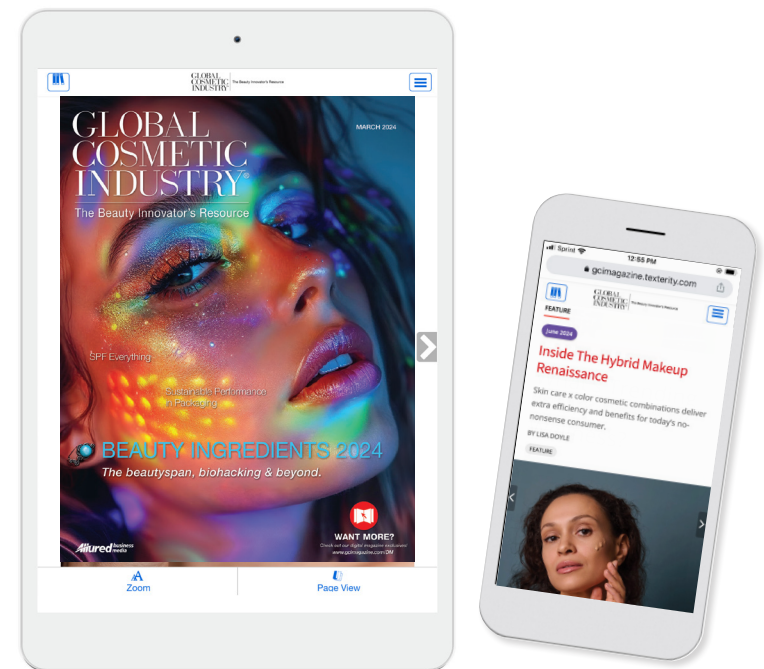


Make an impact with 30,000 beauty brand managers & developers that read in-depth articles on market data, trends and best practices.

Be adjacent to beauty business articles that drive product development.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

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630-344-6054
www.GCImagazine.com

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Amber Evans, Ph.D. **Moroccanoil**

As senior manager of product development at Moroccanoil, Evans leverages her technical expertise to help drive the global launch of prestige hair and body care products. She previously held roles as a development scientist at BASF Corp., where her contributions spanned multiple market segments, including hair, body and oral care, and Procter & Gamble, where she supported initiatives such as upstream research for hair colorants and clinical testing for skin/shave care applications.

Ada Polla **Alchimie Forever,** **The Polla Beauty Group**

Ada Polla is the co-creator of the Swiss antioxidant skin care line Alchimie Forever, which launched in the U.S. in 2004 and has yielded double-digit annual revenue growth for the company.

Christina Samuels **Mode Cosmetics**

Over two decades ago, Samuels co-created MODE Cosmetics by originating the concept of high-performance naturals in color cosmetics, ultimately creating a new color category. Samuels is co-founder of MODE and an EVP at Zela International.

Heather Connelly **CosBar**

Heather Connelly currently leads buying and merchandising at Cos Bar, a multi-brand luxury beauty retailer with a nationwide network of beauty boutiques. A self-professed beauty addict, Connelly began her career at Bluemercury, where she was a part of the original team before it was acquired by Macy's, then went on to Space NK as head of merchandising, leading a portfolio of 90 brands. Her retail experience includes managing the shop-in-shop model, an initiative through which she partnered with Bloomingdales and Nordstrom to expand Space NK's branding both in-store and online.

Jessica Estrada **HUE For Every Man**

In 2009, Jessica Estrada founded her own men's grooming brand, HUE For Every Man. Estrada has over 25 years experience in the fashion industry.

Alisa Marie Beyer **Spa Girl Cocktails**

A proven entrepreneur who has built and sold five companies, Alisa Beyer is the CEO and founder of LemonTree Partners, a boutique strategy company specializing in helping executives and companies effectively manage leadership transitions, team alignment and growth strategies using customized solutions.

Tara Kearns **Clean Beauty Collective**

Tara Kearns, head of product development for Clean Beauty Collective, Inc., works on development for face, body, hair and home. She previously spent time at Church & Dwight in fragrance development, which exposed her to a different side of the industry at megabrands such as Arm & Hammer, Batiste and Nair. Prior to this role, she was part of the team that successfully grew Inter Parfums, Inc. as the global director of fragrance and product development.

Annie Jackson **Credo Beauty**

Annie Jackson is the co-founder and COO, Credo Beauty. Her 20-plus years of retail and marketing experience include inventory planning and marketing at Estee Lauder, roles at Sephora in the United States and Japan, and oversight of global product marketing and product development at Benefit. Credo Beauty, founded in 2014, is a fast-growing clean beauty retailer with 135-plus beauty brands across skin care, color, body, fragrance and hair care. The retailer has also been a leader in the movement toward cleaner formulas and more sustainable packaging.

Fadi Mourad **Bellami Hair**

Fadi Mourad is the co-founder of Innovation Counter, a product development firm that helps large brands move quickly and small brands innovate and scale. He previously held innovation executive roles at Estee Lauder and Dollar Shave Club.

Stephanie Morimoto **Asutra**

Morimoto spent nearly 20 years serving low-income communities through entrepreneurship and education programs before founding Asutra, a brand that is passionate about helping people take care of themselves so they can get the most out of life, or active self-care. Asutra is woman-owned and women-led; 77% of its team comprises people of color. The brand helps people refresh their minds, reenergize their bodies, and replenish their souls through invigorating products activated by organic plants, minerals and essential oils.

Bridgette Howard **Parlor West Ventures**

Bridgette Howard is the founder of Parlor West Ventures, an incubator for early stage beauty brands that provides growth capital and strategic guidance across product development, manufacturing, distribution, financial management and customer acquisition. Brands include Artist Couture, KNC Beauty, Juvia's Place and other early stage brands. The brands are sold across many retailers including Sephora, Nordstrom, Neiman Marcus, Violet Grey, Net-a-Porter and Urban Outfitters. Howard previously held roles with Birchbox, Bluemercury and its M-61 brand, and oversaw the launch of Time Inc.'s Essence Beauty Box.

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across *Global Cosmetic Industry's* media universe throughout the year.

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JAN THEMES

SKIN CARE: HEALTH & AGING

- New products, ingredients, packaging and trends

HAIR HEALTH & CARE

- New products, ingredients, packaging and trends

BATH/BODY/GROOMING

- New products, ingredients, packaging and trends

BEAUTY MANUFACTURING TRENDS

- The latest trends in contract, turnkey & related services

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Technologies & More

Magazine Due Dates

Editorial: 11/08/24

Ad Close: 12/12/24

Bonus Distribution:

LuxePack LA

Make-Up LA (DM*)

FEB THEMES

SUN CARE: DEFENSE MEETS BEAUTY

- New products, ingredients, packaging and trends

MAKEUP: COLOR MEETS CARE

- New products, ingredients, packaging and trends

BEAUTY TECH TRACKER

- New solutions for product and marketing innovation

INGREDIENT TREND BULLETIN

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SUPPLIER INSIGHTS (DM)*

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Magazine Due Dates

Editorial: 12/02/24

Ad Close: 01/06/25

Bonus Distribution:

Beauty Accelerate

MAR THEMES

SKIN CARE: HEALTH & AGING

- New products, ingredients, packaging and trends

HAIR HEALTH & CARE

- New products, ingredients, packaging and trends

BEAUTY MANUFACTURING TRENDS

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Magazine Due Dates

Editorial: 01/06/25

Ad Close: 02/03/25

Bonus Distribution:

Cosmoprof Bologna (DM*)

in-cos Global

APR THEMES

MAKEUP: COLOR MEETS CARE

- New products, ingredients, packaging and trends

BATH/BODY/GROOMING

- New products, ingredients, packaging and trends

BEAUTY TECH TRACKER

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Magazine Due Dates

Editorial: 02/04/25

Ad Close: 03/04/25

Bonus Distribution:

LuxePack NY

MAY THEMES

SKIN CARE: HEALTH & AGING

- New products, ingredients, packaging and trends

HAIR HEALTH & CARE

- New products, ingredients, packaging and trends

BEAUTY MANUFACTURING TRENDS

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PACKAGING TREND ROUNDUP

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SUPPLIER INSIGHTS (DM)*

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Magazine Due Dates

Editorial: 03/10/25

Ad Close: 04/07/25

Bonus Distribution:

NYSCC Suppliers' Day

MakeUp in Paris (DM*)

JUN THEMES

SUN CARE: DEFENSE MEETS BEAUTY

- New products, ingredients, packaging and trends

MAKEUP: COLOR MEETS CARE

- New products, ingredients, packaging and trends

FRAGRANCE: EMOTION MEETS FUNCTION

- New launches, ingredients, packaging and trends

BEAUTY TECH TRACKER

- New solutions for product and marketing innovation

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives.

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Technologies & More

Magazine Due Dates

Editorial: 04/08/25

Ad Close: 05/06/25

Bonus Distribution:

Cosmoprof North America-

Las Vegas

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JUL/AUG THEMES

SKIN CARE: HEALTH & AGING

- New products, ingredients, packaging and trends

HAIR HEALTH & CARE

- New products, ingredients, packaging and trends

BEAUTY MANUFACTURING TRENDS

- The latest trends in contract, turnkey & related services

INGREDIENT TRENDS BULLETIN

- New launches & claims for functionals & actives

PACKAGING TRENDS ROUNDUP

- New launches; sustainability, new gestures & more

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Technologies & More

Magazine Due Dates

Editorial: 05/06/25

Ad Close: 06/03/25

Bonus Distribution:

MakeUp in New York

AUG ONLINE ONLY!

SKIN CARE: FACIAL & ANTI-AGING

- New products, ingredients, packaging and trends

PACKAGING TRENDS ROUNDUP

- New launches: sustainability, new gestures & more.

Magazine Due Dates

Editorial: 06/27/25

SEP THEMES

MAKEUP: COLOR MEETS CARE

- New products, ingredients, packaging and trends

BATH/BODY/GROOMING

- New products, ingredients, packaging and trends

BEAUTY TECH TRACKER

- New solutions for product and marketing innovation

INGREDIENT TRENDS BULLETIN

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PACKAGING TRENDS ROUNDUP

- New launches; sustainability, new gestures & more

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Technologies & More

Magazine Due Dates

Editorial: 07/08/25

Ad Close: 08/05/25

Bonus Distribution:

LuxePack Monaco (DM*)

OCT THEMES

SKIN CARE: HEALTH & AGING

- New products, ingredients, packaging and trends

HAIR HEALTH & CARE

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Magazine Due Dates

Editorial: 08/12/24

Ad Close: 09/09/25

Bonus Distribution:

CASCC Suppliers' Day

NOV THEMES

SUN CARE: DEFENSE MEETS BEAUTY

- New products, ingredients, packaging and trends

MAKEUP: COLOR MEETS CARE

- New products, ingredients, packaging and trends

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Magazine Due Dates

Editorial: 09/09/25

Ad Close: 10/07/25

Bonus Distribution:

SCC 79th Annual Meeting

DEC DIRECTORY

2024 DIRECTORY OF SUPPLIERS

Annual publication of:

- Ingredients
- Packaging
- Contract Manufacturing
- Service Providers
- New Ingredients
- New Packaging

Show Distribution

- LuxePack LA & NY
- MakeUp in LA & NY
- Beauty Accelerate
- in-cosmetics global
- NYSCC Suppliers' Day
- Cosmoprof Miami, North America (Las Vegas) & Bologna (DM*)
- CASCC Suppliers' Day

Magazine Due Dates

Ad Close: 11/06/25

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MAGAZINE COVER SPONSORSHIP

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Ensure your position in the industry is a statement in itself.

The accompanying 4-page folio will educate the *Global Cosmetic Industry* audience on your thought leadership in an area you wish to push to the forefront.

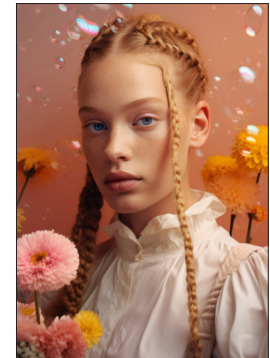
Global Cosmetic Industry - The Beauty Innovator's Resource

Global Cosmetic Industry is the industry resource for beauty and personal care business and retail insights, trends, market data, ingredients, packaging and best practices for driving innovative products and brands. Brand owners, marketers, executives and product developers worldwide rely on *Global Cosmetic Industry* to help them work faster, smarter and better.

Cover Image Examples

Images should be strong, dramatic, fashion oriented and future-forward.

All cover images need to be vertically oriented.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



Final Cover Image - Enlarged and cropped.



Original Image →



Final Cover Image - Enlarged and cropped.

MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *Global Cosmetic Industry's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a web exclusive specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to appearing in *Global Cosmetic Industry* and on our website, we will provide you a PDF version marketing use.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4 pg. folio that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Global Cosmetic Industry* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle

Discover the Beauty of Coffee with Kaffe Bueno
 How upcycling coffee helps the skin and hair care industry transition to natural formulations.

1. Multifunctional Pre-aging
 Kaffe Bueno's coffee-based active ingredients are formulated to support the skin barrier, improve hydration, and reduce the appearance of fine lines and wrinkles. This is achieved through the use of coffee polyphenols, which are known for their antioxidant and anti-inflammatory properties. Additionally, the inclusion of caffeine helps to stimulate collagen production, further supporting the skin's natural aging process.

2. Natural Moisturizing
 Kaffe Bueno's coffee-based active ingredients are formulated to support the skin barrier, improve hydration, and reduce the appearance of fine lines and wrinkles. This is achieved through the use of coffee polyphenols, which are known for their antioxidant and anti-inflammatory properties. Additionally, the inclusion of caffeine helps to stimulate collagen production, further supporting the skin's natural aging process.

3. Upcycled Coffee Ingredients
 Kaffe Bueno's coffee-based active ingredients are formulated to support the skin barrier, improve hydration, and reduce the appearance of fine lines and wrinkles. This is achieved through the use of coffee polyphenols, which are known for their antioxidant and anti-inflammatory properties. Additionally, the inclusion of caffeine helps to stimulate collagen production, further supporting the skin's natural aging process.

4. Regenerative
 Kaffe Bueno's coffee-based active ingredients are formulated to support the skin barrier, improve hydration, and reduce the appearance of fine lines and wrinkles. This is achieved through the use of coffee polyphenols, which are known for their antioxidant and anti-inflammatory properties. Additionally, the inclusion of caffeine helps to stimulate collagen production, further supporting the skin's natural aging process.

5. Sustainable
 Kaffe Bueno's coffee-based active ingredients are formulated to support the skin barrier, improve hydration, and reduce the appearance of fine lines and wrinkles. This is achieved through the use of coffee polyphenols, which are known for their antioxidant and anti-inflammatory properties. Additionally, the inclusion of caffeine helps to stimulate collagen production, further supporting the skin's natural aging process.

The Untapped Value of Coffee
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Example 4-Page Folio (this gets converted into a web exclusive)

MAGAZINE SPONSORED ARTICLE

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You take ownership of your niche in the industry.

Reach Subscribers with Multi Channel Exposure

- 30,000 Magazine Subscribers
- 23,000 Daily Newsletter Subscribers
- 65,000 Monthly Website Visitors
- 40,600 Registered Website Users

What's Included:

Magazine

- Full page ad, exclusive, positioned in article.
- Sponsored by: "Company Logo" on first page of article.
- A 250 word sidebar supplied by the sponsor.

Digital Magazine

- Sponsored by: "Company Name" on article summary in "Issue Ready" email.
- Digital Belly Band, linked to article.

Website

- Exclusive ownership of article page for a full year.
- "Sponsored by" Banner on article page.
- Billboard Ad, top position, (linked to Branded Content).
- Super Leaderboard, bottom position, (linked to Branded Content).
- Branded Content with Lead Generation (Call to Action – Sample, White Paper, Formulation) – Launched in 2 newsletters with direct leads and marketing inquiries.
- Magazine sidebar included with the sponsored article on the website for 2 months.

Daily Newsletter

- Editorial/Article included in 3 newsletters, "Sponsored by Company Name" included in article summary

Rate: **\$10,500**



Must book at least 4 weeks before the magazine ad close date.
Material is due 2 weeks before the magazine ad close date.

MAGAZINE ADVERTISING SPECIFICATIONS

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Reach over 30,000 professionals engaged in building cosmetic & personal care brands.

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitched

Paper: Cover 100# with a Matte varnish, 50# gloss text

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.

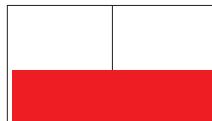
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

Advertising Sizes All dimensions are width by height.



Spread

Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



1/2-page horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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Electronic Files

Preferred File Format

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

Other Important Information

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.
Web graphics will not work.
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

Sending Files

If your file is 20 MB or smaller, email it to Kasia Smialkowski at ksmialkowski.com. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.

MAGAZINE DIGITAL EDITION ADVERTISING

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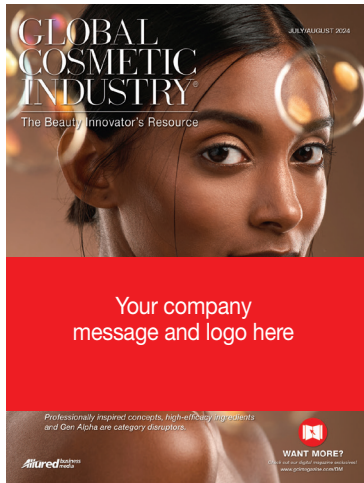
Digital Edition Advertising

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Rate: \$3,525

Issue Ready Email Ad 300 x 250 px, 72 dpi
Reader Banner Ad 728 x 90 px, 72 dpi
Mobile Banner Ad 320 x 50 px, 72 dpi
Belly Band 8.188" wide x 4"-5" tall

Rate: \$6,825



Digital Belly Band

Cover Corner

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

Cover Corner: \$2,775

Cover Corner With Ad: \$2,350

