PODCAST

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Cosmetics &Toiletries
The Definitive Peer-Reviewed Cosmetic Science Resource

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 R&D Professionals across multiple media channels.

- 20,000 Magazine Subscribers
- 22,000 Newsletter Subscribers
- 17,000 Dedicated E-blast Subscribers
- 48,500 Monthly Website Visitors
- 44,500 Registered Website Users
- 77,500 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

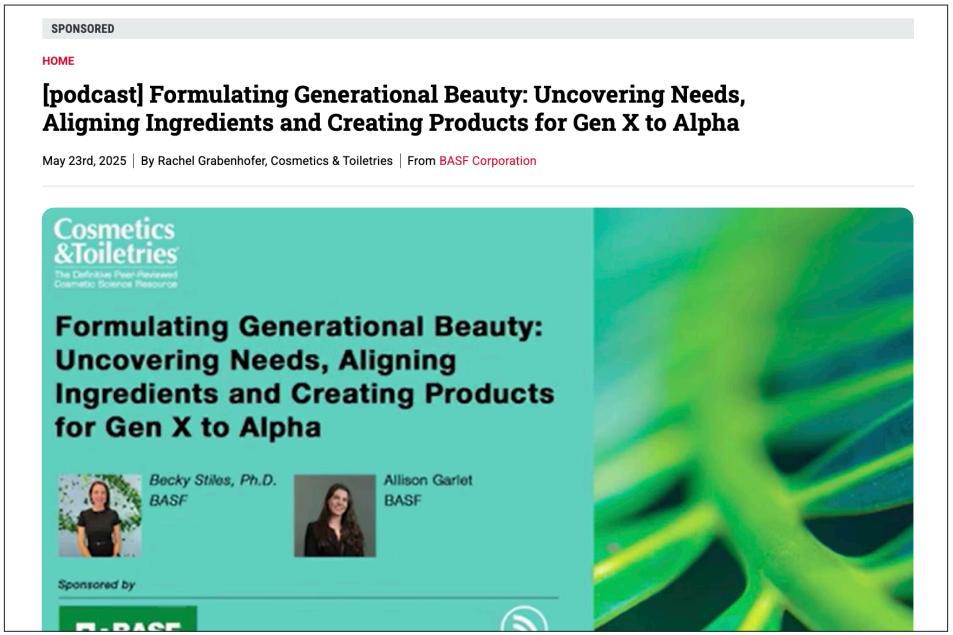
MATERIAL NEEDED:

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

THE PROGRAM

4-week Lead Generation and branding ride along.
Podcast will be:

- Posted in the 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



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