

## Connect Virtually Face-To-Face With *Cosmetics & Toiletries*' Engaged Audience by Sharing Your Expertise or Aligning Your Brand With Industry Experts Selected by Our Editorial Team

Intimate video conversations with industry experts discussing formulation, product development & innovation for the cosmetic & personal care industry.

### 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.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

### Who You Reach

Qualified R&D Professionals across multiple media channels.

- 21,000 Magazine Subscribers
- 23,600 Daily Newsletter Subscribers
- 35,000 Dedicated E-blast Subscribers
- 49,400 Registered Website Users
- 102,300 Monthly Website Visitors
- 69,000 Social Media Followers

### The Program

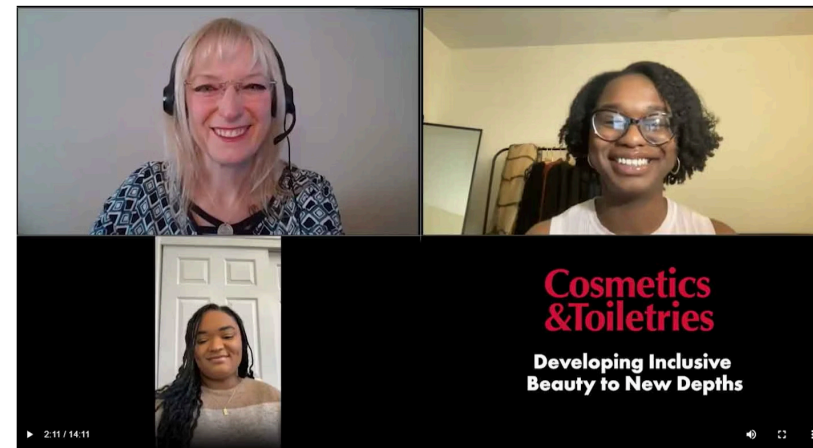
4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

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

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### [video] Developing Inclusive Beauty to New Depths

Mar 22nd, 2023 | From [University of Toledo](#)



During the recent SCC Annual Meeting, research from the University of Toledo showed how ultramarine blue could be used in color cosmetics to match deeper skin tones more realistically. In the same work, formulation tweaks to opacifiers circumvented undesired white cast on skin.

## 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 “Latest” (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 3x total, once per week, in the daily newsletter 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: \$4,900**

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

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