

# COVER SPONSORSHIP

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

**Showcase your expertise in the cosmetics R&D industry and align your brand with C&T as an industry leader.**

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 imagine and 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 for today and tomorrow.

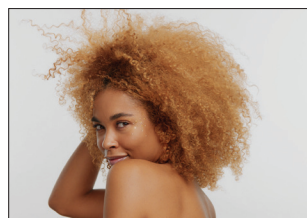
### **Cover Image Examples**

Images should be dramatic and bold. The subject matter can vary drastically, but always directly reflects the primary feature story.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



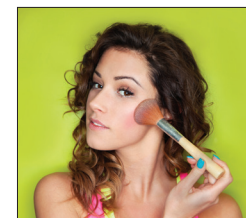
Final Cover Image -  
Enlarged and cropped to fit the vertical format.  
Photoshop elements added relating to the article.



Original Image →



Final Cover Image -  
Enlarged, cropped, color shifted and manipulated in Photoshop to add a scientific element relating to the article.



Original Image →



Final Cover Image -  
Enlarged and cropped.  
Manipulated in Photoshop to add a scientific element relating to the article.

# COVER SPONSORSHIP CONT'D

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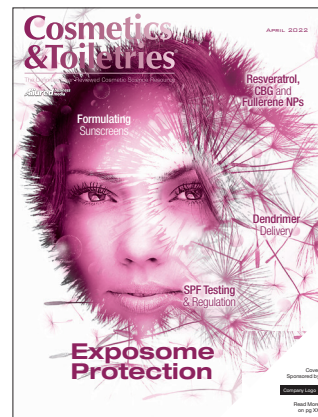
The cover sponsorship allows you to provide the image for *Cosmetic & Toiletries*' cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine 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 going into the pages of *Cosmetic & Toiletries* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

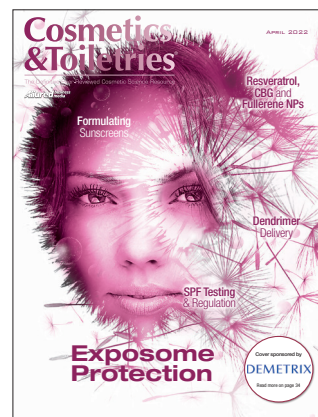
## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mention in editor's note
- Included 1x in C&T E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- Additional print copies of your sponsored issue

**Investment: \$20,000**



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio