



The Aesthetics Magazine

THE FIRST ALL-ISLAND
MEDIC LED AESTHETIC MAGAZINE

MEDIA KIT 2026

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Who We Are

The Aesthetics Magazine is the first all-island, medical-led aesthetics publication, serving clinics, practitioners, distributors, suppliers, pharmaceutical companies and skincare brands across the island of Ireland.

As the only publication to comprehensively cover both the **north and south of Ireland**, we provide advertisers with unrivalled access to the entire Irish aesthetics market through a trusted, professional and clinically focused platform. Launched by the publishing house behind Northern Ireland's fastest-growing women's magazine, reaching almost 200,000 readers and 90,000 social media users, The Aesthetics Magazine brings proven publishing expertise together with a highly targeted B2B audience within the medical aesthetics sector. Our multi-channel platform includes a triannual print magazine, a daily-updated digital platform, an engaged social media

community and industry-led podcasts, delivering consistent, meaningful and measurable exposure for brands across multiple touchpoints.

All clinical and educational content is overseen and peer-reviewed by a respected Clinical Advisory Board of leading UK and Irish aesthetic doctors and nurses, reinforcing our commitment to credibility, compliance and professional standards.

The Aesthetics Magazine connects advertisers directly with key decision-makers across Ireland's aesthetics industry - within a transparent, authoritative and education-led environment that supports safe practice, informed purchasing and sustainable industry growth.





Why We're Different

All-Island Reach

We are the only aesthetics publication offering true all-island coverage, allowing brands to reach clinics and practitioners in both the north and south of Ireland through one unified platform.

Medical-Led & Clinically Governed

Our editorial is shaped by medical professionals and rigorously peer-reviewed, ensuring accuracy, compliance and trust—qualities increasingly valued in a highly regulated industry.

Editorial Integrity Meets Commercial Impact

We balance investigative journalism, breaking news and expert insight with strategic advertising opportunities that sit naturally within trusted, high-quality content. Multi-Platform Visibility

From print and digital to social media and podcasts, we offer brands multiple ways to engage audiences, build authority and remain top-of-mind throughout the year.

Education, Regulation & Safety at the Core

We champion best practice, patient safety and regulatory awareness - positioning our partners alongside professionalism, responsibility and long-term credibility within the aesthetics sector.



The Magazine

The Aesthetics Magazine is the only all-island publication dedicated exclusively to the medical aesthetics industry, delivering trusted, insightful and clinically accurate journalism to professionals across Ireland.

Led by Editor and journalist **Nicole McBride**, our editorial team works alongside experienced reporters, respected columnists and industry contributors to produce thought-provoking features, in-depth analysis and investigative journalism that reflects the full scope of modern aesthetic medicine. Our editorial coverage spans medical aesthetics, regenerative medicine, dermatology, plastic surgery, regulation, patient safety and breaking investigative news affecting the industry. All content is rigorously peer-reviewed by our Clinical Advisory Board, ensuring every article is accurate, evidence-based and up to date.

Every page of the magazine is guided by a commitment to patient safety, education and transparency, supporting best practice and informed decision-making within the medical aesthetics sector.

The publication is available via an annual subscription, offering full access across both print and digital platforms. Subscribers also receive a complimentary quarterly print edition, featuring the latest clinical insights, regulatory updates and breaking industry news. Our website and social media channels are updated daily, ensuring readers stay informed in real time.

Alongside daily breaking news, the website will also feature a verified medical-led directory, a careers board and CPD-approved articles. Clinics will also be given the opportunity to advertise themselves to the general public online through the clinic of the month and practitioner of the month.

The Aesthetics Magazine will also maintain a strong presence at major aesthetics, dermatology and plastic surgery conferences, events and awards across Ireland and the UK - reporting from the front line, engaging with industry leaders and showcasing the voices shaping the profession.



Editor and journalist **Nicole McBride**

With a clear editorial vision and trusted clinical oversight, The Aesthetics Magazine is uniquely positioned to play a transformative role in advancing best practice, supporting safer clinical outcomes and elevating professional standards across medical aesthetics and allied specialties throughout Ireland.



Our Readers

As the first all-island B2B publication, we reach a diverse audience of medic-led and non-medic-led clinics. The Aesthetics magazine delivers a targeted advertising platform exclusively for medic-led clinics, enabling engagement with thousands of clinics and aesthetics companies across the country.

Through our integrated print, digital, social media and podcast platforms, we connect with clinics and practitioners throughout both the north and south of Ireland - ensuring consistent visibility and meaningful reach. Our unique readership provides a valuable opportunity for advertisers looking to establish or expand their presence within the Irish aesthetics market. This includes pharmaceutical companies, skincare brands, distributors and medical device manufacturers seeking direct access to decision-makers and practitioners within the sector.

The aesthetics industry across Ireland is a close-knit and rapidly evolving community. Our market research highlights a strong demand for a trusted platform that delivers timely industry news, clinical insight and product innovation in one central place.

At The Aesthetics Magazine, building trust with our readers is paramount. Every piece of content and every advertising partnership is aligned with medical-led clinics and qualified practitioners, ensuring credibility, relevance and integrity across the publication.

Digital & Social Media

Our digital platforms are a powerful extension of The Aesthetics Magazine brand, connecting readers across the island of Ireland with timely, trusted and engaging content - updated daily.

With a strong online presence across our website and key social channels including Facebook, Instagram, LinkedIn and TikTok, we will create multiple touchpoints for audiences of all ages to engage with the latest news, insights and conversations shaping the aesthetics industry.

From breaking news and behind-the-scenes features to exclusive interviews and global event coverage, our digital channels ensure The Aesthetics Magazine remains at the centre of daily discussion within medical-led clinics and professional aesthetics communities across Ireland.

Whether spotlighting local clinics, sharing industry developments or reporting on the latest innovations, our digital content is designed to be visually striking, informative and highly shareable - delivering meaningful engagement for readers and partners alike.

Podcasts



Our podcast series is one of the most dynamic and engaging extensions of The Aesthetics Magazine brand, offering companies and individuals across the island of Ireland a powerful platform to share industry news, insights and stories in a highly accessible format.

Available across all major podcast platforms, the series covers a wide range of topics - from new product launches and clinical innovations to candid conversations with emerging clinics, leading practitioners and key industry voices.

Each episode is carefully curated to be informative, accurate and engaging, delivered with warmth, honesty and expertise by our Editor, Nicole McBride. Recorded in a relaxed one-to-one format from our brand-new studio in the heart of Belfast,

the podcast combines professional production with an authentic, conversational tone.

Listeners can expect insightful discussions, fresh perspectives and plenty of personality, as well as moments of humour and connection with experts from across the aesthetics industry.

With our own in-house studio and an experienced production team, we offer end-to-end podcast production support. Whether you choose to be hosted by The Aesthetics Magazine or take the mic yourself, our team will guide you through every stage - from concept development and recording to editing, distribution and release - helping bring your brand or message to life through high-quality audio and visual content.

Why Work With Us

At The Aesthetics Magazine, our success is built on trust, clinical accuracy and transparency across both our editorial content and advertising partnerships.

We work in collaboration with respected aesthetic organisations including BAMAN, DANAI, BCAM and ACE Group World and ACE Group Ireland, alongside a wide network of industry leaders. These partners contribute expert-led editorial content across our print and digital platforms, all of which is peer-reviewed by our Clinical Advisory Board to ensure the highest standards of accuracy and credibility.

We understand that no two brands are the same. From full-page features and digital campaigns to podcast collaborations and bespoke content, every partnership is carefully tailored to align with your objectives and speak directly to your audience.

Whether you are already established across the north and south of Ireland or are looking for a way to break into the market, we will help bring your brand to life in an authentic, engaging way - connecting you with medical-led clinics and healthcare professionals who value integrity, education and innovation.



The Aesthetics Magazine advisory board

Patricia Molloy

– Registered Nurse Prescriber

Patricia Molloy is one of Ireland's most trusted and influential voices in medical aesthetics—an Irish registered general nurse and the founder of The DermaClinic, established in 1999 as Ireland's first clinic dedicated to laser and advanced aesthetic treatments and now a multi-award-winning leader in the field. A pioneer beyond the clinic walls, she is a founder and former chairperson of the Dermatology Aesthetic Nurses Association Ireland (DANAI), helping to raise national standards in aesthetic nursing, and a sought-after trainer and key opinion leader for international aesthetics organisations. Frequently featured on Irish TV and radio, Patricia is widely recognised for her expertise, leadership, and authority in aesthetic medicine and skin health.

Emma Heaney

– Registered Nurse Prescriber

Emma Heaney is a multi-award-winning Aesthetic Nurse, Independent Nurse Prescriber, and Clinical Director with over 30 years of nursing experience and more than 13 years at the forefront of aesthetic medicine. As Founder and Medical Director of the award-winning Elite Aesthetic Clinic, she is known for uncompromising clinical excellence, patient safety, and innovation in regenerative aesthetics. A highly respected trainer, international speaker, and Key Opinion Leader for DermapenWorld Ireland, Emma also serves as BAMAN Regional Lead for Northern Ireland, championing governance and practitioner development. Widely recognised as an aesthetic judge and the host of the Local Women Aesthetic Podcast, she is a leading voice shaping best practice, education, and standards across the industry.

Aine Larkin

– Registered Nurse Prescriber

Áine Larkin is a distinguished advanced nurse prescriber and clinical lead at Younique Aesthetics Clinics in Northern Ireland, with more than two decades of experience in the medical aesthetics industry. This year, Áine was honoured with a lifetime achievement award at the Local Woman Business Awards, a recognition that highlights her unwavering commitment and leadership in a sector that remains largely unregulated. As the co-founder of MAP-IQ an online educational platform, Aine directs and mentors training in clinical injectables. In addition, she is a faculty member with pharma group Merz Aesthetics UK&I, where she imparts knowledge on injectable treatments to healthcare professionals. Áine takes immense pride in her evolving role in advancing governance and professional practices within the industry.

Dr Patrick Treacy

Professor Dr. Patrick Treacy is one of the world's most celebrated authorities in aesthetic medicine, renowned for pioneering innovation, clinical excellence, and global leadership. A Visiting Professor of Dermatology at Isra University and holder of multiple international fellowships and laureateships, he has earned top honours worldwide—including Ireland's Man of the Year 2024 and "Top Aesthetic Practitioner in the World" at the MyFaceMyBody Global Awards. Founder of the five-time award-winning Ailesbury Clinic in Dublin, Dr. Treacy is internationally recognised for advancing patient safety and regenerative aesthetics through groundbreaking work in hyaluronidase protocols, stem cells, PRP, and growth signalling factors. A former chairman of leading professional bodies, editorial board member, and trainer of over 10,000 clinicians globally, he was named "Top International Aesthetic Trainer 2023" and continues to shape best practice at the highest level of aesthetic medicine worldwide.

The Aesthetics Magazine advisory board

DR Peter Murphy

Dr Peter Murphy is a highly regarded GP and aesthetic doctor in Northern Ireland, known for delivering refined, natural-looking results through bespoke, medically led treatments. As Director of the Aesthetic Skin Clinic, he blends clinical precision with an artistic eye, specialising in advanced injectables and regenerative therapies—from anti-wrinkle treatments and dermal fillers to full facial rejuvenation and collagen stimulation. Renowned for expertise in lips, jawline and chin contouring, tear troughs, and non-surgical facial balancing, Dr Murphy focuses on enhancing harmony and individuality, never overcorrection. Set within a luxury clinical environment, his practice offers a trusted, discreet experience defined by medical integrity, precision, and aesthetic excellence. Peter is an expert in hair loss where he uses PRP and exosomes to help the growth of hair follicles. He has treated many sports celebrities across Ireland including Carl Frampton. His before and afters are astounding. He has been working in the aesthetics landscape for 17 years and is one of the longest serving aesthetic doctors in Northern Ireland.

Dr Uliana Gout

Dr Uliana Gout is a globally acclaimed, multi-award-winning authority in aesthetic and regenerative medicine, renowned for delivering natural, elegant results with scientific precision and absolute discretion. Known as “The Wrinkle Doctor,” she operates at the highest level of cosmetic innovation, shaping industry-defining techniques through her pioneering Dr Gout Method—a multi-modal approach treating every anatomical layer using advanced injectables, regenerative molecules, energy-based devices, and her signature LAM Facial Collection. Past President of the British College of Aesthetic Medicine, Scientific Director of FACE Congress, and Course Director of AMWC Monaco, her clientele spans royalty, CEOs, and red-carpet icons. With the launch of her LAM Regenerative 5-in-1 Protocol in 2025, Dr Gout defines SkinGeivity—the future of aesthetic longevity—where quiet luxury meets clinically proven, uncompromising results.

Dr. Gráinne Ryan

Dr. Gráinne Ryan is a highly regarded aesthetic doctor and dental surgeon based in Killarney, Co. Kerry, blending over a decade of clinical healthcare experience with specialist postgraduate training in medical aesthetics, including comprehensive study at Harley Academy London. She qualified as a dental surgeon from University College Cork and combines her deep anatomical expertise with a subtle, patient centred approach to deliver natural, confidence enhancing results in injectables, dermal fillers, skin boosters and facial rejuvenation. Passionate about ongoing learning, patient safety and honest communication, Dr Ryan has earned recognition for her integrity and excellence in aesthetic practice and also serves as a Clinical Trainer for Laboratoires FILLMED in the Republic of Ireland, helping educate practitioners in safe, evidence based techniques. In 2024 she was named Best Aesthetics Doctor in Munster at the HiStyle Awards, underscoring her commitment to high standards and exceptional patient care.

Dr. Jayne Vaughan

Dr. Jayne Vaughan is an aesthetic practitioner with a specialist focus on dermal fillers and regenerative medicine. With a deep understanding of facial anatomy and decades of clinical experience, she is known for delivering natural, refined while prioritising patient safety and long-term skin health. She is the co-owner of Fresh Aesthetics, an award-winning, medically led Skin and Aesthetics Clinic based in County Armagh. Dr. Vaughan runs the clinic alongside her husband, Dr. Brian Vaughan. Together, they lead the practice with a shared vision that combines advanced medical expertise, ethical treatment planning, and genuinely personalised care. Dr. Vaughan is deeply committed to ongoing education and excellence in practice, continually evolving her skills to remain at the forefront of modern aesthetic and regenerative medicine.

Partners

BAMAN

The British Association of Medical Aesthetic Nurses (BAMAN) is the leading professional association for nurses providing medical aesthetic treatments in the UK. BAMAN is an association for nurses, created by nurses, and is focused on meeting the needs of nurses working in medical aesthetics. Patient safety is at the heart of everything they do, and members operate under a strict Code of Professional Conduct to uphold the highest standards of care. No nurse should feel isolated in this field, and BAMAN is there to ensure that every nurse has the support, representation, and resources they need to thrive.

DANAI

The Dermatology Aesthetic Nurses Association Ireland (DANAI) is the leading professional body representing aesthetic nurses across Ireland, dedicated to advancing clinical excellence, patient safety, and professional standards in aesthetic medicine. Founded to support, educate, and empower nurses practising in this rapidly evolving field, DANAI provides expert-led education, advocacy, and a strong professional community. Through governance guidance, continued professional development, and collaboration with regulators and industry leaders, DANAI plays a pivotal role in shaping best practice and raising the profile of aesthetic nursing nationally and internationally.

BCAM

The British College of Aesthetic Medicine (BCAM) is one of the UK's most respected professional bodies, setting the benchmark for excellence, education, and ethical practice in aesthetic medicine. Dedicated to advancing evidence-based treatments and patient safety, BCAM brings together leading doctors and practitioners through world-class training, scientific conferences, and professional advocacy. With a strong focus on governance, innovation, and clinical integrity,



BCAM plays a central role in shaping standards and driving the future of aesthetic medicine in the UK and beyond.

The Irish Faculty of the British College of Aesthetic Medicine (BCAM) is a group of senior medical professionals advocating for higher standards, patient safety, and proper regulation of aesthetic medicine in Ireland. It is presided over by Dr Eithne Brenner, with other key members including Dr Jennifer Owens, Dr Sean Fitzpatrick, and Dr Peter Prendergast—all of whom are actively involved in pushing for stricter oversight of procedures like dermal fillers and other non-surgical treatments to ensure they are delivered by qualified medical practitioners.

ACE WORLD GROUP

ACE Group World – Aesthetics complications experts - is a leading global membership organisation dedicated to raising standards and improving patient safety in non-surgical aesthetic medicine. Built on an evidence-based foundation, it provides peer-reviewed clinical guidelines, 24/7 emergency helpline support, practitioner education, forums, workshops, and a faculty of expert clinicians to help practitioners prevent, recognise, and manage complications with confidence. By promoting best practice, collaborating with professional bodies and regulators, and offering ongoing professional development, ACE Group World empowers its members to deliver safer, more responsible aesthetic care worldwide set to sign up.

They are also incorporating an Irish section to their business with many aesthetic clinics across Ireland.

Contributors

Dr Peter Murphy	Clinical Advisory Board and Columnist
Dr Uliana Gout	Clinical Advisory Board and Columnist
Aine Larkin	Clinical Advisory Board Member and Columnist
Dr Patrick Treacy	Clinical Advisory Board Member
Tanya Khan	Nurse Columnist
Lisa Waring	Medical and Business Columnist
Dr Julie-Ann Rogers	Dermatologist and Columnist
Dr Linda Simpson	Columnist
ACE World Group	Columnists
Amanda Cameron	Columnist
Dr Cormac Lynch	Columnist
Dr Ciara Joyce	Columnist
Louise O'Loughlin	Contributor
Patricia Molloy	Medical Advisory Board Member and Columnist
Anna Gunning	Columnist
Roslyn McCrea	Columnist
Liz McKeown	Business Consultant for Aesthetic and Beauty Clinics
Emma Heaney	Medical Advisory Board Member
Dr. Ahrooran Sivakumar (Dr A)	Columnist and Podcast Contributor
Dr Martina Collins	Dentist and Aesthetics Practitioner
Dr. Gráinne Ryan	Columnist and Medical Advisory Board Member



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