



Health and Beauty Business Media GmbH  
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**2011**

**Topics and Deadlines for COSSMA formulations section in printed magazine  
 deadlines for delivery of material for cross-media packages in COSSMA magazine, editorial deadlines**

**Deadlines to deliver materials for...** (To find out what to deliver for which format, see numbers listed below)

Issue	Please send formulations matching the following topics..	Please send formulations by this deadline at the latest (6)	Order for your print advert (print part of your package) (1)	Printing Material for the print-advert (2)	Newsletter write up (3)	Files for your online advertising (4)	Logo for Logo Entry (5)
January	<b>Sun Care, Sun Protection</b>	10.01.2011	10.01.2011	24.01.2011	03.01.2011	17.12.2010	24.01.2011
February	<b>Sun Care, Sun Protection</b>	10.01.2011	10.01.2011	24.01.2011	03.01.2011	25.01.2010	24.01.2011
March	<b>Skin Cleansing Products</b>	28.01.2011	28.01.2011	11.02.2011	21.01.2011	22.02.2010	11.02.2011
April	<b>Exfoliants, Masks, Treatments</b>	01.03.2011	01.03.2011	15.03.2011	22.02.2011	25.03.2010	15.03.2011
May	<b>Facial Care + Color Cosmetics</b>	01.04.2011	01.04.2011	15.04.2011	25.03.2011	24.04.2010	15.04.2011
June	<b>Natural Cosmetics</b>	29.04.2011	29.04.2011	13.05.2011	22.04.2011	25.05.2010	13.05.2011
July	<b>Hair Care, Hair Colour, Styling</b>	01.07.2011	01.07.2011	15.07.2011	24.06.2011	24.06.2010	15.07.2011
August	<b>Hair Care, Hair Colour, Styling</b>	01.07.2011	01.07.2011	15.07.2011	24.06.2011	25.07.2010	15.07.2011
September	<b>Body Care</b>	29.07.2011	29.07.2011	12.08.2011	22.07.2011	25.08.2010	12.08.2011
October	<b>Firming and Tightening prod.</b>	02.09.2011	02.09.2011	16.09.2011	26.08.2011	24.09.2010	16.09.2011
November	<b>Sprays and Foams</b>	30.09.2011	30.09.2011	14.10.2011	23.09.2011	25.10.2010	14.10.2011
December	<b>Creams and Exfoliants</b>	28.10.2011	28.10.2011	11.11.2011	21.10.2011	24.11.2010	11.11.2011

as per 10th of October 2007

**(1) Order for print advert:**

Information about advertising format (i.e. 1/8 page), information if horizontal or vertical format, issue you want it to be placed in, invoicing address you want the invoice to go to, order numbers, if necessary

**(2) Printing material for print advert**

Printable file (high-resolution pdf with minimum 300 dpi, X3 pdf, printable quality; further accepted formats see media kit) in CMYK modus (Euro-Scale); name your file YourCompany\_COSSMA\_ISSUE; fax print-out of your file so that we can check if transfer was alright; if you insist on a special colour to be matched, please also include a digital proof for our printer to double-check; see page 9 of Cosssma Media Kit for more technical details

**(3) Newsletter Write-Up for Advertorial**

Text with a maximum of 200 characters (NOT WORDS!!) each in German and English; translation service is available at an extra charge of 20 Euros, URL of the website you want us to link your advertorial to; 1 jpg- or gif-file in RGB colour modus in Format 200x200 pixel for illustration (maximum file size for illustration picture: 20 kb)

**(4) Files for online advertising**

Please send jpgs or gif-files only; Colour modus RGB, Format for Banner 468x60 pixel; Format for Button 120x60 pixel  
 URL of the website you want us to link your banner to

**(5) Your company logo for logo advertising**

Best for the logo picture files would be a eps- or tif-file with a minimum resolution of 300 dpi.  
 Jpg-Files would only be fine if the resolution is high enough for printing; colour modus has to be CMYK

**(6) Formulations, Editorial Material**

Please send your text and relevant picture files in separate files (minimum resolution of picture files: 300 dpi; app. text length for 1 p.: 3000 characters)  
 Please note that all editorial matter will be edited by our editorial team and will NOT be published unabridged.  
 If you want unabridged, unchanged publication, we recommend to book an advertorial advertising format for 2850 Euros per page.  
 Please note: We get much more editorial material than we can publish, which is why our team has to choose from all material received.  
 When selecting, we prefer material sent by existing advertisers. Publication of edited editorial material which was chosen for publication is free of charge. If you plan to contribute a longer technical article, contact Angelika Meiss before starting to write.

**Publication Dates**

Issue	Printed issue	Cossma VIP Mail Sent-out	Going live of Banners
January	08.02.2011	13.01.2011	01.01.2010
February	08.02.2011	10.02.2011	01.02.2010
March	08.03.2011	10.03.2011	01.03.2010
April	12.04.2011	07.04.2011	01.04.2010
May	10.05.2011	12.05.2011	01.05.2010
June	07.06.2011	09.06.2011	01.06.2010
July	09.08.2011	14.07.2011	01.07.2010
August	09.08.2011	11.08.2011	01.08.2010
September	06.09.2011	08.09.2011	01.09.2010
October	11.10.2011	13.10.2011	01.10.2010
November	08.11.2011	10.11.2011	01.11.2010
December	07.12.2011	08.12.2011	01.12.2010

as per 5th of August 2009

**Delivery address and contact data**

**Please send via e-mail to**  
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**Please mention "Material for Publication in issue XX/2011" in the headline of your e-mail (fill in relevant issue)**

Health and Beauty Business Media GmbH, Karl-Friedrich-Str.14-18, 76133 Karlsruhe, Germany