

# PARTNER SOLUTIONS E-BLAST

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

*You can reach over 34,430 professionals engaged in the cosmetics & personal care industry. You own 100% share of voice.*

**Total Open Rate – 17%**

**Unique Open Rate – 11%**

**Unique Click-Through Rate – 8%**

## Choose your format

- **Dedicated E-Blast:** 3 template options or customer provided html.
- **Partner Solutions:** templated e-blast.

What's Included	Dedicated E-Blast	Partner Solutions
Generates Marketing Inquiry Leads	N/A	✓
Email Full List or Partial List of Opt-In Subscribers*	✓	✓
Geographic & Demographic Segmentation	✓	N/A
Active Lead Forms Can Be Provided & Are Recommended	✓	✓

*\*Minimum Orders Apply*

- You choose the size of the reach.
- Resend to unopened contacts (must book at time of purchase; \$1,000 flat rate).
- The e-blast offers a direct lead generation form (optional).
  - Provide a must-read download and/or a highly engaging “call to action” to drive leads that you can pass along to your sales team.
- Report showing reader engagement (Total leads\*, unique opens and unique clicks) sent to you showing 5 full business days of activity.

*\*Leads can only be provided if you use the custom lead form.*

## Dedicated E-Blast Rate

**CPM:** \$290

**Full List:** \$7,360

**Half List:** \$4,050

## Partner Solutions Rate

**Full List:** \$8,125

**Half List:** \$4,470

*Must book at least 6 weeks  
before send date*

*Material is due 4 weeks before  
send date*