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COSSMA VIP Mail e-mail Newsletter:

Make sure to get 30% Early Bird Discount on prices below - book by Dec. 31st 2013 at the latest!

How to reach more than 15,000 recipients twice a month in 2014

COSSMA VIP Mail is send out twice a month to more than 15.000 recipients world-wide.

To see an example, check

<http://www.health-and-beauty.com/index.php?id=24930&lang=en>



Advertising Format	Price per language		
	German	English	D + GB
Super Ad	€ 780,--	€ 780,--	€ 1200,--
Advertorial	€ 780,--	€ 780,--	€ 1200,--
Action Box	€ 580,--	€ 580,--	€ 780,--
Medium Rectangle	€ 680,--	€ 680,--	€ 840,--
Microlink 167x15 Pixel	only both languages,...		€ 430,--
Exclusive Newsletter: Medium Rectangle PLUS Super Ad (no further advertisers)	€ 980,--	€ 980,--	€ 1550,--



Send-out date Feature Topic Booking deadline

Jan 16 th	Innovations	Jan. 13th
Jan 28 th	Review LuxePack	Jan. 23nd
Feb. 14 th	Sun Care	Feb. 11th
Feb. 25 th	Review PCD Congress	Feb. 20th
Mar. 14 th	Body Care, Cosmoprof	Mar. 11th
Mar. 25	Preview In-Cosmetics	Mar. 20th
Apr. 10 th	Carrier Systems	Apr. 7th
Apr. 29 th	Market Survey Technology	Apr. 24th
May. 8 th	Preview Interpack	May 5th
May 27 th	Cosmetic Actives	May 22nd
June 11 th	Preview Cosmetic Business	June 9th
June 24 th	Hair Care	June 19th
July 10 th	Contract Manufacturing	July 7th
July 29 th	Market Survey Ingredients	July 24th
Aug. 7 th	Green Packaging Solutions	Aug. 4th
Aug. 26 th	Ingredients f. Natural Cosmetics	Aug. 21st
Sep. 11 th	Preview Make-Up New York	Sep. 9th
Sep. 23d	Preview Sepawa	Sep. 18th
Oct. 9 th	Preview Luxe Pack	Oct. 6th
Oct. 28 th	Make-Up + Styling	Oct. 23d
Nov. 13 th	Preview SCS Formulate	Nov. 10th
Nov. 25 th	Cosmeceuticals	Nov. 20th
Dec. 5 th	Market Survey Services	Dec. 2nd
Dec. 16 th	Innovation 2014	Dec. 11 th



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Circulation Breakdown for COSSMA VIP Mail e-mail Newsletter

a.) by language version (occasional sent- out also of Russian, French and Spanish versions)

Language Version	1st of October 2013	in % of total
English	7.611	51%
German	2.918	19%
French (occ., otherwise English version sent)	1.506	10%
Spanish (occ., otherwise English version sent)	2.013	13%
Russian (occ., otherwise English version sent)	1.008	7%
Total	15.056	100%

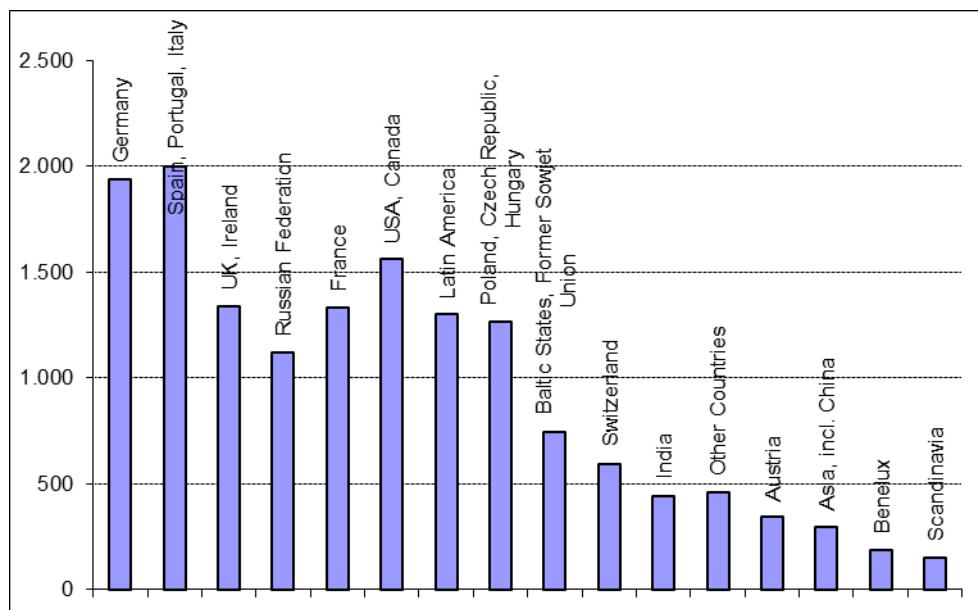
average opening rate per newsletter: 18- 25%

b.) geographical breakdown

Region	quantity of contacts	in % of total
Germany	1.938	13%
Spain, Portugal, Italy	2.000	13%
UK, Ireland	1.336	9%
Russian Federation	1.119	7%
France	1.333	9%
USA, Canada	1.560	10%
Latin America	1.299	9%
Poland, Czech Republic, Hungary	1.263	8%
Baltic States, Former Sowjet Union	742	5%
Switzerland	594	4%
India	443	3%
Other Countries	457	3%
Austria	341	2%
Asia, incl. China	297	2%
Benelux	184	1%
Scandinavia	148	1%
Total	15.056	100%

c.) by job function

quantity of contacts	in % of total
Corporate Management	3.162
R&D, Formulation, Purchasing, Production, Technical	5.420
Marketing	
Marketing, Sales, Export, Product Management	5.721
Others	671
Total	15.056





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Country	Printed Edition	e-Paper circulation	Free Newsletter	Total Circulation
Scandinavia	36	57	148	241
Asia (exc. China, India)	31	138	297	466
Portugal, Italy	57	430	740	1.227
Benelux	59	178	184	421
China	46	338	70	454
India	53	550	443	1.046
Austria	57	85	341	483
Switzerland	134	123	594	851
North America (USA, Canada)	166	1.376	1.560	3.102
Spain	204	654	820	1.678
Poland, Czech. Rep. , Hungary	177	427	1.263	1.867
Russia, Ukraine, Baltic States	267	990	1.861	3.118
France	256	605	1.333	2.194
UK, Ireland	170	931	1.336	2.437
Others, i.e.	39	0		39
Near- and Far East	0	90	599	689
Latin America	0	534	1.299	1.833
Africa	0	9	17	26
Australia, Pacific		187	213	400
Germany	2.493	0	1.938	4.431
Total	4.245	7.704	15.056	27.005

The image displays two screenshots of the COSSMA NEWS website. The left screenshot shows the 'Inhalt' (Content) section, which includes links to various articles and seminars. The right screenshot shows the 'Kosmetikmarkt (China)' (Cosmetics Market (China)) section, which includes a link to an online seminar.