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Print Edition



Digital Edition

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New Business Development Manager
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630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries®**
The Definitive Peer-Reviewed Cosmetic Science Resource



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MEDIA PLANNER

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

JAN/FEB

DERMOCOSMETICS AND HAIR HEALTH

- Longevity
- Peptides
- Collagen
- Scalp care
- Skinification of hair

SUSTAINABILITY

- Biotechnology
- Upcycled
- Fermented

EXPERT OPINIONS (DM)*

- Promoting Skin and Hair Health

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 09/05/25

Ad Close: 12/30/25

FEB ONLINE ONLY!

MILD CLEANSING

- Biosurfactants
- Microbiome-friendly
- Anti-irritation
- Gen alpha

EXPERT OPINIONS (DM)*

- Mild Cleansing and Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 10/01/25

MAR

LONGEVITY AND SKIN HEALTH

- Senolytics
- Peptides
- Hallmarks of aging
- Wellness

CLIMATE-RESPONSIVE BEAUTY

- Sun protection
- Antioxidants
- Anti-pollution
- Frizz Control
- Digital devices

INNOVATIONS IN TESTING

- Claims support
- Imaging
- Proteomics
- Microbiome
- Smartphones as instruments

EXPERT OPINIONS (DM)*

- Climate-adaptive Beauty
- Testing Innovations

Allé Awards:

Finalist Shortlist

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 11/03/25

Ad Close: 02/03/26

Bonus Distribution:

in-cosmetics Global

APR

ZERO WASTE AND LOW IMPACT BEAUTY

- Sustainable alternatives
- Waterless formats
- Biodegradable

MULTIFUNCTIONAL MAKEUP

- Moisturizing makeup
- Lip color plus care
- Lasting effects

HOLISTIC CARE

- Oral care
- Nutricosmetics
- Mind-body

EXPERT OPINIONS (DM)*

- Zero Waste Cosmetics and Personal Care

Allé Awards:

Finalist Shortlist Plus Judges' Commentary

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 12/01/25

Ad Close: 03/06/26

MAY

ANTI-AGING

- Anti-wrinkle
- Lifting
- Brightening
- Anti-fatigue

NEUROCOSMETICS AND WELLNESS

- Mind-skin connection
- Anti-stress
- Anti-inflammation
- Sensitivity

EXPERT OPINIONS (DM)*

- Longevity and Well Aging

Allé Awards:

Finalist Shortlist with Descriptions

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 01/05/26

Ad Close: 04/07/26

Bonus Distribution:

NYSCC Suppliers' Day

JUN

HAIR SHINE AND GLOSS

- Gentle cleansing
- Repair
- Oils and silicones

SPF AND SUNSCREENS

- Mineral and organic
- Dispersion
- Sensory

ADVANCES IN EQUIPMENT AND TECH

- Benchtop tools for formulating and testing; pilot batch mixers, scales, etc
- Facility hardware - fume hoods, ventilation, etc.
- QA/QC instrumentation; digitization/AI integration, etc.

EXPERT OPINIONS (DM)*

- Sun Protection

Allé Awards:

Winners Announcement with Judge Commentary

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 02/02/26

Ad Close: 05/04/26

Bonus Distribution:

Anti-aging Conference London (DM*)

Editorial content is subject to change.

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

MEDIA PLANNER CONT'D

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JUL/AUG

MINDFUL BEAUTY

- Sustainable
- Ethical
- Anti-stress
- Emotional

BIOTECHNOLOGY IN SKIN AND HAIR

- Ferments
- Recombinant proteins
- Exosomes

EXPERT OPINIONS (DM)*

- Biotech in Beauty

Allé Awards:

Celebration Issue

Product Roundup:

Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 03/02/26
Ad Close: 06/29/26

AUG ONLINE ONLY!

FORMULATING BASICS

- Preservation
- Stability

EXPERT OPINIONS (DM)*

- Formulating Basics

Magazine Due Dates

Editorial: 04/01/26

SEP

CLINICAL SKIN CARE

- Dermocosmetics
- Post-procedure care
- Science-backed solutions

SLOW BEAUTY

- Growth factors
- Hormonal balance
- Sleep support

PERSONALIZATION

- Predictive A.I.
- Technology and software
- Epigenetics

EXPERT OPINIONS (DM)*

- Derm-backed Beauty
- Tech-driven Personalization

Product Roundup:

Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 05/01/26
Ad Close: 08/05/26

Bonus Distribution:

IFSCC
Congress Adelaide (DM*)

OCT

COLOR COSMETICS

- Pigment innovations
- Inclusive tones
- Multifunctional benefits

HAIR AND SCALP TREATMENTS

- Split end repair
- Sebum Control
- Anti-dandruff solutions

EXPERT OPINIONS (DM)*

- Color Cosmetic Innovations

Product Roundup:

Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 06/01/26
Ad Close: 09/08/26

Bonus Distribution:

Beauty World
Middle East Dubai
and In-Cosmetics Asia

NOV/DEC

BODY CARE

- Deodorants
- Moisturizers
- Fragrance
- Microbiome-friendly solutions

ENHANCING SAFETY

- Preservation
- Testing
- Transparency
- Regulation
- Alternative ingredients

EXPERT OPINIONS (DM)*

- Safety in Beauty

Product Roundup:

Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 07/06/26
Ad Close: 10/26/26

Bonus Distribution:

SCC Annual Meeting LA

DEC ONLINE ONLY!

OPTIMIZING FORMULAS

- Leveraging synergies
- Improved stability

EXPERT OPINIONS (DM)*

- Formulation Optimization

Magazine Due Dates

Editorial: 08/03/26

Editorial content is subject to change.

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Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

JANUARY/ FEBRUARY

Marking our entrée into 2026, our January/February issue will spotlight dermocosmetics, hair health and sustainability—three pillars driving next-gen beauty innovation.

It will explore topics such as longevity, peptides, scalp care and the skinification of hair, alongside biotech-powered, upcycled and fermented solutions. From ingredient breakthroughs to formulation strategies, this issue will uncover what's shaping the future of skin and hair wellness.

FEBRUARY (ONLINE ONLY)

February will highlight the science and strategy behind mild cleansing, examining such areas as biosurfactants, microbiome-friendly formulas and anti-irritation innovation.

Guided by expert insights into gentle yet effective care across skin and hair, it will also seek to reveal how brands are addressing the needs of Gen Alpha and sensitive skin.

MARCH

This spring, our March 2026 edition will investigate forward-thinking beauty with features related to longevity science, climate-adaptive care and cutting-edge testing.

From senolytics and sun protection, to microbiome analysis and smartphone-powered claims support, this issue will spotlight innovations like these shaping the evolving beauty landscape—topped of with expert insights and the 2026 C&T Allē Awards finalist shortlist.

APRIL

The April edition of C&T will dive into beauty's latest transformations of zero-waste design, multifunctional makeup and holistic care.

From waterless formats and lip-care hybrids to nutricosmetics and mind-body wellness, this issue will highlight topics such as low-impact solutions and elevated performance—and feature expert insights and exclusive commentary on the 2026 C&T Allē Awards finalist shortlist.

MAY

In May, we will probe the science of aging beautifully—focusing on concepts like wrinkle reduction, skin lifting and fatigue-fighting care and tapping into longevity experts for new insights.

We will also explore the rise of neurocosmetics, where wellness meets formulation; for example, through anti-stress and sensitivity-focused actives. Finally, we'll feature the 2026 C&T Allē Awards finalists, complete with product descriptions.

JUNE

From gloss and other sensory aspects of hair to high-performance sun care, the June issue will kick off the summer with an examination of the science behind shine, protection and precision.

Readers will also uncover insights related to gentle cleansing, sensory-friendly SPF and the tools transforming formulation—from benchtop mixers to AI-powered QA. Plus, experts will weigh in on sun protection and we'll reveal the 2026 C&T Allē Award winners.

Editorial content is subject to change.

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Plan a yearlong campaign around our focus each issue

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JULY/ AUGUST

The July/August issue will celebrate innovation with a focus on mindful beauty and cutting-edge biotech. Content will explore such topics as how emotional wellness, sustainability and ethics are reshaping formulations—alongside breakthroughs in ferments, exosomes and recombinant proteins.

Plus, experts will provide perspectives on biotech's growing role in beauty. And, as a grand finale, the issue will showcase beauty innovation by celebrating the 2026 C&T Allē Awards honorees.

AUGUST (ONLINE ONLY)

Online in August, we'll go back to the essentials with a refresh on formulating basics — seeking answers, for example, to preservation strategies, stability challenges and other formulating hurdles.

Whether you're refining core skills or building a solid foundation, expert insights and practical guidance will help readers navigate key formulation principles with confidence and precision.

SEPTEMBER

This fall, our September issue will examine skin care through clinical and personalized lenses — e.g., from post-procedure dermocosmetics to tech-driven solutions grounded in AI and epigenetics.

Readers will gain insights such as how slow beauty trends like hormonal balance and sleep support are redefining routines, alongside expert insights into science-backed formulas and the next evolution of tailored, dermatologist-aligned care.

OCTOBER

The October issue will investigate innovations in color and care—from technologies like functional pigments to concepts such as inclusive and skin-loving makeup.

The issue will also explore the latest in hair and scalp treatments, including, for example, sebum regulation, split end repair and dandruff control. Expert insights will round out the issue with a focus on breakthroughs in color cosmetic science.

NOVEMBER/ DECEMBER

This issue will spotlight next-gen body care including such topics as advanced deodorants, fragrance and moisturizers to microbiome-friendly solutions.

Readers will also gain insight into the future of product safety with coverage on subjects like preservation strategies, transparency, evolving regulations, alternative ingredients and the like—alongside expert commentary on how the industry will strengthen trust through safety, science and innovation.

DECEMBER (ONLINE ONLY)

Online in December, we will focus on optimizing cosmetic formulas for maximum performance and stability. Topics will include ideas like synergistic ingredient strategies, enhanced preservation systems and formulation tweaks that boost efficacy.

Expert insights will also highlight how product developers can refine their approach to create smarter, more resilient formulations that meet today's performance and shelf-life demands.

Editorial content is subject to change.

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MAGAZINE PRODUCT ROUNDUP

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Cosmetics & Toiletries®

The Definitive Peer-Reviewed Cosmetic Science Resource

Make more of an impact with the Product Roundup Program.

Scheduled magazine display advertisers receive an additional value of inclusion in *Cosmetics & Toiletries*' 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 *Cosmetics & Toiletries'* **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries'* 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 *Cosmetics & Toiletries* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

[illegible]

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.




**Cosmetics
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Gateway to Science & Innovation


**Monthly
Roundup**

**Expert Opinions on Compromised and Sensitive Skin Care:
Barrier Resilience, Dermocosmetics, Biomechanics,
Multifunctional and More**




Sensitive skin care is more mainstream, showing a market projected to exceed \$68B by 2029. Here, we explore how biomechanics, barrier-boosting ingredients are reshaping the strategy with insights from Gene Bolognini, Lucie Mayer Cosmetics and Neogena Vita.

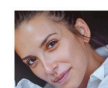
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Aestuo by Silab




Deri-Cell CR by DIM-Farmchim




MultMoist CLR by CLR Berlin




Densaf by TTK Industries




HOLIS V-Comp. Blenders by Charles Nuss & Son Co.



JC. Beads by Joisba Dessert



Emulium Dermicell MII by Gattefosse



N-surfactance E3-rear Multifunctional Polymer by Aethand

MAGAZINE COVER SPONSORSHIP

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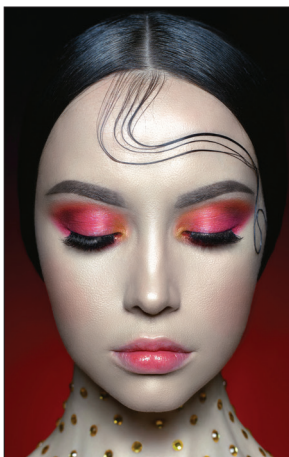
The accompanying 4-page folio will educate the *Cosmetics & Toiletries* audience on your thought leadership in an area you wish to push to the forefront.

COSMETICS & TOILETRIES—THE DEFINITIVE PEER-REVIEWED COSMETIC SCIENCE RESOURCE

Cosmetics & Toiletries is the definitive resource delivering in-depth, peer-reviewed technical content within the context of current market trends. It empowers R&D professionals to invent cosmetics and personal care products with targeted technical coverage of relevant biology, chemistry & formulating techniques as well as reviews of product, safety, regulatory issues and efficacy testing.

COVER IMAGE EXAMPLES

Images should be dramatic and bold. The subject matter can vary, but always reflects the primary feature story. 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 *Cosmetics & Toiletries*' 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 4-page story 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 *Cosmetics & Toiletries* and on our website, we will provide you a PDF version for 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 *Cosmetics & Toiletries* 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)

MAGAZINE SPONSORED ARTICLE

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You take ownership of your niche in the industry.

REACH SUBSCRIBERS WITH MULTI CHANNEL EXPOSURE

- 20,000 Magazine Subscribers
- 22,000 Newsletter Subscribers
- 48,500 Monthly Website Visitors
- 44,500 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.

NEWSLETTER

- Editorial/Article included in 3 newsletters,
"Sponsored by Company Name" included in article summary



Sponsored Article



Sponsored Sidebar

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

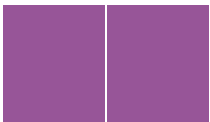
MAGAZINE ADVERTISING SPECIFICATIONS

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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 VERTICAL
3.333" x 10"
85 mm x 254 mm



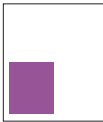
1/4-PAGE HORIZONTAL
7" x 2.333"
178 mm x 59 mm



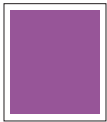
FULL PAGE
Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125"
(1/8" bleed)
214 mm x 282 mm



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



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



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



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



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



1/3-PAGE HORIZONTAL
7" x 3.167"
178 mm x 80 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)*

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 Sarah Krotz at skrotz@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

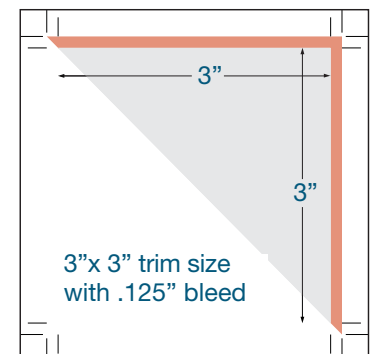
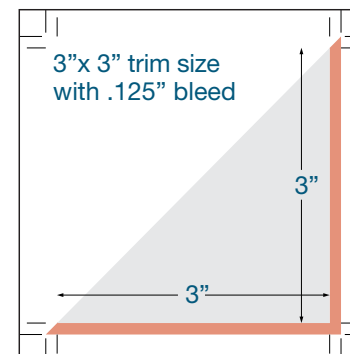
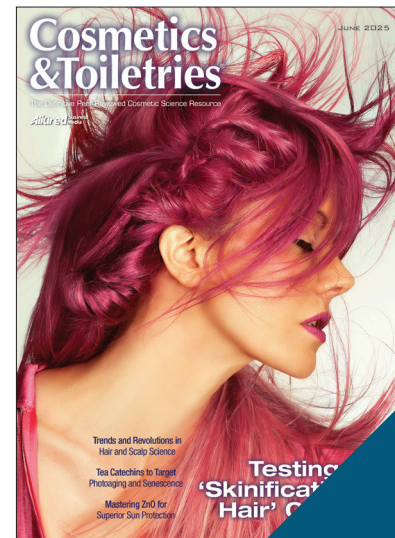


Digital Belly Band

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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The Definitive Peer-Reviewed Cosmetic Science 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 17,000+ subscribers through our e-blasts, 22,000+ through the newsletter and make 100,000 impressions through our Show Daily Program—that's nearly 40,000 professionals in cosmetic and personal care R&D!

WHAT'S INCLUDED

- Text Ad in *Cosmetics & Toiletries* newsletter
- Targeted E-blast
- Placement in Show 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 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

Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate product development professionals** on your 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 R&D Professionals across multiple media channels.

- 20,000 Magazine Subscribers
- 22,000 Newsletter Subscribers
- 44,500 Registered Website Users
- 48,500 Monthly Website Visitors
- 71,000 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 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 R&D Professionals across multiple media channels.

- 20,000 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.*