

# MAGAZINE

Kim Jednachowski  
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www.GCImagazine.com

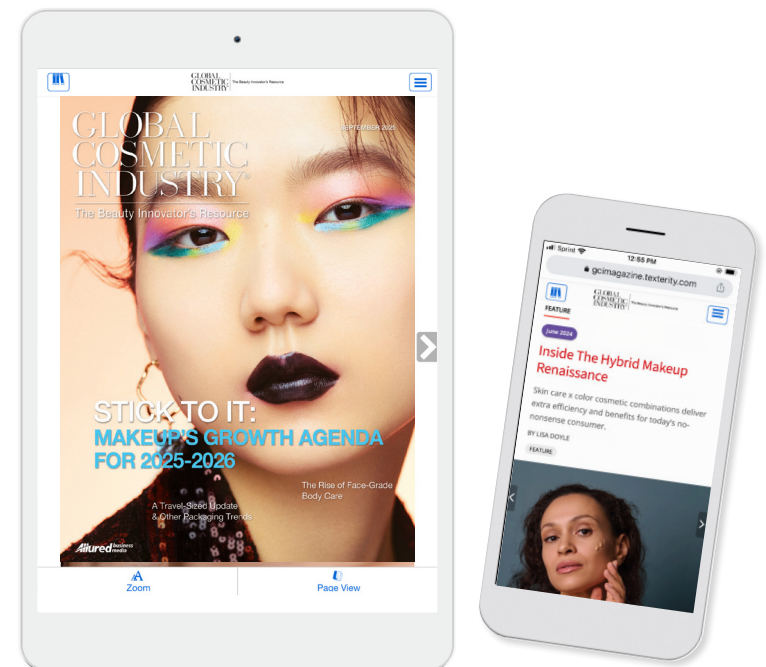
**GLOBAL  
COSMETIC  
INDUSTRY®**  
The Beauty Innovator's Resource

Make an impact with 24,000 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

# EDITORIAL ADVISORY BOARD

Kim Jednachowski

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## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

# MEDIA PLANNER

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Themes listed are **examples of content** covered each month. All content listed each month **may not** be included.

## Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

### JANUARY/FEBRUARY

**Magazine Due Dates**

Editorial: 11/14/25

Ad Close: 01/05/26

**Bonus Distribution:**

Cosmoprof Miami, Luxe Pack  
LA, Make-Up LA (DM\*)

Honing in on the next phase of beauty: slow-aging skincare and multifunctional solutions for SPF and color cosmetics takes center stage in our Jan/Feb issue.

We'll also be kicking off the new year with an update on decorating and printing packaging trends, and if you're launching a bottle or jar, this is the issue for you.

### MARCH

**Magazine Due Dates**

Editorial: 01/16/26

Ad Close: 02/03/26

**Bonus Distribution:**

Cosmoprof Bologna (DM\*),  
in-cosmetics global  
+ Teamworks

We're launching into spring with clean and sustainable beauty in skin care, longevity in hair, and body skin care.

Packaging pros can expect coverage on tubes, applications, and brushes in this month's edition as well!

### APRIL

**Magazine Due Dates**

Editorial: 02/18/25

Ad Close: 03/04/26

**Bonus Distribution:**

Luxe Pack NY

Global Cosmetic Industry is giving you a "this year so far" look into the top 2026 trends for color cosmetics and providing the latest coverage on the ingredients and brands behind hair loss solutions for men's and women's beauty.

We'll be taking a closer look at how brands can resolve consumer complaints about SPF'd beauty. In packaging, we're going to cover pumps, droppers, caps, travel + sample sizes.

### MAY

**Magazine Due Dates**

Editorial: 03/16/26

Ad Close: 04/06/26

**Bonus Distribution:**

NYSCC Suppliers' Day

We're touching on fragrance for the first time this year with our May issue!

Readers can anticipate clean and sustainable innovations in fragrance and to explore the brands and ingredients framing skincare as a means to rejuvenate, not just maintain. We'll be covering new packaging product launches as well!

### JUNE

**Magazine Due Dates**

Editorial: 04/15/26

Ad Close: 05/01/26

**Bonus Distribution:**

Cosmoprof Vegas

June will be discussing innovation in inclusive SPF as well as safe and eco-friendly hair care. We'll also be bringing readers a rundown of the categories, scent notes and more, leading growth and white space opportunities in fragrance.

Editorial content is subject to change.

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

# MEDIA PLANNER CONT'D

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### JULY/AUGUST

**Magazine Due Dates**

Editorial: 05/15/26

Ad Close: 06/08/26

**Bonus Distribution:**

*Make Up in New York*

For the Global Cosmetic Industry July/August issue, readers will get a peek into how the worlds of medspa and dermatology have influenced brands and ingredient launches. Explore the brands and ingredients contributing to safe, eco-friendly, and effective makeup, and the impact it's having on the market with a consumer data report. We'll be circling back to tubes, applicators and brushes for the second half of the year, giving you the latest on these packaging launches from beauty and personal care.

### AUGUST (ONLINE ONLY)

This online-only issue will give you the best of 2026 so far. Individual trend reports from our team covering ingredients, packaging, beauty brands, and consumer beauty trends. Perfect opportunity for brands to see what they've made and maybe what they missed, as well as identify some opportunities to capitalize on before the end of the year!

### SEPTEMBER

**Magazine Due Dates**

Editorial: 07/15/26X

Ad Close: 08/05/26

**Bonus Distribution:**

*Luxe Pack Monaco (DM\*)*

September is putting hair center stage at Global Cosmetic Industry, and we're introducing you to the ingredients and products delivering better, healthier results in color and style. Readers can expect more SPF and an exploration into how scent and whole body solutions are transforming the body care category. This issue's packaging focus will be back on bottle, jars, sample and travel sizes.

### OCTOBER/NOVEMBER

**Magazine Due Dates**

Editorial: 08/21/26

Ad Close: 09/29/26

**Bonus Distribution:**

*SCC Annual  
Meeting California*

This issue is all about how brands are taking beauty to the next level: Skin care bringing more benefits to consumers, continuing to explore multifunctionality in color cosmetics and fragrance becoming the conduit for a strong mind x beauty connection.

### NOVEMBER (ONLINE ONLY)

November's online-only issue will act as our reader's guide into 2027. We'll cover supplier beauty predictions, as well as a forecast of both existing and emerging beauty trends. A perfect opportunity to showcase what's next and who's up.

### DECEMBER

**Magazine Due Dates**

Ad Close: 11/03/26

**Show Distribution**

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

Our final issue of the year, the Global Cosmetic Industry Directory, will serve as a comprehensive guide to 2026 beauty ingredients, packaging and manufacturing resources. The ultimate resource for connecting our readers to all of beauty in one single issue.

*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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## 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's* **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 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

**PRODUCT ROUNDUP** [Products, Equipment & Services]

**Unique Packaging, Ingredients & More**



**Campo Tea Tree Oil (Odorless)**  
Campo Research  
www.campo-research.com/  
Campo Tea Tree Oil (Odorless) is a non-volatile fixed heavy non-aromatic oil, with potent anti-microbial activities. The fixed odorless oil is CO2 extracted from recycled spent leaves of the past steam distillation tea tree leaves. Campo tea tree oil (odorless) is not under the "concern status" of the CMR classification.

**Express Trigger Sprayers at McKernan Packaging**  
McKernan Packaging Clearing House  
www.mckernan.com/products?search=express&pageIndex=0&categories=%5B%22trigger%20sprayers%22%5D&continuousApply=%5B%22true%22%5D  
McKernan's Continuous Stock line is adding new Express Trigger Sprayers by Jet. These 28/40 trigger sprayers are available in white, black, natural and white/red. These Express trigger sprayers feature a glass ball and a 1.1 cc output. To order your free sample of these trigger sprayers, call McKernan at 1 (800) 787-7587.


**Sustainable Non-chemical Sunscreens**  
Sun Deep Inc.  
www.sundeepinc.com  
Our latest addition to sustainable non-chemical sunscreens was formulated to meet multiple difficult-to-achieve natural standards. Utilizing plant derived UV boosters, preservatives and film formers as an SPF 30, 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 drop-in formulations. The company's FDA- and OTC-approved products are available as powders, with specific colors available in liquid and granular form.

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Monthly  
**Roundup**

Skin Care Brands Are Racing to Join the Dermocosmetics Movement



U.S. consumers are becoming more sophisticated and savvy, increasingly searching for, and by, desired ingredients, claims and/or positioning to find the most efficacious, personalized, and safe beauty routine. What that means for skin care brands.

[Read More...](#)

**RPP-Infused Skin Care Packaging**

**Campo THSI Plant Collagen**

**Spectra Colors Corp's FDA Colorants**

**Blue Perfect**

**Etherwell Youth**

**Sun Deep Inc.'s Sustainable Non-chemical Sunscreens**

**Sealrose from Proxibel**

**Twist Tottle 30 ml**

### 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.

# MAGAZINE COVER SPONSORSHIP

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## Ensure your position in the industry.

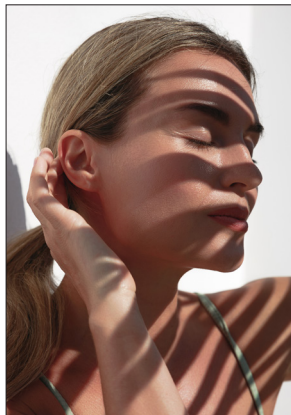
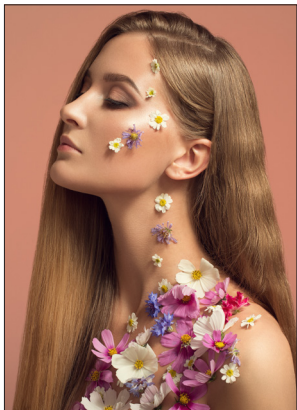
The accompanying 4-page folio will educate the *Global Cosmetic Industry* audience on your thought leadership in an area you wish to push to the forefront.

### 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.



# 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-page folio, becomes a web exclusive
- Mentioned in editor's note
- Web exclusive 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



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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You take ownership of your niche in the industry.

## REACH SUBSCRIBERS WITH MULTI CHANNEL EXPOSURE

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 49,500 Monthly Website Visitors
- 34,500 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

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



## What 2019's results tell us about the next decade in beauty

This report was prepared just as the COVID-19 (coronavirus) epidemic was unfolding. Since the perturbations detailed herein were delivered, global travel patterns, supply chains, financial markets and consumer behaviors have been significantly disrupted. While this report highlights the underlying dynamics of demand, it does not capture the extent which shopping channel preferences or other key considerations might be in play throughout the remainder of the year.

n early February 2020 more than 750 beauty industry professionals packed into CSM's annual summit briefing in New York City. Global Cosmetic Industry was in. Certainly everyone in the room had urgent questions in mind, voiced by CSM chairwoman, Dr. Sealeman (of Shiseido), when in

### IN THIS SECTION

- Who Is the Beauty Consumer of 2020? (Page 20)
- Skin Care's Day-Age Numbered (Page 20)
- Color Cosmetics' Bumpy Ride (Page 30)
- Hair Care Shines (Page 32)
- Fragrance on the Upswing (Page 36)

CORONAVIRUS BEAUTY INTELLIGENCE



A recent report from Gurusantier<sup>1</sup> notes that the coronavirus outbreak in China appears to have impacted the market's beauty and personal care sales, which expanded at 9% in 2019. However, the analysts described demand as "mum-upt," which could fuel a comeback once infection rates diminish.

Subscribe to the Global Beauty Industry daily newsletter to receive your regular updated briefing on the impact of COVID-19 on brands, supply chains and consumers. Sign up for free at [www.giimagazine.com/newsletter](http://www.giimagazine.com/newsletter).



# MAGAZINE ADVERTISING SPECIFICATIONS

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Reach over 24,000 qualified professionals engaged in building cosmetic  
& personal care brands.

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"  
214 mm x 282 mm



**LIVE AREA**  
7" x 10"  
176 mm x 252 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



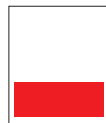
**1/2-PAGE VERTICAL**  
3.333" x 10"  
85 mm x 254 mm



**1/2-PAGE HORIZONTAL**  
7" x 4.833"  
178 mm x 123 mm



**1/3-PAGE VERTICAL**  
2.167" x 10"  
55 mm x 254 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



**1/4-PAGE VERTICAL**  
3.333" x 4.833"  
85 mm x 123 mm



**1/6-PAGE HORIZONTAL**  
7" x 1.0"  
178 mm x 25 mm

**PRINTING:** 4-color (CMYK) sheetfed offset  
**BINDING:** Saddle-Stitched  
**PAPER:** Cover 80# Copy 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.

\*Note: Bleeds 1/8" left, right, and bottom of spread (add top bleed for Full Page and Spread)

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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 [ksmailkowski@allured.com](mailto:ksmailkowski@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, TransferBigFiles, Hightail, etc.

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

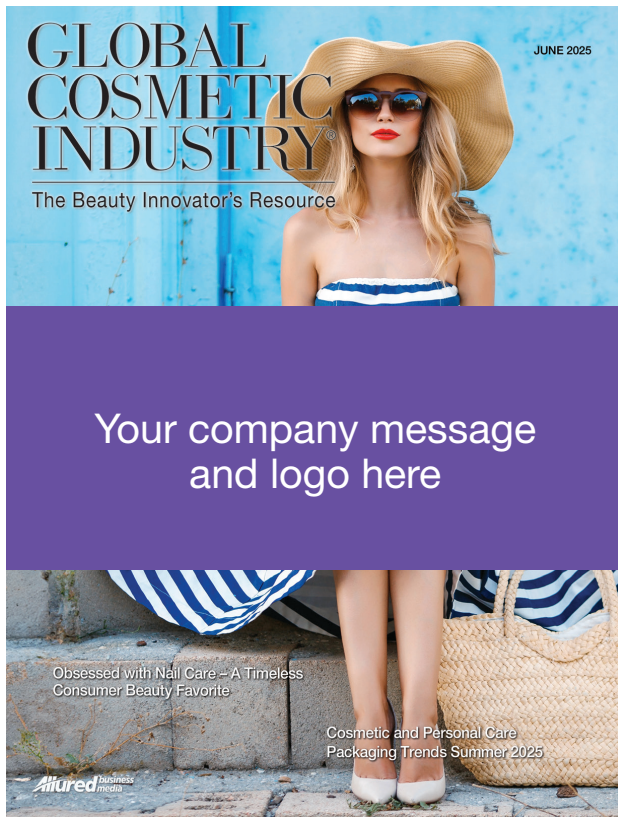
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## DIGITAL EDITION ADVERTISING

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

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

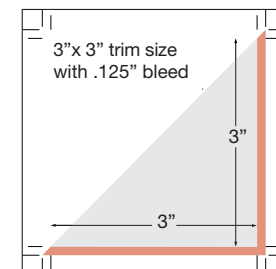
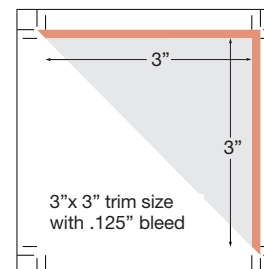


Digital Belly Band

## 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.



# PRODUCT LAUNCH SPECIAL

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## 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 21,000 subscribers through our e-blasts, 20,500+ through the daily newsletter and make 100,000 impressions through our Show Daily Program—that's more than 40,000 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

# MAGAZINE DIRECTORY ADVERTISING

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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.
- Full page profiles included in the print directory
- Reserve a full page and receive a free full page company profile in-print and online.

## SHOW DISTRIBUTION

### PRINT

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

GLOBAL  
COSMETIC  
INDUSTRY®  
The Beauty Innovator's Resource

DECEMBER 2025

**2025 DIRECTORY of SUPPLIERS\***  
Contract Manufacturing • Ingredients\* • Packaging • Special Services

\*Powered by Cosmetics & Toiletries' Bench Reference

**WANT MORE?**  
Check out our digital magazine exclusives!  
www.gcimagazine.com/DM

Allured business media

## Control the conversation while amplifying your brand awareness.

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.

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 34,500 Registered Website Users
- 49,500 Monthly Website Visitors
- 151,000+ 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
- Web exclusive included 3x 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.

- 24,000 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

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

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