

MAGAZINE SPONSORED ARTICLE

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

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

Reach Subscribers with Multi Channel Exposure

- 21,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 77,000 Monthly Website Visitors
- 52,000 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.

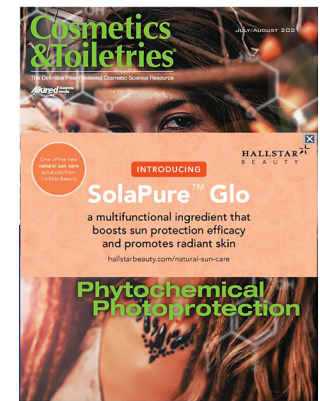
Website

- Exclusive ownership of article page for a full year.
- "Sponsored by" banner on article page.
- Billboard Ad, Top Position (linked to Branded Content).
- Super Leaderboard, Bottom Position (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.



Sponsored Article

Sponsored Sidebar



Sponsored Digital Belly Band

Newsletter

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

Rate: \$10,500

*Must book at least 4 weeks before the magazine ad close date.
Material is due 2 weeks before the magazine ad close date.*