



2022

# USOLMT MEDIA KIT FOR ADVERTISERS



USOLMT – [www.usolmt.com](http://www.usolmt.com)

1/1/2022

WWW.USOLMT.COM

DEC 2021

# HANDS TOGETHER

BUILDING A BETTER FUTURE FOR MASSAGE THERAPISTS

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## 2022 Massage Trends

ADVOCATING FOR THE MASSAGE  
THERAPIST

# USOLMT MEDIA KIT 2022

## ADVERTISE IN HANDS TOGETHER, THE ALL-NEW DIGITAL QUARTERLY MAGAZINE PRODUCED BY USOLMT!

### Reach Our Growing Audience:

USOLMT is a new, national massage association. We started in 2020, opened membership in early 2021, rebranded in late 2021, and are poised for growth in 2022. It's only going up from here!

### Get in at the Ground Level:

We are offering the lowest-cost advertising in the magazine market during our first year for suppliers, vendors, coaches, event planners, and anyone who is doing something awesome for the massage industry!

### Promotion Options on Multiple Platforms:

- Hands Together Digital Magazine
- USOLMT Facebook Business Page
- Massage Therapists Redefining the Future Facebook Group
- USOLMT Website
- USOLMT Event Sponsorship
- TikTok @usolmtmassageorg
- Instagram @usolmtnational
- YouTube (USOLMT Channel)

### Suppliers & Vendor Types:

- Business Software
- Business Coaches
- Tax Advisors
- Self-Care Tools
- Massage Tools
- Massage & Spa Products (Oils, Lotions, Scrubs, Wrap Supplies, Aromatherapy, CBD, Herbals, Organics)
- Linens (Sheets, Blankets, Towels, Cradle Covers)
- Massage Room Décor

**BE THE CHANGE!**

# USOLMT MEDIA KIT 2022

- Fitness Tools & Classes
- Mental & Spiritual Health Tools
- Wellness Products
- Wellness & Fitness Technology
- Massage Tech Tools (Massage guns, Smart Tools, LED, Infrared, etc.)
- Alternative Wellness Products
- Continuing Education Courses
- And More!

Questions? Will your product or service fit with our audience? Contact us at [usolmt@gmail.com](mailto:usolmt@gmail.com) for answers.

## Two Ad Options:

Full Page or Half Page

## Image Specs:

Only .png or .jpg files are accepted

## Ad Index:

Ad index will appear at the back of each issue, listing your company name, phone, and website with the page # of your ad.

## 2022 Columns:

- BOARDROOM (From the Leadership Council)
- GLOSSY & BOSSY (On the Cover)
- THE QUARTERLY REVIEW (Product Reviews)
- COACHING CORNER (Massage Coaches)
- MASSAGE ROOM MAKEOVER (Treatment Room Décor)
- TALES FROM THE TREATMENT ROOM (Stories from Therapists)
- NEWSWIRE (Last Quarter's Massage News)
- BRAIN FOOD (Courses)
- PERSONAL MAINTENANCE (Self-Care)
- BUSINESS THERAPY (Massage Business)
- CALENDAR OF EVENTS (Upcoming Events)
- TIK-TIK-TOK (Massage Therapy on TikTok)
- USOLMT IN ACTION (Advocacy, GR)
- SOCIAL SITES
- AD INDEX (Advertiser Listings)

**BE THE CHANGE!**

# USOLMT MEDIA KIT 2022

- WELCOME NEW MEMBERS
- HEADQUARTERS
- THE LAST WORD (Special Section)

## 2022 CALENDAR

| MARCH                            | JUNE                           | SEPTEMBER                     | DECEMBER                         |
|----------------------------------|--------------------------------|-------------------------------|----------------------------------|
| Member Release                   | Member Release                 | Member Release                | Member Release                   |
| Public Release: April            | Public Release: July           | Public Release: October       | Public Release: January          |
| Deadline: February 15            | Deadline: May 15               | Deadline: August 15           | Deadline: November 15            |
| Submissions Begin:<br>January 15 | Submissions Begin:<br>April 15 | Submissions Begin: July<br>15 | Submissions Begin:<br>October 15 |

### How to Submit Ad:

- Create your ad & save as .png or .jpg file
- Make sure your ad is resizable (up to 8.5"x11")
- Name your file: companyname\_magazinemonth (example: biotone\_march)
- Email your file to [usolmt@gmail.com](mailto:usolmt@gmail.com) as an attachment with "Advertisement" in the subject line
- Submit payment for ad on the USOLMT Store

### 2022 Ad Prices:

- Full Page: \$99
- Half Page: \$49

### Ad Limits:

- The magazine features no more than 5 full-page ads, and no more than 10 half-page ads per issue.
- Get your ad in early to ensure your spot!
- Ads are limited for purchase in the USOLMT Store. If it says "Out of Stock" this means that the ad limit has been reached for the current issue.
- Limits will be reset on ads when submissions begin for the next quarter.

**BE THE CHANGE!**