

## Online advertising at [www.cossma.com](http://www.cossma.com) How to reach deciders on-line

### Contact:

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 phone: +49 721 165 144 fax: +49 721 165 353;  
[www.cossma.com/online](http://www.cossma.com/online)

### Your superbanner on [www.cossma.com](http://www.cossma.com)

- just 390 Euros net per month
- ✓ on German and English version
- ✓ 798 Pixel wide, 90 pixel high
- ✓ Randomised display with up to 5 advertisers
- ✓ 6 month period (minimum entry)

### Your skyscraper on [www.cossma.com](http://www.cossma.com)

- just 790 Euros net per month on German and English version
- ✓ 120 Pixel wide, 600 pixel high
- ✓ Exclusively available for just 1 advertiser
- ✓ 6 month period (minimum entry)

### Your button on [www.cossma.com](http://www.cossma.com)

- just 470 Euros net per month on German and English version
- ✓ 120 Pixel wide, 60 pixel high
- ✓ simultaneous view with up to 3 advertisers
- ✓ 6 month period (minimum entry)

### Your combined package: Your banner AND button on [www.cossma.com](http://www.cossma.com)

- just 590 Euros net per month
- ✓ on German and English version
- ✓ 1 banner 798 Pixel wide, 90 pixel high (randomised display with up to 5 advertisers)
- ✓ PLUS 1 button Pixel wide, 60 pixel high (simultaneous view with up to 3 advertisers)
- ✓ 6 month period (minimum entry)

Statistics and website profile see [www.cossma.com/webprofile](http://www.cossma.com/webprofile)



# Newsletter advertising at COSSMA VIP Mail e-mail newsletters

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## Newsletter Sponsorship just 1250 Euros net!

- ✓ on German and English version
- ✓ **exclusive placement** on top of newsletter
- ✓ Only 1 sponsor per newsletter (COSSMA VIP-Mail)
- ✓ To be send out to more than 13.000 recipients
- ✓ 468 Pixel wide, 60 pixel high

## Newsletter Advertorial just 780 Euros net per language version!

- ✓ on German or English version (both versions: 1200 Euros net)
- ✓ 100 words text + your logo/illustration photo
- ✓ Placed in COSSMA-VIP Mail
- ✓ To be send out to more than 13.000 recipients
- ✓ **Additional placement** in **COSSMA Newsticker**
- ✓ Listing on **Twitter** via twitter.com/cossmamagazine



Circulation + newsletter profile see [www.cossmagazine.com/nlprofile](http://www.cossmagazine.com/nlprofile)



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# Microsites + Premium Entry Sample Formulations

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Circulation + website profile see [www.cossma.com/webprofile](http://www.cossma.com/webprofile)

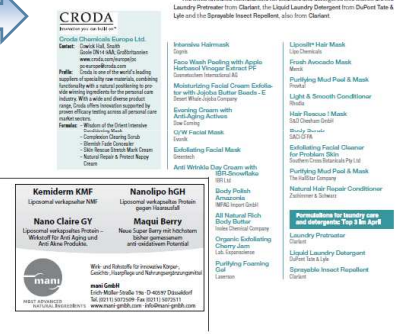


## Premium Entry Formulation just 300 Euros net per booked entry/month

- ✓ Your Company Logo
- ✓ PLUS Your Company Profile
- ✓ PLUS 5 formulations listed in German + English Print version
- ✓ PLUS in German and English PDF Version
- ✓ PLUS Up to 5 sample formulations for download at [www.cossma.com/download](http://www.cossma.com/download)



- Formulations using the ingredients presented
- Shimmering Bronze Gel >>
  - Moisturizing Anti-Ageing Cream Gel >>
  - In-Cosmetics 2010: Green ingredients + more**
  - Background information and list of ingredients to be launched 2010 >>
  - Formulations: Masks, Treatments, Exfoliants**
  - Formulations supplied by **Croda Chemicals Europe**
  - Wisdom of the Orient Intensive Conditioning Mask >>
  - Complexion Clearing Scrub >>
  - Blemish Face Concealer >>
  - Skin Rescue Stretch Mark Cream >>
  - Natural Repair & Pro...py Cream >>



## Formulation Microsite just 90 Euros net per month!

- ✓ Your Company Logo
- ✓ PLUS Your Company Profile and 5 formulations listed in EACH German + English Print version
- ✓ PLUS in EACH German and English PDF Version during booked entry period
- ✓ PLUS Up to 5 sample formulations for download each month at [www.cossma.com/download](http://www.cossma.com/download)
- ✓ PLUS Direct accessible microsite - for example see [www.cossma.com/croda](http://www.cossma.com/croda)
- ✓ Minimum entry period: 12 month

# Your Company Logo Print + Online Mini Combination Package

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[www.cossmag.com/online](http://www.cossmag.com/online)

Website profile see  
[www.cossmag.com/webprofile](http://www.cossmag.com/webprofile)

## Mini Combination Package just 60 Euros net per month!

- ✓ Your Company Logo on [www.cossmag.com/suppliers](http://www.cossmag.com/suppliers)
- ✓ PLUS Your Company Logo on joined advert in EACH German + English Print version
- ✓ PLUS Your Company Logo in EACH German and English PDF Version during booked entry period
- ✓ Minimum entry period: 6 month (70 Euros per month)
- ✓ Standard entry period: 12 month (60 Euros per month, 720 Euros in total)



## Trade Show Video Clip Packages:

Cross-Promotion in all COSSMA media , incl. direct linkable microsite  
**PLUS** Print advertising **PLUS** Newsletter advertising  
**PLUS** DVD and video files for your own use

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The screenshot shows the COSSMA website interface. At the top is the COSSMA logo and a navigation bar with links: HOME | NEWS | WEB-TV | ADVERTISERS | READERS | EDITORIAL | ARCHIVES | SPECIALS | SERVICE | ABOUT US | CONTACT. Below the navigation is a search bar. The main content area features a sidebar with 'WEB-TV MICROSITES' and a list of categories including CLARIANT, DR. STRAETMANS, MERCK, etc. The main article is titled 'Clariant presents solutions for the Green Trend' and features a video player with a play button. Below the video is a 'Quick-Links' section with various options like 'COSSMA guide', 'Trade shows, seminars, events', and 'Free sample formulations'. There is also a 'COSSMA Vote' section with a 'Vote' button.

This block contains four video clip thumbnails, each with a title and a brief description:

- ROVI cosmetics launches new range of actives:** During In-Cosmetics 2009 in Munich, Dirk Teichmüller, President and CEO at ROVI Cosmetics, talks about the new Cellular Actives™ line with high performance active ingredients in his Web-TV interview. Part of that range is the new Aquafil™ – an innovative active for the immediate and long-term improvement of the skin profile. Aquafil™ is the first active of ROVI's new product line called Cellular Actives™. Aquafil™ leads to an instantly visible wrinkle reduction and pore refinement. The skin profile is instantly levelled out. Aquafil™ efficacy was proven in various standardised short- and long-term studies. To learn more on the latest innovations, check the Web-TV clip at [www.cossma.com/rovi](http://www.cossma.com/rovi)
- Clariant presents solutions for the Green Trend:** During In-Cosmetics 2009 in Munich, Elmar Busch, Global Business Director Personal Care at Clariant International Ltd., talks about solutions for the current "Green Trend" in Personal Care Products in his Web-TV interview. Clariant presented the new emulsifier based on vegetable, renewable and GMO-free sources – Hostacerin SFO. The product follows the trend of being EO- and PEG-free and is produced by a low energy consuming process directly from natural sunflower oil. Despite its origin from natural oil the product shows excellent oxidative stability. Being suitable for both O/W and W/O emulsions depending on the choice of co-emulsifier, Hostacerin SFO provides formulations with rich, elegant skin feeling. With its world-wide presence, Clariant is presenting itself as a global partner with local support. To learn more on the latest innovations, check the Web-TV clip at [www.cossma.com/clariant](http://www.cossma.com/clariant)
- Innovative Launches at Merck during In-Cosmetics:** In the focus of Merck during In-Cosmetics in Munich were superior concepts for true photo protection, concepts to slow down aging of the skin combined with alluring effect pigments to give customers attractiveness. At In-Cosmetics 2009 new water dispersible UVA capsules for superior sunscreen solutions, anti-aging ingredients with excellent efficacy as well as novel silver, gold and red cosmetic effect pigments were launched. Look for innovative functional fillers under the new brand Ronaflair™ – they either balance and mattify skin or help it look more even and harmonic. Merck also showed how their natural ingredients can reduce wrinkles and prevent inflammation. Customers could feel the striking, sensual colors available with Merck's eco-certified effect pigments. To learn more on the latest innovations, check the Web-TV clip at [www.cossma.com/merck](http://www.cossma.com/merck)
- Dr. Hansjürgen Driller on UVA capsules and anti-aging ingredients:** Dr. Hansjürgen Driller, Senior Director Cosmetic Actives at Merck (GfK, Darmstadt), presents the latest developments in sun protection and anti-aging actives in an extensive Web-TV interview. To learn more on the latest innovations, check the Web-TV clip at [www.cossma.com/merck](http://www.cossma.com/merck)
- Dr. Matthias Lergemann on effect pigments and cosmetic functional fillers:** Dr. Matthias Lergemann, Senior Director Cosmetic Pigments at Merck (GfK, Darmstadt), presents the latest developments in effect pigments and functional cosmetic fillers in an extensive Web-TV interview. To learn more on the latest innovations, check the Web-TV clip at [www.cossma.com/merck](http://www.cossma.com/merck)

The screenshot shows an email client interface. The email is from 'COSSMA-Team [cossma@health-and-beauty.com]' to 'Michaelis Dorothea'. The subject is 'Sonnenpflegetrends im Web TV: Ihr COSSMA VIP Mail'. The email content includes a video player and text:

**Messe TV: Clariant hat Lösungen für den "Grünen Trend"**

During In-Cosmetics 2009 in Munich, Elmar Busch, Global Business Director Personal Care at Clariant International Ltd., talks about solutions for the current "Green Trend" in Personal Care Products in his Web-TV interview. Clariant presented the new emulsifier based on vegetable, renewable and GMO-free sources – Hostacerin SFO. The product follows the trend of being EO- and PEG-free and is produced by a low energy consuming process directly from natural sunflower oil. Sehen und hören Sie mehr im Web-TV-Clip auf [www.cossma.com/clariant](http://www.cossma.com/clariant) >>

**GfK: Konsumklima bleibt in der Krise konstant**

Auch im Mai dieses Jahres zeigt die Stimmung der Verbraucher wenig Bewegung. Die Konjunkturerwartungen legen zum zweiten Mal in Folge leicht zu, während die Einkommensaussichten geringe Einbußen hinnehmen müssen. Die Konsumneigung zeigt sich auf gutem Niveau nahezu unverändert. Der Gesamtindikator prognostiziert nach 2,5 Zählern im Mai für Juni ebenfalls 2,5 Punkte und weist damit seit März dieses Jahres keinerlei Veränderung auf. Zuletzt haben sich die Hinweise dahingehend verdichtet, dass die rasante Talfrucht der deutschen Wirtschaft ihrem Ende entgegengehen dürfte und Hoffnungen auf



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**Trade Show Video Clip Package Basic**

(just 1400,- Euro 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.cossmagazine.com](http://www.cossmagazine.com)  
 to be online 8 weeks after the event



**Trade Show Video Clip Package Gold**

(just 2.200,- Euro net)

3-5minutes Web-TV video clip

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

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

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

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

to be online 7 weeks after the event



**Trade Show Video Clip Package Premium**

(just 3.200,- Euro net)

3-5minutes Web-TV video clip

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

to be online 6 weeks after the event

