

Connect Virtually Face To Face With *Global Cosmetics Industry's* Engaged Audience by Sharing Your Expertise or Aligning Your Brand With Industry Experts Selected by Our Editorial Team

Intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified Beauty Professionals across multiple media channels.

- 30,400 Magazine Subscribers
- 23,000 Daily Newsletter Subscribers
- 37,000 Dedicated E-blast Subscribers
- 36,700 Registered Website Users
- 71,700 Monthly Website Visitors
- 105,600 Social Media followers

The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

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Plant-based Fluorescent Pigments for Vivid, Sustainable Makeup

Jun 23rd, 2023 | From [DayGlo](#)



Elara Luxe colorants can be used in oil-based or solvent- or waterborne formulations, including makeup, lip gloss and lipsticks, lotions and soaps, face paint, temporary hair color, and nail lacquer or nail polishes.

THIS VIDEO IS SPONSORED BY: **DayGlo**

Thirty-four percent of consumers believe it is important for makeup brands to be socially responsible, per [Circana](#) data. And, between September 2019 and March 2022, the number of makeup SKUs with at least one environmentally or ethically friendly attribute has increased by 55%.

Branding

- Logo will be placed on the video website page.
- Company name will be listed as “Sponsored by Company Name” (no logo).

Branding on the Website

- Listed on the home page under “Latest” (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

Branding in Social Media Posts

- Mentioned as sponsor

Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & Company Name to be listed.

Rate: \$4,900

*Must book at least 8 weeks before the run date.
Material is due 4 weeks before the run date.*