

# MAGAZINE SPONSORED ARTICLE

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

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

**With a sponsored article campaign, you take ownership of a category by aligning your brand with experts in the industry.**

## Who You Reach

- 93,195 Industry Professionals:
- 21,045 Magazine subscribers
- 46,794 Registered Website visitors
- 25,356 Daily Newsletter subscribers

## 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.

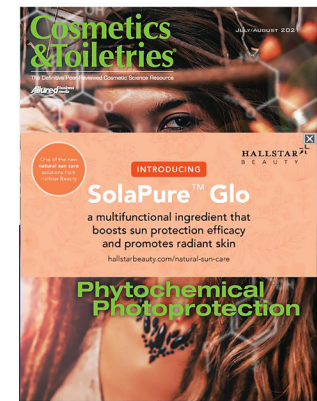
### Website

- Exclusive ownership of article page for a Full Year.
- "Sponsored by" Banner on article page.
- Billboard Ad Top (linked to Branded Content).
- Super Leaderboard Bottom (linked to Branded Content).
- Branded Content with Lead Generation (Call to Action – Sample, White Paper, Formulation) – Launched in 2 newsletters (Direct Leads and Marketing Inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Sponsored Article

Sponsored Sidebar



Sponsored Digital Belly Band

## Newsletter

- Editorial/Article included in 3 newsletters, "Sponsored by Company Name" included in article summary

**Rate: \$9,500**

*Must book at least 4 weeks before the magazine ad close date*

*Material is due 2 weeks before the magazine ad close date*