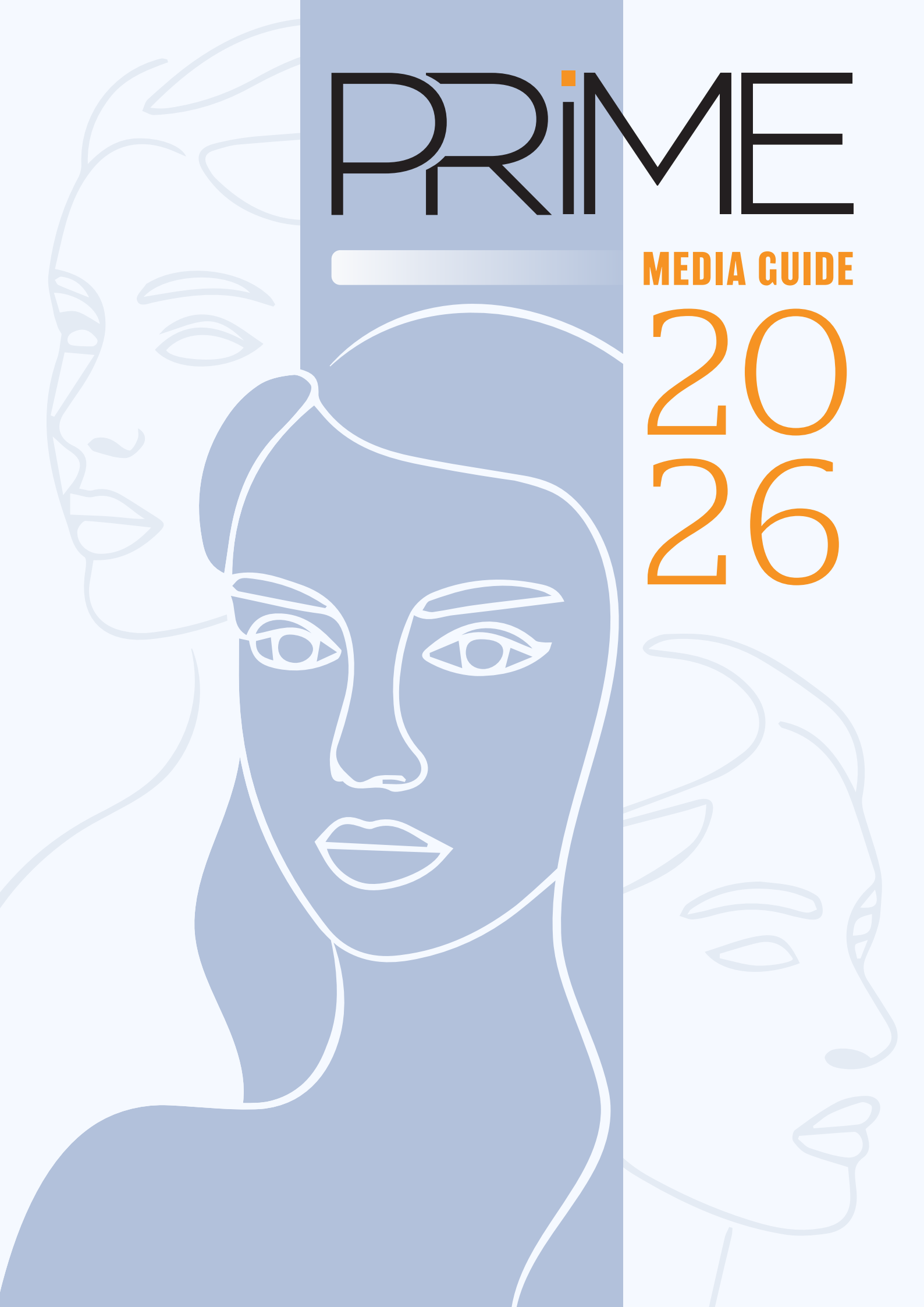




PRIME

MEDIA GUIDE

20
26

Introduction

PRIME aims to be the preferred journal for the aesthetic and anti-aging medical market offering editorial features, essential news, analysis, and expert opinions on the latest techniques, trends and technologies in a high-quality design format.

At the same time, we offer vendors to this market the opportunity to deliver their essential messages to PRIME's audience of aesthetically focused medical practitioners in a unique format with which the physicians engage.

AMS

PRIME is the Official Media Partner of
The Aesthetic Multispecialty Society (AMS)

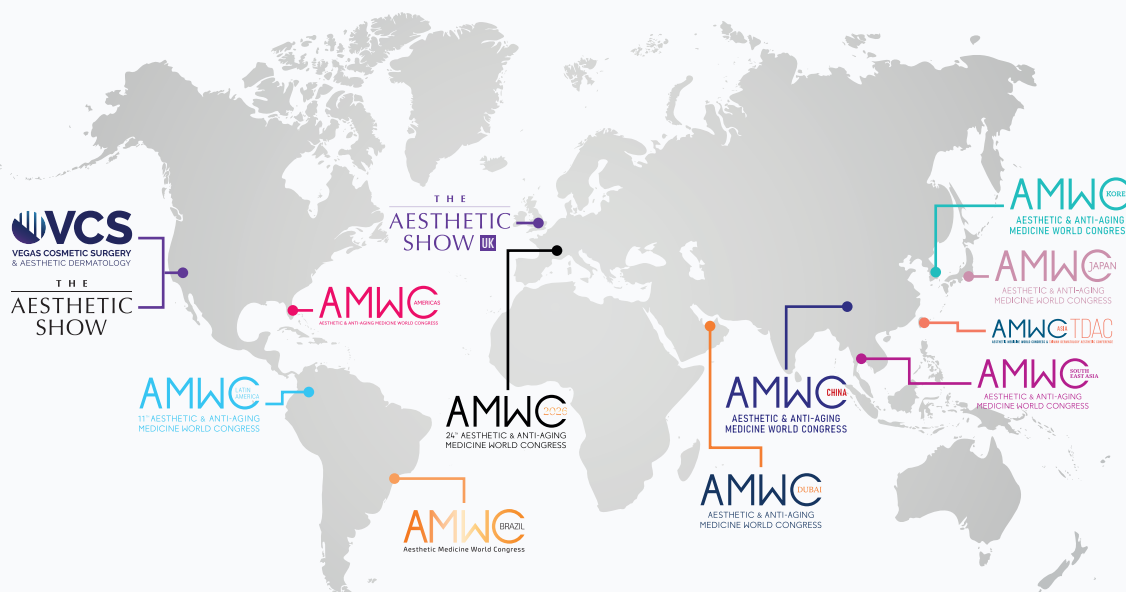
Why Advertise in PRIME



24,000 +
global readers

- **76%** plan to invest in new products/devices in 2026
- **85%** are decision-makers
- **96%** trust brands featured in PRIME

..... Distributed at all *im-aesthetics* events



Subscribers share their copy of PRIME Journal with

3 ASSOCIATES



on average for a readership of

24,000 +



Reach Decision Makers

According to a readership study of PRIME's subscribers:



May/June 2025

PRIME | CONTENTS



NEWS

- 7** Candela launches Vbeam Pro® Laser platform for vascular and dermatologic conditions
- 8** Powerful skincare partnership redefines aesthetic standards

EVENT PREVIEW

- 10** FACE 2025: Highlighting the game-changers in regenerative and anti-ageing medicine
PRIME speaks to experts on the insights they will be sharing at the FACE Conference and Exhibition in London, UK, on June 26-27, 2025

COMPANY PROFILE

- 14** A new chapter for VYDENCE® Medical:
38 years of innovation in medical aesthetics
Combining powerful multi-platform systems with user-friendly innovation, VYDENCE® Medical is equipping practices worldwide with versatile, compact, and effective tools that deliver measurable results and profitability
- 18** The evolution of Evolus
This global player in aesthetics has been taking health, beauty, and wellness seriously since 1986

INDUSTRY INSIDER

- 24** Tariffs, layoffs, wars and uncertainty:
Challenges for maintaining a thriving aesthetic business in a topsy-turvy market
Wendy Lewis gathers perspectives from global experts across dermatology, plastic surgery, business, and finance to uncover how aesthetic practices can weather today's economic storms and emerge stronger
- 32** Shaping Modern Man:
The evolution of male aesthetic treatments
PRIME explores the latest trends in male aesthetics, as leading experts reveal what today's male patients want – and how clinics can meet their needs in 2025 and beyond

AESTHETIC FEATURES

- 36** Prejuvenation: How Gen Z and Alpha are leading the way in early interventions
From AI-powered skin analysis to collagen-boosting neuromodulators, Diala Haykal, MD, examines the rise of prejuvenation and the responsibilities of physicians and brands in guiding this new generation of patients
- 40** Raising the standard in aesthetic competence
As filler use grows worldwide, the International Society for Aesthetic Competence (ISAC) is setting a new benchmark for global education, collaboration, and patient safety through the development of shared guidelines and competency frameworks
- 44** The SHÉ clinical aesthetics system:
A novel facial assessment and treatment approach
Explore a novel new approach to facial assessment and treatment that offers a multi-dimensional, personalised method for understanding and enhancing facial aesthetics

PRACTICE MANAGEMENT

- 50** Empowering new practitioners through connection and collaboration
Ashley Moores reflects on the vital role of support networks, mentorship, and community in helping new entrants navigate the dynamic world of aesthetics

PRIME PROMOTION

- 54** Minimally invasive skin rejuvenation using hyaluronic acid and amino acids
- 58** Broad-spectrum sunscreen for sensitive skin
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- 70** A round-up of the major industry events around the world over the next 12 months

Aesthetic and Anti-ageing Articles

These articles offer new and original research, best practices and/or a review of literature on a specific area of aesthetic and anti-ageing medicine.

Please submit your suggestions to

Balraj Juttla

Balraj.juttla@informa.com

Guest Editorial

An editorial from an industry expert on a topical, relevant subject related to aesthetic and anti-ageing medicine.

Analysis and Industry Insider

Industry insider provides an analysis on current trends and hot topics related to aesthetic and anti-ageing medicine.

PRIME People

shares the views and work of prominent individuals and major organisations from the aesthetic and anti-ageing medical market.

Conferences & Events

A listing of industry meetings, symposiums and conferences.

PRIME Promotion

is the ideal forum to outline your company's unique value proposition from a physician advocate's perspective or an opportunity to publish clinical studies including before and after photos.

If you are interested in this opportunity, please contact your sales representative.

Product News

The latest new products and devices.

If you have new products, please send us a description (no more than 150 words) and a high resolution photo of the product and contact information to

Balraj.juttla@informa.com

Practice Management

Our Practice Management features provide a forum for the successful management of a practice and/or clinic.

Topics can range from business and patient management software, managing finances and increasing revenue, legal protection, and successful marketing strategies.

Practice Pearls & Case Studies

Expert physicians describe their innovative practice strategies.

Editorial Board

Our editorial board includes prominent physicians who specialise in cosmetic and/or anti-aging medicine.

We rely on them to keep us informed and advise us on the future trends and topics to cover.



Dr Firas Al-Niaimi

Dermatology & Laser Surgery
UK



Dr Ashraf Badawi

Dermatology
Egypt



Dr Anthony Benedetto

Cosmetic Dermatology
Italy



Dr Dario Bertossi

Maxillo Facial Surgery
Italy



Dr Pierre Bouhanna

Dermatology - Hair Surgery
France



Dr Claude Chauchard

Anti-Aging Practitioner
France



Dr Claude Dalle

Anti-Aging Practitioner
France



Prof Ilaria Ghersetich

Dermatology
Italy



Dr Michael H. Gold

Dermatology
USA



Prof Eckart Haneke

Dermatology
Germany



Dr Steven Hopping

Plastic Surgery
USA



Prof Andreas Katsambas

Dermatology
Greece



Dr Mario Krause

Anti-Aging Practitioner
Germany



Dr Marina Landau

Dermatology
Israel



Wendy Lewis

Industry expert
USA



Prof Leonardo Marini

Dermatology
Italy



Dr Sly Nedic

Aesthetic and Anti-Aging
South Africa



Dr Hervé Raspaldo

Facial Plastic Surgery
France



Dr Neil Sadick

Dermatology
USA



Dr Hema Sundaram

Dermatology
USA



Dr Patrick Treacy

Aesthetic Surgery
Ireland



Dr Mario Trelles

Plastic Surgery
Spain



Dr Ines Verner

Dermatology
Israel



Dr Sabine Zenker

Cosmetic Dermatology
Germany

Editorial Calendar

ALL DATES & DISTRIBUTION VENUES TO BE CONFIRMED



JANUARY
FEBRUARY
2026

MARCH
APRIL
2026

MAY
JUNE
2026

JULY
AUGUST
2026

SEPTEMBER
OCTOBER
2026

NOVEMBER
DECEMBER
2026

VOLUME 16 | ISSUE 1

BONUS DISTRIBUTION
AMWC North America

SPACE RESERVATION DEADLINE
January 5th

MATERIALS DUE - January 14th

PUBLISHED - February 10th

VOLUME 16 | ISSUE 2

BONUS DISTRIBUTION
AMWC Monaco

SPACE RESERVATION DEADLINE
February 13th

MATERIALS DUE - February 23rd

PUBLISHED - March 18th

VOLUME 16 | ISSUE 3

BONUS DISTRIBUTION
The Aesthetic Show UK / AMWC Korea

SPACE RESERVATION DEADLINE
April 5th

MATERIALS DUE - April 22nd

PUBLISHED - May 20th

VOLUME 16 | ISSUE 4

BONUS DISTRIBUTION
5-CC 2026

SPACE RESERVATION DEADLINE
June 10th

MATERIALS DUE - June 19th

PUBLISHED - July 14th

VOLUME 16 | ISSUE 5

BONUS DISTRIBUTION
AMWC Dubai / Dasil 2026

SPACE RESERVATION DEADLINE
August 15th

MATERIALS DUE - August 21st

PUBLISHED - September 10th

VOLUME 16 | ISSUE 6

BONUS DISTRIBUTION
AMWC Southeast Asia / AMWC Japan

SPACE RESERVATION DEADLINE
October 12th

MATERIALS DUE - October 23th

PUBLISHED - November 12th

Display Advertising Opportunities

ADVERTISING PACKAGES

PACKAGE	INCLUDES	PRICE
Global Reach Bundle	• Full-page in print • Digital banner • Sponsored email	£7,500
Event Focused	• Promotion article • Email banner • Social media post	£6,000
Brand Builder Lite	• Web banner • Newsletter inclusion's • Social media post	£3,250

PRIME INTERNATIONAL

DISPLAY	1x	3x	6x
Full page	£4,400	£3,300	£2,800
½ page (Hor / Vtc)	£3,100	£2,790	£2,480
¼ page	£2,300	£1,900	£1,600

PREMIUM POSITIONS

DISPLAY	
Cover Positions, 1 st , 2 nd and 3 rd Page	+20%
Right Hand Page	+10%

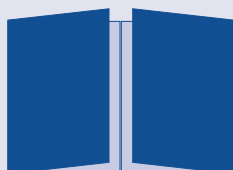
Prices for the below options are available on request.

We welcome your ideas regarding any non-traditional ways to reach PRIME's influential subscribers.

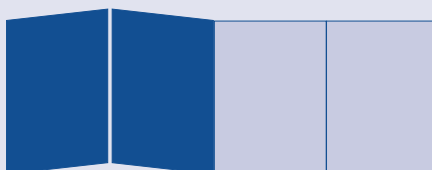
Cover tip



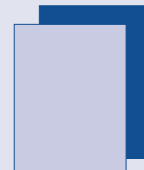
Barn doors



Gatefold



Inserts



Outserts



You need special packages?

Please contact Balraj Juttla [balraj.juttla@informa.com] to discuss.

Print Advertising Opportunities

DISPLAY ADVERTISEMENT SIZES (width x height)



Full page

Trim: 215 mm x 280 mm
Type: 205 mm x 270 mm
Bleed: 223 mm x 288 mm



Double page spread

Trim: 430 mm x 280 mm
Type: 420 mm x 270 mm
Bleed: 438 mm x 288 mm



Half page horizontal

130 mm x 198 mm
No bleeds



Half page vertical

96 mm x 266 mm
No bleeds



Quarter page

96 mm x 130 mm
No bleeds

ACCEPTED PRINT ADVERTISING FORMAT

- File format:
Adobe Acrobat PDF (X1a compliant) with all fonts embedded and transparencies flattened.
- All artwork should be at a minimum of 300dpi.
All lines and rules at a minimum of 0.5pt
- All colors should be converted to CMYK.
No special Pantone or spot colors.
- Black text should use process black only and not a 4-color black.
- Remember to include bleed and registration marks where applicable.
- One full size digital matchprint proof to be supplied with artwork.
- Media: Files should be supplied as an Email attachment. Please compress large files using Zip or Stuffit software if sending via Email.

Files supplied in CorelDraw, Word or Powerpoint cannot be accepted for publication.

MAGAZINE SPECIFICATIONS

Finished size

215 mm x 280 mm

Printing method

4-color, sheet fed offset lithography

Binding

Perfect bound

Display Advertising Opportunities

PROMOTION ARTICLES

PRIME Promotion is the ideal forum to outline your company's unique value proposition.

It could be from a physician advocate's perspective discussing how your product has benefited their practice as well as their patients or an opportunity to publish your research along with before and after photos.

If you are interested in this opportunity, please contact your sales representative.

2 Pages Promotional Article **£6,000**



Print Advertising Opportunities

COMPANY PROFILE

A feature focused on your company's history, milestones and new developments.

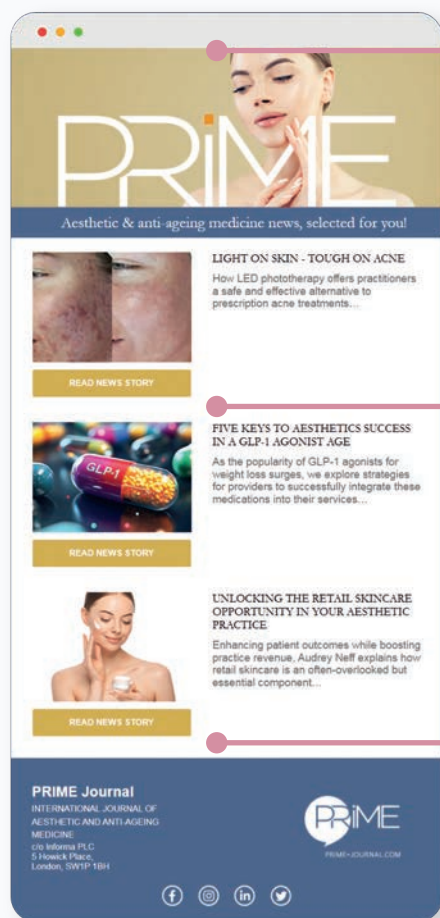
Written by industry expert and long-term PRIME contributor Wendy Lewis, the feature will also include interviews with the company CEO, other high level senior staff, and key opinion leaders in the industry.

Company Profile Package **£3,500** per page



Digital Advertising Opportunities

E-NEWSLETTER



Published to the opt-in digital database.

The e-Newsletter delivers the latest industry news, and links to the PRIME Journal archive of articles.

Sponsorship is available via the **three advertisement positions** illustrated.

- 1 **LEADERBOARD**
- 2 **MIDDLE BANNER**
- 3 **FOLLOW-ON BANNER**

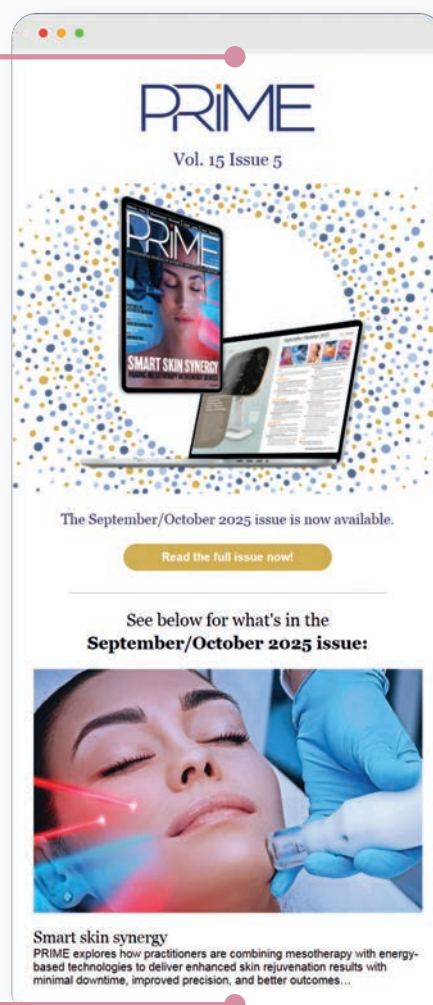
ISSUE ALERT

Published 6 times a year to the opt-in digital database.

This Email delivers the latest digital issue to the aesthetic medical market.

Sponsorship is available via via the two ad positions as illustrated.

- 1 **LEADERBOARD**
- 2 **FOLLOW-ON BANNER**
(situated at the bottom of the newsletter)



Digital Advertising Opportunities

E-BLAST

Write and share your message to the PRIME's third party list.

Promote your latest products or invite our decision makers to your webinar, workshop or conference exhibit.

Exclusive Email (eBlast) to PRIME's database £2,450 per email

EMAIL MARKETING OPTIONS

ADVERTISING POSITIONS	E-NEWSLETTER (w x h)	
Leaderboard	728 x 90 px	£1,600 per issue
Middle banner	468 x 60 px	£1,370 per issue
Follow-on banner	468 x 60 px	£1,250 per issue

ADVERTISING POSITIONS	ISSUE ALERT (w x h)	
Leaderboard	728 x 90 px	£1,500 per issue
Follow-on banner	468 x 60 px	£1,500 per issue

EMAIL / HTML OPTIONS

The HTML file (saved as an attachment - with in-line style coding preferably)

FROM LINE:

Company name as you want it listed

SUBJECT LINE:

Limit to under 50 characters/including spacing

TEST LIST:

E-mail addresses of those to receive the test

SEED LIST:

Any additional e-mail addresses not on the test list but need to receive ONLY the final (up to 10)

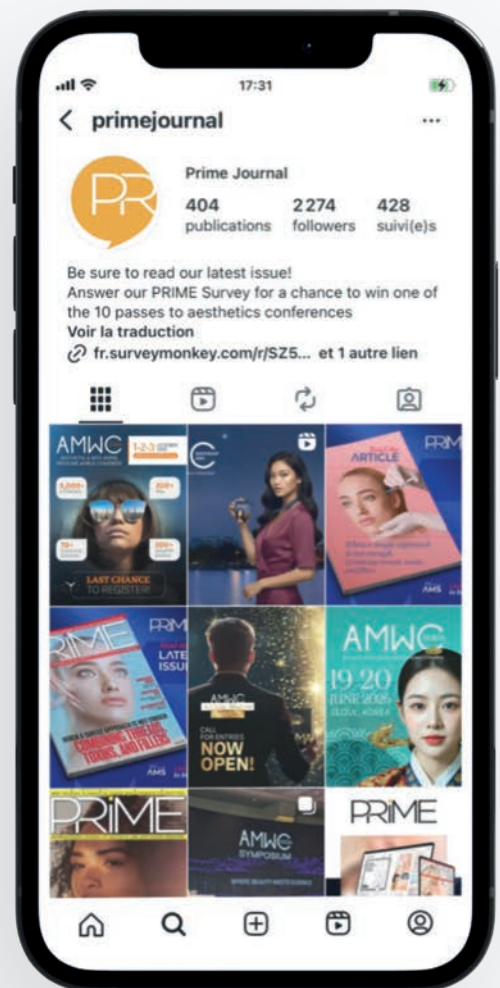
Digital Advertising Opportunities

SOCIAL MEDIAS

You have the possibility to promote your latest products, videos, articles etc. on PRIME's networking platforms and social media.

Please enquire with Balraj Juttla

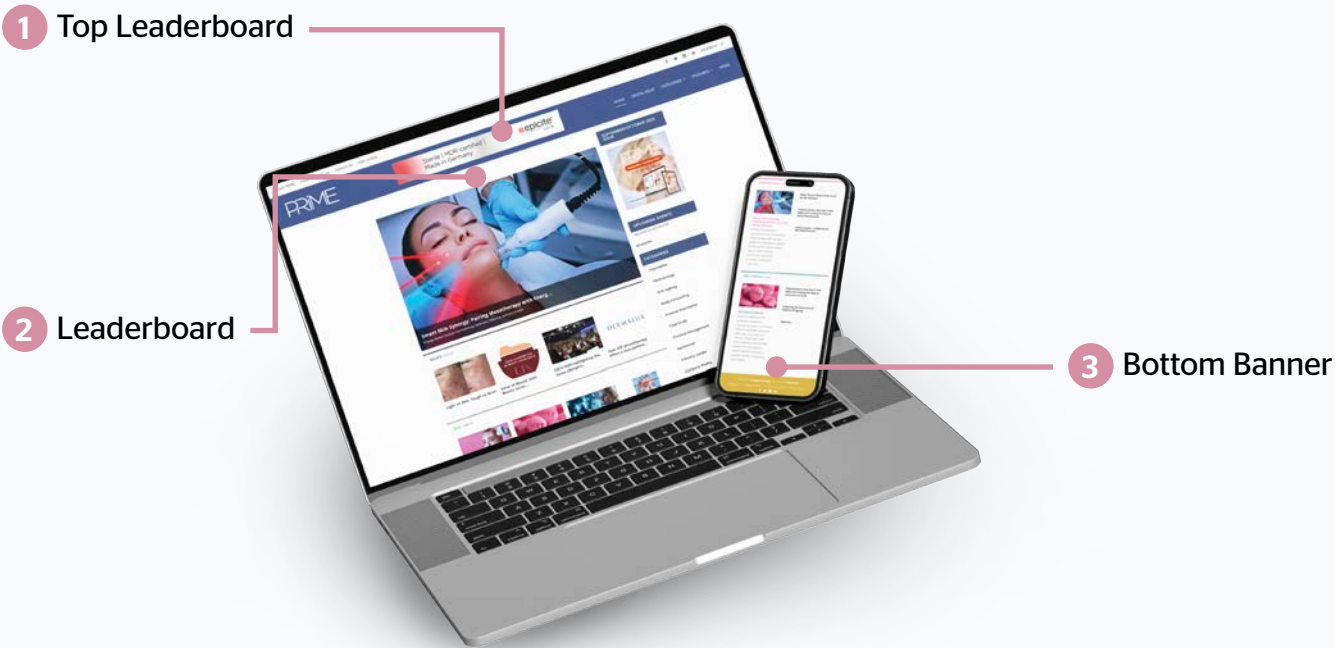
[balraj.juttla@informa.com] for pricing options.



Digital Advertising Opportunities

WEB BANNER OPTIONS

ADVERTISING POSITIONS		
1 Top Leaderboard	728 x 90 px	£2,000 per month
2 Leaderboard	728 x 90 px	£2,000 per month
3 Bottom Banner	728 x 90 px	£1,500 per month



WEB STATS

Data period: Sept. 1st, 2024 - Aug. 31st, 2025 (Source: Google Analytics)

PAGEVIEWS

Yearly

202,561

Monthly

16,000 +

VISITORS

New

146,089

Returning

5,921

Digital Advertising Opportunities

NEWS STORIES

PRIME is one the most consulted platforms for news and updates in the aesthetic and anti-aging industry.

Send us your news article (product highlight, new video, press release, etc.) and we will publish your material on PRIME **website and social walls (Facebook, Twitter (X), Linkedin Group, Instagram)** and we could also use your news story in PRIME **E-newsletters**.

Please contact Balraj Juttla [balraj.juttla@informa.com] for more information.

News Article on Website **£500**



ACCEPTED DIGITAL ADVERTISING FORMAT

WEB BANNERS

File format: **.gif / .jpg / .swf**

Maximum file size: **100kb**

Please supply the **URL** to which your banner should link to.

NEWS STORIES

File format: **Word file (max 1,500 words)**

Please supply the **images** to be used in the news.

Digital Advertising Opportunities

TARGETS & DATABASES

THIRD-PARTY LIST



35,346
contacts*



E-Blast



Your promotional message will be sent to PRIME's Third-party list

SUBSCRIBERS LIST



122,460
contacts*



E-Newsletter



Issue Alert



Your banner will reach our contacts on PRIME's Subscribers list

**Figures are subject to change throughout the year.*

Get in Touch

How long would it take your sales team to reach **122,460** cosmetic dermatologists, aesthetic plastic surgeons and other aesthetic medical professionals?

Let PRIME help you increase your sales and market share by delivering your essential marketing message to PRIME's engaged and influential subscribers.

Balraj Juttla

Global Sales Manager

📞 +61 (0)493 319 596

✉️ balraj.juttla@informa.com

Follow us

