

PRODUCT LAUNCH SPECIAL

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GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's 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 21,000 subscribers through our e-blasts, 20,500+ through the daily newsletter and make 100,000 impressions through our Show Daily Program—that's more than 40,000 professionals in beauty & personal care!

WHAT'S INCLUDED

- Text Ad in *Global Cosmetic Industry* daily newsletter
- Targeted E-blast
- Placement in Show Daily 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 daily 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