CosmeticOBS-L’Observatoire des Cosmétiques is the 1st independent information pole dedicated to cosmetics, since December 2008.

Our mission is to gather, analyze and publish information about the sector in total independence from the actors of the cosmetics industry.

The news is constantly inspected and updated to give all professionals in the cosmetics industry the best tool for regulatory, economic and scientific monitoring of the market.
AUDIENCE

**CHANNELS**

- Desktop...........62%
- Mobile............36%
- Tablette.........2%

**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%**

- **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.
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
- Vivaness
- LuxePack
- **ADF-PCD**
- U’Cosmetics
- UEBT
- Natural Kosmetics Branch Congress
- **Anti-Ageing Skin Care Conference**
  etc.
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

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

SOCIAL MEDIA

- Twitter: **2 K**  
- LinkedIn: **10 K**  
- Facebook: **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

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**BANNER**
SUPER LEADERBOARD
1280 X 160 PX
JPEG / PNG / GIF

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ADVERTISING REMAINS INCLUDED FOR THE ENTIRE DURATION OF THE EBOOK’S VERSION (MINIMUM 1 YEAR)
= € 1 500 ex.vat

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YOU ARE AUTOMATICALLY CONTACTED BY OUR TEAM WHEN A NEW VERSION OF THE EBOOK IS PUBLISHED FOR A POSSIBLE RENEWAL OF YOUR CAMPAIGN

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