

Make an Impact With 30,400 Beauty Brand Managers & Developers That Read In-depth Articles on Market Data, Consumer Trends and Brand Building Best Practices

Be adjacent to beauty business articles that drive product development.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Kim Jednachowski
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www.GCImagazine.com

GLOBAL
COSMETIC
INDUSTRY®
The Beauty Innovator's Resource



Even with today's increased market, supply chain and consumer complexities, the beauty and personal care industry is charging ahead on clean and sustainable ingredients and packaging, new digital tools that are reshaping everything from product development to retail, and addressing a wide range of emerging consumer concerns inside and out. 2024 is certain to be a year of unprecedented innovation, driven by brands and their supplier and manufacturing partners, who will be charged with delivering relevant breakthroughs for a changed world. This year, it is our mission to deliver thoughtfully curated voices and information to inspire and support that innovation and connect brands with partners who can drive growth. We hope you'll join us.

Jeb Gleason-Allured
Content Director, *Global Cosmetic Industry*

Amber Evans, Ph.D. **Moroccanoil**

As senior manager of product development at Moroccanoil, Evans leverages her technical expertise to help drive the global launch of prestige hair and body care products. She previously held roles as a development scientist at BASF Corp., where her contributions spanned multiple market segments, including hair, body and oral care, and Procter & Gamble, where she supported initiatives such as upstream research for hair colorants and clinical testing for skin/shave care applications.

Ada Polla **Alchimie Forever,** **The Polla Beauty Group**

Ada Polla is the co-creator of the Swiss antioxidant skin care line Alchimie Forever, which launched in the U.S. in 2004 and has yielded double-digit annual revenue growth for the company.

Heather Connelly **CosBar**

Heather Connelly currently leads buying and merchandising at Cos Bar, a multi-brand luxury beauty retailer with a nationwide network of beauty boutiques. A self-professed beauty addict, Connelly began her career at Bluemercury, where she was a part of the original team before it was acquired by Macy's, then went on to Space NK as head of merchandising, leading a portfolio of 90 brands. Her retail experience includes managing the shop-in-shop model, an initiative through which she partnered with Bloomingdales and Nordstrom to expand Space NK's branding both in-store and online.

Jessica Estrada **HUE For Every Man**

In 2009, Jessica Estrada founded her own men's grooming brand, HUE For Every Man. Estrada has over 25 years experience in the fashion industry.

Christina Samuels **Mode Cosmetics**

Over two decades ago, Samuels co-created MODE Cosmetics by originating the concept of high-performance naturals in color cosmetics, ultimately creating a new color category. Samuels is co-founder of MODE and an EVP at Zela International.

Tara Kearns **Clean Beauty Collective**

Tara Kearns, head of product development for Clean Beauty Collective, Inc., works on development for face, body, hair and home. She previously spent time at Church & Dwight in fragrance development, which exposed her to a different side of the industry at megabrands such as Arm & Hammer, Batiste and Nair. Prior to this role, she was part of the team that successfully grew Inter Parfums, Inc. as the global director of fragrance and product development.

Fadi Mourad **Bellami Hair**

Fadi Mourad is the co-founder of Innovation Counter, a product development firm that helps large brands move quickly and small brands innovate and scale. He previously held innovation executive roles at Estee Lauder and Dollar Shave Club.

Annie Jackson **Credo Beauty**

Annie Jackson is the co-founder and COO, Credo Beauty. Her 20-plus years of retail and marketing experience include inventory planning and marketing at Estee Lauder, roles at Sephora in the United States and Japan, and oversight of global product marketing and product development at Benefit. Credo Beauty, founded in 2014, is a fast-growing clean beauty retailer with 135-plus beauty brands across skin care, color, body, fragrance and hair care. The retailer has also been a leader in the movement toward cleaner formulas and more sustainable packaging.

Alisa Marie Beyer **Spa Girl Cocktails**

A proven entrepreneur who has built and sold five companies, Alisa Beyer is the CEO and founder of LemonTree Partners, a boutique strategy company specializing in helping executives and companies effectively manage leadership transitions, team alignment and growth strategies using customized solutions.

Bridgette Howard **Parlor West Ventures**

Bridgette Howard is the founder of Parlor West Ventures, an incubator for early stage beauty brands that provides growth capital and strategic guidance across product development, manufacturing, distribution, financial management and customer acquisition. Brands include Artist Couture, KNC Beauty, Juvia's Place and other early stage brands. The brands are sold across many retailers including Sephora, Nordstrom, Neiman Marcus, Violet Grey, Net-a-Porter and Urban Outfitters. Howard previously held roles with Birchbox, Bluemercury and its M-61 brand, and oversaw the launch of Time Inc.'s Essence Beauty Box.

Stephanie Morimoto **Asutra**

Morimoto spent nearly 20 years serving low-income communities through entrepreneurship and education programs before founding Asutra, a brand that is passionate about helping people take care of themselves so they can get the most out of life, or active self-care. Asutra is woman-owned and women-led; 77% of its team comprises people of color. The brand helps people refresh their minds, reenergize their bodies, and replenish their souls through invigorating products activated by organic plants, minerals and essential oils.

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across *Global Cosmetic Industry's* media universe throughout the year.

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JAN THEMES

SKIN CARE: FACIAL & ANTI-AGING

- Trends, product launches, ingredients & claims

BATH & BODY CARE

- Trends, product launches, ingredients & claims

BEAUTY TECH TRENDS

- The latest in software and other tech.

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Software & More

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 11/15/23

Ad Close: 12/13/23

FEB THEMES

HAIR CARE

- Trends, product launches, ingredients & claims

ORAL CARE

- Trends, product launches, ingredients & claims

CONTRACT & TURNKEY MANUFACTURING TRENDS

- Insights from manufacturers on supply chains, industry and product innovation.

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives.

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Software & More

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 12/01/23

Ad Close: 01/05/24

Bonus Distribution:

Beauty Accelerate

MAR THEMES

COLOR COSMETICS

- Trends, product launches, ingredients & claims

SUN CARE

- Trends, product launches, ingredients & claims

BEAUTY TECH TRENDS

- The latest in software and other tech.

PACKAGING TREND ROUNDUP

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SUPPLIER INSIGHTS (DM)*

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Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 01/08/24

Ad Close: 02/05/24

APR THEMES

SKIN CARE: FACIAL & ANTI-AGING

- Trends, product launches, ingredients & claims

ORAL CARE

- Trends, product launches, ingredients & claims.

CONTRACT & TURNKEY MANUFACTURING TRENDS

- Insights from manufacturers on supply chains, industry and product innovation.

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

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Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 02/09/24

Ad Close: 03/04/24

MAY THEMES

HAIR CARE

- Trends, product launches, ingredients & claims

BEAUTY TECH TRENDS

- The latest in software and other tech.

FRAGRANCE

- New launches: sustainability, new gestures & more

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more

INGREDIENT TREND BULLETIN

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SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Software & More

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 03/11/24

Ad Close: 04/08/24

Bonus Distribution:

World Perfumery Congress

JUN THEMES

COLOR COSMETICS

- Trends, product launches, ingredients & claims

SUN CARE

- New launches & claims for functionals & actives

CONTRACT & TURNKEY MANUFACTURING TRENDS

- Trends, product launches, ingredients & claims

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more.

INGREDIENT TREND BULLETIN

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SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Software & More

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 04/05/24

Ad Close: 05/06/24

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Kim for up-to-date show distribution information.

*(DM) - Digital Magazine

MAGAZINE MEDIA PLANNER CONT'D

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JUL/AUG THEMES

SKIN CARE: FACIAL & ANTI-AGING

- Trends, product launches, ingredients & claims

ORAL CARE

- Trends, product launches, ingredients & claims.

BEAUTY TECH TRENDS

- The latest in software and other tech.

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more.

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives.

SUPPLIER INSIGHTS (DM)*

- Ingredients, Packaging, Contract Manufacturing, Turnkey, Software & More

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 05/08/24
Ad Close: 06/03/24

AUG ONLINE ONLY!

SKIN CARE: FACIAL & ANTI-AGING

- Trends, product launches, ingredients & claims

PACKAGING TREND ROUNDUP

- New launches: sustainability, new gestures & more.

INGREDIENT TREND BULLETIN

- New launches & claims for functionals & actives.

Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 06/07/24

SEP THEMES

HAIR: WELLNESS

- Trends, product launches, ingredients & claims

SUN CARE

- Trends, product launches, ingredients & claims.

CONTRACT & TURNKEY MANUFACTURING TRENDS

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Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 07/08/24
Ad Close: 08/05/24

OCT THEMES

SKIN CARE: FACIAL & ANTI-AGING

- Trends, product launches, ingredients & claims

BEAUTY TECH TRENDS

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Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 08/09/24
Ad Close: 09/09/24

NOV THEMES

HAIR CARE

- Trends, product launches, ingredients & claims

CONTRACT & TURNKEY MANUFACTURING TRENDS

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Product Roundup:

Packaging, Ingredients & Services

Magazine Due Dates

Editorial: 09/09/24
Ad Close: 10/07/24

DEC DIRECTORY

2024 DIRECTORY OF SUPPLIERS

Annual publication of:

- Ingredients
- Packaging
- Contract Manufacturing
- Service Providers
- New Ingredients
- New Packaging

Show Distribution

- LuxePack LA & NY
- MakeUp in LA & NY
- In-Cosmetics Global
- NYSCC Suppliers' Day
- Cosmoprof North America & Bologna
- Beauty Accelerate

Magazine Due Dates

Editorial: 10/16/24
Ad Close: 11/08/24

Editorial content is subject to change.

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*(DM) - Digital Magazine

MAGAZINE PRODUCT ROUNDUP

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**GLOBAL
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Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Global Cosmetic Industry's* 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 *Global Cosmetic Industry* **website** and will be included in the monthly Product Roundup feature page on www.gcimagazine.com
4. Highlights of the Product Roundup featured page will be promoted via *Global Cosmetic Industry* 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.

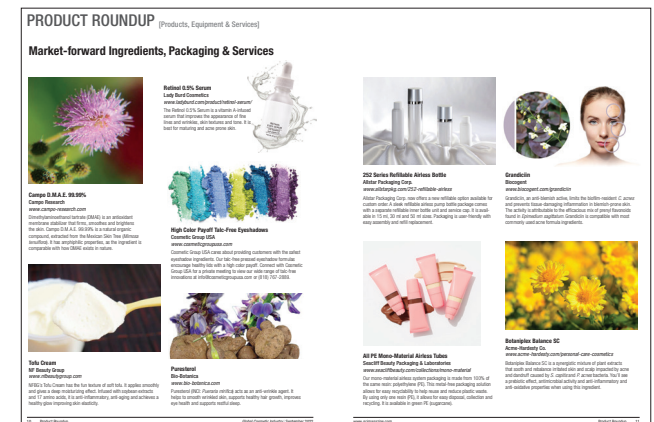
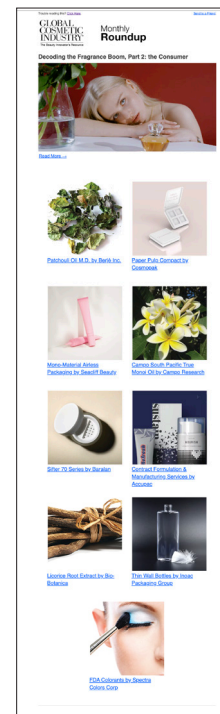
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Global Cosmetic Industry* magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

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.



MAGAZINE COVER SPONSORSHIP

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Showcase Your Expertise in the Beauty Industry and Align Your Brand With Global Cosmetic Industry as an Industry Leader

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

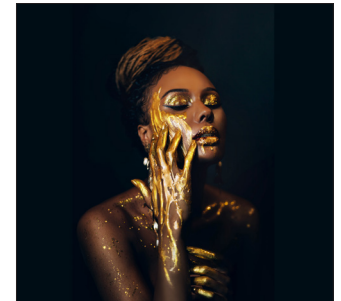
Global Cosmetic Industry - The Beauty Innovator's Resource

Global Cosmetic Industry is the industry resource for beauty and personal care business and retail insights, trends, market data, ingredients, packaging and best practices for driving innovative products & brands. Brand owners, marketers, executives and product developers worldwide rely on *Global Cosmetic Industry* to help them work faster, smarter and better.

Cover Image Examples

Images should be strong, dramatic, fashion oriented and future forward.

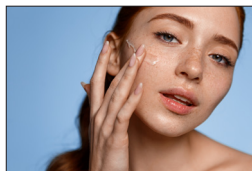
All cover images need to be vertically oriented when possible.



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.



Original Image → Final Cover Image - Enlarged and cropped to fit a vertically oriented cover.



Original Image → Final Cover Image - Enlarged and cropped.

MAGAZINE COVER SPONSORSHIP CONT'D

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**GLOBAL
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The cover sponsorship allows you to provide the image for *Global Cosmetic Industry's* 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 *Global Cosmetic Industry* 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
- Mentioned in editor's note
- Included 1x in *Global Cosmetic Industry* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE SPONSORED ARTICLE

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**GLOBAL
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With a Sponsored Article Campaign, You Take Ownership of a Category by Aligning Your Brand With Experts in the Industry

Reach Subscribers with Multi Channel Exposure

- 30,400 Magazine Subscribers
- 23,000 Daily Newsletter Subscribers
- 71,700 Monthly Website Visitors
- 36,700 Registered Website Users

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 newsletters (direct leads and marketing inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Daily Newsletter

- Editorial/Article included in 3 newsletters, "Sponsored by Company Name" included in article summary

Rate: \$9,980

*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 30,400 Professionals Engaged in Building Cosmetic and Personal Care Brands

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitched

Paper: Cover 100# with a Matte varnish, 50# gloss text

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.

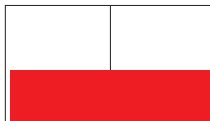
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

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 horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



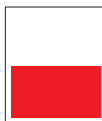
1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



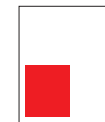
1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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Electronic Files

Preferred File Format

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

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.
- 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 Kasia Smialkowski at ksmialkowski@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, TransferBigFiles, Hightail, etc.

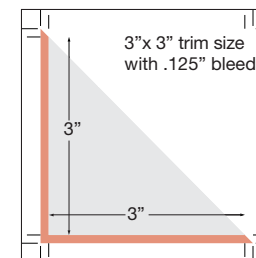
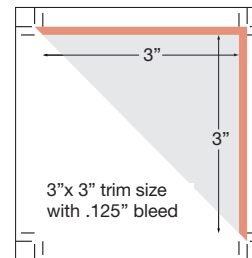
Digital Edition Advertising

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

Cover Corner

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

- The ad can be placed in the bottom left or the top right corner of the magazine cover.



MAGAZINE DIRECTORY ADVERTISING

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**GLOBAL
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Reach Subscribers & Attendees With Show Distribution All Year Long

Outreach Campaign Includes

- Every month the digital magazine subscribers receive an issue ready e-mail that will link to the online directory.
- Print directory sent to core subscribers.
- Sent to all bartered show distributions in the following calendar year.
- Company name featured in 3 leaders categories next to relevant content linking to company profile.

Advertising Includes

- An ad in the print directory with bold listings.
- All company profiles will be included in the online Leaders Program on the *Global Cosmetic Industry* website.
- Tab advertising includes a 300x250 px display ad in the online directory.

Show Distribution

Print

- LuxePack LA & NY
- MakeUp in LA & NY
- In-Cosmetics Global
- NYSCC Suppliers' Day
- Cosmoprof North America & Bologna
- Beauty Accelerate
- World Perfumery Congress

Rates

- **\$3,700 net**, full page includes a FREE full-page company profile and bold listings (in print & online)
- **\$2,600 net**, 1/2 page, includes mini profile (100 words max - online only) and bold listings
- **\$2,300 net**, 1/3 page, includes mini profile (100 words max - online only) and bold listings
- **\$2,100 net**, 1/4 page, includes mini profile (100 words max - online only) and bold listings

