

# VIDEO INTERVIEWS

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

**Connect virtually face to face with Global Cosmetics Industry's engaged audience by sharing your expertise or aligning your brand with industry experts selected by our editorial team.**

Intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

## Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- (OR)
- Sponsor aligns their brand with an editorial driven video with an industry leader.

## Who You Reach

Qualified Brand Managers & Product Developers across multiple media channels.

- 31,640 Daily Newsletter subscribers
- 30,543 Magazine subscribers
- 39,941 Custom E-blast list
- 33,081 Registered website visitors
- 61,859 Average Unique website visitors
- 53,800+ Social Media followers

## The Program

4-week Lead Generation and branding ride along.

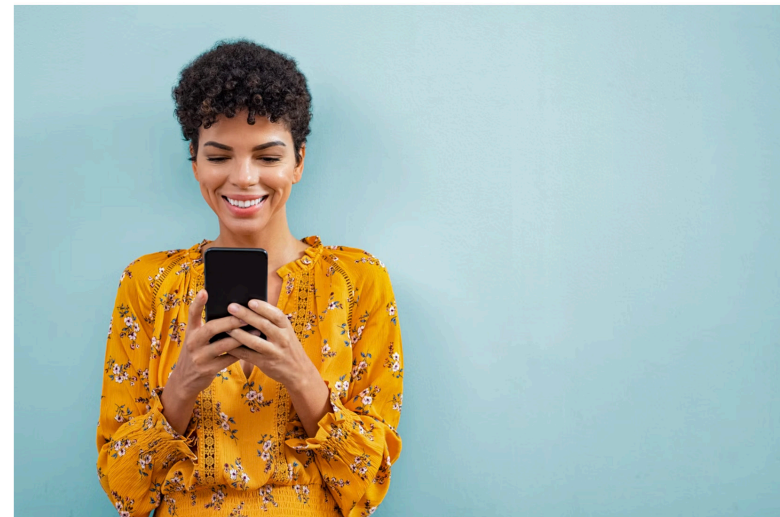
The Video Interview campaign includes the following:

- Posted in the daily newsletter 3x
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes one e-blast to qualified subscribers

HOME > MULTIMEDIA > VIDEO

### ABC's of Beauty: Balance

Aug 5th, 2022 | From Acme Hardesty Co Inc



Microbiome-related concerns are driving searches for scalp-centric treatments like scalp scrub and scrub massage, as well as pimple patches.

THIS VIDEO IS SPONSORED BY: **Acme Hardesty Co Inc**

The wrong mix of skin micro flora can lead to unbalanced, ailing skin. But there are solutions.

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## Branding

Logo will be placed on the video website page.

Company name will be listed as "Sponsored by Company Name" (no logo).

### *Branding on the Website*

- Listed on the home page under "Recent" (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

### *Branding in the Daily Newsletter*

- Pushed 3 total times, once per week in the daily with "Sponsored by Company name"

### *Branding in Social Media posts*

- Mentioned as sponsor

### *Branding on the video*

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

## Direct Leads & Reporting

- Anyone who selects "Watch" to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

## Material Needed

Logo (300 dpi) & Company Name to be listed.

**Rate: \$4,635**

*Must book at least 8 weeks before the run date.*

*Material is due 4 weeks before the run date.*