

PORTRAIT OF THE SPA READER

The *Spa* reader is an active, vibrant woman who enjoys life, is curious about the world and places a premium on looking good, feeling great and taking care of herself and the people she loves.

Female/Male	95%/5%
Average Age.....	46 years
Average HHI.....	\$137,000
Average Net Worth.....	\$607,200
Have a Valid Passport	81%
Time Spent Reading Each Issue	1.6 Hours

PLAN TO VISIT (IN THE NEXT 12 MONTHS):

Day Spa	84%
Resort or Hotel Spa	81%
Destination Spa	52%

MOST POPULAR ACTIVITIES WHILE TRAVELING:

Visiting the Spa	86%
Going to the Beach	78%
Shopping	68%
Adventure/Cultural Experience	55%



WHY SHE SPAS:

Stress Reduction/Relaxation	89%
Personal Indulgence	86%
Healthy Lifestyle	86%
Skincare	69%

HOW SHE CHOOSES A SPA:

Overall Ambiance	86%
Cost	85%
Onsite Facilities	82%
Deal/Special Promotion	80%

HOW SHE SPAS:

Massage	93%
Mani/Pedi	80%
Facial	70%
Average Spent on Treatments Per Year	\$1,761

Contact your Regional Director or carol.johnson@bonniercorp.com to advertise.