



THE ULTIMATE LIFESTYLE

Spa Life

Guide



Marketing Your Spa with Spa Life

Spa Life magazine is Australasia's only consumer Spa magazine, inspiring readers to achieve an abundance of vitality and wellness in their everyday lives through health, beauty, relaxation and escape. It is a credible brand in the world of Spa and has a very large and loyal following in the Asia Pacific region.

We have taken everything our readers love about Spa Life magazine (and more) and created a stunning new website, allowing us to have more regular contact with our readers and continue to attract more Spa-loving consumers.



Spa Life communicates across both print and online mediums, increasing your reach to people interested in Spa:

- Spa Life magazine - quarterly hard-copy publication
- www.spalifeguide.com.au - website with Spa content and directory
- Good Spa Guide - annual hard-copy Spa directory
- e-magazine - fortnightly digital publication for subscribers
- EDMs - fortnightly Electronic Direct eMails to our database with news and special offers
- Facebook & Twitter - daily updates about what's happening in the Spa world

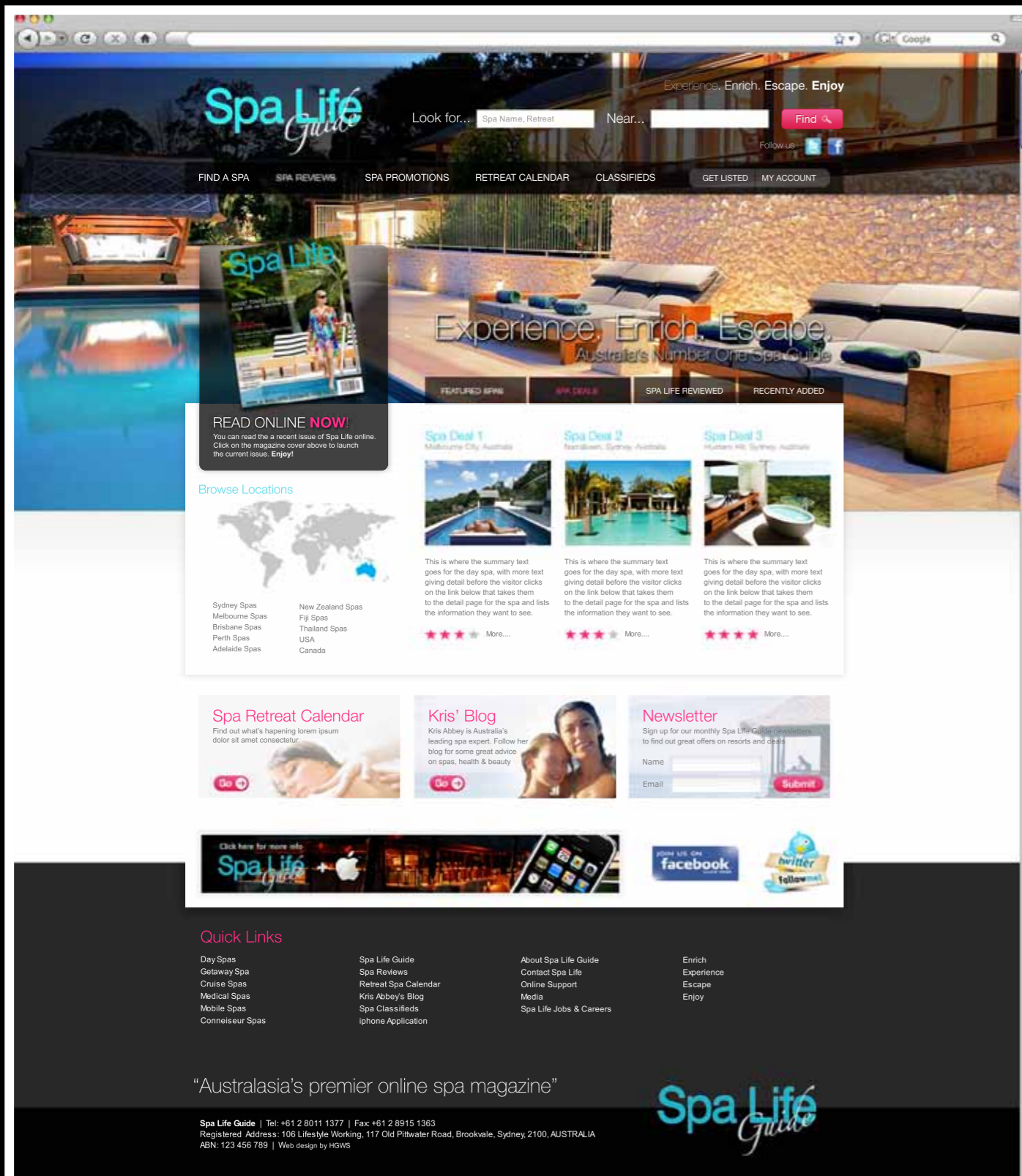
Who else provides such comprehensive and targeted access to the Spa market?

Combine the power of print and the versatility of the internet to increase your brand awareness, gather information about your client's needs and increase their annual spend with you.

One Day as a tiger is worth a thousand as a sheep.
Chinese proverb



Our Website - www.spalifeguide.com.au



Sharing Spa experiences via social media is growing rapidly. 59% of Spa visitors are now likely to email friends; 48% to write an online review; 41% to become a fan on a social networking site; and 37% to post on a social networking site.

2010 Global Spa Summit

Spa Life Guide is the website that complements our award-winning Spa Life magazine. It is a Spa-goer's haven. Visitors can check out the latest and greatest in Spas, view upcoming retreats and special offers, find their next escape or add a review of their latest experience.

Spa Life Guide is a Destination and Day Spa website dedicated to all things Spa. The comprehensive directory helps users find just the right Spa they're looking for - in Australia, New Zealand and, in the future, anywhere in the world.

Through our Facebook page (www.facebook.com/spalifeguide), Twitter and our regular e-magazine, EDMs and newsletters, we frequently talk to our readers, followers, fans and visitors. These frequent constantly drive traffic to the website.

Spa Life Guide is fully maintained and supported by our dedicated web and SEO marketing team, so our content is constantly updated and optimised to ensure we are ranked high in Google search listings.

Since Spa Life Guide is a directory-based website, your paid listing carries more authority with Google than information on the websites of individual Spas. So for example when someone performs a Google search for a particular Spa, the Spa Life Guide listing is likely to return a search result ranked higher than the Spa's own website. As Spa Life Guide grows, so will its authority with Google, together with the targeted traffic of customers looking for a Spa experience.

All this activity increases our brand awareness and, as a result, your's too!





What does Spa Life Guide Provide for the Visitor?

Spa Life Guide provides the visitor with a visual journey into the world of Spa, enticing them to take the plunge! While they are motivated to Spa, we help them find the Spa that best meets their needs, so booking it is only a mouse click away.

Visitors can:

- search for a Spa by location, postcode, category (Day or Destination etc), keyword, event (such as a retreat) or for a special offer, promotion or occasion
- read quality content on wellness, Spa cuisine, beauty and product reviews, etc
- subscribe to our e-magazine to get the latest Spa news, deals and promotions
- have a personal Favourites folder where they can add and view all their favourite Spas, events, articles and promotions, etc from one page
- enter competitions and giveaways
- join our Facebook page as a fan for daily updates
- read regular Twitter feeds
- make a booking or enquiry online so we capture them while in a Spa mood
- watch Spa TV - short videos and travelogues (for Showcase listings)
- print off promotions for redemption
- use our Send to a Friend function and forward a page to up to 10 email addresses
- write Spa reviews or comment on existing articles and reviews
- buy gift certificates or book a Spa getaway



What does Spa Life Guide Provide for the Advertiser?

Advertisers can:

- capitalise on our targeted audience
- enjoy exposure from our high Google rankings
- receive additional editorial exposure through our diverse communication activities, which will also increase our Google rankings
- choose from a variety of listing options to suit your budget and needs
- have their own mini-website within our website utilising our traffic
- manage your member account (or we can do this for you) to keep your listing up-to-date
- have multiple listings and post multiple events, articles and reviews
- view traffic reports and call-to-action statistics, including the contact forms submitted, how many users clicked on View Phone Number and page views
- have SEO-optimised listings (Showcase Spas list first)
- refine your Google map
- add Spa promotions and events
- receive online support and regular communication for tips and tricks to using the Member's Area to maximise its capacity

There is also a dedicated B2B section where Spa owners can post and view classified advertisements for staff, equipment, products, etc - a great tool for the Spa industry!



There is a disconnect between the openness of consumers to book a Spa visit online and the number of Spas providing that functionality!
47% of Spa-goers have booked a massage online and 89% "would," yet only 30% of Spas offer an online booking solution.

2010 Global Spa Summit





Other Advertising Opportunities

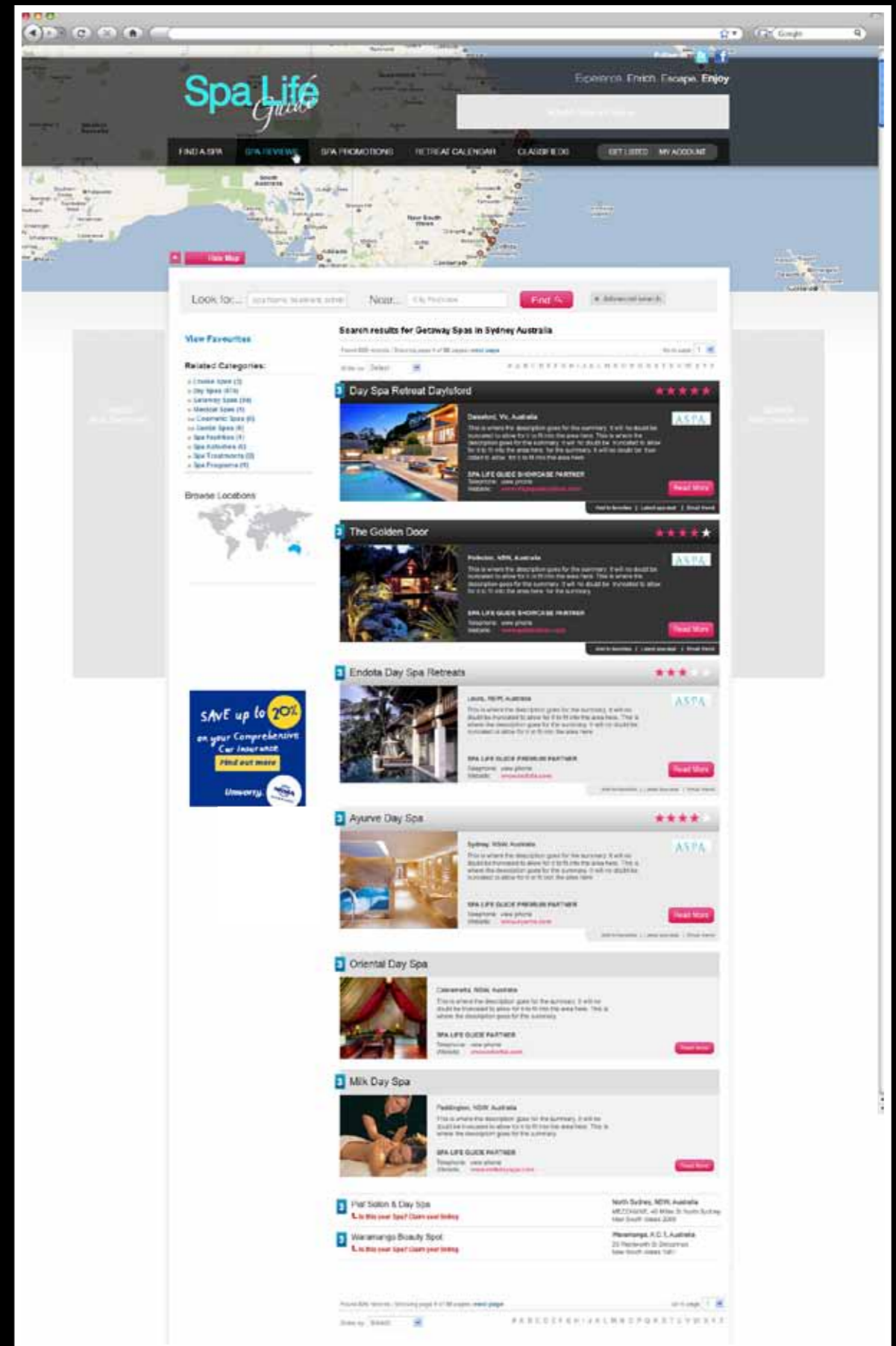
Marketing programs that use social media usually centre on efforts to create content that attracts attention, generates online conversations and encourages readers to share with their social networks. The message spreads from user to user and resonates because it is coming from a trusted source, as opposed to the brand or company itself.

There are a wide range of opportunities for advertisers including:

- banner advertising throughout the site
- homepage tower ads (vertical left and right of main content)
- homepage footer banner
- custom banner ads for special occasions
- top banner across header navigation throughout site
- vertical banner ads available by category or globally
- bottom ad banner available by category or globally
- rotate a variety of different ads for the same spot
- homepage background image available on a 3-ad rotation
- e-magazine and newsletter advertising B2C and B2B

FREE Listings

Lists at the bottom of search results.
 Lists Spa's name and address only.
 You can upgrade to a paid listing and enjoy the features that come with this.



| FEATURES | SHOWCASE | PREMIUM | STANDARD | FREE |
|--|----------|------------------------------|------------------------------|-------------------------------|
| Listed at top of search results | ✓ | Above Standard & Free | Above Free | Appear last in search results |
| Unlimited category listings (you fall within the criteria of every search) | ✓ | Listed in up to 5 categories | Listed in up to 3 categories | Listed in 1 category |
| Capitalise on our Search Engine Optimisation | ✓ | ✓ | ✓ | ✓ |
| Included in the Featured Spas on location landing pages | ✓ | ✓ | ✓ | - |
| Customised rotating header image for your Spa | ✓ | For an additional \$500 | For an additional \$500 | - |
| You can load up to 9 photos to your photo gallery | ✓ | Up to 4 photos | 1 photo | - |
| Listing includes Spa overview, treatments and facilities | ✓ | ✓ | ✓ | - |
| Your customers can post reviews | ✓ | ✓ | ✓ | - |
| A link to your website with 'follow link' (so Google tracks, adding to your SEO) | ✓ | ✓ | ✓ | - |
| Affiliated Association links such as ASPA | ✓ | ✓ | ✓ | - |
| Ability for visitors to share your listing pages with friends via Facebook & Twitter | ✓ | ✓ | ✓ | - |
| You can post your own articles to further promote your brand online | ✓ | ✓ | ✓ | - |
| Add unlimited events to the site, including retreats and special offers | ✓ | For an additional \$50 | For an additional \$50 | - |
| Add your Spa deals for visitors to print (offer automatically disappears on expiry date) | ✓ | ✓ | ✓ | - |
| Send-to-a-Friend application so visitors can forward your page to friends | ✓ | ✓ | ✓ | - |
| Google Maps shows your location | ✓ | ✓ | ✓ | - |
| Featured on our Facebook page and seen by thousands of people | ✓ | ✓ | - | - |
| Featured in our e-magazine | ✓ | ✓ | - | - |
| Online booking/enquiry form (tracks all customer enquiries) | ✓ | ✓ | - | - |
| You can upload video (simply embed YouTube link, the site does the rest) | ✓ | - | - | - |
| PRICE per annum (excluding GST) | \$1,200 | \$720 | \$480 | FREE |