

BodyandSoulHolidays.com

The UK's leading luxury spa advisor
media pack 2011



BodyandSoulHolidays.com

“offers the full gamut of therapies from bathing in wine to marinating in mud, from seaweed wraps to hot oils on the forehead -- an indispensable glossary.”

– The Sunday Times



What's NEW in 2011 for BodyandSoulHolidays.com!

Body & Soul Holidays, the UK's leading online website for luxury spa holidays, is getting even more spaaahhhh-delicious in 2011.

- In 2010, we transformed our entire suite of Body & Soul Holiday websites into the *web's premier resource for spa holidays*, spa news, destination resorts, beauty treatments and products, and special offers for discerning spa goers and aspirers everywhere
- In 2011, we're stepping up the pace to bring you the *best spa journalism*, insider news and exclusive interviews, plus we're announcing a new partnership for 2011...!!!

Who's Spa'ing Whom?

Who's NEW to BodyandSoulHolidays.com team!

Why Jo Foley! That's who!



For over quarter of a century, Jo has been visiting and reviewing Spas, Sanctuaries and Wellness Centres on four continents and has written about them for publications as varied as the Financial Times, Conde Nast Traveller, Tatler, Harper's Bazaar, the Sunday Telegraph, Woman&Home, the Daily Mail, the Times and InStyle.

She's done it all from Fat Farms to Pleasure Palaces, Holistic Hideaways to ayurvedic retreats, Traditional Chinese Medicine, Hay Baths, Inca inspired Temezcal sweat lodges and Native American Hopi Candle therapy in the Americas, Thai massages, Balinese baths, thalassotherapy hosings in France, detoxes in the Dolomites, and hammams throughout the Middle East.

We are thrilled to welcome Jo as contributing editor and look forward to her monthly exploits on the ever expanding world of spa'ing.

Plus the perfect NEW partnership **A whole new way to book luxury spa holidays!**

Body & Soul @Elegant



BodyandSoulHolidays.com has partnered with luxury tour operator, **Elegant Resorts**, to fulfil its website visitors' requests for information, quotes and booking arrangements for luxury spa holidays.

Elegant Resorts' savvy travel advisors can arrange tailor-made luxury spa experiences for ultra discerning travellers who want to de-stress and decompress at a destination spa, relax on a paradise island or spa, shop and sightsee in one of the world's major cities.

Branded **Body&Soul@Elegant Resorts**, specially selected spas on **BodyandSoulHolidays.com** can now be booked through **Elegant Resorts**, whose personal touch and "nothing is too much to ask" attitude will make our site visitors feel pampered and relaxed even before they reach their spa destination!

The NEW & EXPANDING Body & Soul Holidays

Britain's leading online spa news authority!

The screenshot shows the Mozilla Firefox browser window displaying the Body and Soul website. The address bar shows the URL <http://bands2.mosaicssystem.co.uk/>. The website header features the logo "BODYANDSOUL From Erna Low" and the tagline "The ultimate collection of spa and wellbeing resorts" with a butterfly icon. A large banner image shows a woman in a white shirt meditating in a lotus position on a wooden deck, with a large white lotus flower in the foreground. A search bar on the left allows users to search by destination and type of spa, with options for preferences like weight loss, active, beauty, beach, and detox. A "Search" button is also present. Below the search bar, there are links for "Spa holidays" (Spa destinations, Spa types, Short spa breaks, Special offers, News & features) and "Spa treatments" (Destination Spa, Thermal Spa, Ayurveda Spa, Medical Spa, Thalassotherapy Spa, Hotel Spa, Relaxation & Pampering Spa). An "Information" section includes links for "Treatments glossary", "Travel", "How to book", and "Booking conditions". The main content area features a "Welcome to our new look site" message and a navigation bar with links for "New look", "Featured spa resort", "Spotlight - Austria", "Choosing the right spa", and "Treatment guide". Below this, there are sections for "Spa holidays for every taste..." and "Spa highlights". The "Spa holidays for every taste..." section includes links for "Destination spas", "Thermal spas", "Ayurveda spas", "Medical spas", "Thalassotherapy", and "Hotels & resorts". The "Spa highlights" section features three featured resorts: "Aldemar Royal Mare Village & Thalasso", "Le Mas Candille", and "Fonteverde Natural Spa Resort". Each resort has a brief description and a small image. The "Aldemar Royal Mare Village & Thalasso" section mentions "Enjoy sunshine combined with a world class thalassotherapy centre." The "Le Mas Candille" section mentions "Luxury, elegance and tranquility." The "Fonteverde Natural Spa Resort" section mentions "An exceptional natural spa resort". The "in:spa - Trasierra" section mentions "All inclusive".

Mozilla Firefox
File Edit View History Bookmarks Tools Help
<http://bands2.mosaicssystem.co.uk/>
<http://www.erna-low.com/sun> Spa Holidays - Health Spa Holiday ... <http://bands2.mosaicssystem.co.uk/>

BODYANDSOUL
From Erna Low

The ultimate collection of spa and wellbeing resorts

Spa search
Where do you want to go?
ANY DESTINATION
What type of spa?
ANY TYPE
Preferences?
☐ Weight loss ☐ Active
☐ Beauty ☐ Beach
☐ Detox
Search

Spa holidays
Spa destinations
Spa types
Short spa breaks
Special offers
News & features

Spa treatments
Destination Spa
Thermal Spa
Ayurveda Spa
Medical Spa
Thalassotherapy Spa
Hotel Spa
Relaxation & Pampering Spa

Information
Treatments glossary
Travel
How to book
Booking conditions

Welcome to our new look site
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae quisque sem nulla, vestibulum sit amet, aliquet ut, rhoncus sit amet, enim. Morbi ante orci, ornare eget, venenatis et, neque...

New look **Featured spa resort** **Spotlight - Austria** **Choosing the right spa** **Treatment guide**

Spa holidays for every taste...

Destination spas
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Thermal spas
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Ayurveda spas
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Medical spas
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Thalassotherapy
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Hotels & resorts
Nunc hendrerit ipsum vel elit. Nam eget urne pede felis, lectus vitae tellus.

Spa highlights

Aldemar Royal Mare Village & Thalasso
Enjoy sunshine combined with a world class thalassotherapy centre.

Le Mas Candille
Luxury, elegance and tranquility

Fonteverde Natural Spa Resort
An exceptional natural spa resort

in:spa - Trasierra
All inclusive



Top Spas

Full spa descriptions, photo galleries and booking information on the most desirable spas worldwide, plus comprehensive reviews and details for the discerning spa aficionado.



Spa Types

The world's top Destination Spas, Thalassotherapy retreats, Thermal Spring Spas and Wellness Clinics, Medical Spas, Hotel and Resort Spas plus **the most luxurious pampering and relaxation treatments anywhere.**



Holiday Ideas

Boot camp, detox or rest and relaxation? Find the right spa to de-stress, lose weight, erase cellulite, stop smoking, ease back pain, rejuvenate, or just relax and glow again

Updated Content Everyday

Up-to-the-
minute spa
news,
reviews and
features
articles

Inspiring
destinations
and heavenly
hideaways

Sparkling
trends , new
spa
treatments
and celebrity
spa-spotting

Guest
writers,
advisors and
industry
trendsetters

Special
promotions
for Body and
Soul
Members
only
...and so
much more.

Ultimate Outreach

SpaBlog

Our Body&Soul Spaficionados will be blogging regularly, giving the inside report on new treatments, special promotional offers and any news that just can't wait.

Social Media Marketing

Whether it's Facebook, Twitter or any new element in the social media sphere, we'll be tracking the most popular news and reporting it back for our readers' benefit.

Newsletters & Email Blasts

We'll be sending a monthly newsletter, plus special interest mail blasts throughout the year to a database of 10000 (and growing!!!) dedicated spa goers, clients and health and beauty customers, including special offers, new resorts information, and the latest treatments and getaways.

Ultimate SEO

The effect of our well-thought out SEO programme is apparent. With daily link development and content updates, the new website will rapidly rise up the search engine rankings as we expand content, re-engage our spa audience and entice them with our news and offerings every day.



WHAT YOU ALREADY LOVE... **about BodyandSoulHolidays.com**

Body & Soul Holidays remains one of the web's most popular spa information destinations. Clean, serene and beautifully presented, it offers visitors an easy to use layout, inspiring imagery, and in-depth content for a myriad of spa experiences.

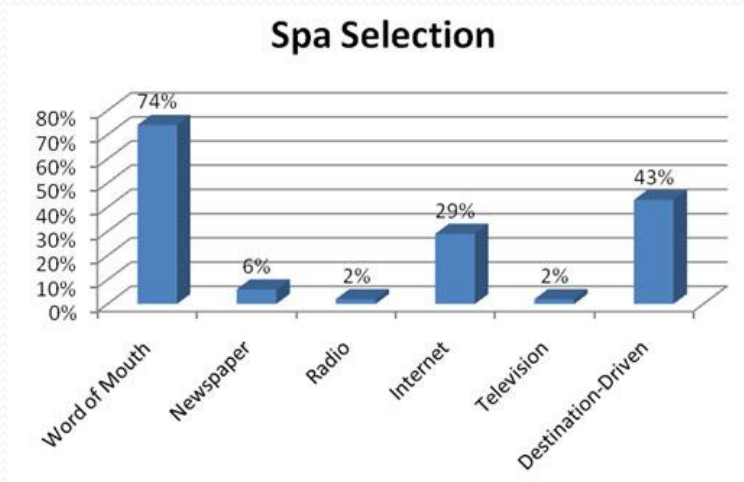
Users can navigate easily to the principle spas, spa holidays and treatments, search for their desired destinations, discover the benefits of new therapies or take advantage of special offers.

A recognised authority on Spa Holidays, **Body & Soul Holidays'** Google page rank of 5/10 still ranks as one of the most respected spa websites worldwide. Our suite of websites (.com, co.uk and info) consistently scores highly in 'natural' search engine results and Google page rank for spa-related keywords.

Why Move Your Marketing Efforts Online?*

How the consumer selects a new spa is an important indication of where to concentrate marketing efforts.

How the respondents look for spa deals, packages and offers:



* Statistics courtesy of COYLE HOSPITALITY GROUP & WTS INTERNATIONAL
SPA SENTIMENT RESEARCH REPORT 2009

The NEW Body & Soul Holidays!!!

How Spas can lift and tone the Body & Soul way!!!

New Commission-Free, Direct Link to Your Online Reservation System

- Body & Soul Holidays will now link directly to your website so you can make the booking, and the profit, yourself!

Recoup the cost of your premium advertising listing in two bookings or less

- With so many travellers wanting to book online these days, you can save a tour operator's commission and start building a long-lasting direct relationship with your spa clients

Spa Listing Opportunities



Body and Soul Premium Listing -- £995

- **Full resort page** including photos, spa info and direct link to spa.
- Can host monthly spa-generated promotions via resort page
- Current listing can be updated
- Appears under country/region heading
- Appears within spa type category
- **Highlighted Spa** feature in relevant section
- **Video link** off resort page
- Inclusion in at least 1 feature per year
- Social Media promotions via Twitter, Facebook, Blog
- Monthly newsletter and email blasts inclusion



Body and Soul Feature Listing -- £495

- Resort page – includes photo, info and direct link to spa.
- Listing can be updated
- Appears under country/region heading
- Appears within spa type category

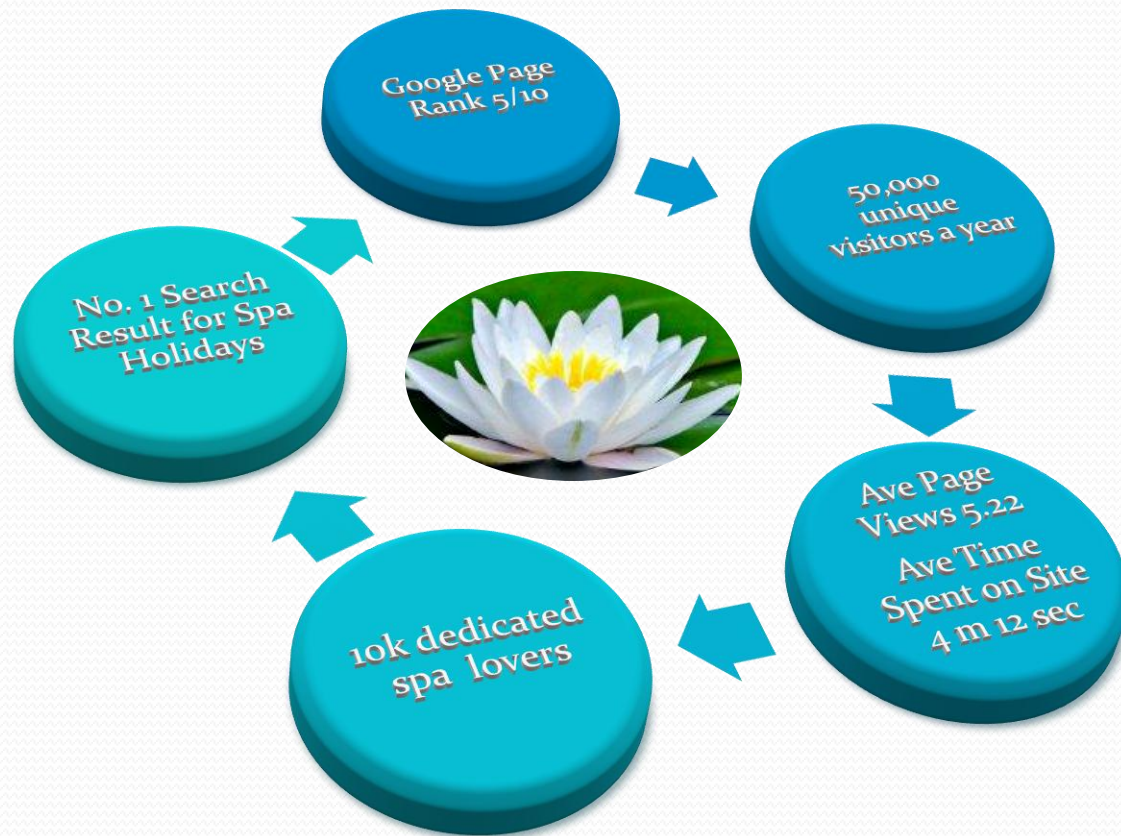


Spadvertorials

Exciting ways to reach new spa clients



From Our Website to Yours



The NEW BodyandSoulHolidays.com

New ways to market your spa in 2011

Let us help you put your marketing message in front of our **highly targeted** online **spa community**.

Our online marketing and advertising promotions ensure that you gain **maximum exposure** online and help you find **new spa clientele** and repeat health and beauty customers.

BodyandSoulHolidays.com 2011

Editorial Calendar

Month	Booking/Materials Deadline*	Country Feature	Features/Topics
January	22 December 2010	Caribbean	Rocket Therapy – Spas to Boost Your Energy
February	24 January 2011	UAE/Middle East	Heart-throbbing Getaways
March	21 February 2011	Maldives	Family Spa Holidays
April	23 March 2011	Africa	Rocky Mountain Spa'ing
May	22 April 2011	Portugal	Ingeniously Indigenous
June	22 May 2011	Greece	High Seas Spa'ing
July	21 June 2011	Hawaii	TBC
August	23 July 2011	Australia/NewZealand	TBC
September	23 August 2011	Mexico	TBC
October	22 September 2011	UK/Ireland	TBC
November	22 October 2011	USA	TBC
December	22 November 2010	Singapore/Malaysia	TBC

*Deadlines for press news is the first of the month previous.

Body and Soul Holidays Team

Joanna Yellowlees-Bound

Joanna is CEO of Erna Low and has been involved with Body and Soul Holidays as a tour operator from its conception in the 1980's as specialist tailor-made travel company, through to its transformation in to leading Spa and News portal today. Joanna is in charge of the two companies, Erna Low Ski Holidays and Erna Low Property, the latter in which she has been involved in the promotion of Spas to developers. Joanna brings key travel trade experience to the brand and understands the needs of both the Spa and the travel trade partner.

CEO Erna Low

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Business Enquiries:

Andrew Harte, *Managing Director, MediaGenics Ltd.*

Andrew began his career in publishing and has been involved in Ski Publishing since the early '80's. He launched his own company in 1997 to provide sales, marketing and publishing consultancy to clients in the snowsports and travel arena. Andrew is new to the team and his considerable experience and knowledge will ensure our clients benefit when discussing their advertising and marketing needs'

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Debbie Robinson

Debbie began her career in the great publishing houses in Manhattan before trading the NYC skyline for Oxford's gleaming Spires. She worked as a travel and promotional writer for Berlitz and was Communications Director for WHSmith Online before embarking on her own web marketing and PR consultancy in Oxford. Her spa career began after the birth of her third child, when the family decided she needed a day off. She assumes they grew up nicely...

News & Spa Editor

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