

# PODCASTS

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**Drive engagement with your brand by sharing your expertise or aligning your brand with industry experts/leaders selected by our editorial team.**

## Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven Podcast with an industry leader.

## Who You Reach

Qualified Beauty Brand Marketers & Developers across multiple media channels.

|          |                              |
|----------|------------------------------|
| 31,273   | Daily Newsletter subscribers |
| 25,000   | Magazine subscribers         |
| 17,097   | Unique website visitors      |
| 107,200+ | Social Media followers       |

## Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

**[PODCAST]**

**Solenne Briand**  
International Educator for Sothys

**THE BOTANICAL  
INGREDIENT DIFFERENCE**

SPONSORED BY  
**SOETHYS**  
PARIS

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## The Program

4-week Lead Generation and branding ride along.

### Podcast will be:

- Posted in the daily newsletter once a week and listed as the sponsor
- Shared in our social media as the sponsor
- Published on the website
  - Logo will be placed on the podcast website page
  - Company name will be listed as “Sponsored by Company Name” (no logo).
  - Listed on the home page (4-5 days)
  - Listed under description of podcast on the list pages
  - Listed under author name on detail page
  - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

## Material Needed:

Logo, 300 dpi & Company Name to be listed.

**Rate: \$3,200**

*Must book at least 6 weeks before run date*

*Material is due 4 weeks before run date*