



MEDIA KIT

COSMETICCOBS

COSMETICOBS.COM
INFO@COSMETICOBS.COM

AUDIENCE

Men.....34%

Women.....66%



18-24 years old.....18%

25-34 yo.....35%

35-44 yo.....17%

45-54 yo.....13%

55-64 yo.....10%

65+ yo.....7%

CHANNELS

Desktop.....62%

Mobile.....36%

Tablette.....2%

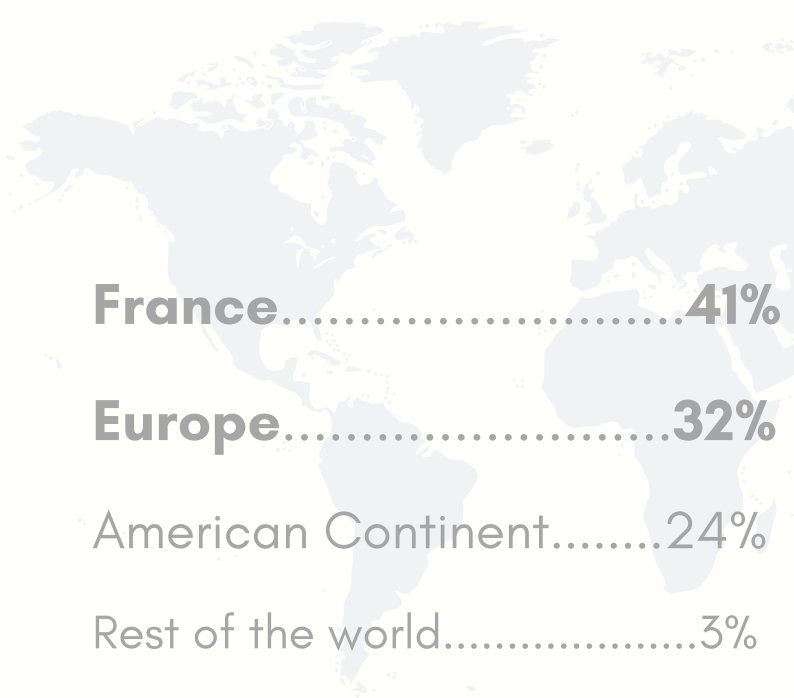


France.....41%

Europe.....32%

American Continent.....24%

Rest of the world.....3%





CENTERS OF INTEREST AUDIENCE

Cosmetic ingredients.....**42%**

Cosmetic regulation.....**31%**

Cosmetic news.....12%

Cosmetic trends.....11%

Cosmetic products.....4%



(Calculated according to the consulted sections)



PUBLICATIONS

3 alerts/week on the daily news

1 e-Newsletter/week summarizing the week news

Daily publications: from monday to friday

A dozen new articles online/week

With regularly online

- regulatory changes (Europe and outside Europe)
- the latest news on ingredients and new active ingredients
- market trends and consumer expectations
- congress reports
- product launches

etc.

REPORTS

On average, **25 events are monitored each year**, in physics and digital, the reports of which are published online :

- ✓ **Cosmetic Valley** (*Perfumes & Cosmetics Congress, Cosmetic 360°, GA*)
- ✓ Cosmetics Europe
- ✓ Congrès ERPA
- ✓ **FEBEA**
- ✓ IFIS (*Cosmetic Quality Meetings*)
- ✓ **COSMED** (*Regulatory & International Meetings, JEST, Aromadays*)
- ✓ Cosmébio
- ✓ CED
- ✓ CEW (*Beauty Day, The Happy CEW, The Morning talks*)
- ✓ Cosmetagora
- ✓ **in-cosmetics**
- ✓ COSMOPROF
- ✓ Vivanness
- ✓ LuxePack
- ✓ **ADF-PCD**
- ✓ U'Cosmetics
- ✓ UEBT
- ✓ Natural Kosmetics Branch Congress
- ✓ Anti-Ageing Skin Care Conference etc.



in-cosmetics[®]

World leading events
for personal care ingredients



VIVANESS
into natural beauty



Congrès Parfums & Cosmétiques



STATISTICS

WEBSITE

Unique visitors per month: **60,500**

Visitors per month: **84,000**

Monthly page views: **170,000**

67% of visitors come from organic research

19% of visitors come from emailings (alerts, newsletters)

14% come from direct research

Subscribers to alerts & e-Newsletters : **52,000**

SOCIAL MEDIA



2 K



10 K



3 K

RATES

- **1 MONTH**

30 % TO 100 % OF GUARANTEED SOV +
INSERTION IN 2 NEWSLETTERS/ALERTS
= **€ 1 500 ex.vat**

- **2 MONTHS**

30 % TO 100 % OF GUARANTEED SOV +
INSERTION IN 4 NEWSLETTERS/ALERTS
= **€ 2 500 ex.vat**

- **3 MONTHS**

30 % TO 100 % OF GUARANTEED SOV +
INSERTION IN 6 NEWSLETTERS/ALERTS
= **€ 3 500 ex.vat**

€ 500 ex.vat for an additional insertion
IN 2 E-NEWSLETTERS

BANNER

SUPER LEADERBOARD

1280 X 160 PX
JPEG / PNG / GIF

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ADVERTISING

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CAMPAIGN REPORT: RECEIPT OF THE CTR WITHIN ONE WEEK AFTER THE
CAMPAIGN END DATE.



COSMETICOBBS-L'OBSERVATOIRE DES COSMÉTIQUES
8 RUE BERNARD ISKÉ, 92350 LE PLESSIS-ROBINSON

SIRET : 50465126600018

TVA INTRACOMMUNAUTAIRE : FR23504651266

DIRECTOR OF PUBLICATION
LAURENCE WITTNER

CONTACT

TEL. +33 9 67 76 22 43

INFO@COSMETICOBBS.COM

PRO@COSMETICOBBS.COM

[HTTPS://COSMETICOBBS.COM/](https://cosmeticobs.com/)