

Russian Edition 2015: Facts & Figures (as per Oct.14th 2014, subject to change)

COSSMA Russian edition is published on-line 6 times a year (<http://ru.cossma.com>). This edition is available as an interactiv e-Paper (Flip Paper) and in a PDF version.

Advertising in COSSMA Russian Edition can be booked individually or in combination with the international edition of COSSMA (English AND German issue – in 2 printed editions, 2 PDF versions for download and as 2 interactive E-Paper versions at www.cossma.com/E-paper and /epaper. – 10x year).



	Editorial Focus	Special Features	Trade Show Issue (bonus distribution)	Advertising Deadline Russian Edition	Publishing Date Russian Edition
½ January/ February	Sun Care: Protection, self-tanning, après sun sun protection, self tanning, after sun, sprays, gels, creamers, lotions, perfuming, UV-filter, measuring SPF,	▪ Natural cosmetics: actives, neutraceuticals, food supplements, vitamins ▪ Promotions: Sample Packaging, Monodose & Co ▪ Market data Detergents, Home and Fabric Care ▪ Formulations: Facial Care, Colour Cosmetics	▪ PCD /ADF Paris ▪ Vivaness ▪ Winterseminar Swiss SCC Review: ▪ SCS Formulate ▪ Luxe Pack Monaco	Jan. 26 th	Feb. 23d
3 March/April Trade Show ISSUE*	Future Technologies: Encapsulation, Delivery Systems, Carriers, Active Compounds, Efficacy Tests, Safety Assessments	▪ Fragrance and perfumery ▪ Closures, Spray Caps, Valves ▪ The Lab: Measurement, Services, Technology ▪ Formulations: Skin Cleansing <i>* If only booking in an trade show issue, please be prepared to pay a supplement of 30% to the advertising price.</i>	▪ Cosmoprof	Feb 23d	Mar.30th
4/5 April/May	Body Care: deodorants, depilatory products, body lotions, body splashes, bath and shower products, exfoliants, innovative textures, surfactants, thickeners, emulsifiers, preservatives	▪ Boxes, Promotional Packaging, Displays ▪ Cosmetic Aerosols ▪ Additives in Cosmetics + Detergents ▪ Formulations: Masks, Treatments, Exfoliants	▪ In-Cosmetics Review: ▪ Vivaness ▪ Winterseminar Swiss SCC	Mar. 30th ¹	Apr. 27th
6/7 June/July	Hair Care Shampoos, conditioners, vitamins, active ingredients, fragrancng trends, hair colours, surfactant solutions, functionals and additives	▪ Contract Services, Private Label ▪ Cosmetic Containers: Bottles, Jars, Tottles, Compacts ▪ The Lab: Technolgy + Services ▪ Sensory Solutions + Textures ▪ Formulations: Sun Care	▪ MakeUp in Paris ▪ Cosmetic Business ▪ HBA Review: ▪ In-Cosmetics ▪ Cosmoprof	May 22nd	Jun. 29th
8/9 August/ September	Facial Care: Sensitive skin, anti-wrinkle treatments, carrier systems, creams, gels, lotions, wipes, ampulles and masks, cleansing products, efficiency tests, actives	▪ Tubes from alu, laminate, plastic ▪ Filling + packaging technology ▪ Fall Innovations (Creative Beyond Beauty) ▪ Silicones: Versatile ingredients ▪ Formulations: Body Care Products	▪ Beyond Beauty ▪ MakeUp in NewYork ▪ IFSCC	Jul. 24 th	Sep. 28th
10/11 October/ November/ December Trade show ISSUE*	Make-up and Styling: Make-up for face + body, nail art, pigments, polymeres, aerosols, packaging, sprays, gels, foams, hair colour, colour forecasts	▪ Packaging: Decoration and innovative material ▪ Thickeners, emollients, emulsifiers ▪ Ethnic products for skin + hair ▪ Formulations: Anti-Ageing products <i>** If only booking in a trade show issue, please be prepared to pay a supplement of 30% to the advertising price</i>	▪ LuxePack ▪ Sepawa ▪ Intercharm Moscow	Sep. 28th	Oct. 26 th

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Display Advertising in COSSMA E-Paper Russian Edition

To test read the e-paper, check www.cossma.com/e-paper

COSSMA RUSSIAN edition is published as an interactive e-paper 6 times a year.

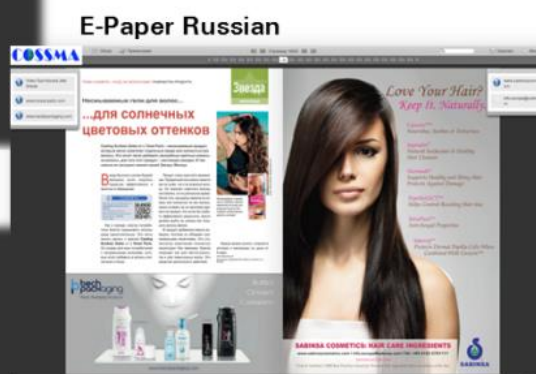
The Russian language newsletter is sent-out 10 times / year to more than 3.000 e-mail subscribers.

6 from this e-mail newsletters contain the link to the interactive e-paper,

6 contain general facts & figures relevant for the Russian cosmetics & personal care market.

The Russian language Website <http://ru.cossma.com> is updated regularly

Advertising Layout	Format (width x heights)	4colour standard price editions Engl.+ German	Additional cost when also booking Russian Edition (E-Paper)	4colour standard price Russian Edition ONLY (E-Paper)
4. cover page (outside back cover)	210 x 297 mm	4.980,-- €	1.245,-- €	2.490,-- €
2. cover page (inside front cover)	210 x 297 mm	4.780,-- €	1.195,-- €	2.390,-- €
3. cover page (inside back cover)	210 x 297 mm	4.370,-- €	1.093,-- €	2.186,-- €
1/1 page	210 x 297 mm	3.350,-- €	837,50 €	1.675,-- €
2/3 page vertical	140 x 297 mm	3.050,-- €	762,50 €	1.525,-- €
2/3 page horizontal	210 x 190 mm	3.050,-- €	762,50 €	1.525,-- €
1/2 page vertical	103 x 297 mm	2.300,-- €	575,-- €	1.150,-- €
1/2 page horizontal	210 x 145 mm	2.300,-- €	575,-- €	1.150,-- €
1/3 page vertical	84 x 297 mm	1.980,-- €	495,-- €	990,-- €
1/3 page horizontal	210 x 98 mm	1.980,-- €	495,-- €	990,-- €
1/4 page horizontal	210 x 75 mm	1.850,-- €	462,50 €	925,-- €
1/4 page block	90 x 130 mm	1.850,-- €	462,50 €	925,-- €
1/8 page black+white horiz. (premium placement not possible)	182 x 28 mm	360,-- €	90,-- €	180,-- €
1/8 page black+white block (premium placement not possible)	90 x 62 mm	360,-- €	90,-- €	360,-- €



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Website Advertising Formats <http://ru.cossma.com>

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Super Ad Top Position
798x90 Pixel
up to 4 advertisers
rotating random view
visible on all sub-pages

Skyscraper
160x600 Pixel
up to 4 advertisers
rotating random view
visible on all sub-pages

Horizontal Banner Content
728x90 Pixel
exclusive to 1 advertiser each
on Homepage only

Horizontal Banner Footer
728x90 Pixel
exclusive to 1 advertiser
on Homepage only

Medium Rectangle Home
300x250 Pixel
2 spaces available
exclusive to 1 advertiser each
on Homepage only

Medium Rectangle Content
300x250 Pixel; 1 spaces available for
each content area (News- Article-
Downloads – Videos-Formulas)
up to 4 advertiser per content area
rotating random view
visible in 1 content area only

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Newsletter Advertising Formats

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Super Ad Newsletter

540x90 Pixel;
1 space available
per newsletter

Action Box Newsletter

220x250 Pixel;
1 space available
per newsletter



The screenshot shows the COSSMA NEWS newsletter layout. At the top, there's a header with the COSSMA logo and social media icons. Below the header, there's a section titled "CLICK FOR COSSMA's ... multi-media E-Paper!". The main body of the newsletter contains several articles and advertisements. On the left, there's a section titled "BEAUTY FORUM connect" with a sub-header "LOOKING FOR B2B-PARTNERS AND DISTRIBUTORS IN EUROPE?". On the right, there's a section titled "THE BIGGEST COSMETICS TRADE FAIR IN POLAND!" with a sub-header "5th BEAUTY FORUM 2014". At the bottom, there's a section titled "COSSMA на русском" with a sub-header "Читайте подробнее на: cossma.com / ru". The newsletter also includes a "Contact" section with email addresses and a "Disclaimer" section.

Medium Rectangle Newsletter

300x250 Pixel;
1 space available
per newsletter

Text Advert/ Newsletter Advertorial

app. 100 words
+ Link to URL of your choice
+ picture for illustration

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Web-Sites: www.cossma.com/rates - <http://ru.cossma.com> - www.cossma.com/china**Russian Edition 2015: Facts & Figures** (as per Oct.14th 2014, subject to change)**Newsletter Send-out Dates Russian Language Newsletter 2015**

COSSMA RUSSIAN edition is published as an interactive e-paper 6 times a year.

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Newsletter for month	Newsletter Send-Out Date	E-Paper / News & Facts	Booking Deadline for Advertising in Russian Language Newsletter
January	29th of December 2014	News & Facts	22 nd of December 2014
February	23d of February	Link to e-Paper Jan/Feb	16 th of February
March	30 th of March	Link to e-Paper Mar/Apr	23d of March
April	27 th of April	Link to e-Paper Apr/May	20 th of April
May	25 th of May	News & Facts	18 th of May
June	29th of June	Link to e-Paper Jun/July	22nd of June
July	27th of July	News & Facts	20th of July
August	24th of August	News & Facts	17th of Aug.
September	28th of September	Link to e-Pape Aug/Sep	21st of Sep.
October	26th of October	Link to e-Paper Oct/Nov/Dez	19th of Oct.
November	23th of November	News & Facts	16th of Nov.
December	28th of December	News & Facts	21st of Dec.

Newsletter and Website Advertising Rates COSSMA Russian Edition 2015

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Type of advert/banner	Size	Entry Time 1 month	3 month Price per month	6 month Price per month	12 month Price per month
Super Banner Home + subpages	798 x 90 Pixel	€ 290,--	€ 230	€ 215	€ 190
Skyscraper Home + subpages	160 x 600 Pixel	€ 390,--	€ 310	€ 290	€ 255
Medium Rectangle Home	300 x 250 Pixel	€ 490,--	€ 390	€ 370	€ 320
Horizontal Banner Content	728 x 90 Pixel	€ 190,--	€ 150	€ 140	€ 125
Horizontal Banner Footer	728 x 90 Pixel	€ 260,--	€ 210	€ 195	€ 170
Medium Rectangle Content (all content subpages, NOT HOME!)	300 x 250 Pixel	€ 290,--	€ 230	€ 215	€ 190
Super Ad in Russian Newsletter	540x90 Pixel	€ 235,--	€185	€ 175	€ 155
Medium Rectangle in Russian Newsletter	300x250 Pixel	€ 190,--	€150	€ 140	€ 125
Action Box in Russian Newsletter	220x250 Pixel	€ 180,--	€ 145	€ 135	€ 120
Text Advert/ Advertorial in Russian Newsletter	app. 100 Words + Link	€ 235,--	€ 185	€ 175	€ 155