

# MAGAZINE COVER SPONSORSHIP

Kim Jednachowski  
Business Development Manager  
kjednachowski@allured.com  
630-344-6054  
www.GCImagazine.com

**GLOBAL  
COSMETIC  
INDUSTRY**<sup>®</sup>  
The Beauty Innovator's Resource

## Ensure your position in the industry is a statement in itself.

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.

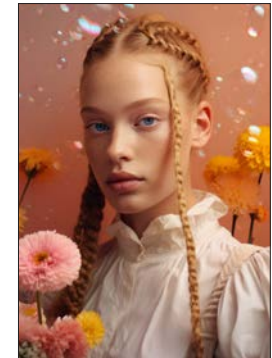
### **Global Cosmetic Industry - The Beauty Innovator's Resource**

*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 and 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.



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.

# MAGAZINE COVER SPONSORSHIP CONT'D

**Kim Jednachowski**  
Business Development Manager  
kjednachowski@allured.com  
630-344-6054  
www.GCImagazine.com

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

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.

Our editors will help you create a web exclusive 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 appearing in *Global Cosmetic Industry* and on our website, we will provide you a PDF version marketing use.

## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4 pg. folio that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Global Cosmetic Industry* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

**Rate: \$22,000**



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio (this gets converted into a web exclusive)

