DAILY NEWSLETTER

Kim Jednachowski Business Development Manager kjednachowski@allured.com 630-344-6054 www.GCImagazine.com



Over 31,640 professionals receive the Global Cosmetic Industry's Daily Newsletter.

Types of Newsletters

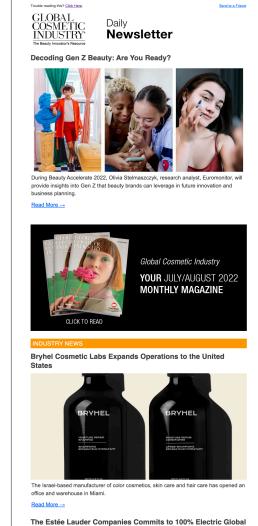
- Morning: Sent Monday Friday every morning.
- Afternoon: Sent every other Wednesday (Jan. Aug.) Sent Monday – Friday every afternoon (Sept.- Dec).
- Weekend: Sent Saturday morning.
- Breaking News: Sent when there is breaking news.

Average Benchmarks

- Average Unique Open Rate: 18%
- Average Unique Click-Through Rate: 19%
- Average Total Open Rate: 28%

Global Cosmetic Industry Covers Daily

- News on industry, companies, leaders and event coverage
- Market and consumer trends
- Best practices to launching and maintaining a product line
- New ingredient launches
- Finished product launches
- Packaging launches and trends



The Estee Lauder Companies Commits to 100% Electric Fleet of Vehicles by 2030

By: Jacquelyn Mueller, associate editor, Global Cosmetic Industry Within its Europe, the Middle East, and Africa (EMEA) region, the company has ordered

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Newsletter Advertising		
	Newsletter Only	Integrated Program Rate
Text Ad with Marketing Inquiries	\$3,000	\$2,500
300 x 250 px Display	\$2,500	\$2,100
Weekend	\$1,000	
PM Newsletter	\$7,000 BC+Text Ad+Display Ad+1 PR (OP)	

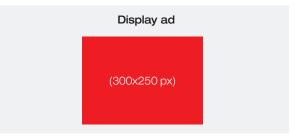
• Must book at least 4 weeks before run date • Material is due 2 weeks before run date

What's Included

- Delivered 6+x a week, Monday Friday and Saturday
- Text Ads offer Marketing Inquiries to grow your database of qualified names
- Text Ads & Banner Ads Lead generation form available when 4 weeks or more of Banner Ads or Text Ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging "call to action" that will drive leads.

PR Submissions: To expedite your press releases for publication, please submit your new product releases online at https://www.gcimagazine.com/newproduct/

PR Contact: Jacqui Mueller, jmueller@allured.com, 630-344-6059





Types of ads (not to scale)