

EXPLORE A WORLD OF WELLNESS...

Presenting the first Indian Spa & Wellness magazine

Spamantro

India's Spa & Wellness Magazine



MEDIAKIT

THE EXCLUSIVE NEW INDIAN MAGAZINE FOR THE SPA & WELLNESS INDUSTRY

INDIA IS HOME TO 126,700 MILLIONAIRES AND GROWING...

That's not in Rupee but in Dollar terms. What's more, the number of Indians with over US \$1 million in investable assets grew last year at a phenomenal 50.9%. At that rate, another 64,490 millionaires will be added to the list next year. These were the findings of the latest Capgemini – Merrill Lynch World Wealth Report (2010). Moreover, India's HNWI wealth is slated to grow by a CAGR of 12% to reach approx. US \$950 billion by 2015.

Spearheaded by annual growth of 8%, India - the world's fourth largest economy is expected to become the third largest as early as next year - 2012, behind only the US and China, according to recent Price Water Coopers report. No where is this burgeoning power and prosperity more discernible than in the raging demand for luxury lifestyles.



GOING OVERBOARD ON LUXURY

- The market for luxury products and services in India was estimated at 4.76 billion US dollars in 2010, projected to be 14.72 billion US dollars by 2015 according to a CII – A.T. Kearney report.
- 126,700 Indians have investable assets of over US \$1 million (50.9% increase over the previous year).
- Personal consumption is 67% of GDP in India; only the US is higher at 70%.
- Super-deluxe brands like Porsche, Chanel, Louis Vuitton, Rolls-Royce, Rolex, Bvlgari among others are in hot demand.
- Over 250 luxury 5 star hotel projects are scheduled to come up in the next 24 months.



With India's demand for luxury growing, can the market for spa and wellness be far behind?

A QUEST FOR WELLBEING

From ancient times, Indians have believed in "Swasthya" meaning "Wellbeing". And our ancient traditions of yoga and ayurveda were its basis. Today, the new generations of prosperous Indians, dynamic, extensive travellers look for places of "Wellbeing" within India.

And why not? Blessed with breathtaking landscapes from the Himalayas to pristine beaches of Kerala, India is full of spectacular natural beauty and touristic attractions. Add to it, its ancient healing practices and you have a tempting spa destination.

A BUOYANT DEMAND

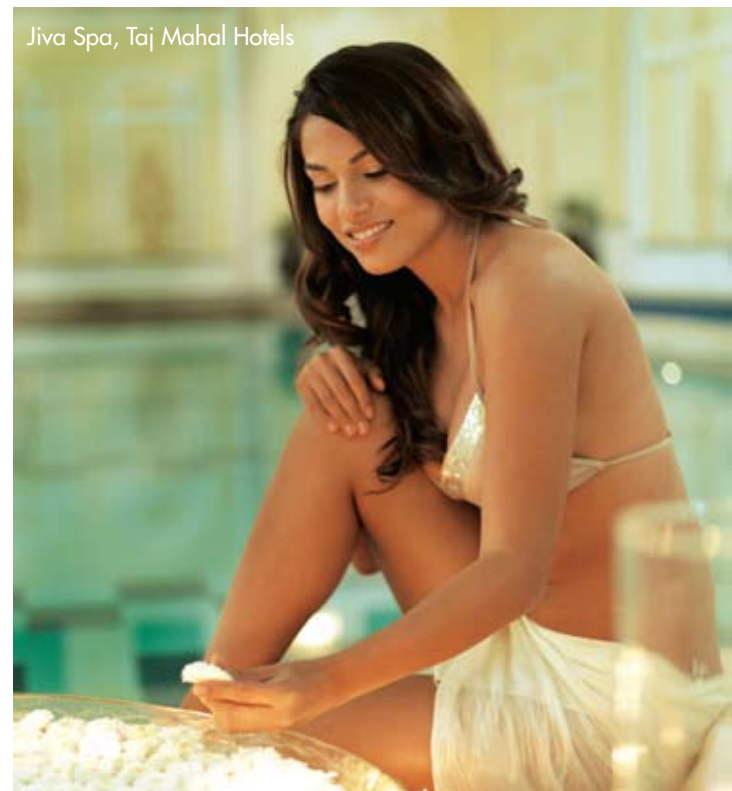
Buoyant demand...that's what has made many of the world's leading spa related businesses head to India.

With a population of 1.2 billion people, a third of which constitute the aspiring middle class, and a robust economy, makes India a very attractive potential market for the spa industry. Already valued at a Rs. 110 billion by a global research agency and growing at over 30% p.a. it is attracting international spa brands, spa products, consultants and suppliers like never before.

While Ayurvedic resorts have existed and been in demand for several years, the real growth in the industry was initiated only a few years ago, and mainly through hotel spas. And the true measure of this growing spa industry can be seen in the increasing numbers of stand alone day spas or destination spas in different parts of the country.

INDUSTRY SNAPSHOT

- With 1.2 billion people, of which nearly one third is the aspiring middle class, and a robust economy, India makes a very attractive potential market for the spa industry.
- The Indian Spa & Wellness Industry was valued at Rs.137 billion (US\$ 3.04 billion) by Frost & Sullivan in 2010, and estimated to grow to Rs.510 billion (US\$ 11.35 billion) by 2014.
- With a CAGR of over 30% p.a. it is attracting international investors, developers, spa products, spa brands, consultants and suppliers to the country like never before.



SPAMANTRA - India's Spa & Wellness magazine

SpaMantra is the result of the extraordinary change that India is undergoing. It is the first Indian magazine aimed specifically at opinion leaders of India's Spa & Wellness Industry - owners, directors, managers, consultants, architects etc. who have the capacity to influence decisions.

Published six times a year, it is supported by the finest in lifestyle reporting, meticulous product research as well as world class printing quality.



Svastha Spa, Pondicherry

A special publication for a special industry

SpaMantra is specifically written for investors and developers, operators and buyers, designers and suppliers. Our readers work in all areas of the professional spa and wellness market in India. At the same time it carries content that interests budding spa and wellness enthusiasts. **SpaMantra** will provide the latest news, information and in depth insights into the Indian Spa & Wellness industry.

In fact, it will encompass virtually everything to do with this industry from India and around the world. With editorial contributions from some of the biggest names in the industry, each issue will cover diverse topics of interest.

About C & E Media

SpaMantra is published by C & E Media, a division of Conferences & Exhibitions Pvt. Ltd. Established in 1990 and based in Mumbai, the commercial and fashion capital of India, C & E Media specialises in publishing; organisation of international trade shows & conferences, and brand consulting.



C & E Media also publishes **StyleSpeak – the Salon and Spa Journal**, India's prestigious professional magazine for the salon and spa industry. As the 1st Indian magazine dedicated to the hair and beauty industry, StyleSpeak is circulated among the most premium salons and spas in India, with a readership of more than 400,000 top notch professionals and their discerning clients.

SPECIAL FEATURES

- Interviews with Leading Personalities
- Guest Column
- Hottest Global Spa Destinations
- Leisure and Luxury in a Spa
- Spa Trends

FEATURES

- Latest News from around the World
- New Launches
- Previews and Reviews
 - Destination Spas, Hotel Spas, Day Spas, Medi Spas, Ayurvedic Spas, Wellness Centres
- Equipment/Technology
- Spa Destinations
- Spa Spotlight
- Spa Marketing

REGULARS

- Editor's Perspective
- Calendar of Events
- Spotlight: Treatment
- Spotlight: Product
- Spotlight: New Projects



Chavana Spa, Mumbai

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ADVERTISING DISPLAY RATES (INR) / USD\$

Four Colour	X 1	X 3	X 6
Full Page	250000 (5556\$)	225000 (5000\$)	200000 (4445\$)
Regular Double Spread	350000 (7778\$)	315000 (7000\$)	280000 (6222\$)
Inside Back Cover	300000 (6667\$)	270000 (6000\$)	240000 (5333\$)

Innovations at actuals. Committed positions @ 20% premium

MECHANICAL DATA

Keep 3mm Bleed on all four sides

Space	Size
GATE FOLD	465mm width x 280mm height
Double Spread	470mm width x 280mm height
Full Page	235mm width x 280mm height

MATERIAL

High resolution PDF / JPEG / TIFF / EPS / COREL files in CMYK forma CD with digital proofs.

Vital advertising matter should be kept at least 10mm (1 cm)
away from all edges.

SPECIAL NOTE

All prices per insertion per magazine. Please note this is a bi-monthly magazine
All prices are exclusive of agency commission. Taxes as applicable



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A - 306, Shrikanth Chambers, Next to R K Studio, Sion - Trombay Road, Chembur, Mumbai - 400071

Email: spamantraindia@gmail.com / info@spamantra.in Web: www.spamantra.in