

COSMETIC
Surgery & *Aesthetics*
Magazine


cosmetic
SURGERYTODAY.CO.UK

Media Pack 2009

Tel: 0845 051 4460

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The UK's Premier Cosmetic Surgery & Aesthetics Magazine

Cosmetic Surgery & Aesthetics Magazine is the first bi-monthly magazine committed solely to cosmetic enhancement in Britain.

Cosmetic Surgery & Aesthetics Magazine is the authoritative guide to the procedures currently available on the market. Each issue contains information about individual procedures written by experts in the field, with practitioner interviews, case studies, technology updates, and the latest health and beauty news.

It provides a unique opportunity to reach a very specifically targeted audience:

People considering having a cosmetic procedure.

Cosmetic Surgery & Aesthetics Magazine has an exclusive distribution agreement with the UK's leading magazine retailer, WH Smith. 2,500 copies are also distributed free to the cosmetic surgery and treatment industry and a further 10,000 copies are distributed free nationally through top health clubs and spas.

The UK's Premier Cosmetic Surgery Website

CosmeticSurgeryToday.co.uk offers users the opportunity to share their experiences of cosmetic procedures via the forum, to source information and practitioner contact details and to view the latest news stories from the aesthetics industry. The new 'Product of the Week' page showcases the hottest new products on the market and provides a click-through link to the distributor's own website.

Our unique and hugely popular 'Get a Practitioner To Contact You' service takes all the hassle out of searching for a specialist – where a patient considering surgery can enter their contact details and the procedure they are interested in and our team will send this on to a relevant practitioner who will then contact the patient to either arrange a consultation or discuss with them in more detail. This allows us to provide our advertisers with genuine, quality leads from potential clients.

The website is showing rapid and continual growth; it is a real valuable source for patients to find the products and specialities available to them, with this in mind it is genuinely putting patients in touch with practitioners, herein lies the simplicity of what both products are achieving:-

'Combined we will put your business in touch with an average of 60,000 potential patients each month!'

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Advertising with us works!

Combined our magazine and website talk to **60,000** potential clients each month



For more information please call 0845 051 4460

Testimonials

“Cosmetic Surgery & Aesthetics Magazine is a focused aesthetic magazine. It fills a niche area of immense consumer interest within the UK that other magazines tend to cover more superficially. My Cosmetic Breast Surgery practice which is based in Leeds has had enquiries that are nationwide and appointments booked as far away as Southampton and Slough. *Cosmetic Surgery & Aesthetics Magazine* ensures my message reaches the target audience. I would recommend *Cosmetic Surgery & Aesthetics Magazine* to anyone within the profession and shall continue to work with them.”

Mr Philip Turton

Consultant Breast Oncoplastic & Aesthetic Breast Surgeon

“Sue and Carole at Safe hands Surgery are happy with the response received from advertising in *Cosmetic Surgery UK* magazine and plan to continue advertising their services offering potential patients safe affordable surgery options abroad.”

Carol Goddard

Safe Hands Surgery

“A survey by Spire Healthcare has confirmed a huge increase in women having surgery (as much as 300 per cent in the last five years among women in their sixties alone). *CostmeticSurgeryToday.co.uk*, though it has affiliates and may not be impartial, is still useful for those thinking about surgery because it is a mine of advice on treatments and factors for consideration, from breast implants to finance, safety and finding a practitioner.”

The Telegraph.co.uk

“Having used the magazine for the first time for one of our clients, a prestigious Harley Street clinic, we found the product to be of high quality, highly targeted and with editorial fitting of such a publication. As an advertising agency our priority was to generate response for our client and I'm very happy to say that the response has been good, and we are going to book into subsequent issues”

James Ferrin

Advertising Excellence Ltd

“Flipside PR is an agency that specialises in aesthetic skincare and treatment and I have found *Cosmetic Surgery and Aesthetics Magazine* and their website to be a highly effective way for our clients to reach their target audience. This is the only consumer magazine focused on the aesthetic industry and is a valuable PR and marketing tool for any business related to this industry. I wouldn't hesitate in recommending them as an ideal vehicle to source new patients and generate business for anyone within this industry”

Lynne Thomas

Flipside PR Ltd

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Overview

- CS&AM is a bi-monthly magazine
- Cover price £5.00
- 144 page Glossy Magazine
- Perfect Bound
- Size 275 x 205 mm
- Distributed through WHSmith High Street stores and by subscriptions
- Free distribution within the industry and also to top health clubs & spas
- Divided into sections - reader friendly & offers the perfect targeted environment for your advertisement

Body



Nose



Eyes



Teeth



Face



Laser



Tattoo



Breasts



Beauty



Cosmetic Surgery & Aesthetics Magazine 2009 Advertising Rates

Premium Positions		One off	3 of more insertions (15% discount)	6 or more insertions (25% discount)
Inside Front Cover	Single Page	£2,050	£1,742.50	£1,537.50
	Double Page Spread	£2,750	£2,337.50	£2,062.50
Inside Back Cover		£1,900	£1,615	£1,425
Outside Back Cover		£2,550	£2,167.50	£1,912.50

Display Advertising	One off	3 of more insertions (15% discount)	6 or more insertions (25% discount)
Double Page Spread	£2,500	£2,125	£1,875
Full Page	£1,500	£1,275	£1,125
Half Page Portrait	£1,050	£892.50	£787.50
Half Page Landscape	£1,050	£892.50	£787.50
Third Page Strip	£850	£722.50	£637.50

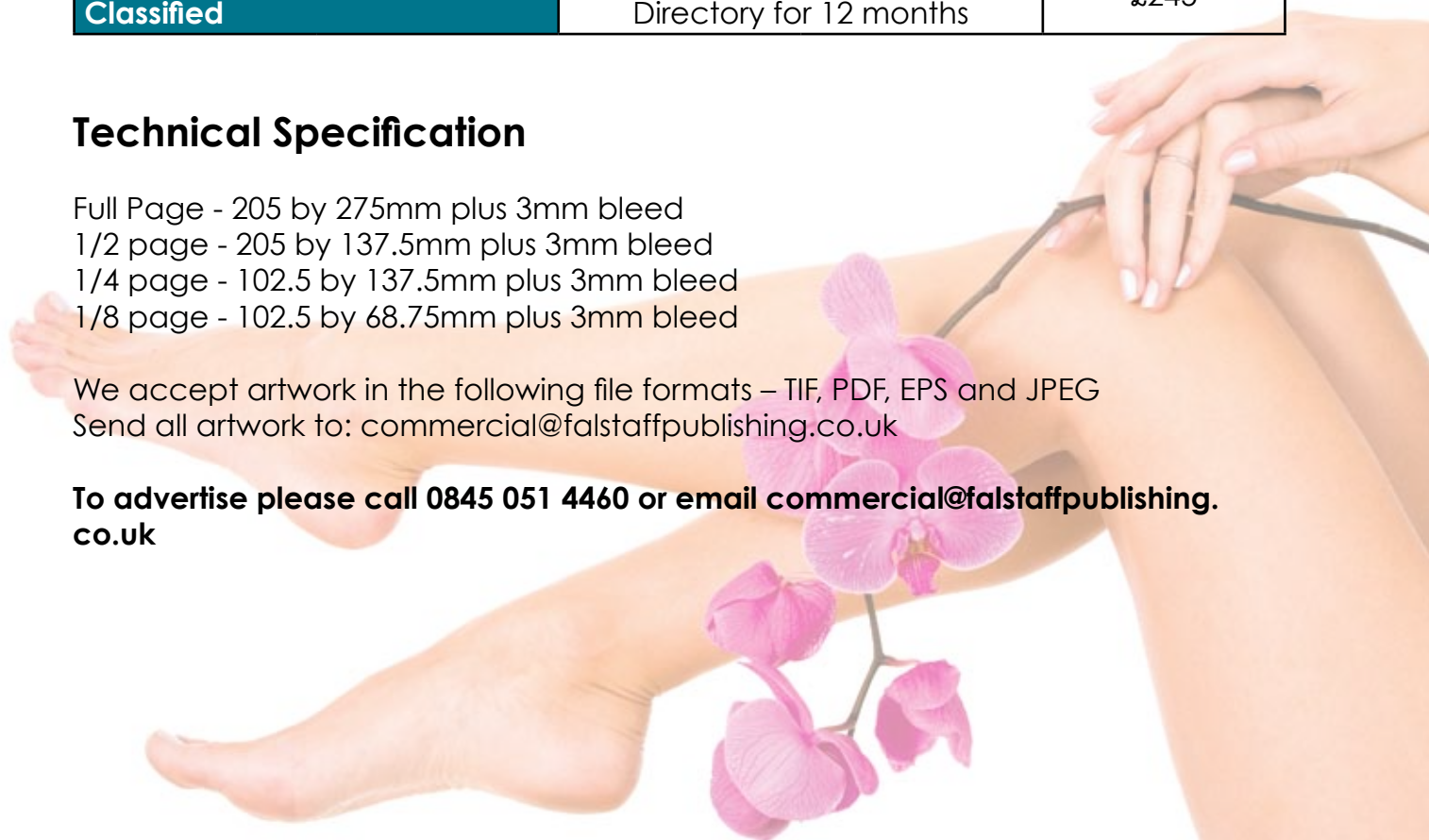
Classified	6 Issues = 12 months	
	Printed Directory for 6 months	£95
	Combined Printed & Online Directory for 6 months	£145
	Combined Printed & Online Directory for 12 months	£245

Technical Specification

Full Page - 205 by 275mm plus 3mm bleed
 1/2 page - 205 by 137.5mm plus 3mm bleed
 1/4 page - 102.5 by 137.5mm plus 3mm bleed
 1/8 page - 102.5 by 68.75mm plus 3mm bleed

We accept artwork in the following file formats – TIF, PDF, EPS and JPEG
 Send all artwork to: commercial@falstaffpublishing.co.uk

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Every visitor to our site is interested in Cosmetic Surgery & Aesthetics. There are many opportunities to talk to this very responsive audience.

- **Latest News** - daily updated topical news articles
- **Product of the Week** - the latest products from across the industry
- **Surgery Types** - all the major surgery types explained
- **Feature Articles** - articles and features covering the whole industry
- **Ask the Experts** - our expert panel answer our readers questions on all things cosmetic surgery
- **Real Life Stories** - our readers share their stories of their cosmetic treatments.

All the Latest news

Banner Adverts

Product of the Week

Find a Practitioner:
 • By Surgery Type
 • By Postcode

Surgery Types

Ask the Experts

Get a Practitioner to Contact You



CosmeticSurgeryToday.co.uk 2009 Advertising Rates

Banner Adverts		One off	3 of more insertions (15% discount)	6 or more insertions (25% discount)
Top Banner	Rotation (1 of 6)	£450	£382.50	£337.50
	Solus	£1100	£935	£825
Vertical Banner	Rotation (1 of 6)	£450	£382.50	£337.50
	Solus	£1100	£935	£825

Surgery Type Sponsorship	One off	3 of more insertions (15% discount)	6 or more insertions (25% discount)
	£450	£382.50	£337.50

Online Directory	12 months
	£95.00

Online Profiling	12 months
	£495.00

Technical Specification

Top Banner - 468 x 60 pixels

Vertical Banner - 120 x 600 pixels

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