

SPONSORED CONTENT

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

An ideal way to educate beauty brand managers and developers about your expertise, products and services.

High Visibility - You reach over 23,000 newsletter subscribers, 65,000 unique website visitors monthly and over 134,000 social media followers!

Branded Content

- Our solution for capturing leads. The content on your landing page should be short and concise and drive readers to fill out the registration form. Excellent solution for sample requests, research reports, formulas and white papers.
- Build direct leads & drive readers to your website by offering downloadable must-have content, trials and/or sampling.
- Grow your marketing list with *Global Cosmetic Industry's* marketing inquiry program.

Rate: \$4,295

Web Exclusive

- This solution is designed to host your content on our site and reach the largest audience possible. Your comprehensive landing page will be promoted through all the channels listed below.
- Grow your marketing list with *Global Cosmetic Industry's* marketing inquiry program.

Rate: \$2,850

| What's Included* | Branded Content | Web Exclusive |
|--|-----------------|---------------|
| Marketing Campaign | 60 day | 60 day |
| Word Limit in Article | 150-300 | 400-600 |
| Posts in Newsletter | 3 | 3 |
| Photo Limit | 2 | 2 |
| Links and URLs | 1 | 3 |
| Web Listing in Sponsored Positions (Rotating) | Yes | Yes |
| Marketing Inquiries (Soft Leads) | Yes | Yes |
| Direct Leads | Yes | N/A |
| Access to Direct Leads Realtime from Download 24/7 | Yes | N/A |
| Video | N/A | 1 |
| Downloadable Document | 1 | N/A |
| Banner Ad Runs for 3 months | 1 | \$900 |
| Custom Call to Action on Reg. Form | 1 | N/A |
| Social Media Post | 1 | 1 |

Must book at least 6 weeks before run date.
Material is due 4 weeks before run date.