



NYC
2016
MEDIA
EVENT

April 25th, 2016



organic spa
MAGAZINE

EXPERIENCE
WELLNESS
& TRAVEL
MEDIA EVENT



Celebrate Earth Day with Organic Spa Media, LTD, as we invite you to participate in our 4th annual NYC Experience Wellness & Travel Media Event.

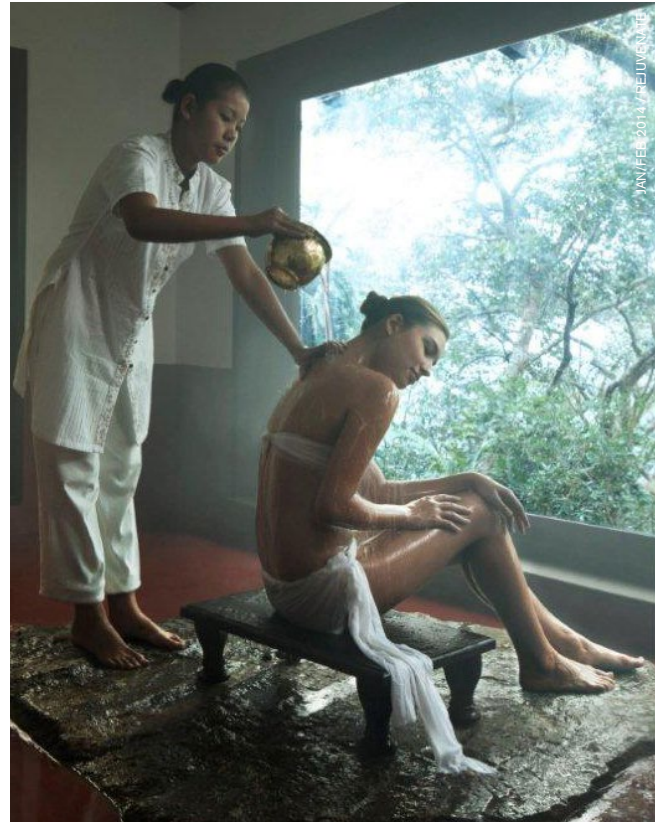
Wellness now represents a \$3.4 trillion global consumer-driven market and wellness tourism is growing at a faster rate than any other travel category. As the once alternative green and organic lifestyle becomes the new sustainable mainstream, the time for wellness and eco companies to gain mass-market exposure is more important than ever.

The beautiful Mandarin Oriental, New York, will partner with *Organic Spa Magazine* for the event being held on Monday, April 25, 2016. Join us as we host 150 top level press representatives from the health, wellness and eco-lifestyle sectors in our spectacular new “green” venue and entertain them with gourmet organic cuisine from renown eco-celebrity chefs. Sponsors will have the opportunity to meet and mingle with the attendees as they build professional relationships and share the latest in industry news and trends.

Philanthropy A percentage of the proceeds from the event will be donated to one of the leading world water foundation charities. More details to come.

Public Relations Direct media access will benefit companies looking to build their brand awareness and gain mass-market visibility. Our interactive format celebrates the spirited innovation of industry newcomers and pioneers alike.

Press Top press invitees include *ABC, Allure, Vogue, Health, Conde Nast Traveler, NBC, Fox News TV, Self, Real Simple, Elle, Marie Claire, Oxygen Network, The Green Network, Travel & Leisure, The New York Times, USA Today, Good Morning America, CNN, The Today Show, HGTV, Dwell*, and more...



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PRESS INVITEES

AARP
ABC
About.com
Access Hollywood
AGirlsGottaSpa.com
A Green Beauty Magazine
AisleDash
Allure
All You
amNY
Time Inc.
AOL Health
AOL Travel
Audubon
Associated Press
Beauty Blitz
beautyinthebag.com/wordpress/Bust
Beautyiswellness.com
Beauty News NYC
BeautyStat.com
Bellasugar.com
Best Picks Magazine
Betterhomesandgardens.com
Better TV
BlackBook
Bloomberg
Bon Appetit
Bridal Guide
Brides
The Bump
CBS
CBS Watch!
CNN
Condé Nast Traveler
Consciouslivingtv.com
Cooking Light
Cosmopolitan
Country Living
The Daily
DailyMeal.com
Day Spa Magazine
Delta Sky
Departures
Dirt Magazine
Dr. Oz Show
DuJour magazine
Dwell
E by Equinox
E – The Environmental Magazine
Ebony
Eco-chick.com
Ecoouterre.com
Elite Traveler
Elle
Elle Décor
Entertainment Tonight
Entertainment Weekly
Epicurious
Esquire
Everyday Health
Every Day with Rachael Ray
Examiner.com
Extra
Essence
Family Circle
Fashionista.com
FathomAway.com
First for Women
Fitness
Fit Pregnancy
Fodor's Travel
Food & Wine Magazine
Food Network
Food Republic
For the Bride
Forbes.com
ForbesLife
Fox & Friends
Fox News TV
Frommer's
Glamour
Good Day New York
Good Housekeeping
Good Morning America
Gotham
GreenBabies.com
Green Blog (NY Times)
Greenbeautyteam.com
GQ
Harper's Bazaar
Haute Living
Healing Lifestyles & Spas
Health
Healthy Travel
Hemispheres
HGTV Magazine
Huffington Post
Incentive Magazine
Indagare
InStyle
Into the Gloss
InTouch Weekly
JustLuxe.com
Kiwi Magazine
The Knot
Latina
Life & Style Weekly
Live! With Kelly and Michael
Lucky
Luxury Travel Advisor
Magnifico
Marie Claire
Martha Stewart Living
Maxim
Meetings & Conventions
Men's Fitness
Men's Journal
Metro NY
More magazine
NBC
New Beauty
New York Daily News
New York Magazine
New York Post
The New York Times
NY1 TV
Nylon
O, The Oprah Magazine
OK! Weekly
Organicbeautytalk.com
Organicwellnessnews.com
Parade
Parents
Passport
People
Prevention
Promenade
The Rachael Ray Show
Real Simple
Recommend
Redbook
Refinery29
Reuters
Robb Report
Saveur
SELF
Seventeen
Shape
Sheknows.com
ShermansTravel.com
Star Magazine
Successful Meetings
TheNaturalGourmet.com
T: The New York Times Magazine
Teen Vogue
The Today Show
TotalBeauty.com
Town & Country
Travel Agent Magazine
Travel + Leisure
Travel Weekly
UrbanDaddy.com
USA Today
US Weekly
Vanity Fair
Vogue
W
The Wall Street Journal
Weight Watchers Magazine
WeddingChannel.com
Well + Good
Weston Magazine
Woman's Day
Women's Health
Worth
Women's Wear Daily
YouBeauty.com



SPONSORSHIP LEVELS

Presenting Sponsor

PRICING: \$40,000 (NET)

SPONSORSHIP INCLUDES:

- Co-branding with Organic Spa Magazine on all event collateral
- Co-branding with Organic Spa Magazine in all event advertising and promotions (pre&post)
- Exclusive opportunity to address members of the press
- 30-foot wide booth (3x regular size)
- 2-Page, 4-color ad in Organic Spa Magazine—Premium position (Media Value: \$19,425)
- 2 mos. Sitewide Leaderboard banner ad on OSM website (Media Value: \$18,000)
- 2 mo. Digital Edition Sponsorship (Media Value: \$12,000)
- Customized social media PR campaign (Media Value: \$10,000)
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions
- Private dinner with select media representatives

Platinum Sponsor

PRICING: \$22,500 (NET)

SPONSORSHIP INCLUDES:

- 20-foot wide booth (2x regular size)
- Full Page, 4-color ad in Organic Spa Magazine—Premium position (Media Value: \$8,860)
- 4 mos. Homepage banner ads on OSM website (Media Value: \$7,600)
- 2x eNewsletter banner ads (Media Value: \$5,000)
- 1 OSM Social Media Facebook Deal of the Week campaigns (Media Value: \$3,500)
- 4 company representatives at event
- Early preview of RSVP list—2 days prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Gold Sponsor

PRICING: \$15,000 (NET)

SPONSORSHIP INCLUDES:

- Single booth space (10' wide)
- Full Page, 4-color ad in Organic Spa Magazine (Media Value: \$8,075)
- 2 mos. Category banner ads on OSM website (Media Value: \$2,560)
- 1x eNewsletter banner ads (Media Value: \$2,500)
- 3 company representatives at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Platinum Gift Bag Sponsor

PRICING: \$3,500 (NET)

SPONSORSHIP INCLUDES:

- 2 mos. Category banner ads on OSM website (Media Value: \$2,560)
- 1 company representative at event
- 1 spot in shared "Platinum Gift Bag" sponsor booth space
- 150 Full size samples to be included in Organic Spa Magazine Gift Bags for all press attendees
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Gift Bag Sponsor

PRICING: \$1,500 (NET)

SPONSORSHIP INCLUDES:

- Company name included on all promo
- 150 Full size samples to be included in Organic Spa Magazine Gift Bags for all press attendees
- Company logo/brand included in all pre- and post-event press releases and social media promotions

"The event was incredible and we received three major media hits as a result, as well as a number of significant online media placements. Having been in the P.R. game for awhile, I greatly appreciated how the event was structured so that editors could stop and enjoy lunch to maximize their time. I was impressed with the quality of media that attended and am used to editors stopping by, grabbing what they can and moving on. Lots of genuine engagement with media, which isn't common at these kind of events. The entire vibe was so positive, pleasant and friendly. We'll be participating in the LA and NYC events coming up." —Melissa Miller, Nubian Heritage & Shea Moisture brands



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Visit ospa.me/NYCphotos15 to view
photos from our 2015 NYC Media Event.