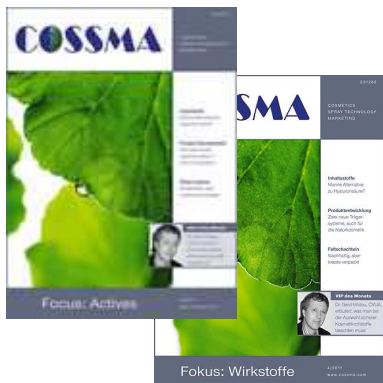




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Short description:

COSSMA is targeted at the **personal care and cosmetics manufacturing industry 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 two printed versions in English and German** as well as **in two PDF editions in English and German**.

With your standard booking, your advert will automatically be placed in both language versions without any extra cost.



Target group:

Decision makers in the international cosmetics, personal care and toiletries industry, especially in management, marketing, sales, R&D and production.

Frequency: monthly (10 issues per year)

Volume: 13

Web-Site (URL): <http://www.cossma.com>; www.cossma.es; www.cossma.fr

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

Print run: 4.402 printed copies (PLUS distribution of PDF editions via e-mail)

Circulation Breakdown:

a) by industry sector:

Manufacturers of cosmetic and personal care products 70 %
 (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 21%
 (contract manufacture, contract fillers and developers, laboratory services, business consultants, distributors of cosmetic products, other service providers)

Suppliers of the cosmetics industry 9%
 (Suppliers of ingredients for cosmetic products, packaging suppliers, producers of process equipment and production technology, other suppliers)

Circulation Breakdown Printed Edition

(German + English)

b) by country

in copies distributed:

Germany	2.493
Abroad	1.678

c.) by language versions

(Print- Editions only, for PDF editions see separate breakdown)

German Edition (Print)	2.580
English Edition (Print)	1.591

d.) by job function

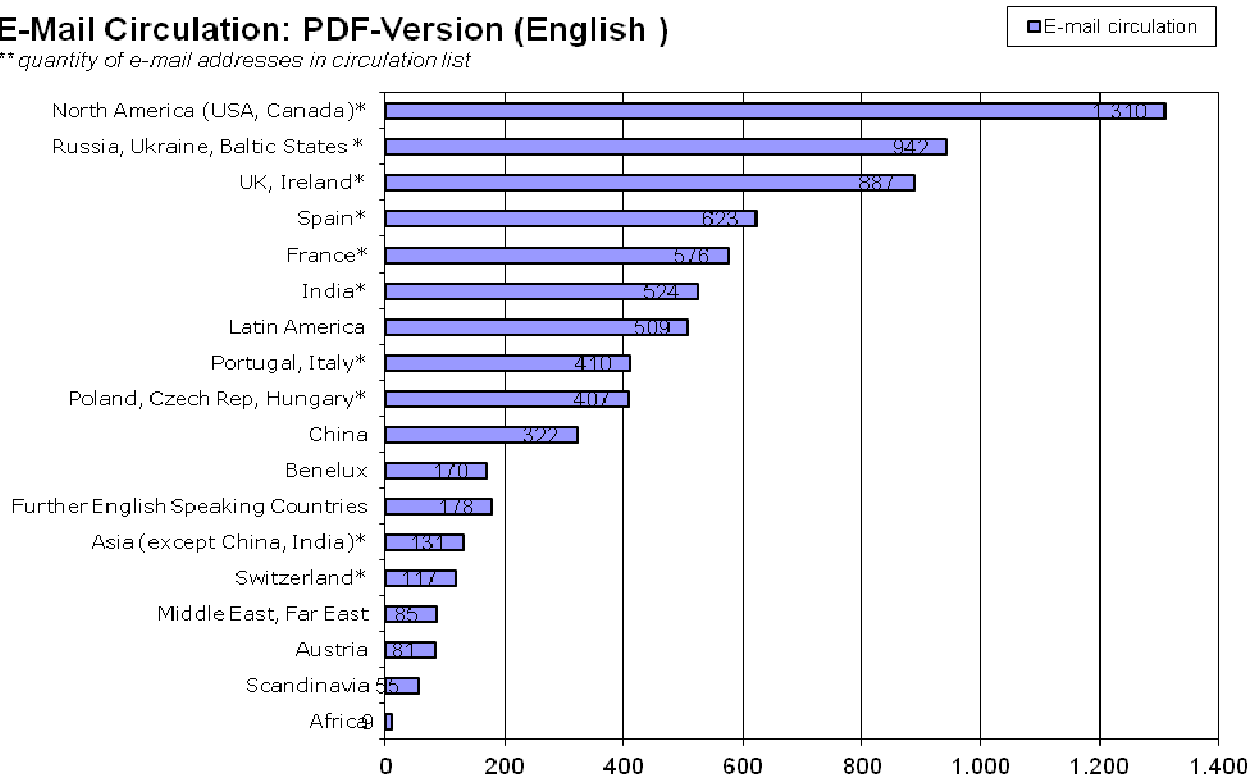
in % of total

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

e) Detailed Circulation breakdown by country

E-Mail Circulation: PDF-Version (English)

** quantity of e-mail addresses in circulation list



Country	Printed Edition	PDF circulation	Total Circulation
Scandinavia	27	55	82
Asia (exc. China, India)	39	131	170
Portugal, Italy	57	410	467
Benelux	55	170	225
China	46	322	368
India	53	524	577
Austria	56	81	137
Switzerland	134	117	251
North America (USA, Canada)	148	1,310	1,458
Spain	204	623	827
Poland, Czech. Rep. , Hungary	155	407	562
Russia, Ukraine, Baltic States	239	942	1,181
France	256	576	832
UK, Ireland	170	887	1,057
Others, i.e.	39		39
Near- and Far East		85	85
Latin America		509	509
Africa		9	9
Australia, Pacific		178	178
Germany	2,493		2,493
Total	4,171	7,337	11,508