

Make an Impact With 21,143 R&D Professionals That Read In-depth Articles on Cosmetic Research

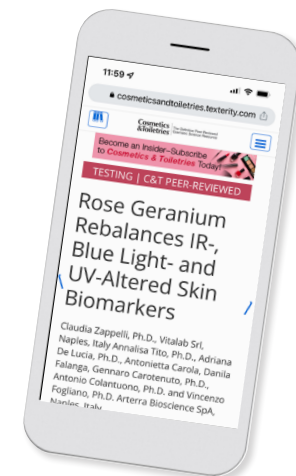
Advertise in this highly regarded, peer-reviewed scientific publication.

Contact your sales executive for digital edition marketing opportunities and cover sponsorship opportunities.

88% Of the Audience Personally Requested the Magazine



Print Edition



Mobile

MAGAZINE EDITORIAL ADVISORY BOARD

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries®**
The Definitive Peer-Reviewed Cosmetic Science Resource



Cosmetics and personal care development is moving full steam ahead. Hard lessons were learned in recent years that forced us to think differently and deliberately, disciplining us to innovate with excellence.

Partnerships have and will remain key to our perseverance as we continue to face supply chain challenges, inflation and health issues. But we're successfully adapting to new realities, enabled by technology and driven by changing consumer priorities.

Today, suppliers are designing solutions with sustainable credentials, proven efficacy and sensory performance. Marketers are crafting products that embrace ethics, validate value and eliminate excess. C&T aspires to boost all their pursuits with content that informs and excites.

The year 2023 will be one for unprecedented innovation. We hope you'll join us.

Rachel Grabenhofer, ELS
Managing Scientific Editor, *Cosmetics & Toiletries*



Steve Schnittger, Ph.D.
Vice President of Microbiology
and Fermentation in R&D
The Estée Lauder Companies
*Expert in fermentation technologies,
preservation and quality assurance.*



Jennifer Marsh, Ph.D.
Research Fellow
Procter & Gamble
*Award-winning expert in bleach and
oxidative chemistry for hair dye/color
technologies.*



Ron Sharpe
Research Fellow-Open Innovation
Amway Health and Beauty
*Specialist in strategic technology
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Coty-Lancaster Monaco
*Expert in UV spectroscopy and test
method design for SPF.*



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*35+ years of experience in skin, hair and
AP/Deo; holds more than 15 patents.*



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Independent Consultant
*Pharma-trained expert and former
Senior Principal Scientist in
Skin and Sun Care, L'Oreal.*



Zoe Diana Draelos, M.D.
Dermatologist and Consultant
Dermatology Consulting Services
*Educator, formulation technology
developer, and cosmetics and pharma
clinical researcher.*



Leslie Smith, Ph.D.
Chief Scientific and Regulatory Officer
La Perla Beauty
*Expert in basic research, fragrance
development, consumer affairs, sensory
and safety.*



Angela R. Eppler, Ph.D.
Senior Principal Scientist
GlaxoSmithKline
*Specialist in formulation
and product design of
topical personal care.*



Peter Tsolis
Vice President, Skincare R&D
The Estée Lauder Companies
*Expert in skin care formulation, delivery
systems, new technologies and marketing.*



Russel Walters, Ph.D.
Chief Science Officer
Somn
*Expert in polymer/surfactant interactions
and mild cleansers; holds more than 25+
patents and patent applications.*



Mindy Goldstein, Ph.D.
Mindy S. Goldstein Ph.D. Consulting
*25+ years in raw materials development
and finished products R&D; expertise in
bioactives, DNA damage/repair and delivery.*



Jean-Christophe Choulot, Ph.D.
R&D Manager
Caudalie
*Trained pharmacist with 25+ years in
cosmetic product development and
management.*



Prithwiraj Maitra, Ph.D.
Executive Director, Consumer Goods
& Skin Care
AbbVie
*Specialist in material science, ingredient/
formulation interactions, optical science
and external collaborations.*



Damilola Fajuyigbe, Ph.D.
Head of Scientific & Medical Direction
L'Oréal sub-Saharan Africa
*Expert in the physiology and clinical
characterization of ethnic hair and skin
of color.*



Hemali Gunt, Ph.D.
Head of Clinical Scientific Affairs
Burt's Bees
*Specialist in scientifically driven natural
skin care backed by clinical, lab and
instrumental analysis.*



Howard I. Maibach, M.D.
Dermatologist and Professor
University of California, San Francisco
*World-renowned dermatologist and
skin care expert.*



Shuliang Zhang, Ph.D.
Senior Director, R&D
Coty Testing Institute
*Expert in skin, skin testing and the effects
of cleansing and care technologies.*



Claudie Willemin
Independent Consultant
*28+ years in cosmetics R&D; expert in
sun care, technical and scientific analysis,
and applied research.*



Trefor A. Evans, Ph.D.
Director and Fellow
TRI-Princeton
and Founder and Principal
T.A. Evans Inc.
*25+ years in hair care and testing; expert
in hair measurement science.*



Luigi M. Rigano, Ph.D.
Owner and CEO
**L. Rigano Labs and Rigano Industrial
Consulting and Research**
*45+ years in cosmetics R&D; expert in
formulation, scale-up, safety, efficacy
and sensory characteristics.*



Debbie Waite
Co-Chief Executive Officer
Steinberg & Associates
*Cosmetic regulatory affairs expert with 25+
years of experience overseeing several
multi-million dollar product line launches.*



Karl Laden, Ph.D.
Technical Manager
Alpa Cosmetics
*Expert in regulatory and technical
matters for imported and manufactured
cosmetics and personal care products.*

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

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JAN THEMES

SUSTAINABLE FORMULATING

- Upcycled
- Biodegradable
- Low Carbon

RESTORING SKIN

- Lipids and Ceramides
- Microbiome Balance
- Anti-stress

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Advances in Sustainability

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 09/01/22
Ad Close: 12/07/22

FEB THEMES

ELEMENTAL PROTECTION

- UV Exposure
- Antioxidants
- Anti-irritation

SENSITIVE SKIN CARE

- Anti-inflammation
- Barrier Defense
- Moisturization

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Skin Barrier Protection

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 10/03/22
Ad Close: 01/06/23

Bonus Distribution:

- in-cosmetics Global

MAR THEMES

BIOTECH IN BEAUTY

- Bioferments
- Probiotics
- Micronutrients

HAIR REPAIR/CARE

- Keratin
- Conditioning
- Nourishment

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Restoring Hair Health

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 11/01/22
Ad Close: 02/03/23

APR THEMES

WELLNESS AND SELF-CARE

- Immunity
- Chronobauty and Longevity
- Nutricosmetics

FORMULATING COLOR COSMETICS

- Pigment Dispersion
- Coverage and Soft Focus
- Inclusive Beauty

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Self-Care Solutions

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 12/01/22
Ad Close: 03/09/23

Bonus Distribution:

- NYSCC Suppliers' Day

MAY THEMES

ANTI-AGING AND INFLAMMATION

- Retinol and Alternatives
- Skin Brightening
- Soothing Skin

SCALP COMFORT/CARE

- Microbiome
- Dandruff and Itch
- Sebum/Moisture Balance

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Advances in Anti-aging

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 01/02/23
Ad Close: 04/07/23

JUN THEMES

SENSORY IN HAIR

- Softness and Shine
- Textured Hair
- Gentle Cleansing

SKIN/SUN PROTECTION

- UV, Blue Light and Pollution
- Antioxidants
- Microbiome

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Photoprotection Defense

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 02/01/23
Ad Close: 05/05/23

MAGAZINE MEDIA PLANNER CONT'D

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JUL/AUG THEMES

FORMULATING ECO/ ETHICAL BEAUTY

- Sustainable and Transparent
- COSMOS, Natrue and ISO
- Low Water and Cold Process

HOLISTIC SKIN CARE

- Traditional Medicine and Aromatherapy
- Endorphins/Cortisol
- Psychodermatology

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Eco and Ethical Beauty

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 03/01/23
Ad Close: 06/08/23

Bonus Distribution:

- IFSCC Congress

AUG ONLINE ONLY!

NUTRITIVE BEAUTY

- Vitamins, Minerals and Phytonutrients

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Nutrition and Beauty

Magazine Due Dates

Editorial: 04/03/23

SEP THEMES

COMPROMISED SKIN CARE

- Mild and Microbiome-friendly
- Barrier Repair
- Anti-acne

FORMULATION OPTIMIZATION

- Rheology, Stability and Preservation
- Minimalism and Ingredient Synergies
- Delivery

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Compromised Skin Care

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 05/01/23
Ad Close: 08/04/23

OCT THEMES

WELL AGING AND FEMCARE

- Radiance, Pores and Texture
- Intimate Cleansing
- Sexual Wellness

HAIR CARE AND PROTECTION

- Thermal and Pollution Protection
- Mild Surfactants
- Repair Ingredients

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Wellness and Femcare

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 06/01/23
Ad Close: 09/06/23

Bonus Distribution:

- in-cosmetics Asia (DM)*
- Anti-Ageing Skin Care Conference
- CASC Suppliers' Day

NOV/DEC THEMES

BODY CARE AND HYGIENE

- Emollients
- Anti-cellulite and Firming
- Oral Care and Microbiome

NEW WAVES IN BEAUTY

- Regenerative Skin Care
- Zero Waste
- Interactive and Hyper Personalized Products

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Body Beauty

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 07/05/23
Ad Close: 10/06/23

Bonus Distribution:

- SCC Annual Meeting
- Cosmet'Agora 2024

DEC ONLINE ONLY!

FORMULATING SENSORY EFFECTS

- Skin Feel
- Color and Fragrance
- Phase-change and Textures

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Sensory Performance

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 08/01/23

MAGAZINE PRODUCT ROUNDUP

Please refer to *Cosmetics & Toiletries*' 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Cosmetics & Toiletries*' Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes Marketing Inquiries.

Benefits


1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the mid-month "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Cosmetics & Toiletries* **website** and will be included in the monthly Product Roundup feature page on www.CosmeticsandToiletries.com
4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries* Daily Newsletter and social media channels.

Marketing Inquiries


1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. **Best practice** – for following up on marketing inquiries:

Offer qualified prospects more information about your new product with a whitepaper or a sample request.

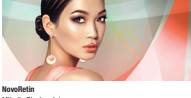
Product Roundup (Ingredients, Equipment & Services)
Highlighting innovative ingredients, services and products




TEGO Pop 4-17 MB
Evonik
personal-care-evonik.com/en/product/
PR_52023004?theme=TEGO-Pop-4-17-MB
The ELM-boosting poplite TEGO Pop 4-17 MB (INCI: Terephthalate-21 (and) Glycerin (and) Butylene Glycol (and) Water (Aqua)) is a unique, high-performing, nature-inspired terpolymer that boosts ELM proteins to smooth the skin surface and minimize the appearance of all kinds of wrinkles. It helps boost collagen, hyaluronic acid and fibroblast activity in the skin.




Agapexin
Silab
silab.it/en/news/420/hyposcopic-excellence-for-a-plumped-skin
From the giant seaweed, Agapexin (INCI: Water (Aqua) (and) Spirulina Polysaccharide) is a natural plumping active ingredient with outstanding hydrating properties. Purified in agapexinactin, which give it its highly hyposcopic capacity. Agapexin takes up and retains water. It provides lush and long-lasting skin hydration, superficially and in depth, resulting in smoothing and radiance-boosting effects.



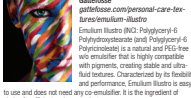
Novofetin
Mibelle Biochemistry
mibellebiochemistry.com/howardrdr
Novofetin (INCI: Pigeon Lenticula Gum/Pigeon Lenticula Mastic Gum (and) Hydrogenated Lecithin (and) Phorbol Acetate (and) Ethylhexylglycerin (and) Capryl/Capric Triglyceride (and) Water (Aqua)) is based on mastic, an aromatic resin from a tree that exclusively grows on the Greek island of Chios. Novofetin is an ideal plant-based retinol alternative, providing strong anti-aging effects and exceptional benefits for acne-prone skin.




Integreine-60
very.com
Integreine-60 (INCI: Hydroxyethyl Penta-Proline) is a physiological multifunctional specific phytoestrogenic ingredient, improving dermal and epidermal activities. Integreine-60 is a low molecular weight hydrolysis of the pure protein acting as a modulator of Hyaluronic, Homocysteine, elastin and some defined collagen. It is suitable for the improvement of skin and scalp hydration, anti-aging, prevention of stretch marks and wound recovery.




BabyGella
Ichimaru Phantoms
ichimaru.co.jp/
englishresearch/
Reformul770
BabyGella (INCI: Butylene Glycol (and) Water (Aqua) (and) Chondrus Crispus/Flower Extract) provides baby collagen type II collagen production. Obtained from pink coral, it is clinically proven to improve the age-related wrinkles and skin marks, retaining softness and resilience by producing and nurturing soft baby collagen.




Emulsion Ilustro
Dattilofoss
dattilofoss.com/personal-care-bes-tures/emulsion-ilustro
Emulsion Ilustro (INCI: Polyglyceryl-6 Polyhydroxysebacate (and) Polyglyceryl-6 Polyhydroxysebacate) is a natural and PEG-free emulsifier that is highly compatible with pigments, coating stable and ultra-fine textures. Characterized by its flexibility and performance, Emulsion Ilustro is easy to use and does not need any co-emulsifier. It is the ingredient of choice for efficient makeup products.




Slush T308-16-C6
Siltech
siltech.com/industry-applications/personal-care
Slush T308-16-C6 (INCI: Graft HPG/PPG-10/1 Dimethicone) is an excellent water-in-oil emulsifier, ideal for skin care, sun care and makeup. This water-insoluble silol and polyether modified silicone emulsifier has an approximate HLB of 3. It offers versatile emulsification, while imparting premium sensory attributes.




DermalRx Acetygen
Bioceutic, LLC
bioceutic.com/dermalrx-acetygen
DermalRx Acetygen (INCI: Water (Aqua) (and) Butylene Glycol (and) Argemone Euphorbia Extract (and) Argemone Grandiflora Leaf Extract) is a biologically derived active from Argemone euphorbia and Argemone grandiflora. The cutting-edge technology delivers beneficial epigenetic effects and cellular modulation via selective elimination of senescent "zombie" cells. Multifunctional skin care active protects the skin from premature aging.




Avocado Oil
Arista Industries Inc.
aristaindustries.com
Avocado Oil (INCI: Persea Gratissima) is physically pressed from the pulp of the avocado fruit. The refined oil is light yellow and odorless, and thanks to its mildness, it is used in baby soaps, massage oils, hair care, skin care and cosmetic/personal care products.



HyActive Centigen a.s.
Centipos.com
HyActive (INCI: Sodium Hyaluronate) reduces wrinkles and stabilizes skin structure, helps to smooth skin, and improves the hydrating properties of standard hyaluronic acid. Highly active hydrated hyaluronic acid can reach even the deepest layers of skin to bring advanced rejuvenation.



Hylozon Zinc Hyaluronate
Bloomage Biochemistry Co., Ltd.
bloomagebiochemistry.com/products_detail_en/51.html
Hylozon Zinc Hyaluronate (HA-Zn) (INCI: Zinc Hyaluronate) is the perfect combination of HA and zinc efficacies, developed by a patented technology. It not only has the HA characteristics of moisturizing, repairing and nourishing, but also the antioxidant and soothing effects of zinc.



Covabead Crystal
Sensient Cosmetic Technologies
sensient-cosmetic.com/products/covabead-crystal/
Covabead Crystal (INCI: Calcium Sodium Borosilicate) is a unique spherical bead made using recycled calcium sodium borosilicate glass and manufactured to cosmetic specifications. It offers formulators the ability to use a single ingredient that acts as an SPF booster, blue light shield, and a natural and optical modifier.

10 | www.CosmeticsandToiletries.com Vol. 137, No. 8 | September 2022 Vol. 137, No. 8 | September 2022 Cosmetics & Toiletries | 11

MAGAZINE PRODUCT ROUNDUP CONT'D

Please refer to *Cosmetics & Toiletries*' 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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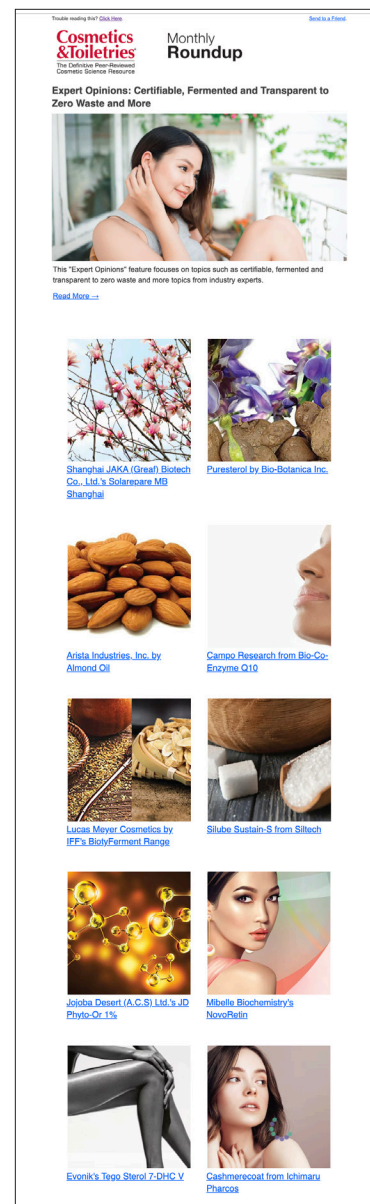
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



COVER SPONSORSHIP

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**Cosmetics
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Showcase your expertise in the cosmetics R&D industry and align your brand with C&T as an industry leader.

The accompanying 4-page folio will educate the *Cosmetics & Toiletries* audience on your thought leadership in an area you wish to push to the forefront.

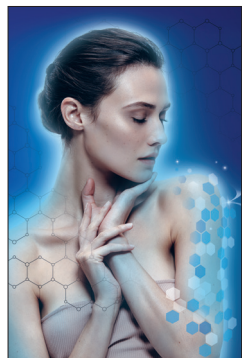
Cosmetics & Toiletries - The Definitive Peer-Reviewed Cosmetic Science Resource

Cosmetics & Toiletries is the definitive resource delivering in-depth, peer-reviewed technical content within the context of current market trends. It empowers R&D professionals to imagine and invent cosmetics and personal care products with targeted technical coverage of relevant biology, chemistry & formulating techniques as well as reviews of product safety, regulatory issues and efficacy testing for today and tomorrow.

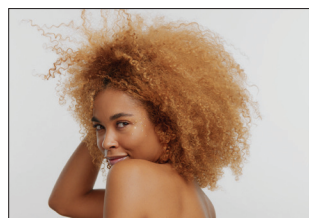
Cover Image Examples

Images should be dramatic and bold. The subject matter can vary drastically, but always directly reflects the primary feature story.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



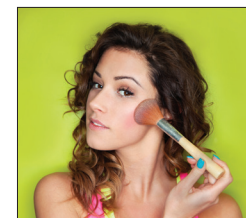
Final Cover Image -
Enlarged and cropped to fit
the vertical format.
Photoshop elements added
relating to the article.



Original Image →



Final Cover Image -
Enlarged, cropped, color
shifted and manipulated in
Photoshop to add a scientific
element relating to the article.



Original Image →



Final Cover Image -
Enlarged and cropped.
Manipulated in
Photoshop to add a sci-
entific element relating to the
article.

COVER SPONSORSHIP CONT'D

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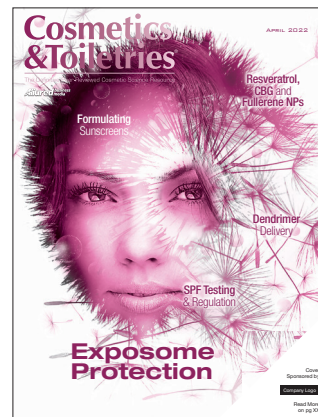
The cover sponsorship allows you to provide the image for *Cosmetic & Toiletries*' cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Cosmetic & Toiletries* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

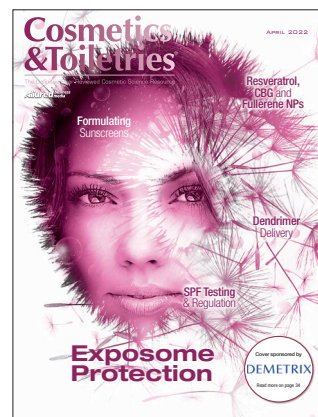
What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mention in editor's note
- Included 1x in C&T E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- Additional print copies of your sponsored issue

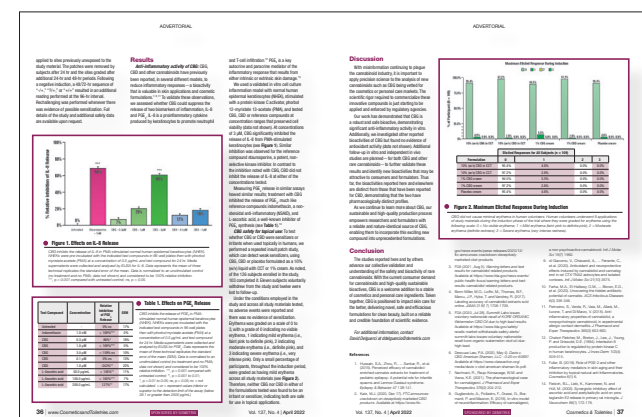
Investment: \$20,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE SPONSORED ARTICLE

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**Cosmetics
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The Definitive Peer-Reviewed Cosmetic Science Resource

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

Who You Reach

- 93,195 Industry Professionals:
- 21,045 Magazine subscribers
- 46,794 Registered Website visitors
- 25,356 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 ingredients (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

MAGAZINE ADVERTISING SPECIFICATIONS

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Reach over 21,045 qualified subscribers dedicated to cosmetic & personal care R&D

Printing: Four-color (CMYK) sheetfed offset

Binding: Saddle-stitched

Paper: Cover 80# Grade 2; body 60# Grade 2

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.



Full Page Inserts: A 10% premium is charged for stock heavier than 80-pound text. The maximum weight is 100 pound text.

Bleed Trim Sizes: Single Sheet – 8.438" x 11.125"
Spread – 16.626" x 11.125"

Flat (Note: 4" binding lip) 8.3125" x 11.125"
Folded, untrimmed, 211 mm x 283 mm

ADVERTISING SIZES All dimensions are **width** by **height**.



Spread

Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125"
215 mm x 282 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



Full-page insert

8.438" x 11.125"
215 mm x 283 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries®**
The Definitive Peer-Reviewed Cosmetic Science Resource

ELECTRONIC FILES

PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your account executive.

Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher. **Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

SENDING FILES

If your file is 20 MB or smaller, email it to Kristie Lavaud at klavaud@allured.com. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

DIGITAL EDITION ADVERTISING

Issue Ready email ad	300 x 250 px, 72 dpi
Reader banner ad	728 x 90 px, 72 dpi
Belly Band	8.188" wide x 4"-5" tall

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ELECTRONIC FILES

COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.
- **\$2,500** net each, per issue (does not include interior ad)

