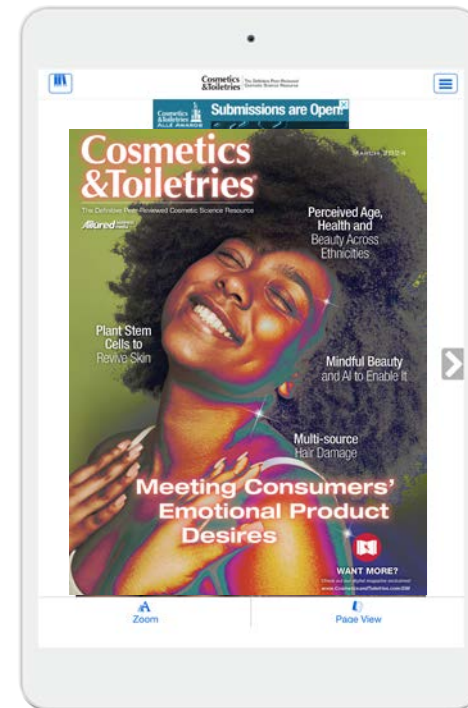


Make an impact with 21,000 R&D professionals that read in-depth articles on cosmetic research.

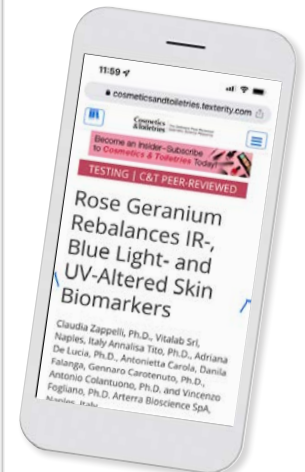
Advertise in this highly regarded, peer-reviewed scientific publication.



Print Edition



Digital Edition



MAGAZINE EDITORIAL ADVISORY BOARD

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed Cosmetic Science Resource



Eric Abrutyn
Owner/Consultant
TPC2 Advisors



S. Peter Foltis, Pharm.D.
Independent Consultant



Prithwiraj Maitra, Ph.D.
Executive Director, Strategic Product
Development & Innovation: Consumer
Goods & Skincare
AbbVie



Akshay Talati, R.Ph.
VP Product Development and Research
Innovation
Goop



Isabelle Castiel-Higounenc, PharmD., Ph.D.
Innovation Valorization Director,
Communications and Engagement
L'Oréal R&I



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Mindy S. Goldstein Ph.D. Consulting



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Research Fellow
Procter & Gamble



Peter Tsois
Vice President, Skincare R&D
The Estée Lauder Companies



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Kelly Dobos
Cosmetic Chemist and Consultant
University of Cincinnati



John Jiménez
Senior Researcher
Belcorp Colombia



Luigi M. Rigano, Ph.D.
Owner and CEO
**L. Rigano Labs and Rigano Industrial
Consulting and Research**



Gill Westgate, Ph.D.
Director/Honorary Visiting Lecturer
**Gill Westgate Consultancy Ltd. and
University of Bradford, UK**



Zoe Diana Draelos, M.D.
Dermatologist and Consultant
Dermatology Consulting Services



Emma Kohring
Global Scientific Communications
Leader
Kenvue (formerly J&J)



Steve Schnittger, Ph.D.
Consultant with expertise in Microbiology
and Fermentation in R&D
The Estée Lauder Companies (Retired)



Shuliang Zhang, Ph.D.
Senior Director, R&D
Coty Testing Institute



Angela R. Eppler, Ph.D.
Senior Principal Scientist
Haleon (formerly GSK)



Karl Laden, Ph.D.
Technical Manager
Alpa Cosmetics



Leslie Smith, Ph.D.
Chief Scientific and Regulatory Officer
La Perla Beauty



Tao Zheng, Ph.D.
Executive Director, SPF & Makeup
Charter Innovation
The Estée Lauder Companies



Trefor A. Evans, Ph.D.
Director & Fellow and Founder & Principal
TRI-Princeton and T.A. Evans Inc.



Danilo Lambino
Inventor, Cosmetic Formulator and
Founder
Formulae8



Ron Sharpe
Research Fellow-Open Innovation
Amway Health and Beauty



Linda C. Foltis
Consultant and Former VP R&D
Function of Beauty (prior role)



Howard I. Maibach, M.D.
Dermatologist and Professor
University of California, San Francisco



Katerina Steventon, Ph.D.
Director and Consultant
**Skincare Consultancy Ltd. and UK
Cosmetics Cluster**

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

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JAN THEMES

SUSTAINABILITY

- Upcycled
- Biodegradable/Low Carbon

BARRIER HEALTH

- Skin protection/microbiome
- Collagen, ceramides and lipids

EXPERT OPINIONS (DM)*

- Reinforcing the Barrier

Allé Awards:

Finalist Shortlist

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 09/06/24
Ad Close: 12/13/24

FEB THEMES

SUN PROTECTION AND PHOTO-AGING

- Antioxidants/actives/UV filters
- Hyperpigmentation

DEMOGRAPHIC BEAUTY

- Generational (X, millennial, alpha)
- Male cosmetics, baby care, menopausal beauty

EQUIPMENT & DEVICES

- Mixing, filling and QA/QC

EXPERT OPINIONS (DM)*

- Advancing Sun Protection
- Optimizing Product Production

Allé Awards:

Finalist Profiles

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 10/01/24
Ad Close: 01/07/25

Bonus Distribution:

Beauty Accelerate

MAR THEMES

LONGEVITY AND WELL AGING

- Anti-senescence, peptides
- Wellness and anti-stress

HAIR & SCALP HEALTH

- Skinification/repair
- Anti-hair loss

EXPERT OPINIONS (DM)*

- Hair and Scalp Solutions

Allé Awards:

Finalist Shortlist Plus Judges' Commentary

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 11/01/24
Ad Close: 02/03/25

Bonus Distribution:

in-cosmetics Global

APR THEMES

NOVEL FORMATS AND PRODUCT PROTECTION

- Bars, balms, sheets, films and powders
- Preservatives and alternatives

COLOR COSMETICS

- Radiance/luminosity
- Dispersion and wetting

EXPERT OPINIONS (DM)*

- Reinventing Product Forms

Allé Awards:

Winners Announcement

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 12/02/24
Ad Close: 03/06/25

MAY THEMES

AGING HALLMARKS

- Targeting wrinkles, spots, eye, circles and sagging
- Epigenetics, autophagy, senescence, dysbiosis

SENSORIAL SKIN AND HAIR CARE

- Texture, scent, softness and shine
- Neurocosmetics and targeting mechanoreceptors

EXPERT OPINIONS (DM)*

- Sensory Experiences in Skin and Hair Care

Allé Awards:

Celebration Issue

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 01/03/25
Ad Close: 04/07/25

Bonus Distribution:

NYSCC Suppliers' Day

JUN THEMES

HAIR/SCALP CARE AND SKINIFICATION

- Silicones, surfactants and alternatives
- HA, collagen and vitamins

SPF AND SUNSCREENS

- Photostabilizers and UV filters
- Sensory performance

EXPERT OPINIONS (DM)*

- Advancing Hair Care Innovation

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 02/03/25
Ad Close: 05/05/25

Bonus Distribution:

Sun Protection Conference (DM*)

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Jolly for up-to-date show distribution information.

MAGAZINE MEDIA PLANNER CONT'D

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

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JUL/AUG THEMES

RESPONSIBLE AND ECO-FRIENDLY

- Sustainable, clean and transparent
- B Corp, EcoVadis, fair trade, vegan, halal

BIO-INSPIRED SKIN/HAIR CARE

- Ferments and biotech
- Upcycled, nature-inspired, exosomes

EXPERT OPINIONS (DM)*

- Responsible Beauty Solutions

Product Roundup:
Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 03/03/25
Ad Close: 06/09/25

Bonus Distribution:
IFSCC Congress (DM*)

AUG ONLINE ONLY!

FORMULATING BASICS

- Preservatives
- Rheology/thickening

EXPERT OPINIONS (DM)*

- Formulating Basics

Magazine Due Dates

Editorial: 04/01/25

SEP THEMES

COMPROMISED SKIN CARE

- Mild and microbiome-friendly
- Acne, sebum and inflammation

WELLBEAUTY

- Sleep, immunity and rhythm
- Anti-stress, fragrance and emotions

DIGITAL TECH AND PLATFORMS

- Social media, predictive A.I., software

EXPERT OPINIONS (DM)*

- Balancing Compromised Skin
- Digital Tech/Platforms to Advance Product Development

Product Roundup:
Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 05/01/25
Ad Close: 08/05/25

OCT THEMES

SKIN RADIANCE AND COLOR EFFECTS

- Skin texture, pigmentation and pores
- Color and light effects, self-tanners

HAIR CONDITIONING AND REPAIR

- Films and oils
- Bonding and repair agents

EXPERT OPINIONS (DM)*

- Skin Radiance and Luminosity

Product Roundup:
Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 06/02/25
Ad Close: 09/05/25

Bonus Distribution:
in-cos Asia (DM*)
CASCC Suppliers' Day

NOV/DEC THEMES

AP/DEO AND ORAL CARE

- AP/deo, body deodorants and oral care

SKIN COMFORT

- Soothing skin sensitivity
- Anti-irritation/neurocosmetics

EXPERT OPINIONS (DM)*

- Advances in AP/Deo and Oral Care

Product Roundup:
Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 07/01/25
Ad Close: 10/06/25

DEC ONLINE ONLY!

SOCIAL MEDIA

- Trendspotting
- Sci-comm and dispelling misinformation

EXPERT OPINIONS (DM)*

- Social Media Insights

Magazine Due Dates

Editorial: 08/01/25

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Jolly for up-to-date show distribution information.

Product Roundup Program for magazine display advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Cosmetics & Toiletries*' Product Roundup program. This special product roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Cosmetics & Toiletries*' **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries*' daily newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. Best Practice – for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.

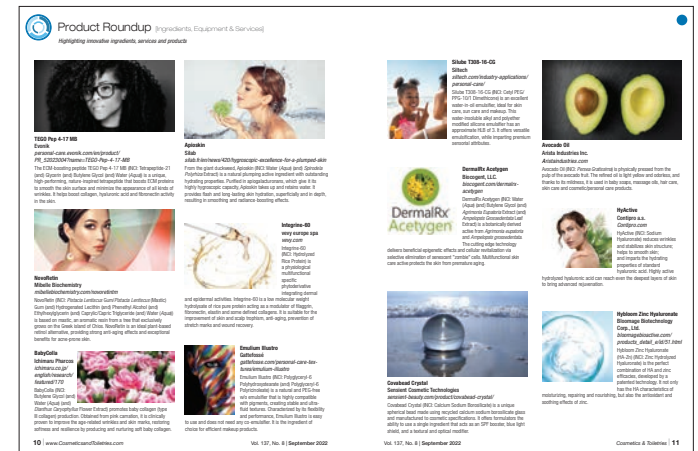
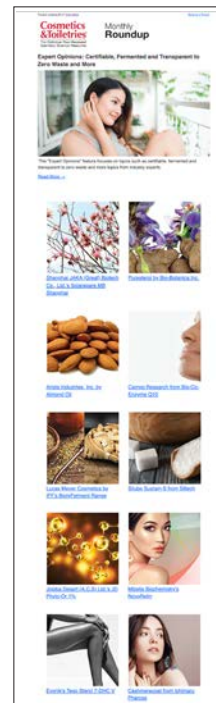
Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* magazine in 2025.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

Material Specifications and Deadlines

Qualifying advertisers will receive an email with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



MAGAZINE COVER SPONSORSHIP

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed Cosmetic Science Resource

Ensure your presence in the industry is a statment in itself!

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

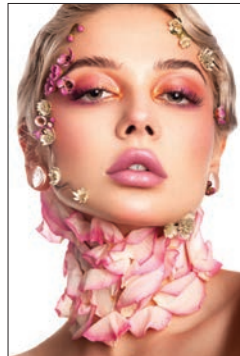
Cosmetics & Toiletries - The Definitive Peer-Reviewed Cosmetic Science Resource

Cosmetics & Toiletries is the definitive resource delivering in-depth, peer-reviewed technical content within the context of current market trends. It empowers R&D professionals to invent cosmetics and personal care products with targeted technical coverage of relevant biology, chemistry & formulating techniques as well as reviews of product safety, regulatory issues and efficacy testing.

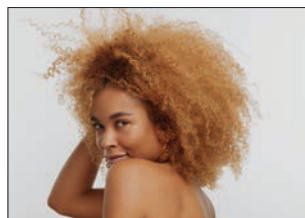
Cover Image Examples

Images should be dramatic and bold. The subject matter can vary, but always reflects the primary feature story.

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 to fit the vertical format.
Photoshop elements added relating to the article.



Original Image →



Final Cover Image -
Enlarged, cropped, color shifted and manipulated in Photoshop to add a scientific element relating to the article.

MAGAZINE COVER SPONSORSHIP CONT'D

Jolly Patel
Business Development Manager
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**Cosmetics
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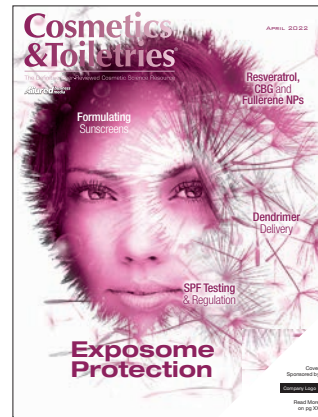
The cover sponsorship allows you to provide the image for *Cosmetic & Toiletries*' cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a 4-page story 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 pages of *Cosmetics & Toiletries* and on our website, we will provide a PDF version for your own marketing use.

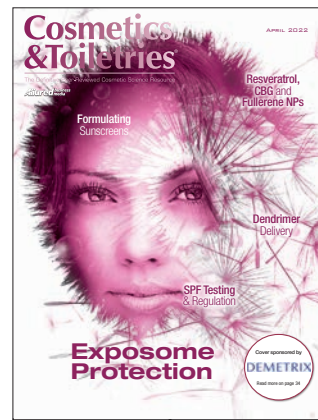
What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Cosmetics & Toiletries* 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



Example 4-Page Folio

MAGAZINE SPONSORED ARTICLE

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed Cosmetic Science Resource

With a sponsored article campaign, you take ownership of a category by aligning your brand with industry experts.

Reach Subscribers with Multi Channel Exposure

- 21,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 77,000 Monthly Website Visitors
- 52,000 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 (Direct leads and marketing inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Sponsored Article

Sponsored Sidebar



Sponsored Digital Belly Band

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

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries®**
The Definitive Peer-Reviewed Cosmetic Science Resource

Reach over 21,000 qualified subscribers dedicated to cosmetic & personal care R&D.

Printing: Four-color (CMYK) sheetfed offset

Binding: Saddle-stitched

Paper: Cover 80# Body 60#

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



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125"
215 mm x 282 mm



Live Area

7" x 10"
176 mm x 252 mm



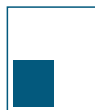
1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



Full-page insert

8.438" x 11.125"
215 mm x 283 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Jolly Patel
Business Development Manager
jpatel@allured.com
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**Cosmetics
&Toiletries**[®]
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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.
- Please 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 Ethan Grisham at egrisham@allured.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, WeTransfer, TransferBigFiles, etc.

MAGAZINE DIGITAL EDITION ADVERTISING

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
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DIGITAL EDITION ADVERTISING

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

Rate: \$3,550

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: \$7,995



Digital Belly Band

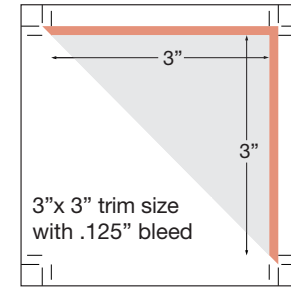
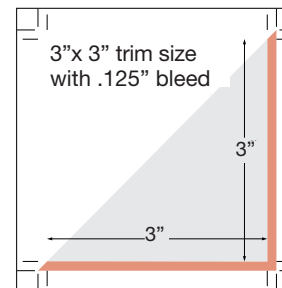
COVER CORNER

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



PRODUCT LAUNCH SPECIAL

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed Cosmetic Science Resource

Spotlight your latest and greatest at the industry's favorite events.

The Product Launch Campaign Special is a great way to let attendees know what you're showcasing at the next event, so that they can ensure they make time to meet you there.

Get access to 34,000+ subscribers through our e-blasts, 24,000+ through the daily newsletter and make 100,000 impressions through our Show Daily Program—that's more than 58,000 professionals in beauty and personal care!

What's Included

- Text Ad in *Cosmetics & Toiletries* daily newsletter
- Targeted E-blast
- Placement in Show Daily Newsletters (2x)
- Marketing Inquiry Leads
 - Ensure your launch is at the industry's favorite events
 - The text ad runs 1 month before the show, the e-blast deploys 2 weeks before the show and the show daily newsletters go out in the days leading up to the show
 - Materials are due 2 weeks prior to deployment
 - A custom lead generation form is available upon request

Rate: \$8,650

Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate product development professionals** on your offerings, demonstrate thought leadership and build trust with cosmetic industry professionals. Provide in-depth information on your products, including benefits and best practices, or tell your story and how you continue to positively impact the industry and receive a **content asset** for future use.

2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

Who You Reach

Qualified R&D Professionals across multiple media channels.

- 21,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 52,000 Registered Website Users
- 77,000 Monthly Website Visitors
- 71,000 Social Media Followers

What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

1-Page Advertorial

A 1-page layout will fit approximately 400-600 words, 1-2 images and one headshot.

Who You Reach

Qualified R&D Professionals across multiple media channels.

- 21,000 Magazine Subscribers

What's Included

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- PDF content asset for your website or to use for marketing purposes
- No Reporting

Rates

1 Page Advertorial (Supplied*)	\$4,095
1 Page Advertorial (Q&A Interview**)	\$5,050
2 Page Advertorial (Supplied*)	\$7,675
2 Page Advertorial (Q&A Interview**)	\$8,600
Per Additional Page (after 2 pages)	\$2,525

*Supplied: You supply production ready content & images, we lay out the article.

**Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.