

Short description:

COSSMA is THE trade magazine aimed at the 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**. With your standard booking, your advert will **automatically be placed in both language versions without any extra cost**. Because the cosmetics industry is taking on a much more international character selected editorial material in COSSMA will be translated and published in **PDF- Special Editions in French, Spanish and Russian** (see page 4). These PDF-editions will be **published in addition** to the printed standard versions in **June, September and October 2008**.

Target group:

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

Frequency of publication: monthly

Volume: 9

Web-Site (URL): <http://www.cossmag.com>; www.cossmag.ru

Member of the

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

Circulation figures are independently audited by IVW (German circulation control)

Circulation II. Quarter 2007: 7.046 copies

Circulation Breakdown:

a) by type of business:

Manufacturers of cosmetic and personal care products **72 %**
 (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 services and distributors **15%**
 (contract manufacture, contract fillers and developers, laboratory services, business consultants, distributors of cosmetic products, other service providers)

Suppliers of the cosmetics industry **13 %**
 (Suppliers of ingredients, for cosmetic products, packaging suppliers, producers of process equipment and production technology, other suppliers)

Circulation Breakdown for printed

Standard Editions (English + German

b) by country (also see page 2)

in copies distributed:

Germany 2.799
 Abroad 3.934

c.) by lan guage version (printed standard edition;
 for PDF-Editions see separate listing)

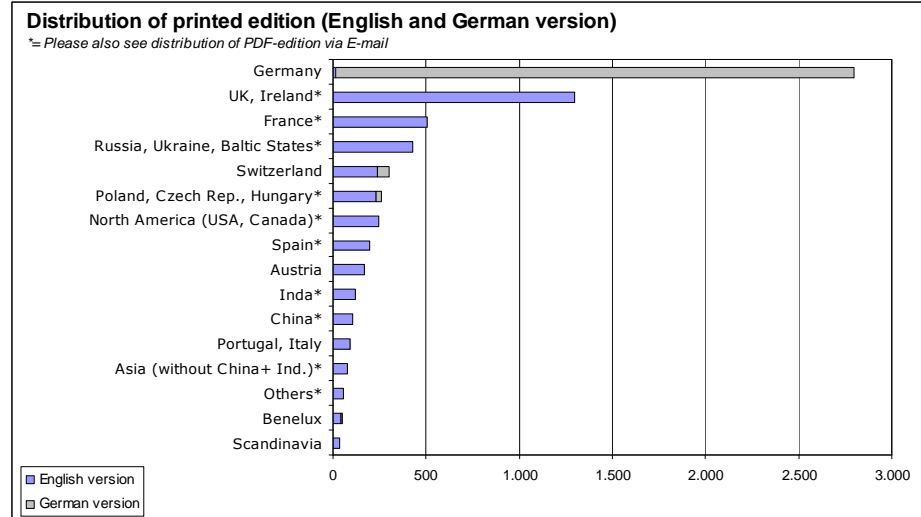
German issue (Print) 2.885
 English issue (Print) 3.848

d.) by job function

in % of total

Corporate Management 34%
 R&D, Formulation, Purchasing,
 Production, Tech. Marketing, 30%
 Marketing, Sales,
 Export, Product management 33%
 Others 3%

e) Detailed circulation breakdown: Distribution of printed edition by country



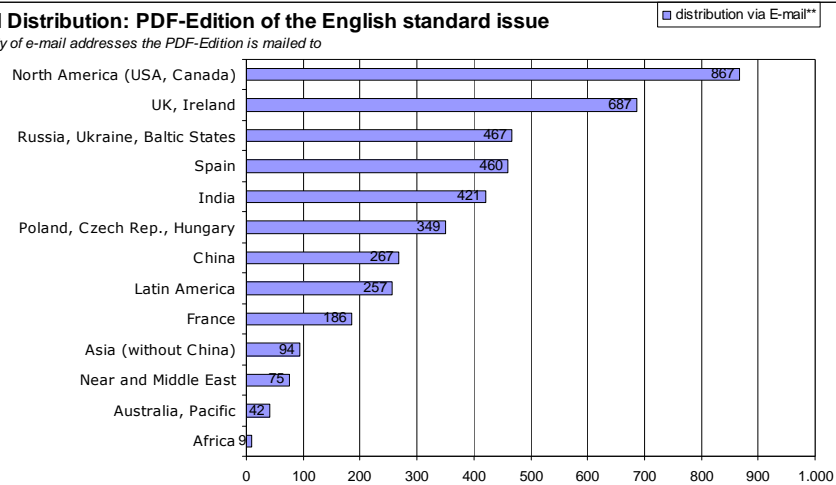
Distribution of printed issue (in copies)

Land	printed version of thereof		
	Standard Edition	English version	German version
Scandinavia	37	35	2
Benelux	46	43	3
Others*	59	59	0
Asia (without China + Ind.)*	77	77	0
Portugal, Italy	89	89	0
China*	107	107	0
Inda*	116	116	0
Austria	169	167	2
Spain*	198	198	0
North America (USA, Canada)*	245	245	0
Poland, Czech Rep., Hungary*	259	233	26
Switzerland	298	238	60
Russia, Ukraine, Baltic States*	429	429	0
France*	507	503	4
UK, Ireland*	1.298	1.298	0
Germany	2.799	11	2.788
Total (Distribution controlled by IVW II Quart. 07)	6.733	3.848	2.885

* please also see distribution of PDF-Edition via E-mail

E-Mail Distribution: PDF-Edition of the English standard issue

** quantity of e-mail addresses the PDF-Edition is mailed to



Country	distribution via E-mail**
North America (USA, Canada)	867
UK, Ireland	687
Russia, Ukraine, Baltic States	467
Spain	460
India	421
Poland, Czech Rep., Hungary	349
China	267
Latin America	257
France	186
Asia (without China)	94
Near and Middle East	75
Australia, Pacific	42
Africa	9

Circulation breakdown of PDF Special Editions

French Edition: to be published in June 2008
 Spanish Edition: to be published in September 2008
 Russian: to be published in October 2008

Distribution via E-mail: PDF Special Edition in French (June 2008)

Country/ Language	distribution i. %	i. copies**
a) France	90%	1.348
b) French speaking countries (i.e. Canada, Switzerland, North Africa)	7%	105
c) French speaking readers without a) + b)	3%	45
Total	100%	1.498

PDF Special Edition in French – Circulation by type of business	distribution i. %	i. copies**
Manufacturers of cosmetics and personal care products	42%	629
Service providers, contract services	14%	210
Packaging suppliers	17%	255
Suppliers of cosmetics actives, ingredients, functionals	18%	269
Universities, associations	6%	90
Others	3%	45
Total	100%	1.498

Distribution via E-mail: PDF Special Edition in Spanish (September 2008)

Country/ Language	distribution i. %	i. copies**
a) Spain	55%	834
b) Latin America	40%	607
c) Spanish speaking readers without a) + b)	5%	76
Total	100%	1.517

PDF Special Edition in Spanish – Circulation by type of business	distribution i. %	i. copies**
Manufacturers of cosmetics and personal care products	61%	925
Service providers, contract services	5%	76
Packaging suppliers	19%	288
Suppliers of cosmetics actives, ingredients, functionals	11%	167
Universities, associations	3%	46
Others	1%	15
Total	100%	1.517

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Distribution via E-mail: PDF Special Edition in Russian (October 2008)

Country/ Language	distribution i. %	i. copies**
a) Russian Federation	70%	1.259
b) Further Russian speaking countries (i.e. Ukraine, Belarus...)	20%	358
c) Russian speaking readers without a + b	10%	178
Total	100%	1.798

PDF Special Edition in Russian— Circulation by type of business	distribution i. %	i. copies**
Manufacturers of cosmetics and personal care products	60%	1.079
Service providers, contract services	10%	179
Packaging suppliers	9%	162
Suppliers of cosmetics actives, ingredients, functionals	10%	180
Universities, associations	3%	54
Others	8%	144
Total	100%	1.798