MAGAZINE PRODUCT ROUNDUP

Please refer to *Cosmetics & Toiletries'* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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



Product Roundup Program for Magazine Display Advertisers

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.

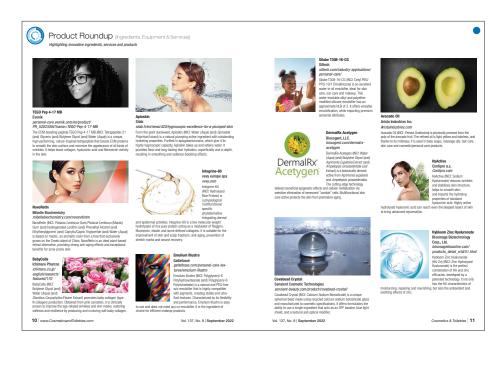
Benefits

- 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 mid-month "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 on *www.CosmeticsandToiletries.com*
- 4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries* Daily 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.



MAGAZINE PRODUCT ROUNDUP CONT'D

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Qualification for the New Product Roundup Program

- 1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* Magazine in 2023.
- 2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
- 3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

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, maximum resolution: 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.

