



CosmedicIndia.com will bring to you News from India and Abroad, Interviews with Industry Leaders, New Product Announcements, Technical and Foundational Content, and cover topics such as Skin Care, Hair Care, Lip Care, Eye Care, Tooth Whitening, Modern Treatments, Alternative Therapies, Ingredients and Regulatory Developments.

Besides capturing News, Views and Trends for B2B consumption, the media portal will also create ample opportunities for community participation. With your encouragement and support, we look forward to a happy exchange of innovative ideas, thought leadership views, synergistic business relationships, and more.

Editorial Focus

- New raw materials and Ingredients
- Innovative Formulations
- Future Technologies
- Sustainability and Ecology
- Efficacy Data
- Product Safety
- Testing Methods
- Legislation
- Trends
- Market and Industry News

Website

www.cosmedicindia.com



3,300
Average monthly
unique visitors

13,600
Average Monthly
Page visits

Target Segments

PRIMARY READERS

- Cos-Dermal
 - R&D
 - Purchase
 - Production
 - QA/QC
- Regulatory Compliance
- Health Ingredients and Fine & Speciality Chemicals industry
- General Management across the
- Generics / API Manufacturing
- Hygiene & Sanitation Management

SECONDARY READERS

- Government & Independent Research Labs
- Regulatory authorities
- Distributors
- Traders
- Research institutes
- Academia
- Allied Suppliers
- Consultants as well as equity analysts who track the sector

Newsletter

16,900
Subscribers

- Newsletter / Advertorials
- E-newsletters / Customized Emailers
- Compelling business-enabling content

360° FootPrint

- In-depth Editorial Content
- Engaged Audience
- Lasting presence & Influential medium

Lead Management

- Participation in major industrial trade shows and conferences
- Concentrated direct push for your marketing activity



Readership Profile

- Formulators
- Production Managers
- Chemists
- R&D
- Laboratory technicians
- Product/ Brand managers
- Export Managers

Magazine (Print)

| Ad Size | Dimension (in cm) | | Rates ₹ 4 Colour |
|------------------------|-------------------|-------------|---------------------|
| | Non-Bleed | Bleed | |
| Full Page | 18 x 25 | 21.1 x 28.1 | 20,000/- |
| Half Page - Horizontal | 18 x 11.5 | - | 12,000/- |
| Half Page - Vertical | 8.75 x 23.5 | - | 12,000/- |
| Quarter Page | 8.75 x 11.5 | - | 7,000/- |
| Double Spread | 39 x 25 | 41.6 x 28.1 | 35,000/- |
| Front Gate Fold | 38 x 25 | 40.7 x 28.1 | 40,000/- |
| Back Gate Fold | 38 x 25 | 40.7 x 28.1 | 40,000/- |

- **Total Print Area** : 24 cm height x 20 cm width
- **Compatible File formats** : Corel Draw - Open File with fonts and images;
Quark Express & Adobe Illustrator, Acrobat Reader Files.
- **Colour Separation** : CMYK format, 300 DPI at the correct size
- **Images** (Pictures, photos, logos & illustrations) TIF or EPS format with a minimum resolution of 300 dpi at size to be used.
In case of DoubleSpread advertisements wherein the text matter runs across the pages, a gutter space of 5 mm on the inside of each page is recommended.
- Mail Advertising Material to: info@cosmedicindia.com

Online (website) and Newsletter - Extend your brand by putting your communication in our online options

| Banner Type | Size (in pixels) | | Format | Monthly Rates (₹) |
|---------------------|------------------|--------|-----------------|-------------------|
| | Width | Height | | |
| Top Banner | 725 | 90 | JPG / GIF / PNG | 25,000/- |
| Box Banner (Side) | 315 | 200 | JPG / GIF / PNG | 15,000/- |
| Tower Banner | 150 | 500 | JPG / GIF / PNG | 20,000/- |
| Long Banner (EDM) | 725 | 90 | JPG / GIF / PNG | 15,000/- |
| Box Banner (EDM) | 315 | 200 | JPG / GIF / PNG | 10,000/- |

To Advertise &
Sponsored
Contents

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