

# COSSMA – Empowering Business in Health & Beauty Markets



## MEDIA DATA 2017

PRINT | ONLINE | TV | LIVE | TRADE EVENTS



[www.cossma.com](http://www.cossma.com)

[ru.cossma.com](http://ru.cossma.com)

[cossma.com/china](http://cossma.com/china)



## CONTACTS:

### Health and Beauty Germany GmbH

Ludwig-Erhard-Straße 2  
76275 Ettlingen, Germany  
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[www.cossma.com](http://www.cossma.com), [cosssma.com/china](http://cosssma.com/china)  
<http://ru.cossma.com>



#### Jürgen Volpp

Managing Director  
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#### Dorothea Michaelis

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#### Beate Bantzhaff

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[beate.bantzhaff@health-and-beauty.com](mailto:beate.bantzhaff@health-and-beauty.com)

### BANK ACCOUNT

**Bank Details:** Deutsche Bank Karlsruhe  
BLZ 660 700 04  
Kto-Nr. 216 044  
**IBAN-Code:** DE 64660700040021604400  
**SWIFT-adusse:** DEUTDESM660  
**VAT-Number:** DE813859129

### SALES REPRESENTATIVES

#### Sales Rep. abroad

**USA/Canada:**  
Detlef Fox  
[detleffox@comcast.net](mailto:detleffox@comcast.net)  
Phone +1 212-896-3881

**France:**  
Agence Eychenne  
Ms. Carolyn Eychenne  
phone: +33 (0)1 39 58 14 01  
[carolyn@eychenne.me](mailto:carolyn@eychenne.me)

**Italy:**  
Loris Sparti  
[loris.sparti@health-and-beauty.it](mailto:loris.sparti@health-and-beauty.it)  
Tel: +39 (0)2 58307 530

All other countries:  
Dorothea Michaelis

### SHORT CHARACTERISTICS:

#### Short description:

COSSMA is THE trade magazine aimed at the personal care and cosmetics manufacturing industry as well as manufactures of household + fabric care worldwide. It carries regular reports on ingredients and their applications, research and development, packaging and design, aerosol and spray technology, machines and equipment, and service providers to the cosmetics industry. In addition the magazine covers major industry events and exhibitions. COSSMA's editorial concept distils complex, detailed information down to the essentials and is essential reading for decision makers in the cosmetics industry.

COSSMA is published monthly in a version in English. In addition an interactive e-Paper in English, and an English PDF edition is available for download on [www.cossma.com](http://www.cossma.com).

#### Target group:

Decision makers in the international cosmetics and personal care industry, household + fabric care industry, especially in the areas of company management, marketing, sales, R & D, and production.



# COSSMA



## COSSMA International Edition English

Print edition and interactive E-Paper  
10 times / year: Website English + German;  
Newsletter 2 times / month i. English + German;  
Print advertising, advertising in ePaper, online advertising  
on website and newsletter advertising available –  
for details, see [www.cossma.com/rates](http://www.cossma.com/rates)

## COSSMA RUSSIA

Website + Newsletter Russian (12x p.a.)  
<http://ru.cossma.com>  
Online advertising on website and newsletter advertising  
available – for details, see  
[www.cossma.com/russia](http://www.cossma.com/russia)

## COSSMA China

Printed edition 4 times / year  
(Februar / May / July / October)  
in cooperation with China Cosmetics Review  
For details, see [www.cossma.com/china](http://www.cossma.com/china)

**Frequency:** monthly (10 issues per year)  
**Volume:** 18  
**Web-Site (URL):** [www.cossma.com](http://www.cossma.com); [ru.cossma.com](http://ru.cossma.com)  
[www.cossma.com/china](http://www.cossma.com/china)

**Member of the Health and Beauty Group**  
(<http://www.health-and-beauty.com>)

**Printrun:** 4.656 printed copies international Edition English  
3.110 printed copies Chinese  
(PLUS distribution of e-papers English & Russian/  
PDF editions via e-mail)  
**Total Circulation Print + Epaper: 17.633**

### Circulation Breakdown:

**a) by industry sector:**  
**Manufacturers of cosmetic and personal care products** 71%  
(hair care, skin care, soaps/syndets, bath- and shower products,  
women's fragrances, deodorants, colour cosmetics, mens cosmetics,  
dental and oral care, apparative cosmetics, other toiletries)  
**Service providers, contract manufacturers and distributors** 17%  
(contract manufacture, contract fillers and developers, laboratory  
services, business consultants, distributors of cosmetic products,  
other service providers)  
**Suppliers of the cosmetics industry** 12%  
(Suppliers of ingredients for cosmetic products, packaging suppliers,  
producers of process equipment and production technology,  
other suppliers)

### Circulation Breakdown

#### b) by country

Germany	2.627
Abroad	2.029
Print Chinese (4 times / year)	3.110
e-Paper Russian (6 times / year)	3.097
e-Paper English, via e-mail	6.770

#### d.) by job function in % of total

Marketing, Sales, Export, Product Management	35%
Corporate Management	32%
R&D, Lab, Purchasing,	
Tech. Marketing	31%
Others	2%

#### c.) by language versions

International Edition English (Print)	4.656
Chinese Edition (Print 4x / year)	3.110
Russian Edition (e-Paper 6x / year)	3.097
e-Paper English, via e-mail	6.770

	Print-Edition International	e-Paper International	Print-Edition Chinese	e-Paper Russian	Free newsletter	Total Circulation
<b>Europe</b>	<b>4.134</b>	<b>3.664</b>	<b>–</b>	<b>3.097</b>	<b>13.062</b>	<b>23.958</b>
Europe, German Speaking (Germany-Austria-Switzerland)	2.727	26			2.741	5.494
Benelux, Scandinavia	98	242			386	726
United Kingdom, Ireland	181	997			1.606	2.784
Spain, Italy, Portugal	280	1.127			2.399	3.806
France	274	648			2.060	2.982
Poland, Czech Rep., Hungaria, former Yugoslavia	190	457			866	1.513
<b>Russia, former GUS, Baltic States</b>	<b>284</b>			<b>3.097</b>	<b>2.672</b>	<b>6.053</b>
Bulgaria, Romania, Greece, Turkey	100	167			310	577
<b>Africa</b>		<b>9</b>			<b>35</b>	<b>44</b>
<b>Near East, Arab. Countries</b>		<b>112</b>			<b>234</b>	<b>346</b>
<b>Americas</b>	<b>181</b>	<b>2.048</b>	<b>–</b>	<b>–</b>	<b>3.483</b>	<b>5.712</b>
North America	178	1.475			2.275	3.928
Latin America, incl. Brazil	3	573			1.208	1.784
<b>Asia Pacific</b>	<b>57</b>	<b>936</b>	<b>3.110</b>	<b>–</b>	<b>2.089</b>	<b>6.191</b>
India	55	589			1083	1.727
<b>China, Hongkong, Taiwan</b>		<b>347</b>	<b>3.110</b>		<b>532</b>	<b>3.989</b>
Other Far East/ Asia/Pacific		231			474	705
<b>Total Circulation world-Wide</b>	<b>4.656</b>	<b>9.867</b>	<b>3.110</b>	<b>3.097</b>	<b>21.575</b>	<b>42.304</b>



### E-paper

COSSMA is produced in a pdf version and as an interactive e-paper, and made available to our customers. You can communicate the message about your products and services in addition to the printed edition of the magazine, for customers on the move. The multi-media e-paper offers various options and ways to effectively put your products in front of the customer.

#### Basic – free of charge for advertising clients

A link to the advertisement or advertorial on your web site. Your print data must have a text reference to the target page on the web site. PDFs without such reference will not be linked free of charge

#### Premium

Enhancement of your advert or advertorial with extra multi-media content (videos, image galleries, downloads etc.) or the inclusion of supplements or catalogues via the cost-free link to the web site. Data must be supplied as a web version in a digitised format

Price: € 180 per multi-media link (additional price will be in accordance with the size of the each task)

The e-paper is issued on line 3 days before the publication deadline



Format	Measurements	Price
2/1 page	420 x 297 mm	5.500,- €
1/1 page	210 x 297 mm	3.350,- €
Inside front cover	210 x 297 mm	4.780,- €
Inside back cover	210 x 297 mm	4.370,- €
Outside back cover	210 x 297 mm	4.980,- €



Format	Measurements	Price
1/2 page vertical	103 x 297 mm	2.300,- €
1/2 page horizontal	210 x 145 mm	2.300,- €



Format	Measurements	Price
1/3 page vertical	84 x 297 mm	1.980,- €
1/3 page horizontal	210 x 98 mm	1.980,- €



Format	Measurements	Price
1/4 page horizontal	210 x 75 mm	1.850,- €
1/4 page block	90 x 130 mm	1.850,- €
1/8 page block	90 x 62 mm	1.360,- €
1/8 page horizontal	182 x 28 mm	1.360,- €

#### Discounts:

When placing in 1 insertion year  
(starting with publication of first ad)

Discounts are based on the black+white price of the ads

#### Frequency discounts      Quantity discounts

3 ads 3%	3 pages 5%
6 ads 5%	6 pages 10%
12 ads 10%	12 pages 15%
20 ads 15%	20 pages 20%

There are no discounts on additional charges (for colour, placement, bleed ads), inserts, ads in the suppliers' guide section and postcards.

#### Prices & conditions:

All prices in EUR exclusive of statutory VAT  
Payment terms: Net, upon receipt of invoice.

**Agency commission:** 15% of customer's net price

#### Combination packages:

Attractive advertising packages can be made available in conjunction with other titles from the Health and Beauty Group (see page 11). Contact Dorothea Michaelis for details (see page 2).



## TECH. SPECIFICATIONS, DIGITAL PRINTING MATERIAL

### PRINTING MATERIAL/COPY


<b>CLOUD :</b>	Access details for the Cloud data storage server are available upon request from the advertisement service. For checking purposes, we request you send an additional copy of the material by fax, including the original file name, to +49 (0)7243 7278-227. Please designate a contact person and telephone number for possible questions that may arise.
<b>Transfer via email:</b>	Relevant contacts and email addresses are listed under the respective magazine details; please send max. 7 MB per email.
<b>Labelling/ file name:</b>	Advertisement customer, magazine, year and issue (e.g. Sample company COS1703)
<b>File formats:</b>	Preferred file format: <b>PDF/X-3 (printable)</b> . The following are also processable: InDesign CC, Illustrator, Photoshop TIF, EPS (convert fonts to outlines). No Office documents or CorelDraw files accepted.
<b>Open data:</b>	<ul style="list-style-type: none"><li>– In the case of open files, all fonts, artwork and images used must be delivered in a separate file.</li><li>– Do not use TrueType fonts. Please only deliver images, logos, fonts etc. actually intended for use.</li></ul>
<b>PDF files:</b>	Data delivery preferably in PDF/X-3 format. <b>Transparencies must be checked for printability and flattened in advance.</b> Fonts must be completely embedded or converted to outlines and without subgroups.
<b>General:</b>	<ul style="list-style-type: none"><li>– Save images as EPS, TIF or JPG (quality should be at least 8/ Photoshop).</li><li>– The file must be created (fully) in the final format. Please observe the format details of the respective magazine.</li><li>– Create 4c advertisements in CMYK (Euroscale), colour profiles should not be attached or embedded.</li><li>– Resolution (in original advertisement size): CMYK: 300 dpi, greyscale image: 300 dpi, line art: 1,200 dpi.</li></ul>

- Bleed advertisements must have a minimum of 5 mm distance between illustrations/texts and the edge of the page.
- In the case of digital data transfer, we accept no responsibility for the correct reproduction of the advertisement format, text or colour. For colour advertisements, a digital contract proof including Fogra media wedge must also be sent to the publishers. Without the digital proof, no consideration will be given to complaints regarding colour.

### DIGITAL ADVERTISING FORMATS

<b>Data delivery:</b>	<b>Marina Vasilj</b> · marina.vasilj@health-and-beauty.com, Phone +49 (0)7243 7278-377 <b>Beate Bantzhaff</b> · beate.bantzhaff@health-and-beauty.com, Phone +49 (0)7243 7278-232 <b>Simone Bayram</b> · simone.bayram@health-and-beauty.com, Phone +49 (0)7243 7278-104
<b>Destination link:</b>	Please remember to individually state the target link for each advertising medium
<b>File formats:</b>	Flash, GIF, HTML, JPEG; PNG HTML5 Banner can be supplied on request When using a Flash file, an alternative GIF file must also be provided in all cases as a fall-back image. Health and Beauty Germany GmbH reserves the right to reject files that unduly burden the CPU. The 40% load level must not be exceeded (standard PC).
<b>Links:</b>	Cloud data storage: access data on request
<b>Data transfer via email:</b>	up to max. 7 MB possible
<b>Newsletter advertising:</b>	When sending newsletter advertising formats, please be aware that animations cannot be processed.

## EDITORIAL CALENDAR

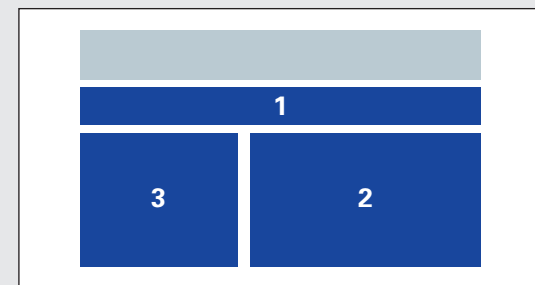
			Editorial Focus, Special Topics	Trade Events (Bonusdistribution)
<b>1/2</b>	AD 09.01.2017 CD 23.01.2017 PD 08.02.2017		<ul style="list-style-type: none"> <li>► <b>Focus: Sun Care</b></li> <li>► <b>Natural cosmetics:</b> actives, nutraceuticals, food supplements, vitamins</li> <li>► Promotions: Sample Packaging, Monodose &amp; Co</li> <li>► Market data Detergents, Home and Fabric Care</li> <li>► Formulations: Facial Care, Colour Cosmetics</li> </ul>	<ul style="list-style-type: none"> <li>► PCD / ADF Paris</li> <li>► Vivanness</li> <li>► Winterseminar</li> <li>► Swiss SCC</li> <li>Review: <ul style="list-style-type: none"> <li>► SCS Formulate</li> <li>► Luxe Pack Monaco</li> </ul> </li> </ul>
<b>3</b>	AD 27.01.2017 CD 03.02.2017 PD 07.03.2017		<ul style="list-style-type: none"> <li>► <b>Focus: Future Technologies</b></li> <li>Fragrance and perfumery</li> <li>► <b>Closures, Spray Caps, Valves</b></li> <li>► The Lab: Measurement, Services, Technology</li> <li>► Formulations: Skin Cleansing</li> </ul>	<ul style="list-style-type: none"> <li>► Cosmoprof</li> </ul>
<b>4</b>	AD 17.02.2017 CD 03.03.2017 PD 29.03.2017		<ul style="list-style-type: none"> <li>► <b>Focus: Body Care</b></li> <li>► <b>Boxes, Promotional Packaging, Displays</b></li> <li>Cosmetic Aerosols</li> <li>► Additives in Cosmetics + Detergents</li> <li>► Formulations: Masks, Treatments, Exfoliants</li> </ul>	<ul style="list-style-type: none"> <li>► In-Cosmetics</li> <li>Review: <ul style="list-style-type: none"> <li>► Vivanness</li> <li>► Winterseminar</li> <li>Swiss SCC</li> </ul> </li> </ul>
	TRADE SHOW ISSUE*			* If only booking in a trade show issue, please be prepared to pay a supplement of 30% to the advertising price
<b>5</b>	AD 31.03.2017 CD 13.04.2017 PD 09.05.2017		<ul style="list-style-type: none"> <li>► <b>Focus: Trends in active ingredients</b></li> <li>► Nutraceuticals, Cosmeceuticals, OTC products</li> <li>► High-performance ingredients for home and fabric care</li> <li>► Airless systems, Spray pumps, cream pumps, dispensing</li> <li>► <b>Labels, Sleeves, Coding</b></li> <li>► <b>Market Survey: Process + Laboratory Technology</b></li> <li>► Formulations: Natural Cosmetics</li> </ul>	<ul style="list-style-type: none"> <li>► SCS Suppliers Day</li> <li>► Luxe Pack New York</li> <li>► Forum Cosmeticum</li> <li>► China Beauty Week</li> <li>► Interpack</li> </ul>
<b>6</b>	AD 28.04.2017 CD 12.05.2017 PD 07.06.2017		<ul style="list-style-type: none"> <li>► <b>Focus: Hair Care</b></li> <li>► <b>Contract Services, Private Label</b></li> <li>► <b>Cosmetic Containers: Bottles, Jars, Tottles, Compacts</b></li> <li>► The Lab: Technology + Services</li> <li>► Sensory Solutions + Textures</li> <li>► Formulations: Sun Care</li> </ul>	<ul style="list-style-type: none"> <li>► Make-Up in Paris</li> <li>► Cosmetic Business</li> <li>► HBA</li> <li>Review: <ul style="list-style-type: none"> <li>► In-Cosmetics</li> <li>► Cosmoprof</li> </ul> </li> </ul>

EDITORIAL CALENDAR

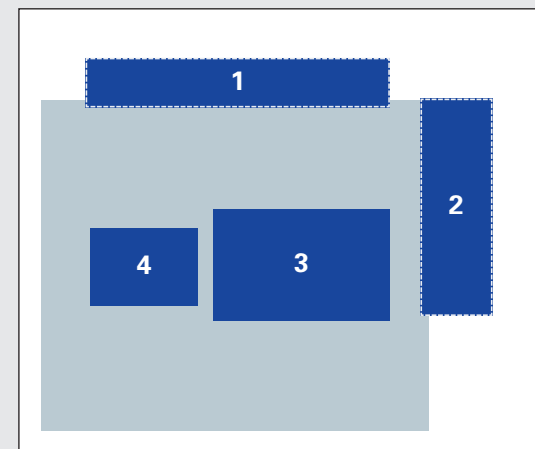
			Editorial Focus, Special Topics	Trade Events (Bonusdistribution)
7/8	AD 23.06.2017		<ul style="list-style-type: none"><li>▶ <b>Focus: Natural Cosmetics + Fair Trade</b></li><li>▶ <b>Market Survey Ingredients</b></li><li>▶ Additives + Functionals</li><li>▶ Cosmetic claims for home and fabric care</li><li>▶ <b>Airless Systems</b></li><li>▶ Formulations: Hair Care, Styling, Colour</li></ul>	<i>Review:</i> <ul style="list-style-type: none"><li>▶ Forum Cosmeticum</li><li>▶ HBA</li><li>▶ Cosmetic Business</li><li>▶ Make-up in Paris</li><li>▶ Interpack</li></ul>
	CD 03.07.2017			
9	AD 28.07.2017		<ul style="list-style-type: none"><li>▶ <b>Focus: Facial Care</b></li><li>▶ Tubes from alu, laminate, plastic</li><li>▶ <b>Filling + packaging technology</b></li><li>▶ Fall Innovations</li><li>▶ <b>Silicones: Versatile ingredients</b></li><li>▶ Formulations: Body Care Products</li></ul>	<ul style="list-style-type: none"><li>▶ Beyond Beauty</li><li>▶ Make-up in New York</li><li>▶ IFSCC</li><li>▶ Luxe Pack</li><li>▶ In-Cosmetics USA</li></ul>
	CD 11.08.2017			
10	AD 01.09.2017		<ul style="list-style-type: none"><li>▶ <b>Focus: Make-up + Styling</b></li><li>▶ <b>Packaging: Decoration and innovative material</b></li><li>▶ Thickeners, emollients, emulsifiers</li><li>▶ Ethnic products for skin + hair</li><li>▶ Formulations: Anti-Ageing products</li></ul>	<ul style="list-style-type: none"><li>▶ Sepawa</li><li>▶ Intercharm Moscow</li></ul>
	CD 15.09.2017			
TRADE SHOW ISSUE*				* If only booking in a trade show issue, please be prepared to pay a supplement of 30% to the advertising price
11	AD 29.09.2017		<ul style="list-style-type: none"><li>▶ <b>Focus: Cosmeceuticals</b></li><li>▶ <b>Market Survey Packaging</b></li><li>▶ Personal Care Market India</li><li>▶ <b>Hair products: Colour, Styling, Care</b></li><li>▶ Green Washing: Sustainable home and fabric care</li><li>▶ <b>Aerosol packaging</b></li><li>▶ Formulations: Sprays + Foams</li></ul>	<ul style="list-style-type: none"><li>▶ SCS Formulate</li><li>▶ Cosmoprof Asia</li></ul>
	CD 13.10.2017			
12	AD 27.10.2017		<ul style="list-style-type: none"><li>▶ <b>Focus: Innovation 2017</b></li><li>▶ <b>Market Survey Services</b></li><li>▶ Innovations in household and fabric care</li><li>▶ Preservatives, Emulsifiers, Stabilizers</li><li>▶ Production technology for personal care products</li><li>▶ „Green“ packaging solutions</li><li>▶ Formulations: Lotions, creams, exfoliants</li></ul>	<ul style="list-style-type: none"><li>▶ Make-up in Sao Paulo</li></ul>
	CD 10.11.2017			
				<i>Review:</i> <ul style="list-style-type: none"><li>▶ Sepawa</li><li>▶ IFSCC</li></ul>

## NEWSLETTER, BANNER, ADVERTISING WWW.COSSMA.COM

Type of advert/banner (Rates for newsletters are given per newsletter send-out-date, there are 2 newsletters per month!)	Size	Entry Time 1 month/ 1 Newsletter	3 month Price per month or newsletter	6 month Price per month or newsletter	12 month Price per month or newsletter
Super Banner Home	798 x 90 Pixel	€ 520	€ 415	€ 390	€ 340
Skyscraper Home (Exclusive)	160 x 600 Pixel	€ 1060	€ 850	€ 790	€ 680
Medium Rectangle Home	300 x 250 Pixel	€ 510	€ 410	€ 380	€ 330
Action Box Home	220 x 250 Pixel	€ 470	€ 380	€ 350	€ 300
Super Ad German Newsletter Super Ad English Newsletter	540 x 90 Pixel	€ 780 € 1190	€ 630 € 960	€ 570 € 865	€ 500 € 755
Medium Rectangle German Newsl. Medium Rectangle English Newsl.	300 x 250 Pixel	€ 680 € 820	€ 550 € 660	€ 500 € 600	€ 435 € 520
Action Box German Newsletter Action Box English Newsletter	220 x 250 Pixel	€ 580 € 700	€ 470 € 570	€ 425 € 515	€ 370 € 450
Text Advert/ Advertorial German NL Text Advert/ Advertorial English NL	app. 100 Words + Link	€ 780 € 1190	€ 630 € 960	€ 570 € 865	€ 500 € 755
Super Ad in English AND German Newsletter	540 x 90 Pixel	€ 1400	€ 1130	€ 1115	€ 970
Medium Rectangle in English AND German Newsletter	300 x 250 Pixel	€ 990	€ 800	€ 785	€ 680
Action Box in English AND German Newsletter	220 x 250 Pixel	€ 920	€ 745	€ 730	€ 630
Text Advert/ Advertorial in English AND German Newsletter	app. 100 Words + Link	€ 1400	€ 1130	€ 1115	€ 970
Exclusive Newsletter English & German German only English only	app. 500 Words + Links – no further advertisers	€ 1790 € 980 € 1450	€ 1440 € 790 € 1170	€ 1400 € 775 € 1145	€ 1200 € 670 € 990



- 1 Super-Ad 540 x 90 px
- 2 Medium Rectangle 300 x 250 px
- 3 Action Box 220 x 250 px



- 1 Superbanner 798 x 90 px
- 2 Skyscraper 160 x 600
- 3 Medium Rectangle 300 x 250 px
- 4 Action Box 220 x 250 px



## NEWSLETTER, BANNER, ADVERTISING RU.COSSMA.COM, ONLINE SEMINARS

Type of advert/banner	Size/ Format	Entry Time 1 month	3 month Price per month	6 month Price per month	12 month Price per month
Super Banner Home + subpages	798 x 90 Pixel	€ 290	€ 230	€ 215	€ 190
Skyscraper Home + subpage	160 x 600 Pixel	€ 390	€ 310	€ 290	€ 255
Medium Rectangle Home	300 x 250 Pixel	€ 490	€ 390	€ 370	€ 320
Horizontal Banner Content	728 x 90 Pixel	€ 190	€ 150	€ 140	€ 125
Horizontal Banner Footer	728 x 90 Pixel	€ 260	€ 210	€ 195	€ 170
Super AD in Russian newsletter	540 x 90 Pixel	€ 235	€ 185	€ 175	€ 155
Medium Rectangle Content (all content subpages, not Home!)	300 x 250 Pixel	€ 290	€ 230	€ 215	€ 190
Medium Rectangle in Russian newsletter	300 x 250 Pixel	€ 190	€ 150	€ 140	€ 125
Action Box in Russian newsletter	220 x 250 Pixel	€ 180	€ 145	€ 135	€ 120
Text Advert/ Advertorial in Russian newsletter	app. 100 Words + Link	€ 235	€ 185	€ 175	€ 155

## COMBINATION BOOKINGS [cossma.com](http://cossma.com) PLUS [cossma.com/ru](http://cossma.com/ru)

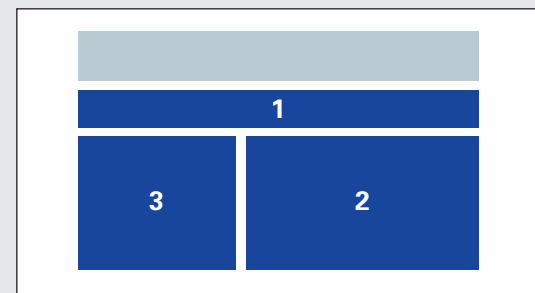
Type of advert/banner	Size/Format	additional charge per month when placed on cossma.com AND ru.cossma.com/ru
Super Banner Home	798 x 90 Pixel	€ 150
Skyscraper Home	160 x 600 Pixel	€ 300
Medium Rectangle Home	300 x 250 Pixel	€ 140

## LIVE-ONLINE-SEMINARS

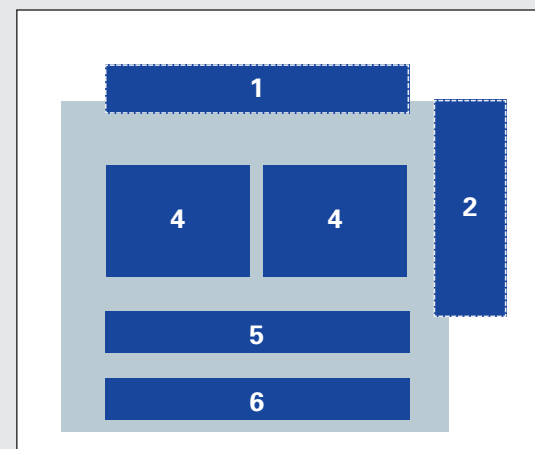
### Services:

- ca. 45 min Live-Online-Seminar with Your speaker
- announced in 3 consec. issues of COSSMA Print (250 characters)
- announced prior to the event on [cossma.com](http://cossma.com) –  
published after seminar on [cossma.com/tv](http://cossma.com/tv)
- announced in COSSMA VIP Mail e-mail newsletter

1990,- €



- 1 Super-Ad 540 x 90 px
- 2 Action Box 220 x 250 px
- 3 Medium Rectangle 300 x 250 px



- 1 Superbanner 798 x 90 px
- 2 Skyscraper 160 x 600 px
- 3 Medium Rectangle Home 300 x 250 px
- 4 Medium Rectangle Home 300 x 250 px
- 5 Horizontal Banner Footer 798 x 90 px
- 6 Horizontal Banner Content 798 x 90 px

**Company e-Paper** – information on new products, company and/or marketing concepts, and product catalogues, precisely targeted to reach potential new clients. COSSMA can help you here. Your web-optimised pdfs of catalogues, PR leaflets, or customer newsletters, can be posted on [www.cossma.com](http://www.cossma.com) and promoted with a message on the home page. Where required your web optimised folders can be enhanced with multimedia links. Prices on request, depending on the size of the task. Booking period is for a minimum of 3 months. Price per month for online presence € 260.

**Phone: +49 (0)7243 7278-144**

#### Trade Show Video Clip Package Basic

(just 1400,- Euros net)

30-60 sec. Web-TV video clip (showing your stand, your new products, your trade show activities...)

PLUS 100 words news-bit on [www.cossma.com](http://www.cossma.com)

to be online 8 weeks after the event

#### Trade Show Video Clip Package Gold

(just 2.200,- Euros net)

3-5minutes Web-TV video clip

(showing your stand, your new products, your trade show activities...)

PLUS 100 words news-bit on [www.cossma.com](http://www.cossma.com)

PLUS ¼ page in COSSMA magazine in issue 2 month after the event (English + German)

PLUS Button on [www.cossma.com/tv](http://www.cossma.com/tv)

to be online 7 weeks after the event

#### Trade Show Video Clip Package Premium

(just 3.200,- Euros net)

3-5minutes Web-TV video clip

PLUS 100 words news-bit on [www.cossma.com](http://www.cossma.com)

PLUS 100 words newsletter advertorial in June newsletter

PLUS ½ page in COSSMA magazine in issue 2 month after the event (English + German)

PLUS Button on [www.cossma.com](http://www.cossma.com)

to be online 6 weeks after the event

**Further formats available, please contact us for a quotation!**



## CONTACTS INTERNATIONAL

### ► Germany

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**Magazines:** BEAUTY FORUM ed. Germany, BEAUTY FORUM ed. Austria, Nailpro ed. D-A-CH, MY BEAUTY BUSINESS ed. Germany, medical BEAUTY FORUM ed. Germany, COSSMA ed. Germany, body LIFE ed. Germany, Trainer ed. Germany  
**Trade Fairs:** BEAUTY FORUM MUNICH, BEAUTY FORUM LEIPZIG

### ► BENELUX

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**Magazine:** BEAUTY FORUM ed. Denmark

### ► GREECE

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**Trade Fair:** BEAUTY FORUM Paris

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**Trade Fairs:** IFW EXPO – BODY LIFE INDIA BEAUTY FORUM INDIA – Chennai

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#### **Loris Sparti**

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**Trade Fairs:** BEAUTY FORUM WARSAW, BEAUTY FORUM & SPA WARSAW, HAIR FORUM WARSAW

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**Trade Fair:** BEAUTY FORUM SWISS

### ► SLOVENIA

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**Magazine:** Nailpro ed. Slovenia

### ► HUNGARY & ROMANIA

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**Trade Fairs:** BEAUTY TREND SHOW BUDAPEST, BEAUTY FORUM HAIR & SPA BUDAPEST, BEAUTY FORUM ROMANIA CLUJ, BEAUTY DAY CLUJ

## INTERNATIONAL TRADE JOURNALS

### BEAUTY CARE

#### BEAUTY FORUM

The trade journal for the professional beauty care sector

Your partner in:

- ▶ Germany
- ▶ Denmark
- ▶ China
- ▶ France
- ▶ Greece
- ▶ Austria
- ▶ Poland
- ▶ Switzerland
- ▶ Slovenia
- ▶ Hungary

#### MEDICAL BEAUTY FORUM

Professional magazine in which medicine meets beauty care

Your partner in:

- ▶ Germany
- ▶ Austria
- ▶ Switzerland

#### MY BEAUTY BUSINESS

The practical companion for day-to-day business

Your partner in:

- ▶ Germany
- ▶ Austria
- ▶ Switzerland

### NAIL

#### BEAUTY FORUM NAILPRO

Leading international trade magazine for hand and nail care

Your partner in:

- ▶ Germany + Austria + Switzerland
- ▶ Italy
- ▶ Poland
- ▶ Slovenia
- ▶ Hungary

### HAIR

#### HAIRFORUM & HAIRSTYLE FORUM

Trade journal for hairstylists in other European countries

Your partner in:

- ▶ Hungary

### B-TO-B

#### COSSMA

Trade journal for the international manufacturing cosmetics industry

Your partner worldwide!

### FITNESS

#### BODY LIFE

Europe's No. 1 fitness trade magazine

Your partner in:

- ▶ Germany
- ▶ UK
- ▶ India
- ▶ The Netherlands
- ▶ Austria
- ▶ Poland
- ▶ Switzerland

#### TRAINER

Further training magazine for all instructors and trainers

Your partner in:

- ▶ Germany
- ▶ Austria
- ▶ Poland
- ▶ Switzerland

## INTERNATIONAL TRADE FAIRS

**Under the label BEAUTY FORUM, the Health and Beauty Group organises trade fairs for the beauty sector all over Europe. Highlights in Germany are the BEAUTY FORUM MUNICH in autumn and BEAUTY FORUM LEIPZIG in spring.**

### BEAUTY FORUM MUNICH

Europa's principal cosmetics and beauty trade fair in autumn showcases the entire international portfolio of the beauty and health sector. In addition to device-based, decorative and care cosmetic treatments, exhibits also cover foot care and podiatry, nail design and art, hand and nail care, wellness and spa, medical beauty and natural cosmetics.

- Dates:** 28–29 October 2017  
27–28 October 2018
- Details & facts:** Around 40,000 trade visitors  
35,000 m<sup>2</sup> of exhibition space  
More than 1,000 national and international exhibitors and brands
- Concept:** Comprehensive range of exhibitions  
Research-based trade congress (certified)  
Attractive and informative fringe events  
Competent further training in workshops  
National and international championships
- Trend:\*** **High degree of internationality:** 21% of visitors come from outside Germany  
**Large catchment area:** 38% of visitors travel more than 150 km  
**Loyal visitor base:** 80% of trade visitors visit regularly  
**Many decision makers:** nearly 60% of visitors are self-employed  
**Satisfied visitors:** 81% of visitors rate the trade fair as being good to very good

[www.beauty-fairs.de/muenchen](http://www.beauty-fairs.de/muenchen)

\*Visitor survey BEAUTY FORUM MUNICH 2015

### BEAUTY FORUM LEIPZIG

Health and Beauty has been running the cosmetics and beauty trade fair BEAUTY FORUM LEIPZIG in Germany since 2011. In 2016 the trade fair will be held on the exhibition grounds in Leipzig for the sixth time. Exhibits cover device-based, care and decorative cosmetic treatments, foot care and podology, nail design and art as well as trend topics including natural cosmetics, anti-aging and wellness & massage.

- Dates:** 22 – 23 April 2017
- Details & facts:** Around 8,800 trade visitors  
320 exhibitors and brands  
Over 10,000 m<sup>2</sup> of exhibition space
- Concept:** National and international catchment area, especially Eastern Europe  
Research-based trade congress (certified)  
Practical and informative fringe events  
First-rate further training in workshops  
National championships
- Trend:\*** **Satisfied visitors:** 75% of trade visitors rate the trade fair as being good to very good  
**Supra-regional catchment area:** 80% of visitors travel more than 80 km  
**Loyal visitor base:** 77% of visitors also plan to visit the 2017 trade fair and use the trade programme and fringe events

[www.beauty-fairs.de/leipzig](http://www.beauty-fairs.de/leipzig)

\*Visitor survey BEAUTY FORUM LEIPZIG 2016



An overview of our international trade fairs is available at [www.beauty-fairs.de/beauty-forum-international](http://www.beauty-fairs.de/beauty-forum-international)



# GENERAL TERMS AND CONDITIONS OF BUSINESS FOR ADVERTISING AND OTHER ADVERTISING SUPPLEMENTS IN NEWSPAPERS AND PERIODICALS<sup>1</sup>

General Terms and Conditions for Advertising Orders with Health and Beauty Germany GmbH (hereinafter Health and Beauty).

**Section 1** "Advertising order" within the meaning of the following General Terms and Conditions is the contract between Health and Beauty and the customer for the publication of one or more advertisements or other advertising media (hereinafter collectively "advertisements") placed by an advertiser or other advertising party (hereinafter collectively "advertisers") in a newspaper or magazine for the purpose of distribution.

**Section 2 A** "contract" is an agreement for the publication of multiple advertisements under application of any discount granted to the advertiser in accordance with the respective rate card, with commensurate publication effected upon requisition by the customer. Discounts will not be granted for companies whose object of business includes placing advertising orders for multiple advertisers in order to obtain a collective discount. Where the right to requisition individual advertisements is granted within the scope of a contract, the order is to be completed within one year from publication of the first advertisement, insofar as the first advertisement is requisitioned and published within one year from conclusion of the contract.

**Section 3** Where one or more requisitions under a contract are not performed for reasons not occasioned by Health and Beauty, without prejudice to any other legal obligations, the customer shall refund to Health and Beauty the difference between the discount granted and the discount due on the actual number of advertisements effected. In the absence of alternative agreement, the customer shall be retrospectively entitled to a discount commensurate with the actual number of advertisements effected within one year.

**Section 4** For the purpose of calculating purchase volumes, millimetres of text lines will be converted into millimetres of advertising space in accordance with the commensurate price.

**Section 5** Orders for advertisements to be published solely in particular issue numbers, particular editions or in certain positions in the printed publication, must be received by Health and Beauty sufficiently in advance to allow the customer to be notified prior to the advertising deadline in the event of the order being unable to be executed in the stipulated manner. Classified ads will be printed in the respective section without any requirement for express agreement to this effect.

**Section 6** Text section advertisements are advertisements bordered on at least three sides by editorial text and not by any other advertisements. Advertisements not recognisable as adverts owing to their respective layout will be clearly identified as such by Health and Beauty through the word "Advertisement".

**Section 7** Health and Beauty reserves the right to reject advertisements – including individual requisitions within the scope of a contract – where

- the advertisement content infringes the law or any official regulations or
- the advertisement content is the subject of complaint by the German Advertising Standards Authority (Deutscher Werberat) or
- publication of the advertisement is unreasonable for Health and Beauty on account of the content, layout, origin or technical form
- the advertisement contains advertising by or for third parties.

Orders for other advertising media are only first binding for Health and Beauty following submission and acceptance of the respective sample. Advertisements containing advertising by or for third parties (umbrella advertising) are subject to the prior written acceptance of Health and Beauty in each individual case, whereby Health and Beauty is entitled to charge a commensurate umbrella surcharge. The customer will be promptly notified of any rejection of an advertisement or other advertising media.

**Section 8** The customer is solely responsible for the prompt delivery and flawless quality of suitable print material/copy or other advertising media. In the case of digital print material/copy, the customer is obliged to submit the respective advertisement material in the due and proper form, specifically in terms of meeting the requisite format or technical requirements of Health and Beauty, in good time prior to placement initiation. The customer shall bear the costs incurred by Health and Beauty for any changes to the print material/copy requested or occasioned by the customer. Agreed is the standard quality of advertisement or other advertising media, as stipulated in the rate card and order acknowledgment, that is customary for the publication concerned and possible within the scope of the print material/copy provided. This applies solely where the customer complies with Health and Beauty's specifications regarding the creation and presentation of print material/copy.

**Section 9** Print material/copy will only be returned to the customer following a specific request to do so. The obligation to preserve print material/copy expires following a period of three months from initial publication of the advertisement.

**Section 10** Should publication of the advertisement fail to meet the contractually agreed quality or performance, the customer shall be entitled to a reduction in price or a flawless additional insertion of the advertisement or publication of the other advertising media; however, solely to the extent that the purpose of the advertisement or other advertising media was compromised. Health and Beauty may refuse additional insertion of the advertisement or additional publication where such performance would require expenditure which, having regard to the subject matter of the obligation and

the principle of good faith, would be manifestly disproportionate to the customer's interest in performance or would only be possible at unreasonable cost for Health and Beauty.

Should Health and Beauty fail to perform additional insertion of the advertisement or publication of the other advertising media within the reasonable deadline extended to it for such, or where additional insertion/publication is once again flawed, the customer shall be entitled to a reduction in price or may cancel the order. In the case of negligible defects in the advertisement or publication of other advertising media, cancellation of the order is precluded. Complaints pertaining to non-apparent defects must be asserted within one year from the start of the statutory period of limitation.

Health and Beauty bears responsibility for all damage, regardless of whether resulting from infringement of contractual obligations or tortious acts, in accordance with the following provisions: Liability for gross negligence in trade transactions is restricted to compensation of typically foreseeable damage, whereby this limitation shall not apply insofar as damage is caused by the legal representatives or management personnel of Health and Beauty. In the case of ordinary negligence, Health and Beauty bears liability solely for the infringement of substantial contractual obligations, whereby liability is limited to typically foreseeable damage.

Health and Beauty is responsible for any claims under the Product Liability Act (Produkthaftungsgesetz) or any injury to life, body or health in accordance with the commensurate statutory provisions. With the exception of non-apparent defects, complaints must be asserted within four weeks following receipt of invoice and supporting documentation. All claims asserted against Health and Beauty as a result of the infringement of contractual obligations become barred by limitation one year from the start of the statutory limitation period, insofar as not founded on intentional action.

**Section 11** Proofs will only be supplied where expressly requested. The customer bears responsibility for the accuracy of returned proofs. Health and Beauty will include all correction of errors notified by the ad closing date or within the period specified when the proofs are sent out or within the scope of the agreed correction runs.

**Section 12** Where no specific size has been stipulated, invoicing shall be based on the actual print size customary for the type of advertisement.

**Section 13** In the absence of written agreement for an alternative payment term or advance payment in the individual case, invoices are payable within the period stipulated in the rate card. Any discounts for premature payment will be granted in accordance with the rate card.

**Section 14** In the case of late or deferred payment, interest and collection costs will be charged at the customary bank rate. Where default on payment occurs, Health and Beauty may suspend continued performance of the current order until payment has been effected and require advance payment for the remaining advertisements. In the event of justifiable doubt regarding the customer's ability to pay, Health and Beauty may – including during the term of an advertising contract – make the publication of further advertisements conditional upon advance payment of the amount charged by the ad closing date and settlement of outstanding invoices, regardless of previously agreed payment terms.

**Section 15** Health and Beauty will supply a specimen copy of the advertisement upon request, in the form of tearsheets, full pages or complete issues depending on the nature and size of the advertisement order. Where a sample copy can no longer be created, legally binding confirmation by Health and Beauty detailing publication and distribution of the advertisement will be provided as an alternative.

**Section 16a** Subject to the provision under Section 16b below and as per sentence 2 of this clause, a reduction in the number of copies circulated may give rise to an entitlement for price reduction in the case of multiple advertisement contracts where the overall average circulation for the insertion year commencing with the first advertisement falls short of that guaranteed. A reduction in the number of copies shall only be deemed a defect giving rise to a price reduction where and insofar as respective reduction amounts to at least 20% for a guaranteed circulation of up to 50,000 copies, at least 15% for a guaranteed circulation of up to 100,000 copies, at least 10% for a guaranteed circulation of 500,000 copies, or at least 5% for a guaranteed circulation of over 500,000 copies. A reduction in the number of copies for reasons stated under Section 23 below remains without prejudice.

The guaranteed circulation is the average circulation either stated in the rate card or otherwise stipulated; or, where circulation is not stated, the average number of copies sold in the previous calendar year (in the case of trade journals, if applicable, the average number of copies actually distributed). Moreover, entitlement to a price reduction will not apply for contracts where Health and Beauty has informed the customer of the fall in circulation with sufficient notice to allow the customer to withdraw from the contract prior to publication of the advertisement.

**Section 16b** (Special provision regarding circulation reductions for publications in which issue-specific circulation data is published). In variation to Section 16a above, a reduction in the number of copies for publications in which issue-specific circulation data is published will only give rise to an entitlement for price reduction where and insofar as exceeding 15% for a (guaranteed) circulation of up to 500,000 copies or 5% for a (guaranteed) circulation of over 500,000 copies. A reduction in the number of copies for reasons stated under Section 23 below remains without prejudice.

The circulation forming the basis of the guarantee is the total number of copies sold. Circulation is calculated for the year of insertion based on the average circulation of the four quarters prior to the insertion year, insofar as Health and Beauty has not stated an absolute circulation figure as a guarantee in the respective rate card. Claims for a reduction in price will only be granted for contracts eligible for discount based on volume discount and concluded for at least three issues. Price reductions will be calculated on an order-per-company basis, insofar as calculation according to brand (to be determined at the time of order) was not agreed when the order was placed. Possible reductions in the number of copies are calculated as the difference between the print overruns and print underruns of issues in which advertisements are placed during the insertion year. Refunds are payable at the end of the campaign based on the net amount paid by the customer, taking into account any agency remuneration already granted as credit in kind or, where this is no longer possible, as a cash refund. Entitlement to a refund applies solely where the total refund sum amounts to at least EUR 2,500.

**Section 17** In the case of box number advertisements, Health and Beauty will exercise due diligence with regard to the custody and prompt forwarding of the respective offers. Registered mail and express letters will be forwarded solely by means of standard mail. Replies to box number advertisements will be retained for four weeks and will then be destroyed if not collected within this period. Health and Beauty will return valuable documents without any obligation to do so. Health and Beauty may be granted the right as a representative on an individual contractual basis to open offers on behalf and in the declared interest of the customer. Letters exceeding the permissible DIN A4 format as well as goods, books, catalogues and packages will not be accepted for forwarding. Acceptance and forwarding may, however, be agreed in exceptional cases subject to the customer assuming the resulting charges/costs.

**Section 18** Place of performance is Ettlingen, Germany. Legal venue for judicial proceedings pertaining to business transactions with merchants, legal entities under public law or special funds under public law is Karlsruhe, Germany. Insofar as claims by Health and Beauty are not asserted by collection proceedings, legal venue for non-merchants shall be their place of residence. Should the domicile or usual place of residence of the customer (including non-merchants) be unknown at the time of instituting judicial proceedings or where the customer has moved its domicile or usual place of residence outside the area of application of the law following conclusion of contract, legal venue is hereby agreed as Karlsruhe, Germany.

**Section 19** In their offers, contracts and invoices with advertisers, advertising agencies and advertising agents are obliged to comply with the applicable Health and Beauty rate cards.

**Section 20** Price amendments for existing advertising orders shall be effective for the respective companies where commensurately announced by Health and Beauty at least one month prior to publication of the advertisement or other advertising media. In the case of a price increase, the customer has the right to withdraw from the contract, but must exercise this right in writing within 14 days from receipt of the commensurate price increase notice.

**Section 21** Requests for group discount by affiliated companies must be substantiated by written evidence of the advertiser's group status. Affiliated companies within the meaning of this provision are companies in which an equity interest of not less than 50 percent is held. Group status is to be substantiated by a commensurate audit certificate or presentation of the most recent annual report, or in the case of partnerships through presentation of the certificate of registration in the commercial register. Substantiating documentation must be furnished at the latest by conclusion of contract for the insertion year. Subsequent substantiation will not be retrospectively recognised.

Group discounts are subject to the express, written confirmation of Health and Beauty in all cases.

Group discounts are granted solely for the duration of group affiliation. Termination of group affiliation is to be promptly communicated. Upon termination of group affiliation, the group discount shall also cease.

**Section 22** The customer guarantees that it holds all necessary rights for placement of the advertisement. The customer bears sole responsibility for the content and legal permissibility of text and image materials as well as advertising media provided for insertion of the advertisement. Within the scope of the advertisement order, the customer indemnifies Health and Beauty against any third-party claims arising as a result of infringement of statutory provisions. Moreover, Health and Beauty shall be indemnified for the cost of any necessary legal defence. The customer is also obliged to support Health and Beauty in all good faith with information and documentation with regard to any legal defence vis-à-vis a third party.

To the extent in time and content necessary to allow execution of the advertising order, the customer hereby assigns to Health and Beauty all necessary copyrights, rights of use, ancillary copyrights and any other rights required to use the advertising in print and online media of any kind, including the Internet, and specifically the right to copy, distribute, transfer, transmit, make available to the public, or retrieve and download from a database. The aforementioned rights are assigned without locational restriction in all cases.

**Section 23** In the event of stoppages or cases of force majeure, illegal industrial action, unlawful seizure, traffic disruption, general shortage of raw materials or energy and suchlike – be it at the works of Health and Beauty or third party plants providing services to Health and Beauty to enable performance of its obligations – Health and Beauty shall be entitled to full payment for any published advertisements provided Health and Beauty has delivered a circulation of the publication in question amounting to 80% of the average number of copies sold in the preceding four quarters or an otherwise guaranteed circulation. In the case of lower distribution levels by the publisher, the invoice amount shall be reduced pro rata to the disparity between the originally guaranteed circulation/number of copies sold and the actual number of copies distributed.