



<http://www.cossma.com>
<http://www.cossma.ru>
<http://www.cossma.fr>
<http://www.cossma.es>

Closer to emerging markets-
PDF Special Editions
COSSMA in French, Spanish and Russian



COSSMA Special PDF Editions –
how does it work for advertisers?

- **Complete translation of the editorial content** of the German-English issue into , French, Spanish or Russian by native speakers
- Advertisers of the English/German issues will have their **advert placed in the PDF Special Edition in the same format** and the same place .
- Advertisers can of course **change their artwork to French, Spanish or Russian** – translation support is available at minimum prices





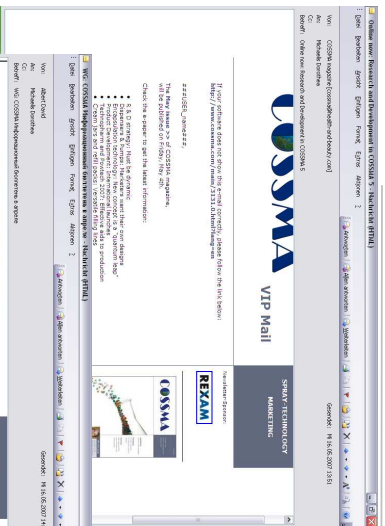
COSSMA PDF Special Editions Circulation via e-mail (pdf-files)

- COSSMA Special Editions in French, English or Russian will **NOT be printed**, but distributed as a pdf-version via e-mail to the subscribers of the COSSMA Newsletter in the relevant language area

- Qualified circulation** to the COSSMA database only

- Subscribers will receive not full data (file size problem) but **links to pdf-files** which are equivalent to articles/headings (see www.cossma.ru/10 for an example)

- In a second step, subscribers will be able to **customize their version of COSSMA magazine**, i.e. focus on ingredients or packaging or market data only



COSSMA PDF Special Editions PDF-only-circulation: Advantages for subscribers

- Speedy delivery:**

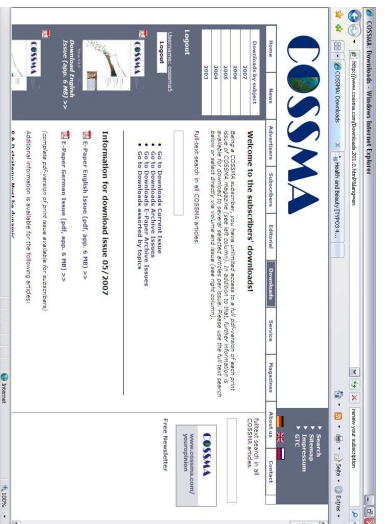
Subscriber receives copy immediately after completion of the PDF-version – **no delay** through printing or mailing

- Guaranteed delivery** of all copies - no loss in the mail

- Finding information is a lot easier :** PDF-versions are easily accessible via full-text search and build up to form a valuable archive

- Magazine Archives are a lot less space consuming:**

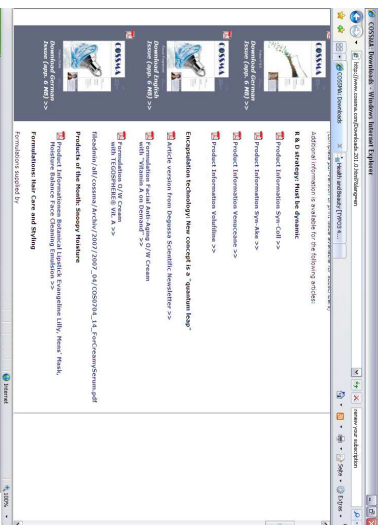
No more stacks of paper, but nice and neat pdf-files. Also, there will be a full online archive on the COSSMA website which subscribers can use





COSSMA PDF Special Editions PDF-only-circulation: Advantages for subscribers

- **Lowering costs:**
Pdf subscription is **less expensive** than printed subscriptions (only 89 Euros per year instead).
- **Additional benefits** and information at www.cossmma.com:
Free additional information for download by COSSMA subscribers
- **Access to ALL language editions** of COSSMA magazine (i.e. English, German, French, Spanish, Russian - beneficial for multinational companies)



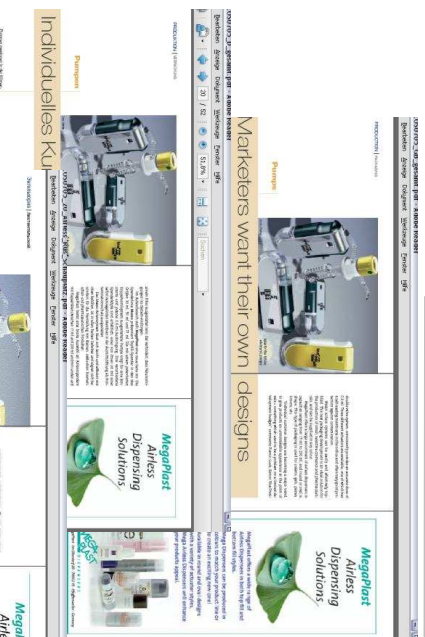
COSSMA PDF Special Editions PDF-only-circulation: Advantages for advertisers

- **Short deadlines:**
Thanks to the elimination of the printing and mailing process, information will be published earlier than in a printed copy and will reach the target group earlier
- **Finding information is a lot easier :**
PDF-versions are easily accessible via full-text search and make a valuable archive; **your advert will be found even months after publication**





COSSMA PDF Special Editions PDF-only-circulation: Advantages for advertisers



- **Lowering costs:**
The **advertising** in the pdf edition will be **less expensive** than in the printed edition. Package prices will be available.
- **Convenient booking:** With just one booking of your advertisements, you will be able to cover the German, English, French, Spanish and Russian speaking markets for a combination package price – your advert will be in **all available language editions** of COSSMA magazine

Reach **more readers in less time:**
Low production costs allow **higher circulation** even in regions with poor infrastructure



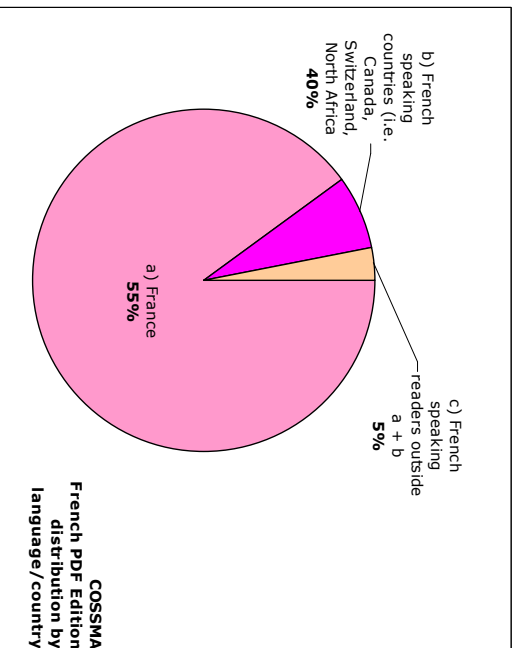
COSSMA PDF Special Editions French Edition (June 2008) Deadlines, Topics, Circulation



- **Planned circulation:**
1,498 copies
- **Publication date:**
23d of June 2008
- **Advertising deadline:**
26th of May 2008
- **Target readership:**
French speaking cosmetics, toiletries and Personal Care Industry and its suppliers
- **Planned topics:**
Personal Care Market France; Spray-, Cream and Lotion pumps; Hair products: Colour + Care; Emulsions in Personal Care; Anti-Ageing strategy; Surfactants in hair-, body- and facial care; World Surfactant Congress; Salon d'Emballage



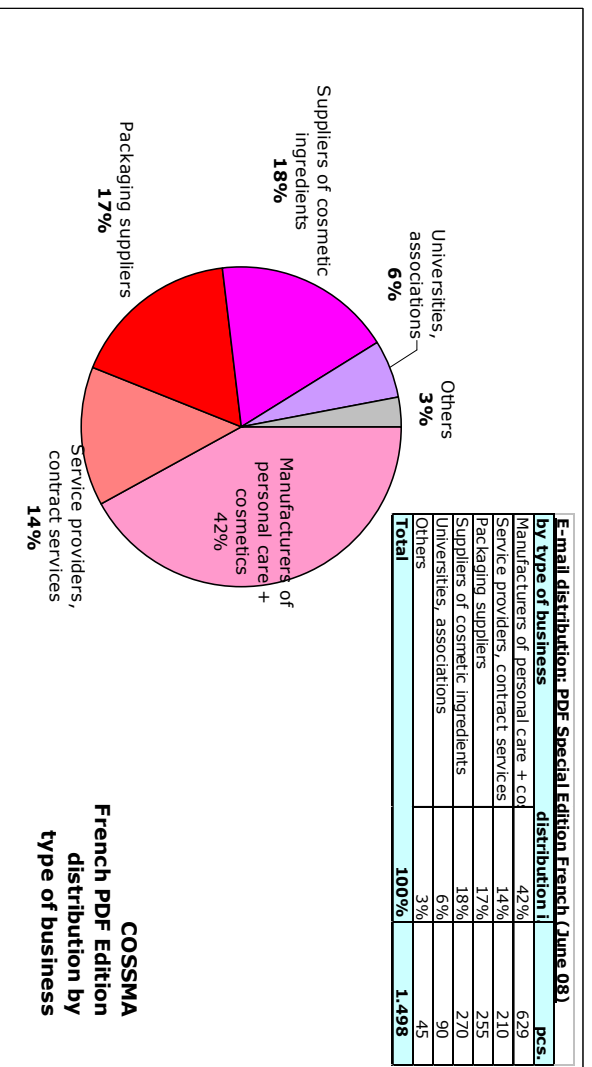
**COSSMA PDF Special Editions
French Edition (June 2008)
Target Readership/Circulation**



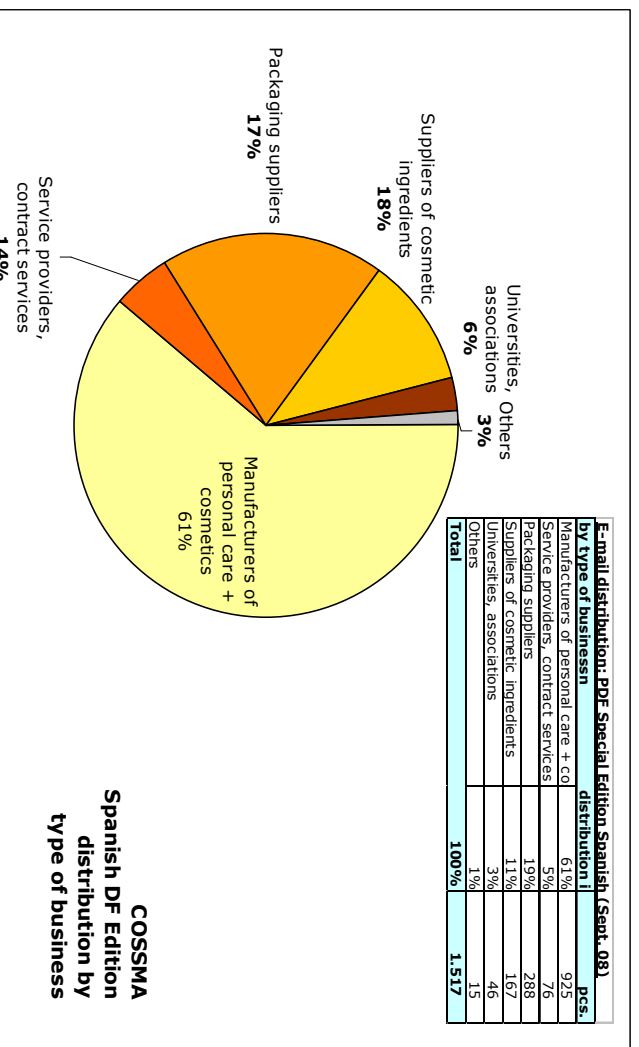
E-mail distribution: PDF Special Edition French (June 08)

Country / language	distribution i	pcs.
a) France	90%	1.348
b) French speaking countries (i.e. Ca	7%	105
c) French speaking readers outside d	3%	45
Total	100%	1.498

**COSSMA PDF Special Editions
French Edition (June 2008)
Target Readership/Circulation**



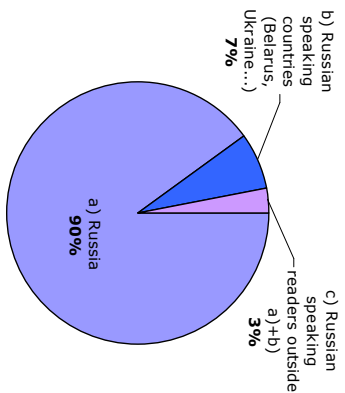
COSSMA PDF Special Editions
Spanish Edition (September 2008)
Target Readership/Circulation



COSSMA PDF Special Editions
Russian Edition (October 2008)
Target Readership/Circulation



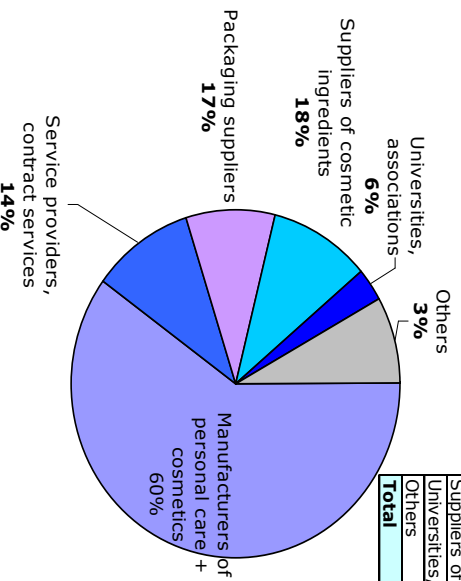
- **Planned circulation:**
1,798 copies
- **Publication date:**
20th of October 2008
- **Advertising deadline:**
15th of September 2008
- **Target readership:**
Russian Cosmetics, Toiletries and Personal Care Industry and its suppliers
- **Planned topics:**
Personal Care market Eastern Europe;
Natural Cosmetics and wellness; Resins and polymers; Colour cosmetics; Packaging + ingredients; Tubes + aerosol cans;
In-Cosmetics Eastern Europe; Intercharm



COSSMA
Russian PDF Edition
distribution by
language/country

E-mail distribution: PDF Special Edition Russian (Okt. 08)

country/ language	distribution i	pcs.
a) Russia	70%	1.259
b) Russian speaking countries (Belar	20%	360
c) Russian speaking readers outside	10%	180
Total	100%	1.798



E-mail distribution: PDF Special Edition Russian (Okt. 08)

by type of business	distribution i	pcs.
Manufacturers of personal care + co	60%	1.079
Service providers, contract services	10%	180
Packaging suppliers	9%	162
Suppliers of cosmetic ingredients	10%	180
Universities, associations	3%	54
Others	8%	144
Total	100%	1.798

COSSMA
Russian PDF Edition
distribution by
type of business



COSSMA PDF Special Editions French, Spanish, Russian Advertising rates (also see page 10 of media kit 2008)

CosSMI 2008_GB_7Web.pdf - Adobe Reader
Datei Bearbeiten Anzige Dokument Werkzeuge Fenster Hilfe
10 / 20 100% Suchen

Advertising Layout	Format (width x height)	Rate card for advertising: PDF-Special Editions <i>(Russian, Spanish, French)</i>			
		(a) additional charge when placing standard booking	(b) PDF-Edition French	(c) PDF-Edition Spanish	(d) PDF-Edition Russian
1/1 Page	215 x 290 mm	600,00 €	1.350,00 €	1.350,00 €	1.550,00 €
2/3 Page vertical	140 x 290 mm	500,00 €	1.250,00 €	1.250,00 €	1.450,00 €
2/3 Page horizontal	215 x 189 mm	500,00 €	1.250,00 €	1.250,00 €	1.450,00 €
1/2 Page vertical	107 x 290 mm	400,00 €	1.190,00 €	1.190,00 €	1.390,00 €
1/2 Page horizontal	215 x 143 mm	400,00 €	1.190,00 €	1.190,00 €	1.390,00 €
1/3 Page vertical	85 x 290 mm	300,00 €	690,00 €	690,00 €	890,00 €
1/3 Page horizontal	215 x 89 mm	300,00 €	690,00 €	690,00 €	890,00 €
1/4 Page vertical	61 x 290 mm	200,00 €	630,00 €	630,00 €	830,00 €
1/4 Page horizontal	215 x 75 mm	200,00 €	630,00 €	630,00 €	830,00 €
1/4 Page block	107 x 143 mm	200,00 €	630,00 €	630,00 €	830,00 €
1/8 Page black + white horizontal	182 x 290 mm	50,00 €	120,00 €	120,00 €	150,00 €
1/8 Page black + white block	91 x 61 mm	50,00 €	120,00 €	120,00 €	150,00 €
Entry in Suppliers' Guide	per mm, height: standard width: 43 mm	1,00 €	1,20 €	1,20 €	1,50 €

(a) Additional charge when also placing standard booking
You already booked advertising in at least one of the standard editions of CosSMI. In this case, you only have to pay the additional charge when placing the advertising in the additional charge listed in this column in addition to the advertising price for the standard booking. Example: You booked a 1/1 page adcolour in issues 1, 2 and 3 of the standard editions and wish us to publish your advert in the Russian and Spanish PDF-Edition as well – your price 2 x 600 Euros = 1200 Euros!

(b) – (d) Advertising Prices for PDF-Special Editions only
These prices apply if you wish to place advertisement exclusively in the PDF-Edition of your choice. The prices are higher than in the standard editions. Your advertisement will then be marked EXCLUSIVELY in the PDF-Edition of your choice and will NOT be printed.
Example: You wish to place a 1/1 page adcolour in the Russian and Spanish PDF-Edition only: 1/1 page Spanish 1950 Euros + Russian 1950 Euros = 2900 Euros in total.



COSSMA PDF Special Editions Contact Data/ Publisher

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