



COSMETICS BUSINESS

| INTRO

The Cosmetics Business Group is the cosmetics and personal care industry's leading multichannel B2B platform.

Through digital, live and print products, and dedicated social channels, the Group informs and inspires business leaders and decision-makers around the world. The Group's Editors deliver breaking news, exclusive content, in-depth analysis, technical papers, trend reports and live content

agendas covering the entire industry from ingredients and packaging to regulation, retail and marketing.

With more than 2.2 million website visitors, 29,180 subscribers and 156,458+ LinkedIn followers* worldwide, advertisers can expect to engage with a captivated and loyal community of professionals, and align their business with a trusted industry partner.



29k

The number of subscribers to the Cosmetics Business newsletter*

*Figures correct as of September 2022



| ADVERTISERS AND READERS



LVMH



FEELUNIQUE

SPACE.NK.apothecary



CRODA



CHANEL

Beiersdorf

SEPHORA

THG



COTY
BEAUTY, LIBERATED



Alibaba.com



BASF
We create chemistry



Givaudan





WWW.COSMETICSBUSINESS.COM



| MARKETING TABLE

Initiative	Brand awareness	Lead generation	Digital events	Live events	Video	Content creation	Content marketing
Magazine advertising - display	✓						
Magazine advertising - advertorial	✓					✓	✓
Article creation (copywriting services)	✓					✓	✓
Magazine inserts	✓						✓
Leaderboard and MPU banners	✓						
Content Marketing Solution (profile)	✓				✓		✓
Company profile	✓				✓		✓
LinkedIn post	✓	✓					✓
Newsletter featured story (content sharing)	✓				✓		✓
Newsletter featured story (lead generation)	✓	✓			✓		✓
Newsletter PR	✓						✓
eBlast (content sharing)	✓				✓	✓	✓
eBlast (lead generation)	✓	✓			✓	✓	✓
Custom video interview	✓				✓	✓	✓
Video 'Stand Side' exhibition interview	✓			✓	✓	✓	✓
Webinars	✓	✓	✓		✓	✓	✓
Event exhibitor	✓	✓	✓	✓		✓	
Event sponsorship	✓	✓	✓	✓	✓	✓	✓

TAKE A LOOK

Click the 'Initiative' list on the left to view examples



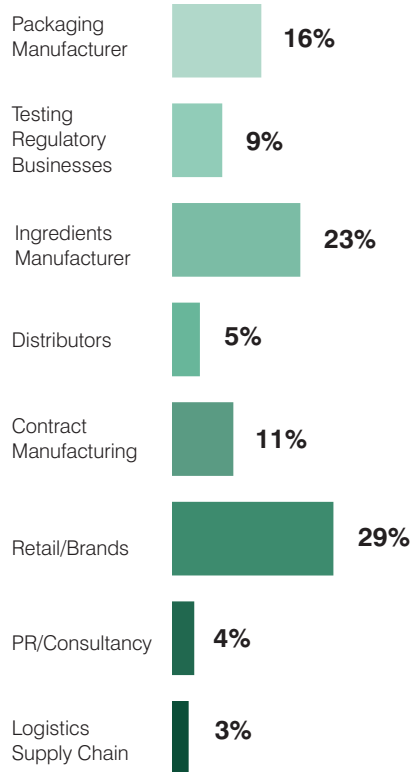
| COSMETICS BUSINESS IN FIGURES

MAGAZINE

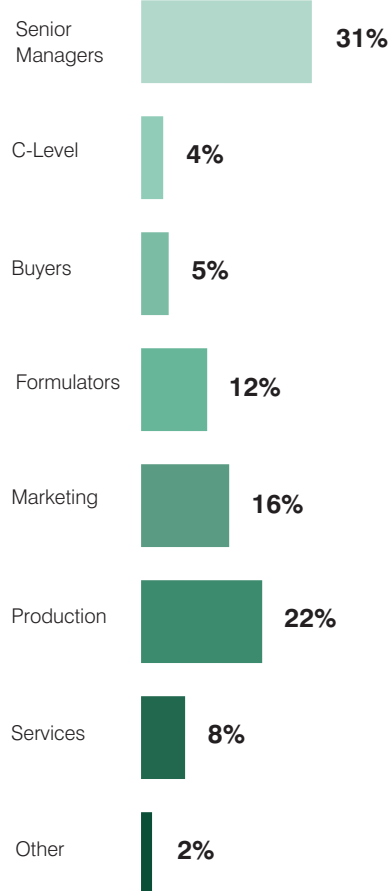
29,900

Readership

INDUSTRY SECTOR



JOB TITLES



REGION



COSMETICSBUSINESS.COM

29,180	25,812	2,223,223	156,458+
Newsletter subscribers	Marketing opt-ins	Unique visitors	LinkedIn followers



| EVENTS

Cosmetics Business Live

A re-engineered, new to the industry confex that takes a refreshing new stance on providing high quality prospect focused networking and avant-garde content aimed at the B2B cosmetics and beauty markets.

Panels and Speakers from across the entire Cosmetics Supply Chain will be coming together in October for

two days to inspire, educate, debate and help brands forward plan for the year ahead.

Click to watch the 2022 event.

**COSMETICS
BUSINESS** **LIVE**

Cosmetics Business Live
2022, hosted at the Business
Development Centre London



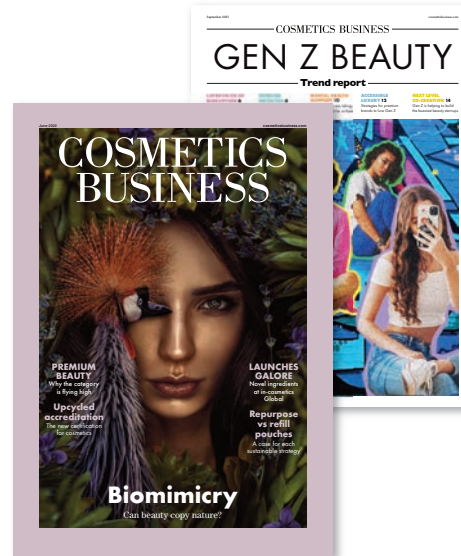
YOUR 360° VIEW OF THE INDUSTRY

**INGREDIENTS
PACKAGING
REGULATORY
MARKETING**

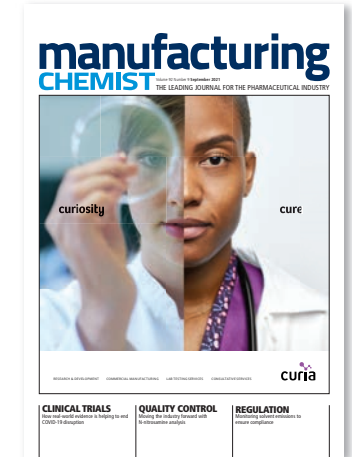
| HPCI MEDIA MAGAZINE TITLES



Nutraceutical Business Review is the authoritative source of B2B information for the functional food and drink industries



Cosmetics Business magazine and Trend Report provides a monthly update on need-to-know information



Manufacturing Chemist is the leading journal for the pharmaceutical industry



Cleanroom Technology provides industry insight for controlled environments



Pure Beauty magazine has been 'making you the beauty expert' for over 20 years



Building Better Healthcare provides information on construction, medical devices and procurement around health care