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**COSSMA: Media Profile, Readership, Distribution, Circulation**  
*as per 1<sup>st</sup> of July 2008, subject to change*

**Media Information 2009**

**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**.

**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:** 10

**Web-Site (URL):** <http://www.cossma.com>; [www.cossma.ru](http://www.cossma.ru)

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

**Circulation figures are independently audited by IVW (German circulation controll)**

Circulation II. Quarter 2007: 7.046 copies

**Circulation Breakdown:****a) by type of business:**

**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 services 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** 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	2.248
Abroad	3.525

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

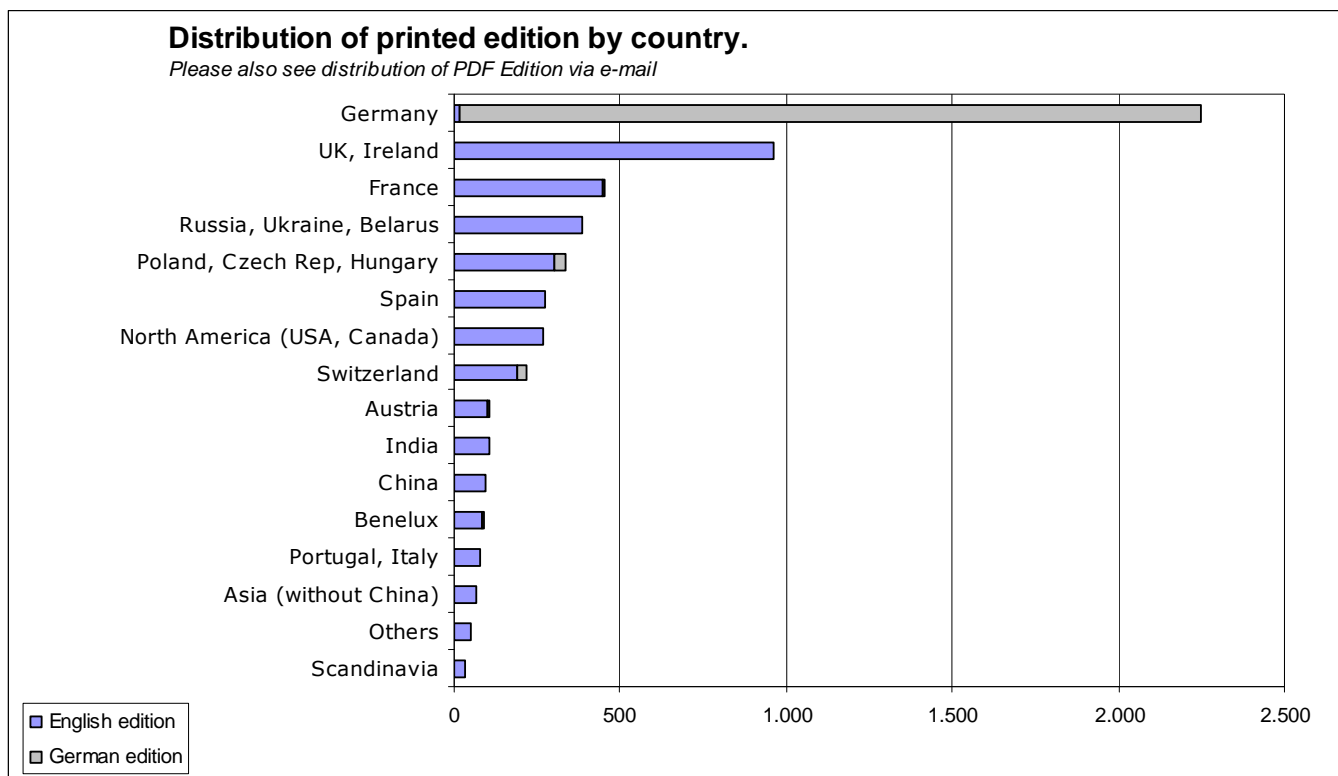
German issue (Print)	2.303
English issue (Print)	3.470

**d.) by job function**

*in % of total*

Marketing, Sales,	
Export, Product management	35%
Corporate Management	32%
R&D, Formulation, Purchasing,	
Production, Tech. Marketing,	30%
Others	3%

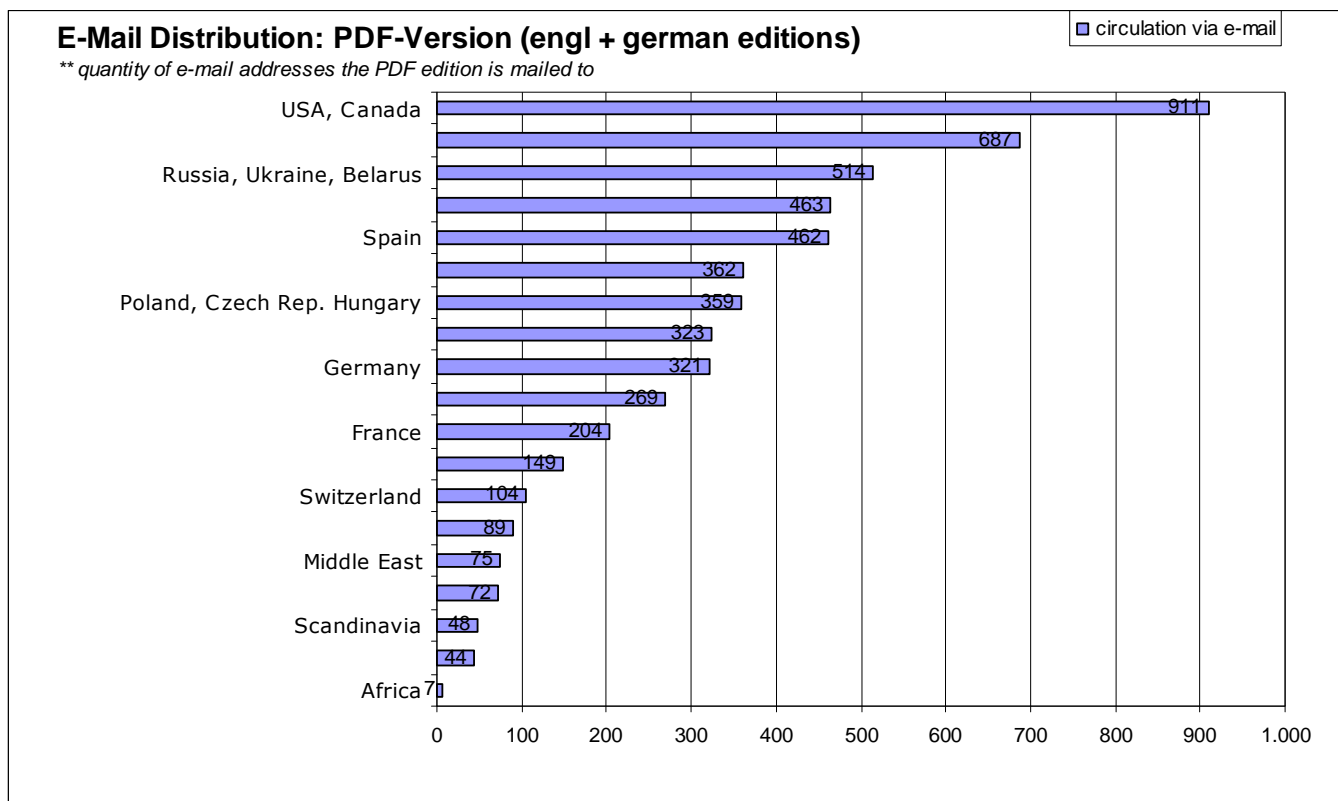
**e) Detailed circulation breakdown: Distribution of printed edition by country**



**Distribution of printed editions by country**

country	printed issue	of those	
		English edition	German edition
Scandinavia	33	32	1
Others	53	53	0
Asia (without China)	69	69	0
Portugal, Italy	80	80	0
Benelux	89	83	6
China	96	96	0
India	104	104	0
Austria	104	102	2
Switzerland	217	192	25
North America (USA, Canada)	271	271	0
Spain	273	273	0
Poland, Czech Rep, Hungary	335	302	34
Russia, Ukraine, Belarus	384	384	0
France	454	450	4
UK, Ireland	963	963	0
Germany	2.248	17	2.231
<b>Total qualified circulation (audited)</b>	<b>5.773</b>	<b>3.470</b>	<b>2.303</b>

\* Please also see distribution of PDF Edition via e-mail



**EMail Distribution of PDF editions in English and German**

country	circulation via e-mail
Africa	7
Australia, AsiaPacific	44
Scandinavia	48
Austria	72
Middle East	75
Asia (without China)	89
Switzerland	104
Benelux	149
France	204
China	269
Germany	321
Latin America	323
Poland, Czech Rep. Hungary	359
Portugal, Italy	362
Spain	462
India	463
Russia, Ukraine, Belarus	514
UK, Ireland	687
USA, Canada	911