

Background Cosmetics & Personal Care in China/ COSSMA China

Weitere Veröffentlichungen von Frau Graefe bei COSSMA

Further Publications of Mei Gräfe in COSSMA:

China: Die neuesten Produktrends

<http://media.cossma.com/epaper/2013/11/full/index.html#/32>

China: The latest product trends (from COSSMA 11/2013)

http://media.cossma.com/epaper_en/2013/11/full/index.html#/32

China 2013: Neues Jahr, neues Glück (aus COSSMA 3/2013)

<http://www.cossma.com/fileadmin/epaper/DE/cossma/2013/03/full/#/18>

China 2013: A new year, new chances (aus COSSMA 3/2013)

<http://www.cossma.com/fileadmin/epaper/EN/cossma/2013/03/full/#/18>

Erfolgsfaktoren für den Markteintritt (aus COSSMA 4/2011)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1104_22_GraefeChina_D.pdf

A successful approach to market entry (from COSSMA 4/2011)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1104_22_GraefeChina_GB.pdf

China: Anmeldung von Kosmetikprodukten -

Zusätzliche Anforderungen durch Neuregelung (aus COSSMA 3/2012)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1203_D_21_China.pdf

China: Registration of cosmetics products Additional requirements in the new regulations (from COSSMA 3/2012)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1203_GB_21_China.pdf

China: Den Markteinstieg gezielt erleichtern (aus COSSMA 5/2010)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1005_20_China_D.pdf

China: Making market entry that bit easier (from COSSMA 5/2010)

http://www.health-and-beauty.com/fileadmin/all/cossma/Archiv/MarketData/COS1005_20_China_GB.pdf

COSSMA is published in Chinese!

www.cossma.com/china



Click on the link below for a test copy of COSSMA China (PDF, 6 MB)

<http://www.cossma.com/fileadmin/all/cossma/Archiv/2014/05/CosChinaCCR20140519.pdf>

Together with our Chinese Partner "China Cosmetic Review", the first Chinese edition is to be published in May 2014. "Chinese Cosmetic Review " was founded in 1992 and is supported by the China Federation of Commerce. China Cosmetic Review is the only official publication in China targeted at the Chinese cosmetics and toiletries industry.

Click below to get the rate card & circulation breakdown for COSSMA China

http://www.cossma.com/fileadmin/all/cossma/formular/CosMD15_ChinaKeyFacts_GB.pdf



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 international edition is published **monthly in two printed versions in English and German** as well as **in two interactive e-Papers AND 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 of Chinese Edition

- Chinese Cosmetic Manufacturers
(CEO, Technical Director, Marketing Director, Sales Director, Managing Director)
- Cosmetic Distribution Channels (Department stores, drug stores, major distribution chains)
- Chemical Industry, Ingredient Providers
- Legal Authorities for Cosmetics Manufacturing & Distribution,
- Associations for Research and Development,
- Consultants, Sales Agents,
- Personal & Recruitment Officials

Advertising and Copy Deadline for 4 issues in 2015:	Advertising & Copy Deadline	Trade Shows Covered	Publication Date
COSSMA China 1/2015	23d of February 2015	PCHI Shanghai Luxe Pack Shanghai China Beauty Week	2nd of March 2015
COSSMA China 2/2015	21st of July 2015	Review PCHI, Review China Beauty Week	28th of July 2015
COSSMA China 3/2015	15 th of September 2015	Pre-Issue Cosmoprof Asia	22 nd of September 2015
COSSMA China 4/2015	2 nd of November 2015	Cosmoprof Asia	9 th of November 2015

Technical Specifications for Artwork:

Please send artwork as a tiff-file and include a 3 mm bleed edge around your artwork!

Frequency of Chinese Edition

to be published quarterly, 4 times per year

Printed Copies per issue for Chinese Edition: 3.000 copies

Advertising Rates

Type of Advertising	Chinese Translation	Format	Price in Euro
Cover Fold-Out (2 pages)	封面拉页 (内拉2P)	420×280mm	9.430 €
Coverpage Placement Company/Brand (1 page)	封面品牌代言人+1P人物介绍	210×280mm	9.430 €
Fei 1 / Page 3 (1/1 page opposite Inside Front Cover, First right-hand page)	封二	210×280mm	5.440 €
Fei 1/ Page 4 (1/1 page First left hand page)	扉一	210×280mm	5.440 €
Fei 2/ Page 5 (1/1 Page Second right-hand page)	扉二	210×280mm	4.715 €
Fei 3/ Page 6 (1/1 page Second left-hand page)	扉三	210×280mm	4.715 €
2/1 Double Page Spread Pages 2 + 3	扉页跨页	420×280mm	10.880 €
2/1 Double Page Spread Pages 4 + 5, First Cross Fei	第一扉跨	420×280mm	10.880 €
2/1 Double Page Spread Pages 6+8 , Second Cross Fei	第二扉跨	420×280mm	9.430 €
Code Reader, Directory, Copyright on following page	编读、目录、版权旁页	210×280mm	4.355 €
1/1 Page on inside pages	内页	210×280mm	2.910 €
2/1 Double Page Spread on inside Pages	内页跨页	420×280mm	5.440 €
4/1 Gatefold (4 Pages) on inside pages	内页拉页 (4P)	840×280mm	9.430 €

Type of Advertising	Chinese Translation	Format	Price in Euro
½ page on inside pages	内页1/2版	210×140mm	2.035 €
After Fei 1/1 page last left-hand page before back cover	后扉	210×280mm	5.080 €
1/1 Inside Back Cover	封三	210×280mm	4.355 €
1/1 Outside Back Cover	封底	210×280mm	7.255 €
2/1 Backcover Fold-Out	封底拉页	420×280mm	8.710 €

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