2020 SPECS

PRINT

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 vert.</td>
<td>4.625&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/3 vert.</td>
<td>2.25&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/2 vert.</td>
<td>3.5&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/2 island</td>
<td>4.625&quot; x 6.625&quot;</td>
</tr>
<tr>
<td>1/4 vert.</td>
<td>3.5&quot; x 4.625&quot;</td>
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<tr>
<td>1/3 horiz.</td>
<td>7.125&quot; x 3&quot;</td>
</tr>
<tr>
<td>1/6 horiz.</td>
<td>4.625&quot; x 2.25&quot;</td>
</tr>
</tbody>
</table>

DIGITAL

Horiz. 728 x 90 px
Leaderboard

Horiz. 600 x 120 px
Home page

Horiz. 600 x 90 px
Article

Horiz. 728 x 90 px
Run-of-site

Movers & Shakers
546 x 248 px

SUBMISSION GUIDELINES
Upload your ads directly to: massagemag.com/advertisers/upload

Size limit: 20MB

Accepted file types:
- PDF: Choose press quality, include bleeds and crop marks.
- JPG: 300 dpi, CMYK or grayscale, maximum quality, baseline optimized.
- All files must include bleeds and all images must have resolutions of at least 300 dpi.
- Production charges may apply for any changes made after the ad is sent to the printer.
- MASSAGE Magazine is not liable for any ad errors missed by a customer.
- MASSAGE Magazine is not responsible for inaccurate color if no press-match is provided.

In-house Design: We will design your ad at a rate of $100, which includes up to two rounds of edits. Additional rounds are $100 per hour.

MARKETING PLANNER 2020

MASSAGE magazine
35 years
1985-2020
<table>
<thead>
<tr>
<th>JAN. ’20</th>
<th>FEB. ’20</th>
<th>MARCH ’20</th>
<th>APRIL ’20</th>
</tr>
</thead>
</table>
| ANNUAL BUYERS GUIDE Online Publication  
- A-Z Company Directory  
- Products Directory  
- 2020 Marketing Plan  
- Build Clientele  
- Financial Fitness  
- Market Massage  
- How to Use Technology  | MASSAGE IN SPORTS  
- Massage for Athletes  
- Sports Massage Products  
- Budget to Buy Equipment  
- Healthy Sleep Habits  
- Pregnancy Massage  
- Market Relaxation  
- Mentor/Be Mentored  | CBD & HEMP  
- The Cannabidiol System  
- CBD Applications  
- Hemp Products  
- Structure & Posture  
- Deep Tissue Massage  
- Lymphatic Massage  
- Embrace Business Role  | CAREER GUIDE  
- Career Planning  
- Self High-Value Plans  
- Energy Work Career  
- Money Management  
- Employment Success  
- Hydration Beyond Water  
- Topicals for Specialties  |
| Ad close: Nov. 26  
Ad materials due: Dec. 3  
Mail date: Dec. 20 | Ad close: Dec. 27  
Ad materials due: Jan. 3  
Mail date: Jan. 23 | Ad close: Jan. 28  
Ad materials due: Feb. 4  
Mail date: Feb. 21 | Ad close: Feb. 25  
Ad materials due: Mar. 3  
Mail date: Mar. 20 |

<table>
<thead>
<tr>
<th>MAY ’20</th>
<th>JUNE ’20</th>
<th>JULY ’20</th>
<th>AUG. ’20</th>
</tr>
</thead>
</table>
| TECHNIQUES  
- Neuromuscular Therapy  
- Myofascial Release  
- Chair Massage  
- Cupping  
- Spa Techniques  
- Infant Massage  
- Mobile Massage Products  | SMALL BUSINESS SUCCESS  
- Find Your Niche  
- How to Create an Ad  
- Social Media  
- Small-Biz Finances  
- Guide to MTs’ Foot Health  
- Taping  
- Fascia  | SELF-CARE  
- Prevent Burnout  
- Nutrition  
- Functional Fitness  
- Build Collaboration  
- Yoga  
- Strategies for Self-Care  
- Personal Safety  | EDUCATION  
- Business Education  
- CE Choices  
- Tech Tools for Practice  
- Business Software  
- Massage Legislation  
- Hormone Health  
- Lomilomi  |
| Ad close: Mar. 26  
Ad materials due: April 2  
Mail date: April 22 | Ad close: April 24  
Ad materials due: May 1  
Mail date: May 21 | Ad close: May 26  
Ad materials due: June 2  
Mail date: June 19 | Ad close: June 26  
Ad materials due: July 3  
Mail date: July 20 |

<table>
<thead>
<tr>
<th>SEPT. ’20</th>
<th>OCT. ’20</th>
<th>NOV. ’20</th>
<th>DEC. ’20</th>
</tr>
</thead>
</table>
| NEW PRACTITIONER  
- Get & Keep Clients  
- Trustworthy Vendors  
- Student Loans  
- Business Costs  
- Table Height + Mechanics  
- Physician Referrals  
- The Microbiome  | MEDICAL MASSAGE  
- Clinical CEs  
- Medical Careers  
- Network with MDs  
- Oncology Massage  
- Products for Revenue  
- Guide to MTs’ Hand Health  
- Outdoors Self-Care  | RESEARCH  
- Pain Perception  
- Orthopedic Massage  
- Anatomy  
- Fibromyalgia  
- Craniosacral  
- Nutrition & Supplements  
- Holiday Stress-Relievers  | THE CLIENT ISSUE  
- Customer Service  
- Specialization  
- Find & Retain Clients  
- Business Success  
- Reflexology  
- Budget Time for Self-Care  
- Achieve Goals  |
| Ad close: July 28  
Ad materials due: Aug. 4  
Mail date: Aug. 21 | Ad close: Aug. 24  
Ad materials due: Aug. 31  
Mail date: Sept. 22 | Ad close: Sept. 25  
Ad materials due: Oct. 2  
Mail date: Oct. 21 | Ad close: Oct. 23  
Ad materials due: Oct. 30  
Mail date: Nov. 19 |

2020 EDITORIAL CALENDAR

- Ad close: Nov. 26  
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- Mail date: Oct. 21
- Ad close: Oct. 23  
- Ad materials due: Oct. 30  
- Mail date: Nov. 19