

You can reach over 37,000 professionals engaged in the cosmetics & personal care industry.

## Choose Your Format

- **Dedicated E-Blast:** 3 template options or customer provided html.
- **Partner Solutions:** templated e-blast.

What's Included	Dedicated E-Blast	Partner Solutions
Generates Marketing Inquiry Leads	N/A	✓
Email Full List or Partial List of Opt-In Subscribers*	✓	✓
Geographic & Demographic Segmentation	✓	✓
Active Lead Forms Can Be Provided	✓	✓

- You choose the size of the reach.
- Resend to unopened contacts (must book at time of purchase; \$1,100 flat rate).
- The e-blast offers a direct lead generation form (optional).
  - Provide a must-read download and/or a highly engaging “call to action” to drive leads that you can pass along to your sales team.
- Report showing reader engagement (Total leads\*, unique opens and unique clicks) sent to you showing 5 full business days of activity.

\*Direct Leads can only be provided if you use the custom lead form.

## Dedicated E-Blast Rate

**CPM\*:** \$285

**Full List:** \$10,295

**Half List:** \$5,400

## Partner Solutions Rate

**CPM\*:** \$305

**Full List:** \$10,500

**Half List:** \$5,500

*\*Minimum Orders Apply*

*Must book at least 6 weeks before send date.  
Material is due 4 weeks before send date.*