

## Drive engagement with your brand by sharing your expertise with industry experts.

### TYPE OF PODCASTS

#### Choose your preferred method of educating the industry:

- Sponsor participates in a 5-minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast with an industry leader.

### WHO YOU REACH

#### Qualified Beauty Professionals across multiple media channels.

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 21,500 Dedicated E-blast Subscribers
- 49,500 Monthly Website Visitors
- 34,500 Registered Website Users
- 151,000+ Social Media Followers

### DIRECT LEADS & REPORTING

- Anyone who selects "Listen" to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

### MATERIAL NEEDED:

Logo, 300 dpi & Company Name to be listed.  
Please include name, title, and headshot of speaker(s).

*Must book at least 6 weeks before run date.  
Material is due 4 weeks before run date.*

### THE PROGRAM

4-week Lead Generation and branding ride along.


Podcast will be:

- Posted in the daily newsletter 3x, once a week and listed as the sponsor
- Shared in our social media as the sponsor
- Published on the website
  - » Logo will be placed on the podcast website page
  - » Company name will be listed as "Sponsored by Company Name" (no logo)
  - » Listed on the home page (4–5 days)
  - » Listed under description of podcast on the list pages
  - » Listed under author name on detail page
  - » Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

HOME > BRANDS & PRODUCTS > SKIN CARE

**[podcast - updated] The Secret Behind CeraVe's Success: A 360-degree Formula Focus**

Jul 18th, 2024 | By Rachel Grabenhofer, C&T, with Nada Baalbaki, Ph.D., CeraVe



The Secret to CeraVe's Success:  
A 360-degree Formula Focus

free podcast from:  
**Cosmetics  
& Toiletries**

with Nada Baalbaki, Ph.D.  
Global Scientific Director  
CeraVe