



SPA INDUSTRY
FOCUS +

MARKETING
EXPERTISE =

SPA INDEX
MEDIA

2017-2018 MEDIA KIT

Established in San Francisco in 1998, **Spa Index Media** is a global spa lifestyle marketing agency. We published the first entirely paperless, no-purchase and advertisement-free spa and wellness travel directory of its kind.

Spa Index Media and its group of dot.calm resources efficiently target and communicate with spa and wellness enthusiasts and practitioners all over the world.

Small business owners, global-branded spa and wellness travel providers, and hospitality marketing agencies turn to us to improve brand and spa service recognition, increase consumer engagement, share online wellness marketing campaigns and generate leads.

Our services focus particularly on online marketing campaigns and SEO for spa and wellness business owners, website design and related services for those owners, generating leads and referrals, brand awareness and calendar campaigns for health retreats and resorts.

We work directly with our own client portfolio, as well as globally recognized hospitality and website marketing partners and agencies.



SPA INDEX MEDIA SERVICES

Our professional services for spa, wellness and hospitality partners include:

SPA INDEX GUIDE TO SPAS

We guide our readers to the best day spas, inns, hotels, resorts and retreats all over the world -- more than 40 countries and regions. Read on to learn more details about our directory -- our most popular service.



WELLNESS FOR YOUR SPA™

We audit spa and wellness themed websites to help clients identify problem areas, including slow-loading pages, missing tags, information and technical data, and to recommend tweaks to boost ease-of-use and Search Engine Optimization.

EDITORIAL

We help you deliver quality advertising content, including setting and managing your social media ad campaigns, proofreading, market research, and ghostwriting new articles, posts and pages.

WEBSITE DESIGN

We build custom websites specifically for our spa and wellness partners, with responsive designs, custom logos, interactive tools and social media links. We also prepare social media platforms, including Pinterest Boards, Twitter profiles, YouTube Channels and Facebook Pages.



GRAPHIC DESIGN

We create logos, social media headers, blog graphics, banner advertisements, and we even design and order your business cards, stationary, hang cards and flyers.

MAINTENANCE

We offer all-inclusive website plans which include regular website and profile maintenance, or we'll help you clean-up and maintain a website you've already created.



SPA INDEX GUIDE TO SPAS

Our global spa directory is our most popular service. It features among the best day spas, spa hotels, resorts, destination spas and wellness retreats in the world, plus a wealth of resources, including seasonal guides, annual favorite picks, spa lifestyle articles, tips and ideas.

ALL INCLUSIVE RATES

Our annual listing plans are all-inclusive. That means **NO** start-up costs, **NO** commissions, **NO** gift cards to honor, and **NO** surcharges for routine updates.

CUSTOM CONTENT

Each member directory profile displays all contact information, including telephone numbers, addresses, maps, driving directions, and links to websites, Twitter, and Facebook profiles. We also include a generous text overview with copywriting assistance to best present spa and wellness programs, services, amenities, highlights, lodging and resort features, and a custom photo display or gallery.

SPECIAL FEATURES

Our premium and specialty features spotlight reader-favorite programs and amenities, such as Weight Loss and Detox Retreats, Pet Friendly Hotels, Green and Eco-Friendly Spas, All Inclusive Resorts, Family Friendly Resorts, Ethnic Skincare Specialists, and more.

SEO OPTIMIZED

Each member's directory profile is search engine optimized to boost local search engine results. We use reputable SEO programs to submit our profiles and listings to all major search engines.

MOBILE-FRIENDLY

Our directory profiles and listings are designed with mobile devices in mind. No matter how our readers use our website, whether on desktops, mobile phones or tablets, your member profiles are going to look great.





HEALTH & WELLNESS DIRECTORY

One group of spa enthusiasts browses our spa directory to find the perfect spa resort vacation for friends and family, honeymoons or romantic weekends, and for girlfriends' getaways.

Another group browses our spa directory because we offer an extensive guide to health and wellness retreats, including Destination Spas, Weight Loss Retreats, Detox Retreats, Fitness Boot Camps, and Smoking Cessation Programs.



DESTINATION SPAS

Our Destination Spa members enjoy the most visible content on our directory, including full page profiles visible from our primary navigation menu and throughout every page of our website, rotating seasonal content, and, profiles on our specialty health and wellness guides.

WEIGHT LOSS RETREATS

Our guide to the World's Best Weight Loss Retreats includes a variety of options for every interest and budget, including luxury destinations, boot camps, women-only health programs, and programs geared to guests with medical and special needs.



FITNESS RETREATS

Our guide to fitness and yoga retreats is for the more fit and athletically-able guest who seeks out unique and fun destinations for biking, climbing, hiking, beach yoga and outdoor adventures.

STOP SMOKING RETREATS

Our newest guide helps visitors find spa resorts, programs and retreats with unique programs to aid in treating nicotine addiction.



FEATURED CONTENT

In addition to the Listings and Profiles we display for our wellness providers, day spas, spa hotels, resorts, and retreats, our spa directory publishes unique spa and wellness lifestyle content to keep our readers engaged.

SEASONAL GETAWAYS

For our Inn, Hotel, Resort and Retreat members, we publish seasonal getaways packages and promotions (those which include a spa or wellness component) on our Spa Deals and Seasonal Getaways articles and pages.



LIFESTYLE TIPS AND ARTICLES

We publish annual *Best Of* lists, as well as *Best Picks* and spotlights for interesting destinations and themes, including *Salt Caves*, *Hot Springs and Mineral Springs*, *Family-Friendly Resorts*, *Wine Country Hotels*, *All-Inclusive Resorts*, and more.

We also welcome and publish our members' guest articles with wellness and spa lifestyle tips and advice, and include a by-line, profile and links, for additional coverage and exposure.



RECIPES AND DIY TIPS

We publish seasonal skin care tips, home spa and personal care ideas, and spa cuisine recipes which aid in living a green, healthy and spa lifestyle. Like our guest articles, we display by-lines, profiles and links to your website, for additional coverage and exposure.

EVENT CALENDAR

Our Event Calendar displays open house and grand opening dates, seasonal celebrations and limited time engagements, including health and wellness guest speakers, classes or seminars open to the public, webinars, contests, sweepstakes, theme weeks, and retreat dates.



HEALTH & WELLNESS LEAD GENERATOR SERVICE

For our member Destination Spas, Health and Wellness Retreats and Weight Loss Partners, we offer an optional All-In-One Lead Generation Solution to supplement our Spa Directory Listing Plans. We customize campaigns to deliver streams of targeted and qualified traffic and new business.

Our Health & Wellness Lead Generator Service is a little different than most lead services.

Ours is strictly permission-based in that our consumers, who ask to be connected with our spa and wellness partners, have visited Spa Index or viewed our advertisements *expressly* to find or request referrals to health, detox, weight loss and wellness retreats.

When visiting our Weight Loss Retreats, Detox Retreats, Smoking Cessation or Fitness and Boot Camps featured pages, or viewing our demographically targeted advertisements, our consumers are presented with a custom sign-up form to submit requests for program and enrollment information from our partners. We curate a verified leads list from this group of consumers and share them with our lead subscribers.

By contrast, many mass-market leads, even from travel and so-called retreat finder services, tend to be low quality or of questionable value because consumers have signed up or given permission to be added to your mailing lists in exchange for an incentive, such as a potential prize or a chance to “unlock” non-existent, misleading or bait-and-switch “freebies.”

As a result, these mass-market services tend to attract zero-budget information from persons not truly interested in or committed to enrollment in a destination spa and wellness program.

Our policy to only deal with our consumers in a straightforward and ethical fashion means we only collect sincere, interested, and bonafide leads, each of whom has given permission for our members and partners to contact them with spa and wellness retreat and program information.





CRANWELL RESORT,
GOLF CLUB
AND SPA
MASSACHUSETTS

2018
Readers' Favorite
Spa Resort

ANNUAL SPA MARCH MADNESS

Each March begins the most popular reader-engaged feature on our website. **Spa March Madness** is our original concept and each year, it is our most-visited and most shared limited-time polling feature. For this social media campaign, we invite readers, spa professionals and the hospitality industry to nominate contenders for **Favorite Spa Resorts in the USA**, and our readers and judges' panel use social media to vote, comment, and share their favorites, starting with **64 vetted nominees** and propelling the winner to be named **Readers' Favorite Spa Resort** for the year.

Extensive visibility and reader engagement benefits each and all of these resorts.

THE 64 NOMINATED SPA RESORTS IN 2018

Acqualina Resort & Spa
Allison Inn & Spa
Amangiri
Auberge du Soleil
Big Cedar Lodge
Cal-A-Vie Health Spa
Callaway Gardens
Calistoga Ranch
Canyon Ranch Lenox
Canyon Ranch Tucson
Chateau Elan
Cloister at Sea Island
Cranwell Resort & Spa ★
Don Cesar
Fairmont Grand Del Mar
Four Seasons Hualalai
Four Seasons at Wailea

Gateway Canyons Resort
Glenwood Hot Springs
Hilton Waikoloa Village
Hotel Del Coronado
Hotel Hershey
Hyatt Regency Lake Tahoe
JW Marriott Desert Springs
JW Marriott Las Vegas
La Posada de Santa Fe
La Quinta Resort & Club
Lake Austin Resort
Lodge at Brush Creek Ranch
Lodge at Torrey Pines
Lodge at Woodloch
Mandarin Oriental Las Vegas
Mii Amo
Miraval Resort & Spa

Mohonk Mountain House
Montage Kapalua Bay
Montage Palmetto Bluff
Nemacolin Woodlands
Ocean House
Ojai Valley Inn & Spa
Omni Homestead
Omni Scottsdale at Montelucia
Osthoff Resort
Park Hyatt New York
Peaks Resort & Spa
Primland
Ranch at Rock Creek
Ranch Malibu
Rancho Valencia Resort
Red Mountain Resort

Ritz-Carlton Amelia Island
Ritz-Carlton Bachelor Gulch
Salamander Resort & Spa
Salishan Spa & Golf Resort
Sea Pines Resort
Setai Miami Beach
St. Regis Deer Valley
St. Regis Princeville
Sundara Inn & Spa
Sunrise Springs Spa Resort
Terranea Resort
Twin Farms Vermont
Ventana Inn & Spa
Westglow Resort & Spa
Wynn & Encore Las Vegas



SPA INDEX PERSONALITIES SERIES

In 2017, Spa Index Media launched a personality feature to introduce our readers and members to professionals and leaders with interesting and unique backgrounds and perspectives.

MEET THE EXPERTS™

This series of short Q&As gives our readers a fast and fun peek inside the lives of interesting, admirable, or innovative spa and wellness industry entrepreneurs and leaders.

SPACAST™

We interview both shining stars and rising stars in the spa, wellness and hospitality industry -- guests who share new ideas (or explain tried and true methods) for succeeding in an intense industry that is designed to relax and care for everyone.



WEBSITE POPULARITY

Our mostly advertisement free spa directory has climbed in popularity over a nearly 20 year period. We started with a list of spas in our home state of California, soon grew to include spas and resorts in dozens of countries and regions, and grew yet again to feature special interest features for Destination Spas, Weight Loss and Health Retreats.

Spa Index Guide to Spas enjoys more than a million unique and return visitors in a year. In calendar year 2017, we were visited by more than 650,000 unique visitors, who collectively viewed our listings, pages, and articles over 4.1 million times, and, when adding how many times pages, listings, articles, images and searches were viewed and shared on social media platforms and through major search engines, resulted in a huge number of hits – nearly 36 million displayed resources seen by people, search engines and the internet universe.



TESTIMONIALS

"You guys are super thorough in what you do. You've been our 2nd best Referral Channel over the years. On the Detox Page, you've done MIRACLES in that category. It's been our top performer for quite a few years."

-- Fresh Start Health Retreats, Canada

"Thank you, excellent service. Analytics derived from Spa Index visits are phenomenal. Engagement statistics scream how targeted your members are for us."

-- Green Mountain at Fox Run, Vermont



"Thank you so much for your help with my new web site. Your input was extremely valuable in my decision-making. Regarding my marketing package, I would like you to know that I left SpaFinder last year and I realized that it was the best decision I made as ROI was practically non-existent. I feel that Spa Index is such a valuable resource for the best exposure on internet. Your personal knowledge of your advertisers and willingness to help in every aspect of marketing is so transparent in ads for all your clients."

-- Copperhood Retreat and Spa, New York

BRAND PORTFOLIO

A few of the well-known brands and partners we have the pleasure to work with.



SPA DIRECTORY RATES



Standard Plan

Every member of **Spa Index Guide to Spas** receives a profile on our directory, in the geographic category based on its primary location, which includes:

- All Contact Data
- Map and Driving Directions
- Generous Text Overview
- Logo and Photo Gallery or Collage
- Spa Highlights
- Links to Website, Twitter and Facebook
- Social Media Follow and/or Interaction
- Seasonal Specials (for Hotel and Resort Spas)
- First Time Guest Coupon Offer (for Day Spas)
- Responsive Design
- Search Engine Optimization
- Quarterly Submission to all major Search Engines
- Byline guest articles with wellness and spa lifestyle advice
- No Start Up Costs
- No Booking Fees
- No Commissions

Day Spas in the USA from \$299-\$499, Annually, All Inclusive.

Discounted Group Rates and International Rates also available. Promotional Codes for Key Geographic Areas. Always a New Member Welcome Discount.

Resort Plan

In addition to the benefits of a Standard Plan, our Inn, Hotel and Resort Members see spotlights on our seasonal getaway pages, event calendar, blog, and reader favorite guides to Pet Friendly Resorts, Green Spas, Family Friendly Resorts, and more.

From \$599-899, Annually, All Inclusive for USA locations.

Discounted Group Rates and International Rates also available. Promotional Codes for Key Geographic Areas. Always a New Member Welcome Discount.

Health Retreat Plan

In addition to the benefits of a Standard Plan, our Health Retreat Members also see spotlights on our seasonal getaway features, event calendar, blog, and premium guides for Weight Loss, Detox, Fitness, and Stop-Smoking Retreats.

From \$1400-1900, Annually, All Inclusive for USA locations.

Discounted Group Rates and International Rates also available. Promotional Codes for Key Geographic Areas. Always a New Member Welcome Discount.

Destination Spa Plan

Our most comprehensive plan is also the plan which offers an elite group of spa destinations the most visible content. In addition to all features of the Resort Plan, our Destination Spa Members (as defined by ISPA) also see featured placement on our site-wide navigation system, rotating content on our most-visited pages, an additional custom page with extended photo gallery and spotlights on our premium guides for Weight Loss, Detox, Fitness, and Stop-Smoking Retreats.

From \$2400-5400, Annually, All Inclusive for USA locations.

Discounted Group Rates and International Rates also available. Promotional Codes for Key Geographic Areas. Always a New Member Welcome Discount.

PROFESSIONAL SERVICE RATES

Your spa or wellness facility is unique, and so is your vision. We quote our service rates based on the complexity of the task at hand, how much material is available to us to use, and how much, or how little, you want to be involved in the process.

We'll gather all the necessary information from you to agree what type of services you require, and we'll quote rates consistent with what you need and the budget available.

Website Design

Websites, including a home page and additional topic and function pages. Our website clients receive a complimentary standard or resort one-year Spa Index Guide to Spas directory listing (up to \$899 value).

From \$1,500 to \$2,500 for your existing hosted domain

From \$3,000 to \$5,000 for new domains requiring domain registration, domain transfer and/or hosting services, installation and creation.

Social Media Start and Seed

For clients needing to establish a social media personality, we will create, brand, and establish Twitter, Facebook, and Instagram Profiles, Pinterest Boards, and more, seeded with starter content, and designed to immediately attract followers.

As Quoted by Project

Graphic Design

Logos, Social Media Headers, Banners, Flyers, Business Cards, Stationary, and Slideshows

As Quoted by Project

Wellness for Your Spa™

SEO Audit and Action Recommendations to improve your search engine ranking and visibility.

Troubleshooting to determine what you need to make your website get to work for you.

Spot checking functionality and ease of use.

As Quoted based on Survey Responses

Targeted Facebook Campaigns

Spa Index Media's social media team will create a unique geographic and/or demographic targeted ad campaign for targeted impressions.

Clients give us an operating budget for daily impressions, and we create, launch, and manage the ad campaign for clients needing Facebook followers and interaction.

As Quoted + Daily Ad Budget

Landing Pages

For clients and sponsors in need of a fast and straight-forward solution to a digital presence, we will create a Landing Page with embedded Lead Generation and Collection tools.

As Quoted by Project + Daily Ad Budget

Editorial

Bespoke articles, blog posts, proofreading, editorial review, market research, and more

As Quoted by Project



THE ONLY
THING WE
OVERLOOK
IS THE
WATER.



WEBSITE ADDRESSES:

SpaIndexMedia.com - Corporate
SpaIndex.com - Spa Directory
Members@SpaIndex.com - Email

SOCIAL MEDIA ADDRESSES:

Facebook @SpaIndex
Twitter @SpaIndex
Pinterest @SpaIndex

MAILING ADDRESS:

1511 M SYCAMORE, SUITE 104
HERCULES, CA 94547
UNITED STATES
415-498-0772 - Voice
414-433-5836 - Fax