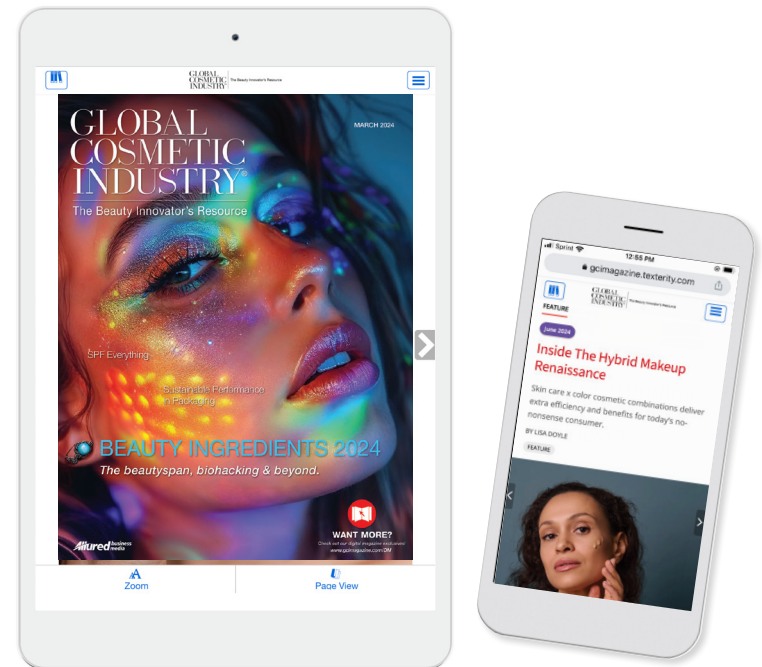


Make an impact with 30,000 beauty brand managers & developers that read in-depth articles on market data, trends and best practices.

Be adjacent to beauty business articles that drive product development.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Kim Jednachowski
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630-344-6054
www.GCImagazine.com

GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource

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

- 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: 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

- 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: 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

- 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: 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

- 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: 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

Editorial content is subject to change.

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

MAGAZINE MEDIA PLANNER CONT'D

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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 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: 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 TREND 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 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: 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

- New products, ingredients, packaging and trends

BEAUTY MANUFACTURING TRENDS

- The latest trends in contract, turnkey & related services

INGREDIENT TREND BULLETIN

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PACKAGING TREND ROUNDUP

- New launches; sustainability, new gestures & more

SUPPLIER INSIGHTS (DM)*

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

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

BATH/BODY/GROOMING

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Magazine Due Dates

Editorial: 09/09/25

Ad Close: 10/07/25

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

Editorial content is subject to change.

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

MAGAZINE PRODUCT ROUNDUP

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GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource

Make more of an impact with the Product Roundup Program.

Scheduled magazine display advertisers receive an additional value of inclusion in *Global Cosmetic Industry's* 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 *Global Cosmetic Industry website* and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Global Cosmetic Industry's* 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.

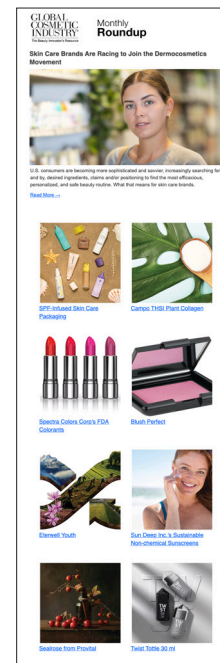
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Global Cosmetic Industry* 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 e-mail 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.



PRODUCT ROUNDUP

[Products, Equipment & Services]

Unique Packaging, Ingredients & More

Camilo Tea Tree Oil (Odorless)
Camilo Research
www.camilo-research.com/
Camilo Tea Tree Oil (Odorless) is a non-volatile fixed heavy non-aromatic oil with potent anti-microbial activities. The fixed odorless oil is C22 extracted from recycled spent leaves of the post steam distillation tea tree leaves. Camilo tea tree oil (odorless) is not under the "concern status" of the CMR classification.

PterWhite
Sabinsa Corp.
www.sabinsacosmetics.com
PterWhite conveniently blends with cosmetic formulations to offer antioxidant coverage and protection against ultraviolet light, effectively lighten skin tone and reduce the appearance of wrinkles and sun damage.

Express Trigger Sprayers at McKernan Packaging Clearing House
McKernan Packaging Clearing House
www.mckernan.com/products?search=express&pageindex=0&categories=%5B%22trigger%20sprayers%22%5D&continuousSupply=%5B%22true%22%5D
McKernan's Continuous Stock line is adding new Express Trigger Sprayers by Jet. These 200-500 trigger sprayers are available in white, black, natural and whitened. These Express trigger sprayers feature a glass ball and a 1.1 cc actuator. To order your free sample of these Trigger sprayers, call McKernan at 1 (800) 707-7587.

Sustainable Non-chemical Sunscreens
Sun Deep Inc.
www.sundeepinc.com
Our latest addition to sustainable non-chemical sunscreens were formulated to meet multiple difficult-to-achieve natural standards. Utilizing plant-derived UV boosters, preservatives and film formers as an SPF 50, 80-minute water resistance was achieved with no silicone.

FDA Colorants
Spectra Colors Corp
spectracolors.com/fdc-dyes/
Spectra Colors offers small quantity batch-certified colorants to be used in dips in formulations. The company's FD&C and D&C dye products are available as powders, with specific colors available in liquid and granular form.

6 Global Cosmetic Industry | May 2024 www.gcimagazine.com

MAGAZINE COVER SPONSORSHIP

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**GLOBAL
COSMETIC
INDUSTRY**[®]
The Beauty Innovator's Resource

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.

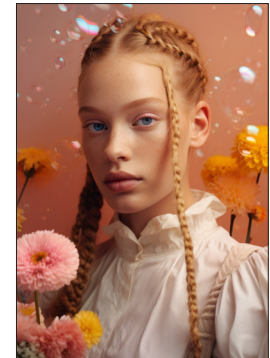
Global Cosmetic Industry - The Beauty Innovator's Resource

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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GLOBAL COSMETIC INDUSTRY®
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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



Example 4-Page Folio (this gets converted into a web exclusive)

MAGAZINE SPONSORED ARTICLE

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GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource

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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GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource

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.

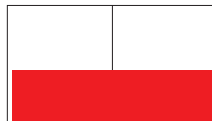
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

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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**GLOBAL
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The Beauty Innovator's Resource

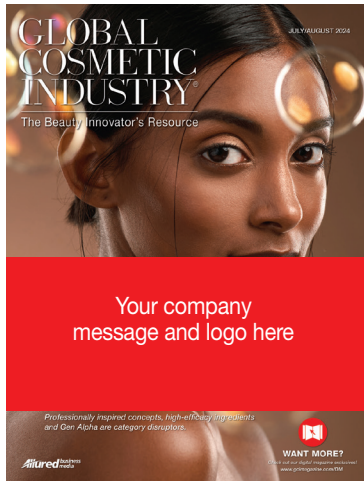
Digital Edition Advertising

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

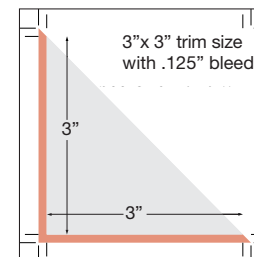
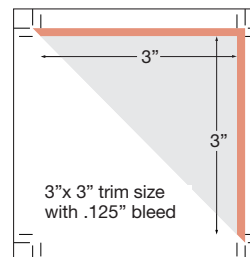
Cover Corner

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



PRODUCT LAUNCH SPECIAL

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GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's 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 37,000 subscribers through our e-blasts, 23,000+ through the daily newsletter and make 100,000 impressions through our Show Daily Program—that's more than 60,000 professionals in beauty & personal care!

What's Included

- Text Ad in *Global Cosmetic Industry* 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

MAGAZINE DIRECTORY ADVERTISING

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www.GCImagazine.com

GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource

Reach subscribers & attendees with show distribution all year long.

Outreach Campaign Includes

- Print directory sent to core subscribers.
- Sent to all bartered show distributions in the following calendar year.

Advertising Includes

- An ad in the print directory with bold listings.
- Online company profiles will be linked to content from your company published on the *Global Cosmetic Industry* website.
- Profiles included in the print directory - see rates below

Show Distribution

Print

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

Rates

- \$3,895 net, full page includes a FREE full-page company profile and bold listings (in print & online)
- \$2,725 net, 1/2 page, includes mini profile (100 words max - online only) and bold listings
- \$2,425 net, 1/3 page, includes mini profile (100 words max - online only) and bold listings
- \$2,200 net, 1/4 page, includes mini profile (100 words max - online only) and bold listings



Control the conversation while amplifying your brand awareness through excellent content marketing.

This is your opportunity to **educate beauty professionals** on your cosmetic offerings, demonstrate thought leadership and build trust within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about how you continue to positively impact the industry.

2-Page Advertorial

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

Who You Reach

Qualified Beauty Professionals across multiple media channels.

- 30,000 Magazine Subscribers
- 23,000 Daily Newsletter Subscribers
- 40,600 Registered Website Users
- 55,000 Monthly Website Visitors
- 134,000 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 and 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 Beauty Professionals across multiple media channels.

- 30,000 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 and marketing purposes

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.