

MAGAZINE SPONSORED ARTICLE

Jolly Patel
New Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

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

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.