

COSSMA



Media Information 2012

Print Editions English and German
PDF Editions in English and German



No. 13, valid from January 1st 2011



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Swift-address: DEUTDESM660
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VAT-no.: DE813859129

Short description:

COSSMA is THE trade magazine aimed at the personal care and cosmetics manufacturing industry as well as manufactures of household + fabric care 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. In addition an English and a German PDF edition is available for download on www.cossma.com. 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 and personal care industry, household + fabric care industry especially in the areas of company management, marketing, sales, R & D, and production.

Frequency of publication: monthly (10 issues/year)

Volume: 13

Web-Site (URL): www.cossma.com
Member of the
Health and Beauty Group
www.health-and-beauty.com

Print run:

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

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

Manufacturers of cosmetic and personal care products	70%
Manufactures of household + fabric care products (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 cosmetics industry + household + fabric care industry	9%
(Suppliers of ingredients for cosmetic products, packaging suppliers, producers of process equipment and production technology, other suppliers)	

b) by country in copies distributed: (also see page 11)

Germany	2.493
Abroad	1.678

c.) by language version

(printed standard edition; for PDF-Editions see separate listing)

German edition (Print)	2.580
English edition (Print)	1.591

Detailed circulation breakdown:

Distribution by country

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

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

d.) by job function

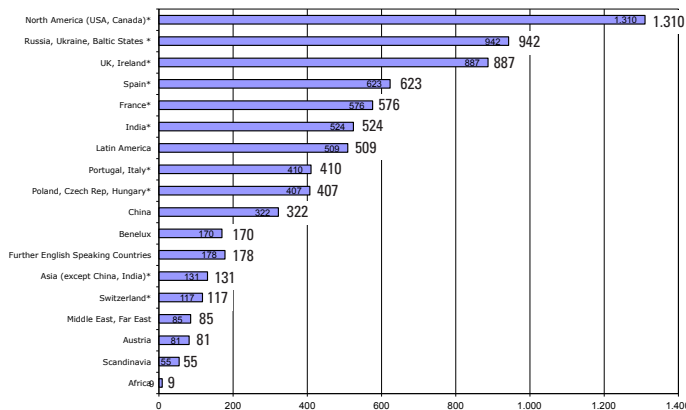
in % of total

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

E-Mail Distribution:

PDF-Edition of the English standard edition

quantity of E-mail addresses the PDF-Edition is mailed to



1. Number of copies published:

German Edition:	2.722 copies
English Edition:	1.680 copies
Total:	4.402 copies

2. Size of magazine:	215 x 290 mm
Print space:	182 x 265 mm

3. Printing process, screen, printing material

Sheet offset, screen 60, glued; offset positive films or relevant electronic data (see page 7)

4. Deadlines:	see page 10-11
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5. Terms of payment:	net after reception of invoice
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6. Banking information:	see page 2
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7. Advertising formats and prices:	see page 8
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8. Additional charges in Euro:

(There are no discounts on additional charges)

Colour: each add. colour (Euroscale)	380,00 €
4c (Euroscale)	1.000,00 €
Special colour: (HKS, Pantone ...) each	800,00 €
Special placement:	10%

9. "Suppliers' Guide" (Print-Version):

Entries accepted only at the beginning of each quarter. 4coloured layout included in advertising price. Special colours not possible
 Period: 1 year, automatically renewable unless cancelled

Column width: 43 mm, only 1 column possible

Price: 3,10 € for each column mm,
 per issue of the magazine

No discount is available on "Suppliers' Guide" advertising. Invoices will be issued in advance, following the appearance of the first advertisement.

10. Discounts:

When placing in 1 insertion year (starting with publication of first ad) Discounts are based on the black+white price of the ads

Frequency discounts

3 ads	3%
6 ads	5%
12 ads	10%
20 ads	15%

Quantity discounts

3 pages	5%
6 pages	10%
12 pages	15%
20 pages	20%

There are no discounts on additional charges (for colour, placement, bleed ads), inserts, ads in the suppliers' guide section and postcards.

Agency commission: 15% of customer's net price

11. Combination packages:

Attractive advertising packages can be made available in conjunction with other titles from the Health and Beauty Group (see page 15). Contact Dorothea Michaelis for details (see page 2).

1. Bound inserts: (no discounts on inserts)

2 pages (1 sheet): 2.150,- € per placement
 4 pages (2 sheet): 2.750,- € per placement
 each additional 2 pages: on request

Format: max. 215 x 290 mm plus 3 mm gutter +
 foot trim, + 4 mm head trim

2. Loose Inserts: (no discounts on inserts)

up to 25 g: 2.450,- € including postal charges of German mail
 Format up to 215 x 290 mm (other formats on request)
 Weight up to 25 g (higher weights on demand)
 Insert only in part of the publication possible (on request)

3. Postcards/Samples (glued): (no discounts on this advertising format)

on demand, booking only possible together with
 a 1/1 page advertisement

4. Delivery address for no. 1 to 3:

Kraft Druck GmbH

Industriestr. 5-9, 76275 Ettlingen, Germany

Contact: Herr U. Ritter, +49 (0)7243 591-130

Delivery carriage paid Kraft Druck

Please make sure that the issue in which your insert will be placed is
 marked on the cartons!

5. B2B-Exchange (no discounts)

Advertisements announcing that you are looking for new business con-
 tacts at home and abroad will be published in print and online formats.

Price per line: 13,00 € per issues

Minimum entry period: 3 consecutive issues

(4 lines free of charge to advertising customers and subscribers of the
 Health and Beauty Group)

6. Mini Combination Online + Print + Newsletter (no discounts)

Your company logo on a joined ad in Print+E-paper, online banner
 (120x60 Pixel) at www.cossma.com, link in COSSMA-VIP-Mail*

entry period 12 month: 60,- € per month

entry period 6 month: 70,- € per month

7. Online-AdvertisingBanner Advertising

*Invoices will be issued in advance following the appearance of the first banner. The mini-
 mum entry period for all banner advertising formats is 6 consecutive month. There are no
 discounts available on these advertising formats.*

Homepage Full-Size-Banner 390,- € per month
 (all domains)

Button on the homepage 470,- € per month
 (all domains)

Skyscraper on the homepage 790,- € per month

Newsletter Advertising/Event Promotion

Your company logo at www.cossma.com;

Link plus 300 characters text

in COSSMA-VIP-Mail* 1.250,- € per newsletter booked

** The COSSMA Vip-Mail is a monthly e-mail newsletter sent out to more than 12.600
 subscribers from 42 different countries*

8. Job offers: on request

All prices in € excl. VAT

Transfer via ISDN

Leonardo +49 (0)721 165-696
 +49 (0)721 165-665
 Fritz +49 (0)721 165-664
 (Euro-File Transfer)

Transfer via E-Mail

Please contact dorothea.michaelis@health-and-beauty.com

File name:

Your company, COSSMA, issue
 (i. e. Yourcompany_COS0312)

In addition to the file transfer, please send a print of your file via fax to +49 721 165 353 so that we can check if the transfer was correct. Please also give a contact person and phone number for any questions our layout people might have.

If you have technical questions, please call:
 Tel.: ++49 721-165-592

Language versions of the artwork to be supplied:

Please send the artwork/ printing material for your advert in separate files which are marked as given above. When placing the **standard booking, your advert will automatically be placed in the English AND the German issue (without any additional costs)**. If we only receive one language version of your printing material, this artwork will automatically be used in both language versions. If possible, please let us know when placing your booking if you will supply different language versions or go with only one language version to be placed in both issues.

File formats

Preferred file format: PDF (high resolution, minimum 300 dpi X3, (printable quality), QuarkXPress 6.5, Illustrator CS 2, Freehand MX, Photoshop CS2, TIF, EPS (please transform fonts into paths)

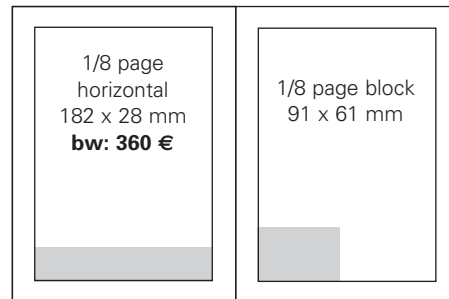
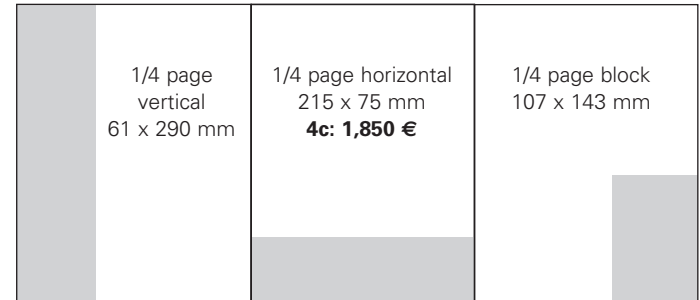
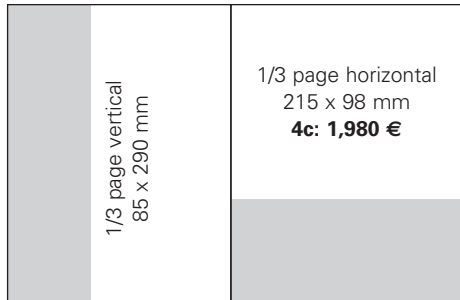
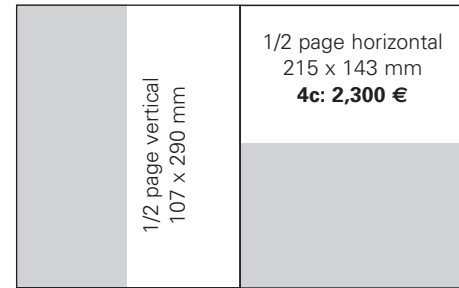
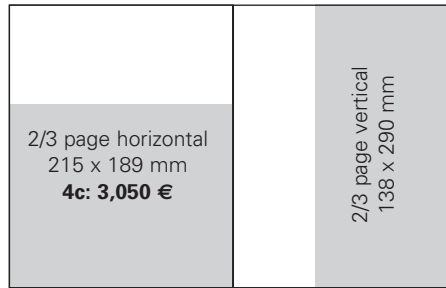
- ▶ When using open files, please also send all fonts, graphics and pictures in a separate file
- ▶ Please only use Type-1 fonts (no true type fonts) – only those will make sure the font is published correctly
- ▶ Save pictures as EPS, JPG (minimum quality: 8) or TIF files
- ▶ Only send those pictures, logos, fonts ect. which you actually want to use in your ad
- ▶ File should be created in the final format (100%) – for details on formats and sizes, see page 9
- ▶ Create 4c-ads in CMYK modus (Euro-Scale)
- ▶ Minimum resolution (in original size of the ad):

CMYK (32 Bit)	300 dpi
Grey Scale image (8 Bit)	300 dpi
Bit Map (1 Bit)	1.200 dpi
- ▶ For bleed adverts: We recommend a minimum edge of 5 mm between text/images and bleed edge.

COSSMA is not taking any responsibility for format, text and colours of your ad when the print data is transferred in digital format only.

Please make sure to send a proof print for colour check.

Advertising Layout	Formats (width x heights)	4 colour price Standard Edition Engl. + Ger.		
Outside back cover	215 x 290 mm			4.980,00 €
Inside front cover	215 x 290 mm			4.780,00 €
Inside back cover	215 x 290 mm			4.370,00 €
1/1 Page	215 x 290 mm			3.350,00 €
2/3 Page vertical	140 x 290 mm			3.050,00 €
2/3 Page horizontal	215 x 189 mm			3.050,00 €
1/2 Page vertical	107 x 290 mm			2.300,00 €
1/2 Page horizontal	215 x 143 mm			2.300,00 €
1/3 Page vertical	85 x 290 mm			1.980,00 €
1/3 Page horizontal	215 x 98 mm			1.980,00 €
1/4 Page vertical	61 x 290 mm			1.850,00 €
1/4 Page horizontal	215 x 75 mm			1.850,00 €
1/4 Page block	107 x 143 mm			1.850,00 €
1/8 Page black +white horizontal	182 x 28 mm			360,00 €
1/8 Page black +white block	91 x 61 mm			360,00 €
Entry in Suppliers' Guide (Price per heading and issue)	per mm heights, standard width: 43 mm			3,10 €
Loose and bound inserts	max. Format, max. weight 25g/insert	Price German Edition only	Price English Edition only	Price all printed Editions
Bound insert 2 pages (1 sheet)	215 x 290 mm	1.080,00 €	1.400,00 €	2.150,00 €
Bound insert 4 pages (2 sheets)	215 x 290 mm	1.380,00 €	1.800,00 €	2.750,00 €
Loose Insert up to 25 g	215 x 290 mm	1.230,00 €	1.600,00 €	2.450,00 €
Online Advertising Formats	Format (jpg, gif, swf)	Price per month www.cossma.com	Price per month www.cossma.es.fr	Minimum entry period: 6 month
Full Size Banner on homepage	798 x 90 Pixel	390,00 €	180,00 €	390,00 €
Button on homepage	120 x 60 Pixel	470,00 €	220,00 €	470,00 €
Skyscraper on homepage	120 x 600 Pixel	790,00 €		
Newsletter Advertising (Prices per newsletter booked)	Target group/ Contacts	German version	English version	All language versions
Advertorial: 300 characters text, 1 jpg picture file and link to URL of your choice in monthly COSSMA E-mail news- letter (sent out to app. 10.000 recipients)	Newsletter is sent out month- ly via e-mail to more than 12.600 qualified deciders in the internat personal care industry	780,00 €	780,00 €	1.250,00 €
Sponsorship: 468x60 Pixel banner, premium positioned on top of news- letter, newsletter registration page, online version of newsletter – limited to 1 sponsor per month/sent-out	Newsletter is sent out month- ly via e-mail to more than 12.600 qualified deciders in the internat personal care industry	only available for all language versions	only available for all language versions	1.200,00 €



The advertising formats listed on this page give the finished size of the advertisement; please add 3 mm bleed edge on each side and 5 mm head trim (only for vertical advertisement formats and full page advertisements).

Price for standard booking

(4colours – except 1/8 page prices given in black+white): Your advert will be placed in the English and German printed edition and in the English and German PDF-Edition at the same time.

	Editorial Focus	Special Features	Trade Show Issue (Bonus-Distribution)	Advertising Deadline	Publishing Date
January/ February	Hair Care Shampoos, conditioners, vitamins, active ingredients, fragancing trends, hair colours, surfactant solutions, functionals and additives	<ul style="list-style-type: none"> • Natural cosmetics: actives, nutraceuticals, food supplements, vitamins • Promotions: Sample Packaging, Monodose & Co • Market data Detergents, Home and Fabric Care • Formulations: Sun Care 	<ul style="list-style-type: none"> • PCD Congress • Vivaness • Winterseminar Swiss SCC Review <ul style="list-style-type: none"> • SCS Formulate • Luxe Pack Monaco 	Jan. 10th 12	Feb. 3d 12
March Trade show issue*	Body Care: deodorants, depilatory products, body lotions, body splashes, bath and shower products, exfoliants	<ul style="list-style-type: none"> • Fragrance and perfumery • Closures, Spray Caps, Valves • The Lab: Measurement, • Services, Technology • Formulations: Skin Cleansing <p><i>* If only booking in an trade show issue, please be prepared to pay a supplement of 30% to the advertising price.</i></p>	<ul style="list-style-type: none"> • Cosmoprof 	Jan. 23d 12	Mar. 5th 12
April Trade show issue*	Additives: Rheology modifiers, Emulsifiers, Emollients, Preservatives, Fats & Waxes, Surfactants, Opacifiers, Solubilisers, Silicones, Polymers, Resins, Thickeners	<ul style="list-style-type: none"> • Boxes, Promotional Packaging, Displays • Cosmetic Aerosols • Carrier systems + Encapsulation • Formulations: Masks, Treatments, Exfoliants <p><i>* If only booking in an trade show issue, please be prepared to pay a supplement of 30% to the advertising price.</i></p>	<ul style="list-style-type: none"> • In-Cosmetics Review: <ul style="list-style-type: none"> • Vivaness • Winterseminar • Swiss SCC 	Mar. 2nd 12	Apr. 11th 12
May	Trends in active ingredients Skin lightening, Nano technology, botox-like actives, biotechnology, marine ingredients, peptides, anti-ageing, cosmeceuticals, actives from stem cells	<ul style="list-style-type: none"> • Nutraceuticals, Cosmeceuticals, OTC products • High-performance ingredients for home and fabric care • Airless systems, spray pumps, cream pumps, dispensing • Labels, Sleeves, Coding • Process technology • Formulations: Facial Care + Colour Cosmetics 	<ul style="list-style-type: none"> • SCS Suppliers Day • Luxe Pack New York • DGK Symposium 	Mar. 30th 12	May 9th 12

	Editorial Focus	Special Features	Trade Show Issue (Bonus-Distribution)	Advertising Deadline	Publishing Date
June	Sun Care: Protection, self-tanning, sun protection, self tanning, after sun, sprays, gels, creams, lotions, perfuming, UV-filter, measuring SPF	<ul style="list-style-type: none"> • Contract Services, Private Label • Cosmetic Containers: Bottles, Jars, Tottles, Compacts • The Lab: Technology + Services • Sensory Solutions + Textures • Formulations: Natural Cosmetics 	<ul style="list-style-type: none"> • MakeUp in Paris • Cosmetic Business • HBA Review: <ul style="list-style-type: none"> • In-Cosmetics • Cosmoprof 	Apr. 27th 12	Jun. 6th 12
July/ August	Natural Cosmetics + Fair Trade: natural ingredients, certification, high-performance functionals, plant extracts, essential oils, ecological packaging solutions, alternative preservation, natural texture enhancers	<ul style="list-style-type: none"> • Market Survey Ingredients • Additives + Functionals • Cosmetic claims for home and fabric care • Airless Systems • Formulations: Hair Care, Styling, Color 	Review: <ul style="list-style-type: none"> • Forum Cosmeticum 	Jun. 29th 12	Aug. 8th 12
September	Facial Care: Sensitive skin, anti-wrinkle treatments, carrier systems, creams, gels, lotions, wipes, ampoules and masks, cleansing products, efficiency tests, actives	<ul style="list-style-type: none"> • Tubes from alu, laminate, plastic • Filling + packaging technology • Fall Innovations (Creative Beyond Beauty) • Silicones: Versatile ingredients • Formulations: Body Care Products 	<ul style="list-style-type: none"> • MakeUp in NewYork • IFSCC congress 	Jul. 27th 12	Sep. 5th 12
October Trade show issue*	Make-up and Styling: Make-up for face + body, nail art, pigments, polymers, aerosols, packaging, sprays, gels, foams, hair colour, colour forecasts	<ul style="list-style-type: none"> • Packaging: Decoration and innovative material • Thickeners, emollients, emulsifiers • Ethnic products for skin + hair • Formulations: Skin-firming products 	<ul style="list-style-type: none"> • Sepawa Congress • In-Cosmetics Asia • Luxe Pack 	Aug. 24th 12	Oct. 5th 12

** If only booking in an trade show issue, please be prepared to pay a supplement of 30% to the advertising price.*

	Editorial Focus	Special Features	Trade Show Issue (Bonus-Distribution)	Advertising Deadline	Publishing Date
<p>November</p>	<p>Innovations 2012 sun care, colour cosmetics body and hair care, new ingredients, formulation techniques, UV-filters, preservatives, additives, pigments, testing methods</p>	<ul style="list-style-type: none"> • Market Survey Packaging • Personal Care Market India • Hair products: Colour, Styling, Care • Green Washing: Sustainable home and fabric care • Aerosol packaging • Formulations: Sprays + Foams 	<ul style="list-style-type: none"> • Salon d'Emballage • SCS Formulate 	<p>Sep. 28th 12</p>	<p>Nov. 7th 12</p>
<p>December</p>	<p>Cosmeceuticals: OTC products, doctor's brand, anti-acne-treatments, anti-wrinkle, depilatory products, anti hair-loss products, salon products, cellulite treatments, dermatological tests, allergies and problem skin</p>	<ul style="list-style-type: none"> • Market Survey Service • Innovations in household and fabric care • Preservatives, Emulsifiers, Stabilizers • Production technology for personal care products • „Green“ packaging solutions • Formulations: Lotions, creams, exfoliants 	<p><i>Review:</i></p> <ul style="list-style-type: none"> • In-Cosmetics Asia • Sepawa Congress • IFSCC congress 	<p>Oct. 26th 12</p>	<p>Dec. 6th 12</p>

Further information: www.cossmagazine.com/rates

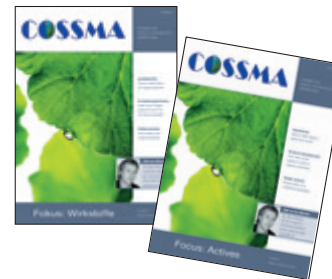
Editorial: angelika.meiss@health-and-beauty.com

Advertising: dorothea.michaelis@health-and-beauty.com

Web-Site: www.cossmagazine.com

Deadline for editorial material: 5 working days prior to advertising deadline

Deadline for printing material: 10 working days after advertising deadline



Tailor-made especially for you – benefit from customized communication packages!

COSSMA is part of Health and Beauty Business Media, a media house specialized on the target group cosmetics and personal care industry. Your potential customers are not only readers of COSSMA magazine, but also advertisers in our sister publications and exhibitors at the trade shows organized by Health and Beauty Trade Fairs. This is why we know exactly what solutions our readers are looking for – and this is why COSSMA is the ideal communication platform to get your message across!

Website – Banner Advertising:

www.cossma.com

- ▶ Banner Advertising
- ▶ Online-Advertorial: Company Publication
- ▶ Newsletter advertorial,
- ▶ Newsletter Sponsorship
- ▶ Event Package



We will get your message directly to your target group: You will get your customized communication package – tailor-made to your needs. Together we will find the ideal media mix out of print advertising, newsletter advertorials, direct mailing, Live-Event Organization and web-TV. Make sure to contact us today!

Contact:

dorothea.michaelis@health-and-beauty.com

phone: +49 (0)721 165-144

Newsletter advertising + Print-Online-Packages

- ▶ **Newsletter Sponsorship:**
Your banner on top of the COSSMA VIP Mail
- ▶ **Newsletter-Advertorial:**
Your PR text in the COSSMA VIP Mail
- ▶ **Event Promotion Package:**
Invitation to your next trade show appearance/ event online via the newsletter; PLUS combination discount on print adverts

▶ **Launch Package:**
PR article announcing your product launch online; PLUS combination discount on print adverts

▶ **Customised Newsletter Issues:**
tailor-made for your target group

▶ **Mini Combination Package:**
Your company logo in a joint advert in the printed edition PLUS your logo + linking to your website from www.cossma.com/suppliers



Web-TV – your event live on the internet

- ▶ Web-TV: Dual use of your event – extend the live experience!
- ▶ Live statements of your experts
- ▶ Promotion Videos, image films
- ▶ Product demonstrations
- ▶ Event reports: Congress/ Trade Show/ Lecture/Presentation
- ▶ Ready for downloading on www.cossma.com
- ▶ To be cross-promoted in all other media (e-mail newsletter, printed magazine, PDF-editions)
- ▶ Copies available for your own use (website/ promotion/ trade shows/events) available



Contact:

dorothea.michaelis@health-and-beauty.com
 phone: +49 (0)721 165-144

Live-Marketing & Event-Organization

- ▶ Inspiration “for your event” (Slogan/Claim)
- ▶ Organization of event (Location-Scouting, looking for speakers, catering...)
- ▶ Presentation / Moderation of the event by the COSSMA Team
- ▶ Documentation (Web-TV)
- ▶ Pre-Communication Print + Online (Invitation, adverts, editorial coverage....)
- ▶ Post-Communication Print + Online (used in COSSMA articles and/or your in-house magazine...)
- ▶ Cross-Promotion in sister publications and trade shows organized and publicised by Health and Beauty Group (BEAUTY FORUM, bodyLIFE, Nailpro...)



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Malgorzata Szulc
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General Terms and Conditions of Business for Advertising and Other Advertising Supplements in Newspapers and Periodicals

General terms and conditions of business for the advertising sales orders of Health and Beauty Business Media GmbH (hereinafter referred to as Health and Beauty).

§1, Advertising order – as intended in the following General Terms and conditions of Business – is the contract for publication of one or more advertisements or supplementary advertising (hereinafter referred to in total as „Advertisements“), between Health and Beauty and an ordering party, of advertisers or other advertising parties (hereinafter referred to in total as „Advertisers“), for the purpose of distribution in a newspaper or periodical.

§2 A „closing“ is a contract concerning the publication of several advertisements, subject to the rebates according to price list granted to the advertiser, whereby the corresponding publications are carried out when requisitioned by the ordering party. Rebates shall not be granted to those companies, whose business purpose, among others, consists of issuing advertising orders for various advertisers, in order to put forward a joint rebate claim. If the right to call for individual advertisements is reserved in the context of closing, the order shall expire within one year after the appearance of the first advertisement, as long as the first advertisement is called for and published within a year.

§3 If an order is not filled for reasons that are not the fault of Health and Beauty, the Ordering Party, notwithstanding additional legal obligations, shall pay Health and Beauty the difference between the promised discount and the discount corresponding to the actual purchase. The Ordering Party has, when not otherwise agreed upon, the right to claim a corresponding discount on the actual purchase of advertisements within one year.

§4 When calculating the purchase quantities, text millimeters lines shall be converted to advertisement millimeters according to the price.

§5 Orders for advertisements, which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication, must be received by Health and Beauty in sufficient time, so that the Ordering Party can be informed prior to completion of the advertisement, in the event that

the order cannot be executed in this manner. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

§6 Text advertisements are advertisements bordering text on at least three sides and not on other advertisements. Advertisements which are not recognizable as advertisements, due to their editorial design, will be clearly indicated as such by the publisher with the word „Advertisement“.

§7 Health and Beauty reserves the right to refuse an advertisement, as well as individual requisitions within the terms of a closing, when

- The content violates laws or legal regulations or
- The content would be objected to by the German Advertising Counsel in an appellate procedure or
- Because of the content, form, origin or because technically it would be unreasonable for Health and Beauty to publish

Advertisements contain advertisements by or for third parties.

Insert orders are only binding for Health and Beauty after presentation and approval of a sample of the insert. Advertisements, which contain the advertisement by or for a third party (combined advertising), require in each individual case the prior, written declaration of acceptance of Health and Beauty. This entitles Health and Beauty to charge a combined surcharge. The refusal of an advertisement or insert shall be communicated to the ordering party without delay.

§8 The Ordering Party is solely responsible for the timely delivery of the advertisement copy and error-free print documents or of the insert. In the case of the supplying of digital print documents, the Ordering Party is obligated to provide, in an orderly manner, particularly in accordance with the layout and technical requirements of Health and Beauty, the appropriate document templates promptly prior to the start of placing advertisements. Costs incurred by Health and Beauty, for changes to camera ready copies that are desired by the Ordering Party or those that are reasonable, shall be carried by the Ordering Party. Agreed upon shall be the usual printing quality for the publication in which the advertise-

ment has been placed, as defined in the rate card guidelines and the order confirmation, within the scope of the possibilities afforded by the copy material. This only applies where the Ordering Party observes the guidelines of Health and Beauty concerning the production and transfer of copy material.

§9 Copy material shall only be returned to the Ordering Party upon explicit request. The obligation to retain copy material terminates three months after the first distribution of the advertisement.

§10 Where the published advertisement does not conform to the quality or service due under contract, the Ordering Party is entitled to a reduction in payment or perfect replacement advertisement or replacement publication of the supplementary advertisement, but only to the extent that the purpose of the advertisement has been affected. Health and Beauty has the right to refuse to provide advertisement or replacement publication if

This requires expenditure which, taking into account the content of contractual obligation and the demand of good faith, is grossly disproportionate to the legitimate interest of the Ordering Party, or This would only be possible for Health and Beauty with disproportionate costs.

If Health and Beauty fails to comply within a reasonable time limit or the replacement advertisement/replacement publication is not faultless, the Ordering Party is entitled to a reduction in payment or to withdraw from the contract. In the event of immaterial defects in the advertisement or in the publication of another type, withdrawal from the contract is excluded. In the event of defects which are not obvious, complaints must be put forward within one year of the beginning of the statute of limitations.

Health and Beauty is liable for all damages, regardless of whether these arise from infringement of stipulations of the contract or from unlawful action according to the following provisions: In the event of gross negligence, liability in commercial transactions is limited to the restitution of the foreseeable damage; this limitation does not apply where the damage has been caused by legal representatives or executive employees of Health and Beauty. In the

event of simple negligence, Health and Beauty is only liable if material infringement of the stipulations of the contract have taken place. Liability is limited to the restitution of foreseeable damages in such cases.

In the event of claims under the Product Liability Act and injury to life, body or health, Health and Beauty shall be liable in accordance with legal regulations. Claims must – other than in the event that damage is not obvious – be brought forward within four weeks of receipt of the invoice and voucher copy.

All claims against Health and Beauty for infringement of contract must be brought forward within one year of the beginning of the legal statute of limitations, where they are not based upon willful conduct.

§11 Proofs are provided only upon explicit request. The Ordering Party bears responsibility for the correctness of returned proofs. Health and Beauty shall take into consideration all error corrections which are communicated to it, within the period established when the proof is sent out.

§12 If no specifications are provided as to size, the invoice shall be based upon the standard actual font size according to the type of advertisement.

§13 The invoice shall be paid within the current period as shown in the rate card, unless a different payment period or prepayment is agreed upon in individual cases. Any discounts for early payment are granted according to the rate card.

§14 In case of delayed or deferred payment, conventional interest and collection fees will be charged. In the case of delayed payment, Health and Beauty is entitled to hold back further execution of the current order until payment has been made, and can demand prepayment for the remaining advertisements. In case of reasonable doubt of the Ordering Party's ability to pay, Health and Beauty shall be entitled to make the appearance of further advertisements dependent upon prepayment of the amount and the settlement of any open invoice amounts, even within the duration of an advertisement contract and without regard to the originally agreed-upon payment terms.

§15 Health and Beauty shall deliver a sample of the advertisement on request. Depending on the type and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, Health and Beauty shall provide instead a legally binding certification of the publication and distribution of the advertisement.

§16a Where a closing for more than one advertisement exists, a claim for a reduction in rate can only be derived from a reduction in circulation in accordance with Clause 2 – subject to the provisions contained in Clause 16b. A reduced guaranteed edition is only deficient enough to justify a price reduction if it amounts to

20% for an edition of up to 50,000 copies

15% for an edition of up to 100,000 copies

10% for an edition of up to 500,000 copies

5% for an edition of greater than 500,000

copies.

This does not take into account a reduction in circulation for the reasons contained in Clause 23.

The guaranteed circulation is defined as the average circulation as stated in the rate card valid for the year in question or by another means, or, if no circulation figure is provided, the average paid circulation (for trade journals, this can also be the average number actually distributed) for the previous calendar year. Moreover, entitlement to a reduction in rates for closings is excluded in those cases where Health and Beauty has given the Ordering Party notice of the reduction in circulation deemed sufficient to enable the Ordering Party to withdraw from the contract prior to the appearance of the advertisement.

§16b (Special provision in the event of reduction in circulation of magazines, which publish issue-related circulation data). In deviation from Clause 16a, reduction in circulation of magazines publishing issue-related circulation data shall only entitle the Ordering Party to a reduction in rate if, and to the extent that, it exceeds 10 percent of a circulation (guaranteed circulation) of up to 500,000 copies and 5 percent of a circulation (guaranteed circulation) of over 500,000 copies. This does not take into account a reduction in circulation for the reasons contained in Clause 23. The circulation forming the basis of the guarantee is

the total paid circulation according to the definition of the IWW. It is calculated for the year of insertion from the circulation average from the four quarters previous to the year of insertion, where no absolute circulation figure has been stated by Health and Beauty as a guarantee in the relevant rate card. The prerequisite for a claim to reduction in rate is a discountable contract reached on the basis of a volume discount and for a minimum of three issues. The basis for the calculation of the reduction in rate is the order per company, except for a charge by brands, which is to be defined at the time off the granting of the order. The possible reduction in circulation is to be calculated as the balance of the circulation overrun and circulation underrun of the issues in which advertisements have been placed in the year of insertion. The refund is to take place at the end of the campaign year on the basis of the client's net cost, taking into account the agency remuneration already granted as a credit in kind or, should this not be possible, as remuneration. A claim to reimbursement is only considered to exist if the sum of the reimbursement totals at least 2,500 EUR.

§17 In the case of keyed advertisements, Health and Beauty shall take as much care in handling and punctually passing on the offers as would a responsible businessman. Registered and express mail responses to keyed advertisements shall only be forwarded by conventional post. Responses to keyed advertising shall be kept for four weeks. Responses not collected within this time period will be destroyed. Health and Beauty will return valuable documents without being obligated to do so. Health and Beauty reserves the right, in the interest of the Ordering Party and for the protection of same, to open incoming offers for inspection purposes. Letters, exceeding the permissible format DIN A 4, as well as goods, book and catalogue mailings, as well as packages, are excluded from forwarding and shall not be accepted. An acceptance and forwarding can take place in exceptional agreed upon cases, however, whereby the Ordering Party assumes the fees and expenses for this.

§18 The place of fulfilment is Karlsruhe. In commerce with traders, legal entities under public law or separate estates under public law, the court of com-

petent jurisdiction for complaints shall be at Karlsruhe. If claims by Health and Beauty may not be settled by way of summary proceedings for order to pay debts, the court of competent jurisdiction for non-traders shall be determined on the basis of their domicile. If the domicile or place of habitual residence of the Ordering Party – in the case of non-traders, too – is unknown at the point in time when the complaint is raised, or if, after conclusion of the contract, the Ordering Party has transferred his residence to a place outside the area in which the law is valid, it is agreed that the court of competent jurisdiction shall be Karlsruhe.

§19 Publicity agents and advertising agencies are required to comply with Health and Beauty's rate cards in their quotations, contracts and charges to advertisers.

§20 Rate changes for advertisements and other advertising supplements already placed are effective, if announced by Health and Beauty at least one month prior to publication of advertisements and other advertising supplements. The entitlement to withdraw must be exercised in written form within 14 days of receipt of the announcement of the increase in rate.

§21 When a claim to joint discounts is made by firms forming part of the same group, written proof of the group status of the advertiser is necessary. Firms forming part of the same group for the purpose of this regulation are those between which there exists a minimum capital participation of 50 percent. In the case of corporations, group status is to be proven by means of confirmation by an external auditor or the presentation of the most recent company report. In the case of partnerships, it is to be proven by means of the presentation of an excerpt from the Commercial Register. Such proof must be provided by the conclusion of the contractual period of insertion at the latest. Proof provided at a later date cannot be recognised retroactively.

Group discounts shall in all cases require the explicit written confirmation of Health and Beauty.

Group discounts shall only be granted on the basis of continued membership in the corporate group. The ending of the period of membership of the group is to be made known immediately; the group

discount ends at the time of the ending of membership of the group.

§22 The Ordering Party guarantees that it owns all the rights necessary to place the advertisement. The Ordering Party bears sole responsibility for the content and legal admissibility of the text and pictorial matter supplied for the insertion and the advertising resource. He is responsible for indemnifying Health and Beauty, within the scope of the advertising order, against any claims by third parties that could arise due to infringement of legal regulations. Moreover, Health and Beauty shall be indemnified against the costs of any legal defence necessary in such cases. The Ordering Party is obligated to support Health and Beauty in good faith with information and documentation in the execution of its legal defence against third parties.

The Ordering Party assigns to Health and Beauty all copyright privileges, usage rights, payment protection rights and other rights necessary for the usage of the advertising in print and online media of all types, including the Internet, in particular the right to duplicate, distribution, transfer, transmission, public disclosure, or removal from a database or retrieval system. This must be provided in terms of time and content in the volume necessary to carry out the order. The aforementioned rights shall be assigned in all cases and unrestricted by location.

§23 In the event of operational breakdown or delays due to force majeure, illegal labour disputes, unlawful seizure, disruption of transport, a general shortage of raw materials and energy supplies, etc. - at the location of Health and Beauty, as well as in other companies whose services are dependent upon by Health and Beauty to execute its responsibilities - Health and Beauty shall be entitled to payment in full for advertisements published, provided that the orders are fulfilled with the paid or otherwise guaranteed Health and Beauty circulation being 80% of the average of the previous four quarters. Should this percentage fail to be reached, the invoiced amount shall be reduced in accordance with the disparity existing between actual sales and the guaranteed circulation that was initially quoted.

At a glance: Trade Fair Calendar 2012

Trade Show

BEAUTY FORUM SPAIN, Valencia
25.02.–26.02.2012, www.beauty-fairs.com

BEAUTY FORUM SWISS, Zürich
03.03.–04.03.2012, www.beauty-fairs.ch

BEAUTY FORUM POLAND, Warschau
10.03.–11.03.2012, www.beauty-fairs.com.pl

BEAUTY FORUM SLOVAKIA, Trencin
15.03.–17.03.2012, www.expocenter.sk

BEAUTY & CARE TURKEY, Istanbul
22.03.–25.03.2012, www.interteks.com

BEAUTY FORUM HUNGARY, Budapest
21.04.–22.04.2012, www.beauty-fairs.hu

BEAUTY FORUM LEIPZIG, Leipzig
28.04.–29.04.2012, www.beauty-fairs.de/leipzig

BEAUTY FORUM GREECE, Athen
Mai 2012, www.beautygreece.gr

BEAUTY FORUM AUSTRIA, Salzburg
08.09.–09.09.2012, www.beauty-fairs.at

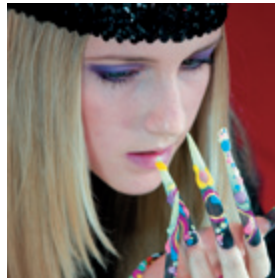
BEAUTY FORUM & SPA POLAND, Warschau
15.09.–16.09.2012, www.beauty-fairs.com.pl

BEAUTY FORUM MÜNCHEN, München
27.10.–28.10.2012, www.beauty-fairs.de/muenchen

BEAUTY FORUM HAIR & SPA HUNGARY, Budapest
10.11.–11.11.2012, www.beauty-fairs.hu

BEAUTY CONGRESS GREECE, Athen
November 2012, www.beautygreece.gr

BEAUTY FORUM MACEDONIA, Thessaloniki
Dezember 2012, www.beautygreece.gr



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