

MAGAZINE SPONSORED ARTICLE

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**GLOBAL
COSMETIC
INDUSTRY®**
The Beauty Innovator's Resource

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.