



PRIME

Media Guide

2022





An Introduction

PRIME aims to be the preferred journal for the aesthetic and anti-aging medical market offering peer-reviewed articles, 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.

ABOUT THE AESTHETIC MULTISPECIALTY SOCIETY

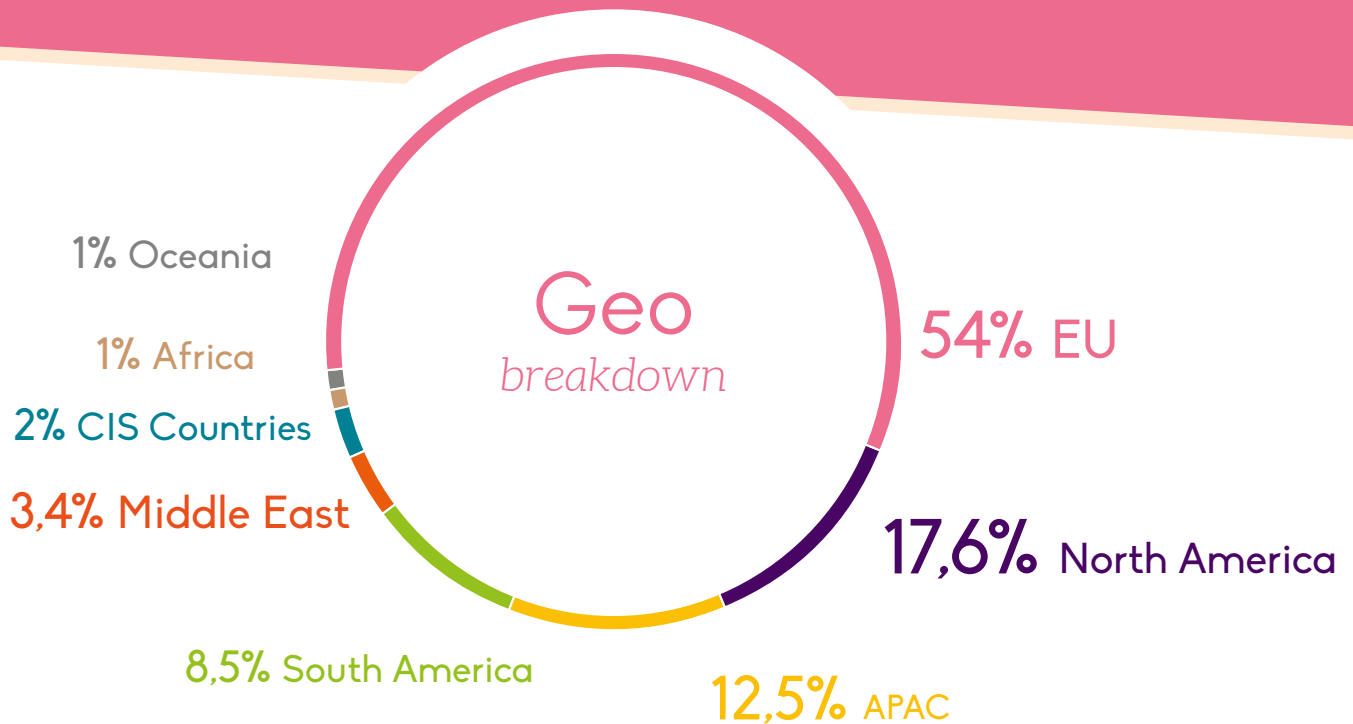
The Aesthetic Multispecialty Society (AMS) has been created to gather the Aesthetic Medical community together, promoting education and knowledge sharing with the primary goal of improving techniques and good practice in the field of Aesthetic Dermatology and Surgery.

The Aesthetic Multispecialty Society provides an advanced comprehensive platform created for all practitioners of Aesthetic Surgery and Aesthetic and Anti-aging medicine.

More info at: multispecialtysociety.com

AMS

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



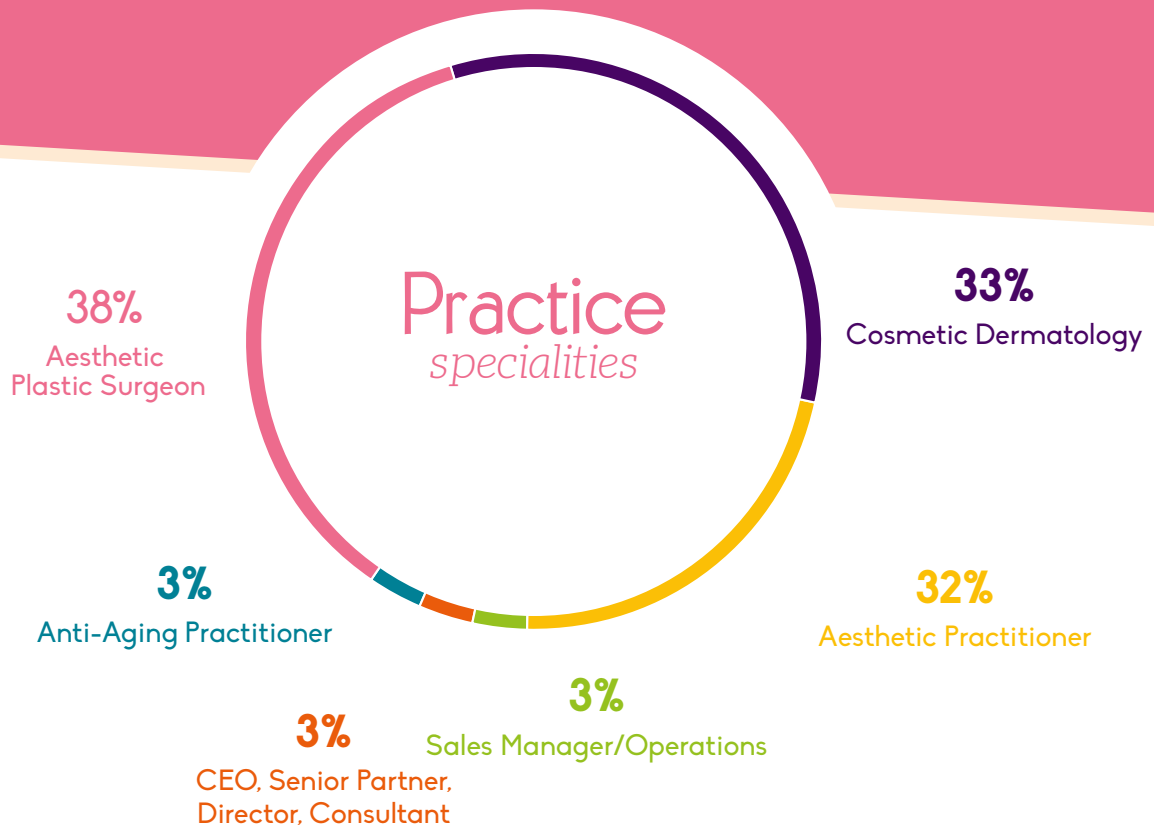
Subscribers share their digital copy of PRIME Journal with

3 ASSOCIATES



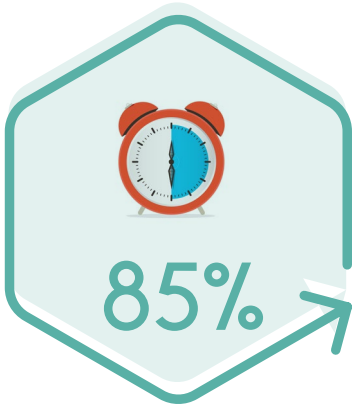
on average for a readership of

253,546



Reach Decision Makers

According to a readership study of PRIME's subscribers:



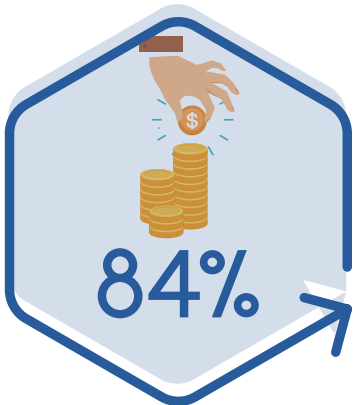
spend
30 minutes or more
reading PRIME Journal.



of readers share their issue of
PRIME Journal with colleagues.



of readers are
interested to very interested
in reading PRIME Journal's
sponsored content



of readers are involved in purchasing
equipment and supplies.



find PRIME
useful or very useful
as a source of information about
new products, equipment
or services.



of subscribers read or receive
their print copy of PRIME Journal
at their workplace.



of readers have contacted advertisers
or purchased products they have seen
in PRIME Journal.

May/June

PRIME | CONTENTS



09	NEWS	Americans spent over \$2 Billion on breast implants and injectables in 2018	46	CASE REPORT	The 'Chedly C' Scarless Blepharoplasty
10		ISAPS applauds ruling on breast implants			Chedly Bouzouaya and Ronald Feiner describe a novel new technique to perform upperlid blepharoplasty without any noticeable scars
12	INDUSTRY INSIDER	The effects of an anti-inflammatory diet on skin health and ageing	50		Treating melasma with cysteamine cream
		Sana Khan reviews the ingredients in your diet with anti-ageing properties			Leonardo Marini discusses recent cases of treating melasma in female patients with a new 5% cysteamine topical formulation
16	COMMENTARY	The theories of ageing	54	PRACTICE MANAGEMENT	Be a Pinner
		Duncan Carmichael explores how our understanding of ageing has shifted over the years and impacted the ways we combat the process			Pinterest is having a moment. Wendy Lewis demystifies this Silicon Valley social network and how its recent IPO can benefit aesthetic clinics
24	CLINICAL FEATURES	A review of non-surgical rhinoplasty	60		Managing capacity in the clinic
		Amy Miller looks at the use of dermal fillers as an alternative to surgical methods to rhinoplasty, including techniques, products and complications			Reece Tomlinson explains the importance of understanding capacity related challenges and how it can help you manage both busy and quiet periods more effectively
34		Myomodulation: the mechanoreceptor-filler hypothesis	64	PRIME PROMOTIONS	Viaseer: a wise choice for treatment of vascular lesions and other various indications
		Steven Harris explains how the discovery of Ruffin-like structures in the zygomaticus muscles could lead to a greater understanding of muscle activity after filler injection and potential for a new approach to facial aesthetics			Dr. Hugues Cartier reviews his experience using Viaseer from Wontech
40		Large volume fat grafting for facial and periorbital rejuvenation	66	EVENTS	A roundup of the major industry events happening around the world over the next 12 months
		Kai Kaye and Gabriela Casabona discuss how three-dimensional ageing must be considered when injecting the face in order to achieve satisfactory results in facial rejuvenation			

Peer-Reviewed Articles and Clinical Focus

These articles offer new and original research, best practices and/or a review of literature on a specific area of aesthetic and anti-aging medicine. To ensure objectivity and accuracy, all articles are double blind reviewed.

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-aging medicine.

Analysis and Industry Insider

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

PRIME People

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

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.

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.

Conferences & Events

A listing of industry meetings, symposiums and conferences.

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 Pearls and Case Studies

Expert physicians describe their innovative practice strategies.

Our editorial board includes prominent physicians who specialise in cosmetic and/or anti-medicine. We rely on them to keep us informed and to review the peer reviewed articles for accuracy and objectivity.

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





ALL DATES & DISTRIBUTION VENUES TO BE CONFIRMED



JANUARY
FEBRUARY
2022

VOLUME 12 ISSUE 1

BONUS DISTRIBUTION: **TBA**
SPACE RESERVATION DEADLINE: **DECEMBER 21ST**
MATERIALS DUE: **JANUARY 6TH**
PUBLISHED: **JANUARY 21ST**

MARCH
APRIL
2022

VOLUME 12 ISSUE 2

BONUS DISTRIBUTION:
SPACE RESERVATION DEADLINE: **FEBRUARY 22ND**
MATERIALS DUE: **MARCH 6TH**
PUBLISHED: **MARCH 23RD**

MAY
JUNE
2022

VOLUME 12 ISSUE 3

BONUS DISTRIBUTION: **TBA**
SPACE RESERVATION DEADLINE: **APRIL 29TH**
MATERIALS DUE: **MAY 13TH**
PUBLISHED: **MAY 28TH**

JULY
AUGUST
2022

VOLUME 12 ISSUE 4

BONUS DISTRIBUTION: **TBA**
SPACE RESERVATION DEADLINE: **JUNE 11TH**
MATERIALS DUE: **JUNE 25TH**
PUBLISHED: **JULY 10TH**

SEPTEMBER
OCTOBER
2022

VOLUME 12 ISSUE 5

BONUS DISTRIBUTION: **TBA**
SPACE RESERVATION DEADLINE: **AUGUST 1ST**
MATERIALS DUE: **AUGUST 14TH**
PUBLISHED: **SEPTEMBER 1ST**

NOVEMBER
DECEMBER
2022

VOLUME 12 ISSUE 6

BONUS DISTRIBUTION: **TBA**
SPACE RESERVATION DEADLINE: **OCTOBER 3RD**
MATERIALS DUE: **OCTOBER 18TH**
PUBLISHED: **NOVEMBER 4TH**

aging
or





Display Advertising Opportunities

PRIME International

DISPLAY	1X	3X	6X
Full page	€5,600	€4,900	€4,300
1/2 page (horiz/vert)	€3,600	€3,100	€2,850
1/4 page	€2,300	€1,900	€1,600

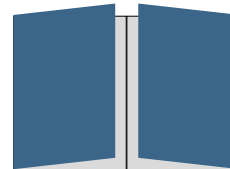
PREMIUM POSITIONS	
Cover Positions, 1 st , 2 nd and 3 rd Page	+20%
Right Hand Page	+10%

• Prices for the below options are available on request.

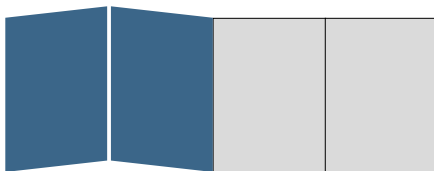
Cover tip



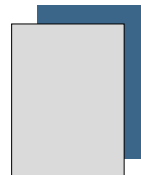
Barn doors



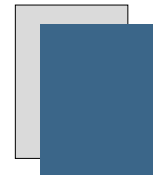
Gatefold



Inserts



Outserts



We welcome your ideas regarding any non-traditional ways to reach PRIME's influential subscribers.
You need special packages? Please contact Serena Allegrini (serena@aagedition.com) to discuss.

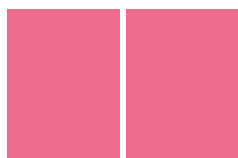


Display Advertisement Sizes (width x height)



Full page

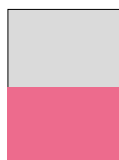
Trim: 215 mm x 280 mm
Type: 205 mm x 270 mm
Bleed: 223 mm x 288 mm



Double page spread

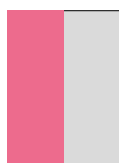
Trim: 430 mm x 280 mm
Type: 420 mm x 270 mm
Bleed: 438 mm x 288 mm

Please note text may not be visible near spine/center due to binding.



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.

MAGAZINE SPECIFICATIONS

- **Finished size:**
215 mm x 280 mm
- **Printing method:**
4-color, sheet fed offset lithography
- **Binding:**
Perfect bound

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



PROMOTION ARTICLES

PRIME PROMOTION

SKIN RESURFACING MADE EASY RF-FIRST FRACTIONAL TECHNOLOGIES THAT MINIMISE DISCOMFORT AND MAXIMISE RESULTS

Introducing the new Divine Pro platform from Lumenis, for effective facial rejuvenation in a compact, desktop design

A WIDE VARIETY of non-surgical, non-invasive technologies is used today for skin rejuvenation, aiming at improving the appearance of facial wrinkles, acne scars, and skin imperfections. These technologies are based on a thermal process leading to dermal collagen remodeling. Among these technologies, one may find non-ablative lasers, intense pulsed light (IPL), and radiofrequency (RF), such as bi-polar and TriPollar. Other technologies used in skin resurfacing procedures include ablative resurfacing CO₂ lasers and Erbium:YAG.

Skin resurfacing procedures are often associated with significant downtime and a relatively high risk of side-effects, especially on dark and Asian skin types. This creates a growing demand for procedures that deliver visible clinical improvement with reduced downtime and lower risks. This demand led to the development of a new generation of devices, including fractional RF systems that use controlled fractional skin resurfacing by employing a matrix of miniature RF electrodes placed in contact with the skin surface. Devices employing minimally invasive Bi-polar RF electrodes (micro-needles or pins) were also introduced into the market and gained success in the minimally invasive treatment of wrinkles and

Pollogen RFF fractional technologies

The desired effect is achieved by using a unique tip, designed with RF-First fractional technology featuring RF emitting electrodes that create micro-channels in the skin. These channels are created before the micro-needles of the pins penetrate the skin, allowing for a gentle penetration to the tissue without the use of mechanical force. This unique penetration mode is offered by the technologies used in Pollogen's Divine Pro platform. Its fractional technologies – RFF Microneedling and RFF Resurfacing – offer controlled ablation and coagulation of the skin layers. By applying RF and pinpoint ablation with controlled volumetric heating, skin resurfacing and neo-collagenesis are achieved via the wound healing process, resulting in skin tightening, wrinkle reduction and skin texture improvement. The RF-First fractional procedures activate the body's natural healing processes, encouraging the generation of new and healthy skin, as well as the production of collagen and elastin which leads to the improvement of skin laxity and texture.

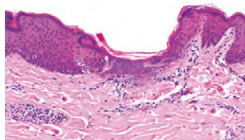


Figure 1 Histology with medium intensity parameters. Epidermal ablation and superficial dermal volumetric heating

RFF resurfacing technology

Pollogen's unique RFF smart tip design enables an even distribution of RF energy that flows between the needles and the tip surface, thus reducing pain and ensuring a homogeneous treatment. In a histopathological examination performed by Dr. Andrea Gal, Head of

Figure 2 The Divine Pro platform



Dermatopathology Unit at Sourasky Medical Center in Tel Aviv, Israel, it has been shown that treatment with Pollogen's smart RFF Resurfacing tip caused superficial damage to the skin tissue, which was noted in the histology slides as focal necrosis of the epidermis with an additional effect of volumetric heating in the upper dermis. This volumetric heating enhances the wound healing process and improves the skin regeneration with an effect of up to 0.25 mm in the dermal layer. These tests and additional clinical experience with Divine Pro, together with field experience of practitioners and patients, prove its superiority among existing resurfacing treatments. Patients attest to the fact that treatment with Divine Pro is virtually painless. Thanks to its low pain profile Divine Pro's RFF Resurfacing tip offers excellent coverage and allows for the simultaneous activation of its 49 pins. In addition, the device provides effective and uniform ablation in a focused and controlled manner, without applying mechanical force or aggressively damaging the tissue. Unlike treatment with laser and IPL devices, Divine Pro is colour blind, offering a solution to a large variety of patients and their personal needs, without the risk of side-effects like Post Inflammatory Hyperpigmentation (PIH). The RF-First Resurfacing technology offers users a wide scope of treatment possibilities for rejuvenation of damaged skin,

refinement of skin texture, improvement in acne scars, and other skin concerns. Divine Pro allows me to offer great solutions for patients who wish to refresh their skin and treat visible imperfections like acne scars, enlarged pores and fine lines. Says Dr. Alex Levenberg, Dr. Levenberg has been using the Divine Pro platform to create specific solutions to his patients. The fact that the technology is comfortable and virtually painless for the patient allows me to offer solutions even on hard-to-treat areas, Levenberg explains. I can create treatment plans with a series of sessions to achieve the beautiful results that my patients want, and they find it easy to commit to these plans because they involve no pain or downtime!

Pollogen's Divine Pro platform

Divine Pro was designed as a facial treatment platform to allow practitioners all the treatment benefits of a big box device in a compact, desktop system. It offers a comprehensive toolkit for effective facial rejuvenation that can be personalized to each patient's needs. The platform is comprised of 4 clinically-proven technologies: TriPollar, DMA, RFF Microneedling and RFF Resurfacing. It provides numerous treatment combinations for encouraging and enhancing the body's own rejuvenation processes in order to achieve smoother, tighter skin, improved

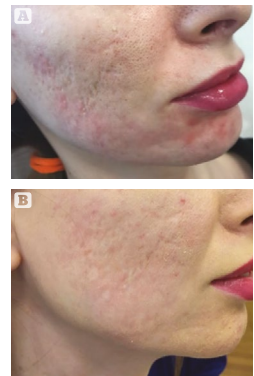


Figure 3 Acne scars resurfacing & skin texture improvement (A) 3 weeks after 1st treatment with RFF Resurfacing tip (B) Courtesy of Yasemin Saray M.D., Turkey

facial contouring and refreshed complexion. All this is achieved in a safe and comfortable manner, with immediate results and minimal pain and downtime. RFF Microneedling was formerly known as Voladerm. RFF Resurfacing was formerly known as TriFractional.

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.

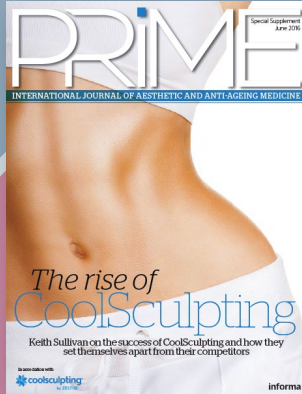
If you are interested in this opportunity, please contact your sales representative.

2 Page Promotional Article - €9,900





COMPANY PROFILE



FAT CHANCE BUILDING A BETTER BODY THE COOL WAY

Wendy Lewis Interviews CoolSculpting veteran Keith Sullivan to get the story on what makes CoolSculpting so unique

Keith Sullivan is a former professional athlete who turned his passion for fitness into a career in the medical device industry. He is the founder and CEO of CoolSculpting, a non-invasive fat reduction technology. In this interview, he discusses the challenges of building a new company, the importance of innovation, and the future of the aesthetic medicine industry.



5 Steps to CoolSculpting Success

1. Thorough Training
2. Staff Development
3. Quality Patient Care
4. Marketing & Advertising
5. External Marketing

Industry leading formula: A combination of the five steps above is what sets successful CoolSculpting practices apart from the rest. The success of a CoolSculpting practice is not just about the technology, but about the people and the process. This article provides a detailed guide to achieving success in the CoolSculpting market.



What's new for fat? CoolSculpting

6000's of women are turning to CoolSculpting for a non-invasive way to reduce stubborn fat. The technology has revolutionized the way we think about fat reduction, offering a safe and effective solution for millions of women. This article explores the latest advancements in CoolSculpting and how they are changing the lives of women everywhere.



A feature focussed 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: €2,500 per page



Digital Advertising Opportunities

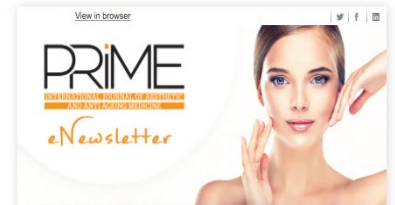
Published to the opt-in digital database. The e-Newsletter delivers the latest industry news, and links to the PRIME Journal archive of articles.

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

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

E-NEWSLETTER

LEADERBOARD



Latest News in Aesthetic and Anti-Aging Medicine:

- INJECTABLE TREATMENTS** **New method to aid dermal filler choice**
With booming interest in dermal fillers for minimally invasive treatment of facial lines and wrinkles, plastic surgeons are looking for evidence to help them choose the product that will give the best results for their patients.
- INJECTABLE TREATMENTS** **Allergan successfully completes Kythera acquisition**
Allergan plc (NYSE: AGN), a leading global pharmaceutical company, announced that it has successfully completed the acquisition of Kythera Biopharmaceuticals, Inc., a company focused on the discovery, development and commercialization of novel prescription products for the medical aesthetics market.

MIDDLE BANNER

- HEALTHCARE** **Solutionreach And Uber Integrate To Improve Patient Accessibility**
Solutionreach, the long-standing leader for revolutionary patient relationship management solutions, announced that they have integrated with Uber, the fast-growing travel company that connects riders to local drivers through a mobile app.
- INJECTABLE TREATMENTS** **Allergan receives FDA approval to market JUVEDERM ULTRA XC for lip augmentation**
Allergan announced that the company has received approval from the U.S. Food and Drug Administration (FDA) to market JUVEDERM ULTRA XC for injection into the lips and perioral area for lip augmentation in adults over the age of 21. JUVEDERM ULTRA XC instantly adds fullness to the lips and is the only dermal filler that has proven results lasting up to one year for lip augmentation.

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 the **two ad positions** as illustrated.

- 1 LEADERBOARD
- 2 FOLLOW-ON BANNER





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	€1,375 per issue
Follow-on banner	468 x 60 px	€1,250 per issue
	Issue Alert (w x h)	
Leaderboard	728 x 90 px	€1,500 per issue
Follow-on banner	468 x 60 px	€1,250 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)



SOCIAL MEDIA

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

 **Facebook** - 2,082 followers / 1,802 likes

 **Twitter** - 3,702 followers

 **Linkedin Group** - 3,099 members

 **Instagram** - 1,323 followers

Please enquire with **Serena Allegrini**
(serena@aagedition.com) for pricing options.





WEB BANNERS



1 TOP LEADERBOARD

2 LEADERBOARD

BOTTOM BANNER
situated at the bottom of the page

3

WEBSITE OPTIONS

1	TOP LEADERBOARD	728w X 90h px	€3,700 per month
2	LEADERBOARD	728w X 90h px	€3,500 per month
3	BOTTOM BANNER	728w X 90h px	€3,000 per month

WEB STATS

Data period: 1 Aug. 2020 - 31 Jul. 2021 (Source: Google Analytics)

Yearly Pageviews
206,994

New Visitors
97,852

Monthly Pageviews
17,249+

Returning Visitors
9,748

NEWS STORIES



PRIME is one of 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, LinkedIn Group, Instagram)** and we could also use your news story in **PRIME E-newsletters**.

News Article on Website - €1,500

Please contact **Serena Allegrini** (serena@aagedition.com) for more information.

ACCEPTED DIGITAL ADVERTISING FORMAT

WEB BANNERS

File format: **Animated .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.



TARGETS & DATABASES



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



Third-party list



5,964
contacts*

e-Newsletter



Issue Alert



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



subscribers list



253,546
contacts*

*Figures are subject to change throughout the year

Serena Allegrini
Global Sales Manager

Direct tel: +33 6 82 03 98 40
E: serena@aagediton.com



How long would it take your sales team to reach **253,546** 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.



FOLLOW US

