MAGAZINE PRODUCT ROUNDUP

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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*'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.

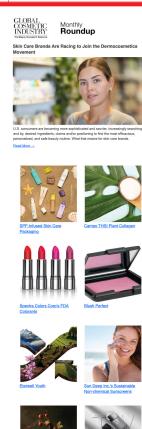
MARKETING INQUIRIES

- 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.
- 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

- 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.





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.