesthetics?

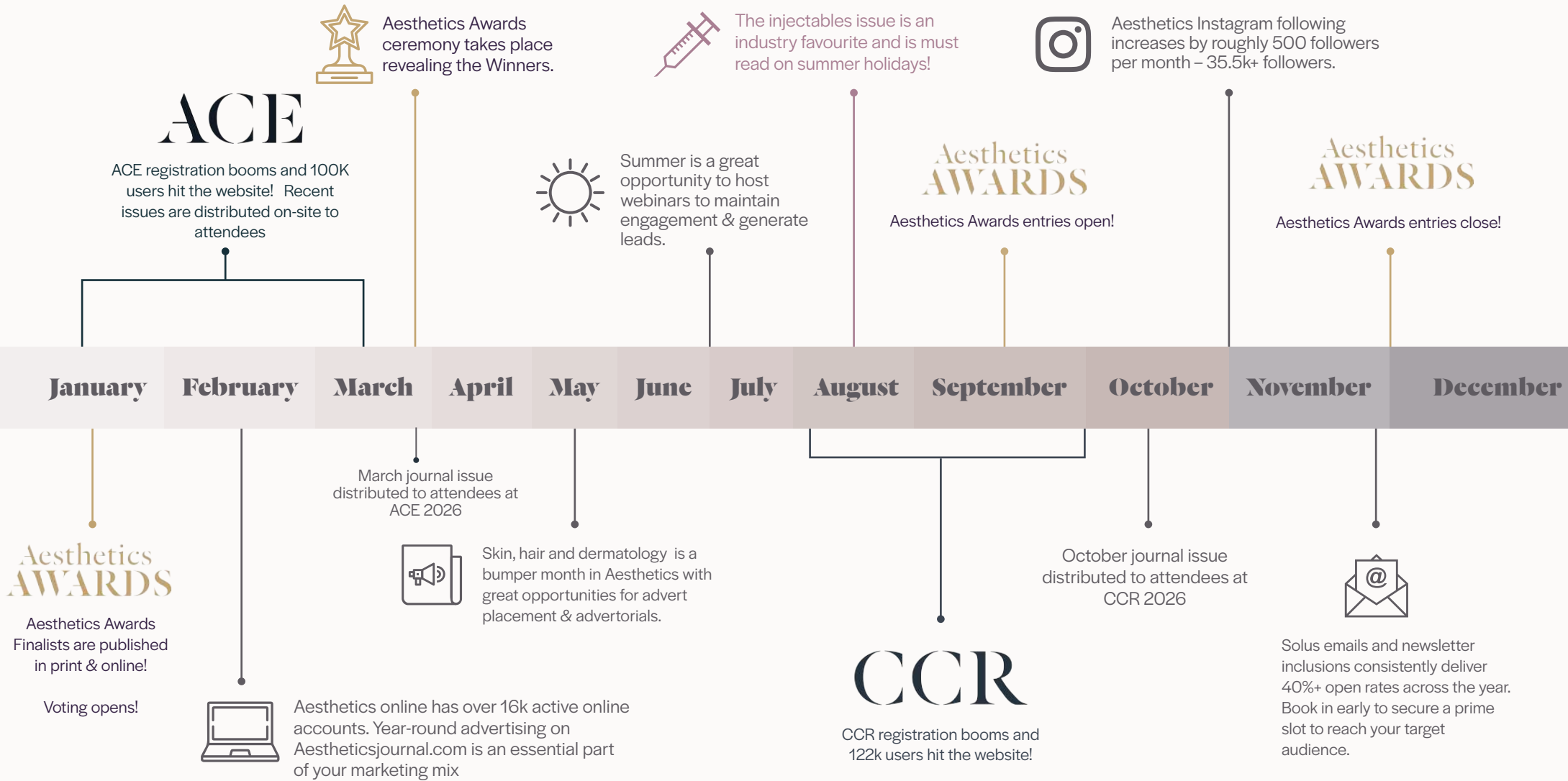
- Unrivaled reach of active & engaged medical aesthetic practitioners in the UK
- Multi-channel opportunities to align with your marketing strategy
- Opportunity to tailor your campaign around event times for optimum coverage
- Full monthly digital reporting
- Position content alongside the most respected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

Partners of Aesthetics



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.



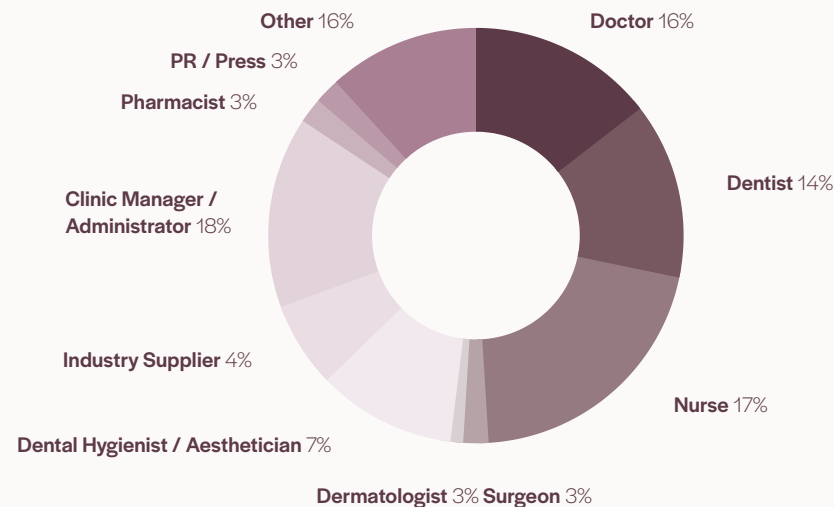
Highly respected as the UK's leading resource in medical aesthetics, the *Aesthetics Journal* is the go-to for any practitioner looking to source information on products, launches, events, training and services & solutions.

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
- Peer-reviewed clinical articles
- 12 themed issues per year
- Combination of clinical & business articles
- Content led by experienced editor and team of 3 journalists
- Supported by Clinical Advisory Board of multidisciplinary medical professionals, led by former BAMAN Chair and award winning nurse Sharon Bennett and the support of Aesthetics Reviewing Panel
- Over 100 suppliers take advantage of the advertising opportunities every year

Audience Profile



Aesthetics Print

- 10,000+ print subscribers
- 12 themed issues per year
- 1 CPD article per month, providing readers with 12 CPD points per year
- 6 peer-reviewed articles each month
- 67% stated that they 'buy' or 'authorise' purchases
- 80 pages of quality content
- 34 pages of adverts each month

85%

of Aesthetics Journal readers keep their past issues to refer back to for future learning

Repeat advertisers include:

healthxchange

croma

CHURCH PHARMACY

GALDERMA
EST. 1981

DermaFocus
REGENERATIVE AESTHETICS

MERZ AESTHETICS®



Aesthetics Online

The *Aesthetics Journal* website offers daily news articles, CPD opportunities and clinical features to members.

- 16,800+ online accounts
- 120+ new accounts per month
- Average monthly advert views 13,500 and CTR 40
- NEW membership developments soon to launch including **Aesthetics TV!**



Social Channels

ACE AJ



Instagram **35k**
+250 per month



Facebook **19k**
+150 per month



LinkedIn **18k**
+200 per month

CCR



Instagram **12.9k**
+250 per month



Facebook **3.9k**
+150 per month



LinkedIn **650+**
+200 per month



Website Stats

AJ

Page views: **307k**
Average dwell time: **2mins**

ACE

Page views: **133k**
Average dwell time: **2mins**

CCR

Page views: **202k**
Average dwell time: **1.4min**



Emails & Newsletter

AJ

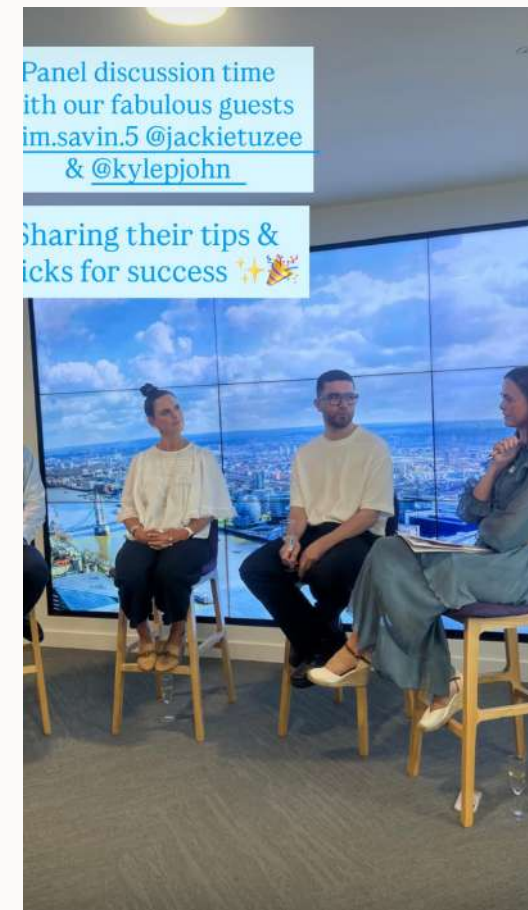
- | | |
|---------------------------|-------------------|
| Third Party E Shot | Newsletter |
| • Sent to 5k | • Sent to 45k |
| • Open rate 31% | • Open rate 18% |
| • CTR 1% | • CTR 2% |

ACE

- | | |
|---------------------------|-------------------|
| Third Party E Shot | Newsletter |
| • Sent to 5k | • Sent to 42k |
| • Open rate 31% | • Open rate 44% |
| • CTR 1% | • CTR 3% |

CCR

- | | |
|---------------------------|-------------------|
| Third Party E Shot | Newsletter |
| • Sent to 9.7k | • Sent to 23k |
| • Open rate 31.5% | • Open rate 40% |
| • CTR 2% | • CTR 3.5% |



Panel discussion time with our fabulous guests [@m.savin.5](#) [@jackietuzee](#) & [@kylepjohn](#)

Sharing their tips & tricks for success 🌟👏

@aestheticsjournaluk

Aesthetics

Aesthetics

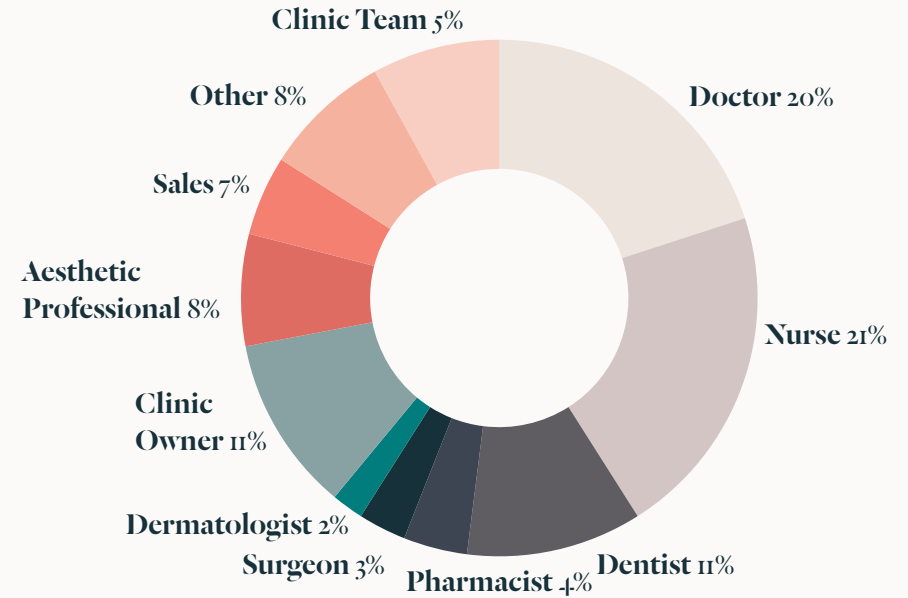
95% of readers have acted after seeing an advert



The *Aesthetics* event portfolio offers access to the UK's leading medical aesthetics events, offering unmissable opportunities to connect with a highly engaged audience.

With ACE launching the year and CCR closing it, align your brand across both events for consistent, high-value exposure year round.

Who attends our events?



Years in Practice

Visitor regional breakdown

Years in practice	%
6 - 10 years	17.8%
3 - 5 years	17.5%
1 - 2 years	17%
Less than 1 year	16.2%
11 - 15 years	10.4%
16 - 20 years	7.6%
More than 20 years	7.1%

- East Anglia 28%
- Greater London 23%
- South East England 13%
- West Midlands 9%
- North West England 5%
- South West England 4%



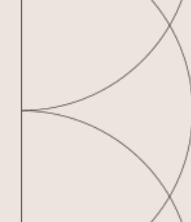
- East Midlands 3%
- Yorkshire & the Humber 23%
- Wales 2%
- North East England 2%
- Scotland 1%
- Northern Ireland 1%

Crown Aesthetics ranked in the top 5% for lead generation for the second year in a row, setting a new record for the event. We achieved our best performance ever, with the highest number of leads across all our brands, showing a remarkable 33% growth.

I want to congratulate each of you and the broader team for consistently delivering the best event on our industry's calendar.





STRATEGICALLY POSITION YOUR BRAND ALONGSIDE RELEVANT CONTENT



2026 ISSUES	AESTHETICS JOURNAL & CCR NEWSLETTER MONTHLY THEMES	BENEFITS OF ADVERTISING	ADVERTS SUPPLIED IN FULL DEADLINE	REACH READERS
JANUARY	Innovation and Key Trends	The first issue of the year, a 10-page Aesthetics Awards finalists report, and distribution at IMCAS Paris.	10/12/2025	02/01/2026
FEBRUARY	Body, Weight Loss and Contouring	Pre-ACE and Aesthetics Awards event promotion and advertorials.	10/01/2026	01/02/2026
MARCH	(ACE/AWARDS) Combination Treatments	Distributed at ACE to 3,000+ attendees, featuring content on how to combine aesthetic treatments for optimal results.	10/02/2026	01/03/2026
APRIL	(Awards winners in journal) Skin Tightening	Highlights the Aesthetics Awards winners, ACE post-show report, and is distributed at BAMAN Spring Symposium, and Wigmore Presents.	10/03/2026	01/04/2026
MAY	Skin, Hair and Dermatology	Distributed at the BMLA and BAS conferences, celebrating and building awareness of Aesthetics Awards success.	09/04/2026	01/05/2026
JUNE	Collagen Stimulation	Innovation focused content on standout products from the Aesthetics Awards.	09/05/2026	01/06/2026
JULY	Face and Neck	Popular holiday-season issue with annual advertiser competition.	10/06/2026	01/07/2026
AUGUST	(Awards entry open) Injectables	High readership during the summer holidays with Aesthetics Awards submissions opening with category reveal.	10/07/2026	01/08/2026
SEPTEMBER	Topicals	Distributed at BAMAN Autumn Conference and CCR to 4,000+ attendees, with a strong focus on CCR promotion.	10/08/2026	02/09/2026
OCTOBER	(CCR) Medical Longevity and Regenerative Medicine	Distributed at the British College of Aesthetic Medicine conference and highlights post-CCR activity.	10/09/2026	01/10/2026
NOVEMBER	Male Aesthetics	Features festive gift set overviews and distributed at INTERFACE Expo and IAAFA aligning with seasonal promotions.	10/10/2026	01/11/2026
DECEMBER	Devices and Technology	Concludes the year with Aesthetics Clinical Advisory Board insights on trends and developments, along with an annual highlights feature.	10/11/2026	02/12/2026

Benefits of advertising include:

 Distributed through trusted training provider partners for maximum reach.

 Showcase products and devices alongside industry-leading content and case studies.

 A trusted resource connecting practitioners via print and digital platforms.

KEY OPPORTUNITIES & RATES

PRINT

OPTION	DETAILS	TENANCY	RATE
Front cover	Highest impact opportunity in print.	1 month	£7,250
Back cover	High impact opportunity	1 month	£3,500
Adverts	Full page	1 month	£2,700
	Double page spread	1 month	£5,000
	Half page	1 month	£1,750
	Quarter page	1 month	£1,000
Banner in news section	Visual advertising seen in the monthly news page of the journal. Limited to 1 per issue	1 month	£1,000
Full page advertorial	Opportunity to showcase your company/product/service in greater detail with seamless integration into the Journal content. Published online & promoted across social media.	1 month	£3,500
Double page advertorial		1 month	£6,000
60 Seconds	Give your company a voice. Comment on specialty trends, discuss company updates or a topic of your choice. Published online & on socials.	1 month	£1,800
Sponsored News Story	Sponsored news story to promote a new product/service/update. Written by editorial team, includes call to action & 1 image. Limited to 1 per issue.	1 month	£1,500

DIGITAL & SOCIAL

OPTION	DETAILS	TENANCY	RATE
Homepage leaderboard banner	Leaderboard 1 mid-page full width banner	6 months	£3,200
Homepage banner takeover	Very high impact opportunity. 1-week full branding on the top of the Aesthetics website home page. Skyscraper side left banner across all landing pages.	6 months	£3,000
Eshot Email	Opportunity to target specific specialties available. One opportunity per month.	N/A	£2,600
E-Newsletter Banner	Placed in weekly newsletter. Top/bottom available.	3 months	£1,300-£2,600
E-Newsletter Sponsored Content	Sponsored content block or news uploaded onto website & listed in top news of the week.	N/A	£1,600-£2,210
Social Media Post	1x Social post across Instagram, Facebook & LinkedIn.	N/A	£2,500
Instagram grid post & story	1x post on the grid and reposted to stories with link to your preferred landing page.	N/A	£2,500
Webinar	Partner with Aesthetics to deliver informative webinars throughout the year to showcase your brand as a thought leader and educator.	N/A	£7,500

DIGITAL & SOCIAL

OPTION	DETAILS	TENANCY	RATE	
			Standard	Premium
Homepage leaderboard banner	The most visible advert at the top of the homepage (3 available on rotation)	6 months	£2,000	£3,500
Advert on homepage	Advert placed on homepage (3 available on rotation)	6 months	£1,500	£2,500
Advert on dedicated page on website	Exact page to be decided. (excludes home page)	6 months	£1,000	
E Shot email	Opportunity to target specific specialties available. One per month. Additional costs associated with segmented campaigns.	per send	£2,600	
E-newsletter top / bottom banners	Placed in weekly & monthly newsletter	3 months	£1,300 - £2,600	
E-newsletter sponsored content/news	Sponsored content block or news uploaded onto website & listed in top news of the week.		£1600 - £2210	
Social media post package	1x Social post across Instagram, Facebook & LinkedIn.		£2,000	£2,500
Instagram grid post & story	1x post on the grid and reposted to stories with link to your preferred landing page.		£1,000	£1,500

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
- Banners in newsletters
- Audience Extension
- E-Shot



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



Lead Capture

- Webinars
- PPC Campaign Audience Extension
- E-Shot
- Banner adverts
- Banners in newsletters



Maximum Impact

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

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.



Jude Nowell

Head of sales

judith.nowell@easyfairs.com

+44 (0) 203 196 4352



Charlotte Norville

Senior Sales Executive

charlotte.norville@easyfairs.com

+44 (0) 203 196 4418