

# EDITORIAL SCHEDULE PRINT & E-PAPER 2023

Issue	Advertising Deadline (AD) Copy Deadline (CD) Publishing Date (PD)	2023 Editorial Focus – Special Topics	Trade Events (Bonus Distribution & Your Event Marketing)
1/2	AD: Jan 3 CD: Jan 10 PD: Feb 7	<b>Close up: All about sun care</b> Demands on natural ingredients Monomaterial packaging: What is possible?	Your pre-marketing for: PCD/ADF Cosmetagora
3	AD: Jan 31 CD: Feb 7 PD: Mar 6	<b>Close up: Green and clean trends</b> New and special textures Challenges posed by online trade	Your pre-marketing for: Cosmoprof/Cosmopack In-Cosmetics
4	AD: Feb 27 CD: Mar 6 PD: Apr 4	<b>Close up: What multifunctionals can do</b> Current developments in the preservation of formulations Special features of PCR material	Your follow-up after: PCD/ADF Cosmetagora
5	AD: Mar 24 CD: Mar 31 PD: May 5	<b>Close up: Different approaches to sustainability</b> Customised products on the rise Market survey: Process & laboratory technology	Your pre-marketing for: NYSCC Supplier's Day
6	AD: Apr 27 CD: May 4 PD: Jun 6	<b>Close up: Trends in hair care</b> Requirements for cream bases Alternative materials to virgin plastics	Your pre-marketing for: Cosmetic Business MakeUp in Paris
7/8	AD: Jun 28 CD: Jul 5 PD: Aug 1	<b>Close up: Steps in product design</b> The importance of additives Market survey: Ingredient providers	Your follow-up after: Cosmoprof In-Cosmetics Cosmetic Business
9	AD: Jul 27 CD: Aug 3 PD: Sep 1	<b>Close up: Colour cosmetics – ingredients &amp; packaging</b> How to create or discover new trends Reducing (packaging) weight	Your pre-marketing for: LuxePack Monaco
10	AD: Sep 1 CD: Sep 8 PD: Oct 6	<b>Close up: Effects of boosters and functional ingredients</b> CBD in cosmetics Saving resources in the production process	Your pre-marketing for: Sepawa Congress
11	AD: Oct 2 CD: Oct 9 PD: Nov 6	<b>Close up: Microbiome in balance</b> Fragrances in personal care Market survey: Packaging providers	Your pre-marketing for: SCS Formulate Cosmoprof Asia
12	AD: Oct 31 CD: Nov 7 PD: Dec 5	<b>Close up: Trends – what is here to stay?</b> Improving the ecological footprint Market survey: Service providers	Your follow-up after: LuxePack Monaco Sepawa Congress

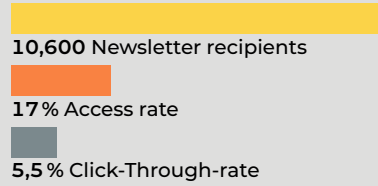
# DEADLINES & SCHEDULE 2023

COSSMA Print + e-Paper | COSSMA e-mail Newsletters

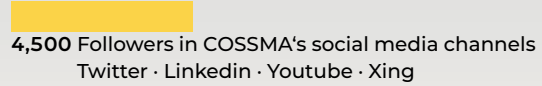
Calendar week	1	2	3	4	5	6	7	8	9
<b>Print &amp; e-Paper</b>	Jan 3: Booking Deadline COSSMA 1-2				Jan 31: Booking Deadline COSSMA 3	Feb 7: COSSMA 1-2 Published			Feb 27: Booking Deadline COSSMA 4
<b>e-mail Newsletter Standard</b>			Send-out: Jan 19		Send-out: Feb 2		Send-out: Feb 16		Send-out: Mar 2
<b>e-mail Newsletter Exclusive</b>		Send-out: Jan 12		Send-out: Jan 26		Send-out: Feb 9		Send-out: Feb 23	
<b>Trade Event</b>		Cosmetagora Paris: Jan 10-12		Paris Packaging Week (PCD/ADF): Jan 25-26					
Calendar week	10	11	12	13	14	15	16	17	18
<b>Print &amp; e-Paper</b>	Mar 6: COSSMA 3 Published		Mar 24: Booking Deadline COSSMA 5		Apr 4: COSSMA 4 Published			Apr 27: Booking Deadline COSSMA 6	May 5: COSSMA 5 Published
<b>e-mail Newsletter Standard</b>		Send-out: Mar 16		Send-out: Mar 30		Send-out: Apr 13		Send-out: Apr 27	
<b>e-mail Newsletter Exclusive</b>	Send-out: Mar 9		Send-out: Mar 23		Send-out: Apr 6		Send-out: Apr 20		Send-out: May 4
<b>Trade Event</b>		Cosmoprof & Cosmopack: Mar 16-19		In-Cosmetics Europe: Mar 28-30					NYSCC Suppliers' Day: May 2-3
Calendar week	19	20	21	22	23	24	25	26	27
<b>Print &amp; e-Paper</b>					Jun 6: COSSMA 6 Published			Jun 28: Booking Deadline COSSMA 7-8	
<b>e-mail Newsletter Standard</b>	Send-out: May 11		Send-out: May 25		Send-out: Jun 7		Send-out: Jun 22		Send-out: Jul 6
<b>e-mail Newsletter Exclusive</b>		Send-out: May 18		Send-out: Jun 1		Send-out: Jun 15		Send-out: Jun 29	
<b>Trade Event</b>	Interpack: May 4-10	Packaging Premiere Milan: May 16-18				Cosmetic Business Munich + MakeUp in Paris: Jun 14-15			
Calendar week	28	29	30	31	32	33	34	35	36
<b>Print &amp; e-Paper</b>			Jul 27: Booking Deadline COSSMA 9	Aug 1: COSSMA 7-8 Published				Sep 1: Booking Deadline COSSMA 10 COSSMA 9 published	
<b>e-mail Newsletter Standard</b>		Send-out: Jul 20		Send-out: Aug 3		Send-out: Aug 17		Send-out: Aug 31	
<b>e-mail Newsletter Exclusive</b>	Send-out: Jul 13		Send-out: Jul 27		Send-out: Aug 10		Send-out: Aug 24		Send-out: Sep 7
<b>Trade Event</b>									
Calendar week	37	38	39	40	41	42	43	44	45
<b>Print &amp; e-Paper</b>			Oct 2: Booking Deadline COSSMA 11		Oct 6: COSSMA 10 published			Oct 31: Booking Deadline COSSMA 12	Nov 6: COSSMA 11 Published
<b>e-mail Newsletter Standard</b>	Send-out: Sep 14		Send-out: Sep 28		Send-out: Oct 12		Send-out: Oct 26		Send-out: Nov 9
<b>e-mail Newsletter Exclusive</b>		Send-out: Sep 21		Send-out: Oct 6		Send-out: Oct 19		Send-out: Nov 2	
<b>Trade Event</b>			HPCI Warsaw: Sep 27-28	Luxe Pack Monaco		Cosmetorium Barcelona: Oct 18-19	Sepawa Congress Berlin: Oct 25-27		
Calendar week	46	47	48	49	50	51	52		
<b>Print &amp; e-Paper</b>				Dec 5: COSSMA 12 Published					
<b>e-mail Newsletter Standard</b>		Send-out: Nov 23			Send-out: Dec 14		Send-out: Dec 28		
<b>e-mail Newsletter Exclusive</b>	Send-out: Nov 16		Send-out: Nov 30	Send-out: Dec 7		Send-out: Dec 21			
<b>Trade Event</b>	SCS Formulate Coventry: Nov 14-15y	Making Cosmetics Milan							



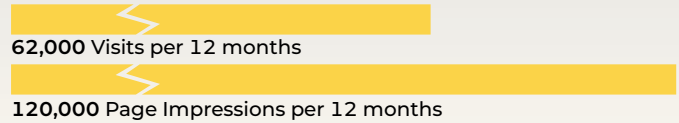
**NEWSLETTER**



**SOCIAL MEDIA**



**WEBSITE**



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**COSSMA**

Volume 23 2022 · [www.cossma.com](http://www.cossma.com)

**Frequency:**  
monthly (10 issues per year)

**Print run:**  
3,200 printed copies international

**Circulation Breakdown:**  
a.) by industry sector:  
**Manufacturers of cosmetics and personal care products**  
(Hair care, skin care, soaps/syndets, bath and shower products, women's fragrances, deodorants, colour cosmetics, men's cosmetics, dental and oral care, apparative cosmetics, other toiletries)

**Service providers, contract manufacturers and distributors**  
(Contract manufactures, contract fillers and developers, laboratory services, business consultants, distributors of cosmetic products, other service providers)

**Suppliers of the cosmetics industry**  
(Suppliers of ingredients for cosmetic products, packaging suppliers, producers of process equipment and production technology, other suppliers)

b.) by job function in % of total  
Marketing, Sales, Export, Product Management 35%  
Corporate Management 33%  
R & D, Laboratory, Purchasing, Technical Marketing 30%  
Others 2%

**Short characteristics:**

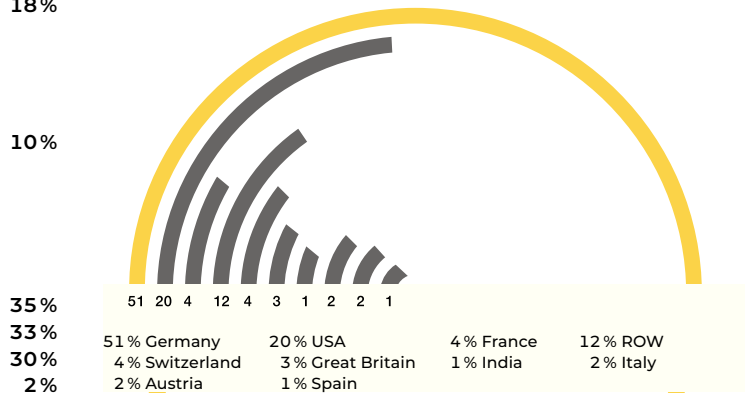
COSSMA an international media read by decision makers within the international cosmetics and personal care industry. COSSMA covers the whole supply chain in just one platform: From current trends, developments and market research, via R & D and laboratory services, ingredients, packaging up to marketing the finished products to the end-consumer. Read about it in Cossma and discover today what your competitor is planning for tomorrow! With COSSMA, you will reach your target group via all relevant communication channels: Print, Digital, Trade Shows & Events, TV & Live Communication.

72%

18%

10%

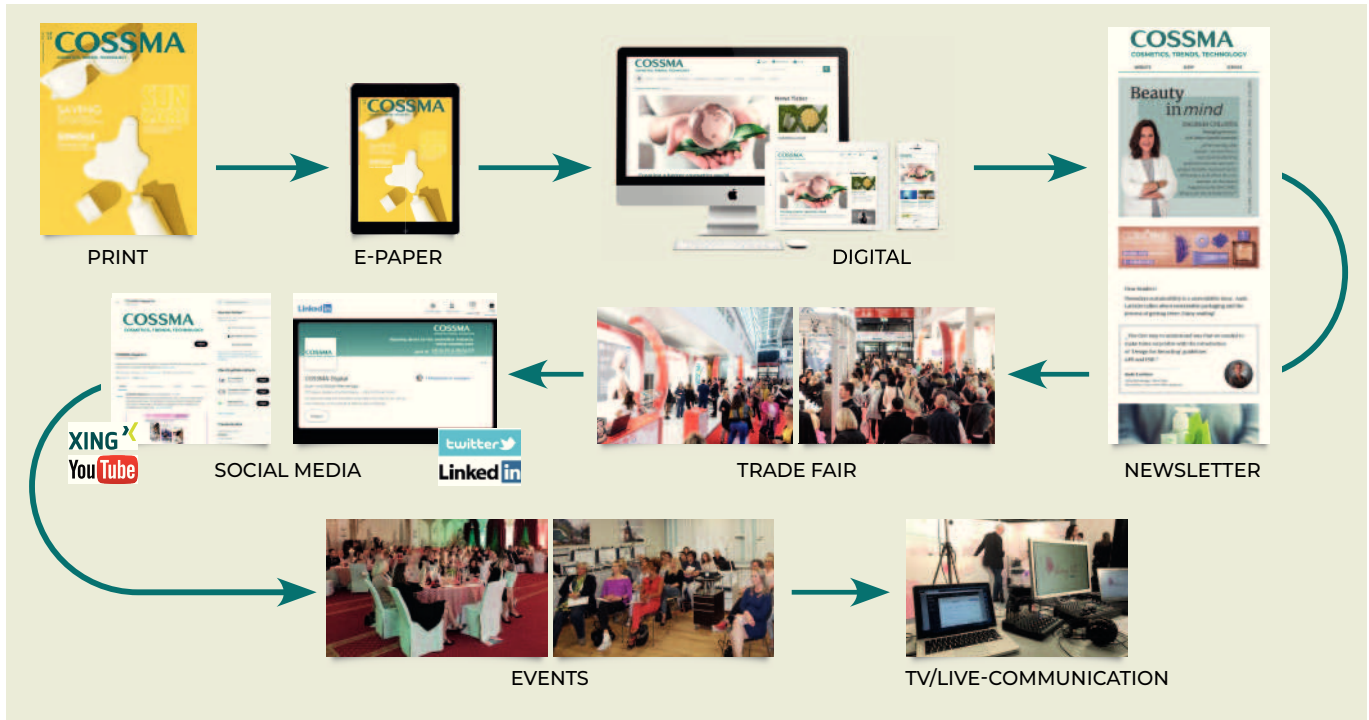
**Total reach print/digital**



# CROSS-MEDIA COMMUNICATION

Health and Beauty is an internationally operating company. We create individual and crossmedia communication concepts targeted exactly at your needs. With COSSMA, you will reach your target group via all relevant communication

channels. You will get everything: Print, Digital, Trade Shows & Events, TV & Live Communication: Trend-setting. Innovation. Partnership. Highest quality. This is what COSSMA stands for.



**COSSMA**  
Opening doors to the international personal care & cosmetics industry

10x  
3.200 Ex.



**BEAUTY FORUM Edition Germany** | The leading publication to reach cosmetic professionals

12x  
21.000 Ex.



**BEAUTY FORUM Edition Austria** | Reach beauty professionals in Austria

6x  
4.000 Ex.



**BEAUTY FORUM Edition Swiss** | Reach beauty professionals in Switzerland

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**MEDICAL BY BEAUTY FORUM (D-A-CH)** | Reach cosmetic surgeons and beauty professionals

6x  
10.000 Ex.



**BUSINESS BY BEAUTY FORUM** | Business information for beauticians & make-up artists

6x  
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**BALANCE BEAUTY TIME**  
[www.balancebeautytime.com](http://www.balancebeautytime.com) | The B2C platform for beauty, health and balance

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