

Massage Therapy/Bodywork Experts

Associated Bodywork & Massage Professionals (ABMP) is the nation's largest massage membership organization and is the most authoritative resource for health, lifestyle and business media needing up-to-date, fact-filled reference tools and background on the growing massage therapy industry. ABMP is the media's guide to consumer trends, economics and legislation affecting massage practice.



The Media Corner at www.massagetherapy.com features:

Reference

- Glossary explaining 250 types of massage and bodywork practiced in the United States
- Free downloadable photography, hi- and lo-res
- Searchable 800-story archive on everything from Acupressure to Zen (reprints available)
- Fact sheets and press releases, including results of national consumer research
- Massage therapist referral service for identifying local practitioners
- Demographic snapshot of today's massage therapist
- Concentration of massage therapy professionals by state
- Trends in massage therapy training

Consumer Perspective

- Why Americans seek massage, what they spend
- Benefits of massage – research and resources
- Massage therapy as complementary/alternative medicine
- What to expect from a massage therapy session
- Consumer protections
- Insurance coverage for massage

Public Policy & Licensing

- Analysis of regulatory and licensing issues, including status of state legislation
- Links to 39 state agencies regulating massage
- Editorials on key issues facing the massage therapy profession

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Please call rather than e-mail
if you are on a tight deadline.

www.massagetherapy.com