

DAILY NEWSLETTER

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**GLOBAL
COSMETIC
INDUSTRY®**
The Beauty Innovator's Resource

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

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Daily Newsletter


Decoding Gen Z Beauty: Are You Ready?



During Beauty Accelerate 2022, Olivia Stelmazczyk, research analyst, Euromonitor, will provide insights into Gen Z that beauty brands can leverage in future innovation and business planning.

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Global Cosmetic Industry
YOUR JULY/AUGUST 2022
MONTHLY MAGAZINE



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INDUSTRY NEWS

Bryhel Cosmetic Labs Expands Operations to the United States



The Israel-based manufacturer of color cosmetics, skin care and hair care has opened an office and warehouse in Miami.

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The Estée Lauder Companies Commits to 100% Electric Global 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

Display ad

(300x250 px)

Text ad

Headline Here

Followed by explanatory text and information about the product.

Call to Action

Types of ads (not to scale)