

MAGAZINE SPONSORED ARTICLE

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GLOBAL COSMETIC INDUSTRY
The Beauty Innovator's Resource

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

Who You Reach

95,264 Industry Professionals:

- 30,543 Magazine subscribers
- 33,081 Registered Website visitors
- 31,640 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.



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