

2022 Media Planner



Use our Media Planner to take advantage of opportunities across *Skin Inc.*'s media universe throughout the year.

JAN THEMES

ANTI-AGING

- Skin Care
- Anti-aging Devices
- Anti-aging Tools

MASKS

- Skin Care
- Mask Devices
- Tools for Masking

PRIVATE LABELING

- Branding
- Marketing
- Spa Consulting
- Spa Software

SUPPLIER INSIGHTS (DM)*

- Industry Input: Winter Skin
- Protocols in Practice: Anti-aging

JAR DECONSTRUCTED: MARINE COLLAGEN

- Hydration
- Firming
- Strengthening

Product Roundup:

- Anti-aging
- Masks

Magazine Due Dates

Editorial: 11/01/21
Ad Close: 12/02/21

FEB THEMES

SUN

- Sunscreen
- Tinted Skin Care
- Protective Skin Care
- Antioxidants
- Sunless Tanning

EYE TREATMENT/ COSMETICS

- Eye Cosmetics
- Eye Treatment Products
- Eyelash/Eyebrow Growth Products
- Devices for the Eyes

RETAIL

- Spa Software
- Spa Consulting
- Private Label
- Spa Gift Items
- Holiday Packaging
- Travel-size Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Sun
- Protocols in Practice: Eye

JAR DECONSTRUCTED: ZINC OXIDE

- Sun Filter

Product Roundup:

- Sun Care
- Be My Valentine

Magazine Due Dates

Editorial: 12/01/21
Ad Close: 01/05/22

Bonus Distribution:

- IECSC New York

MAR THEMES

NECK/DEC

- Skin Care
- Devices for Neck/Dec
- Tools for Neck Dec

BODY

- Body Moisturizers
- Body Treatments
- Body Exfoliants
- Body Tools
- Body Devices

CUSTOMER SERVICE

- Spa Software
- Apps
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Neck/Dec
- Protocols in Practice: Body

JAR DECONSTRUCTED: CAFFEINE

- Anti-cellulite
- Tightening
- Anti-inflammatory

Product Roundup:

- Spring Skin Care
- Body Products

Magazine Due Dates

Editorial: 01/02/22
Ad Close: 02/03/22

Bonus Distribution:

- IECSC Chicago

APR THEMES

NATURAL/ORGANIC

- Natural/Organic Skin Care
- Aromatherapy
- Sugaring
- Natural Cosmetics

LIP TREATMENT/COSMETICS

- Lip Cosmetics
- Lip Enhancement Products
- Lip Treatment
- Lip Devices

MARKETING

- Spa Consultants
- Spa Software
- Apps

SUPPLIER INSIGHTS (DM)*

- Industry Input: Lips
- Protocols in Practice: Natural

JAR DECONSTRUCTED: GOAT'S MILK

- Probiotic
- Barrier Repair
- Moisturizer/Emollient & Soothing

Product Roundup:

- Natural/Organic
- Lip Treatments

Magazine Due Dates

Editorial: 02/01/22
Ad Close: 03/03/22

MAY THEMES

ACNE

- Skin Care
- Acne Spot Treatments
- Devices For Acne

WAXING

- Wax
- Wax Supplies
- Soothing Skin Care
- Pre/Post Waxing Skin Care

MULTICULTURAL SKIN

- Brightening Products
- Hydrating Products
- Skin Devices
- Sensitive Skin Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Waxing
- Protocols in Practice: Acne

JAR DECONSTRUCTED: SULPHUR

- Oil Absorbing
- Antimicrobial

Product Roundup:

- Spot Treatments
- Waxing Products

Magazine Due Dates

Editorial: 03/01/22
Ad Close: 03/30/22

Bonus Distribution:

- IECSC Las Vegas
- Premiere Orlando

JUN THEMES

ANTI-POLLUTION

- Antioxidant
- Sun Protection
- Blue Light Protection
- Sun Care
- Anti-aging

BROWS

- Brow Cosmetics
- Brow Tint/Lamination
- Brow Growth Products
- Brow Hair Removal
- Brow Tools

PHYSIOLOGY

- Skin Care
- Devices for Face & Body
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Blue Light
- Protocols in Practice: Brows

JAR DECONSTRUCTED: GOGI BERRY

- Antioxidant that helps to fight free radicals

Product Roundup:

- Antioxidant Products
- Brow Products/Tools

Magazine Due Dates

Editorial: 04/01/22
Ad Close: 05/04/22

All bonus distributions are tentative. Please contact Perri Polowy for up-to-date show distribution information.

Covered Every Month

Happenings, Stories of Success, New Products, Jar Deconstructed, Industry Input, Now Trending and Protocols in Practice



JUL THEMES

EXFOLIATION

- Peels
- Enzymes
- Exfoliation Devices
- Exfoliation Tools
- Scrubs

BEAUTY FOOD

- Beauty Supplements
- Beauty Drinks
- Beauty Food
- Skin Care with Food Ingredients

SOCIAL

- Apps
- Spa Software
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Wedding Skin Care
- Protocols in Practice: Enzymes

JAR DECONSTRUCTED: SUCCINIC ACID

- Gentle Exfoliator

Product Roundup:

- Peels
- Summer Skin

Magazine Due Dates

Editorial: 05/01/22

Ad Close: 06/02/22

Bonus Distribution:

- Face & Body Northern California

AUG THEMES

DEVICES

- LED
- Microdermabrasion
- Ultrasound
- High Frequency
- Galvanic

MEN

- Skin Care
- Hair Removal
- Body Care
- Devices

SPA SAFETY

- Sanitation Products
- PPE
- Disinfection Supplies
- Cleaning Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Devices
- Protocols in Practice: Men

JAR DECONSTRUCTED: OAT

- Anti-irritant
- Soothing
- Moisturizing

Product Roundup:

- Devices
- Back to School

Magazine Due Dates

Editorial: 06/01/22

Ad Close: 06/29/22

SEP THEMES

OILS AND CONCENTRATES

- Serums
- Concentrates
- Skin Care Oils
- Essential Oils
- Skin Care with Oils
- Body Oils/Concentrates

LASHES

- Lash Cosmetics
- Lash Extensions
- Lash Growth Products
- Lash Tint/Lift Products

EASTERN INSPIRATION

- Ayurveda Products
- Traditional Chinese Medicine Products
- Facial Tools
- Massage Products

SUPPLIER INSIGHTS (DM)*

- Industry Input: Lashes
- Protocols in Practice: Eastern-Inspired

JAR DECONSTRUCTED: ARGAN

- Moisturizing
- Anti-aging

Product Roundup:

- Oils/Concentrates
- Lashes

Magazine Due Dates

Editorial: 07/01/22

Ad Close: 08/02/22

OCT THEMES

HOLIDAY

- Skin Care
- Gift Sets
- Cosmetics
- Body Care
- Retail Gifts

MAKEUP

- Foundations
- Eye Cosmetics
- Lash/Brow Products
- Lip Cosmetics

HOT & COLD

- Cryo Tools
- Cryo Devices
- Heat Devices
- Warming/Cooling Skin Care

SUPPLIER INSIGHTS (DM)*

- Industry Input: Makeup
- Protocols in Practice: Holiday

JAR DECONSTRUCTED: CHOCOLATE

- Antioxidant
- Anti-aging
- Hydrating

Product Roundup:

- Holiday Gift Guide
- Hot & Cold Devices & Products

Magazine Due Dates

Editorial: 08/01/22

Ad Close: 08/31/22

NOV THEMES

DRY SKIN

- Hydrating Skin Care
- Hydrating Treatments
- Devices for Hydration

CLEANSING

- Cleansers
- Bath/Shower Products
- Exfoliants
- Cleansing Devices

SPA MANAGEMENT

- Spa Consultants
- Spa Software
- Apps

SUPPLIER INSIGHTS (DM)*

- Industry Input: Cleansers
- Protocols in Practice: Dry Skin

JAR DECONSTRUCTED: GLYCERIN

- Humectant
- Hydration

Product Roundup:

- Dry Skin
- Cleansers

Magazine Due Dates

Editorial: 09/01/22

Ad Close: 10/05/22

DEC THEMES

BRIGHTENING

- Skin Care
- Spot Treatments
- Devices For Brightening

SUGARING

- Sugar
- Pre/Post Sugar Skin Care
- Soothing Skin Care
- Supplies for Sugaring

ALL ABOUT INGREDIENTS

- Skin Care
- Body Care
- Products with High-Tech Ingredients
- Spa Consultants

SUPPLIER INSIGHTS (DM)*

- Industry Input: Ingredients
- Protocols in Practice: Brightening

JAR DECONSTRUCTED: TRANSEXEMIC ACID

- Hydrating

Product Roundup:

- Brightening
- Peptide Products

Magazine Due Dates

Editorial: 10/01/22

Ad Close: 11/01/22

All bonus distributions are tentative. Please contact Perri Polowy for up-to-date show distribution information.

*(DM) - Digital Magazine