

COSMETIC **SURGERY & BEAUTY**



MEDIA
KIT
2015

MAGAZINE *profile*

Cosmetic Surgery & Beauty Magazine (CSBM) is the number one dedicated authoritative information source about the cosmetic medicine industry and related products in Australia. With 14 years of experience, **CSBM** is a must-read for anyone wanting to look and feel as good as they can.

Each issue contains information about individual procedures written by experts in the field, doctor interviews, technology updates and the latest health and beauty news.

CSBM is a quarterly publication, available nationally in quality newsagents and bookstores.

It provides a unique opportunity to reach this niche market as it is considered essential reading for everyone in the industry.

In addition to retail and subscription sales, we also send copies to every cosmetic and plastic surgeon, selected cosmetic dentists and dermatologists plus 6,000 beauty therapists FREE OF CHARGE.

We distribute over 6,000 complimentary copies at Beauty Expos and conferences in each capital city.

Readership is currently estimated at over 180,000 and is continuing to grow exponentially.

In addition to its Australian readership, **CSBM** is distributed throughout the Asia Pacific region and through newsagents in New Zealand.

COSMETIC
SURGERY & BEAUTY



READER *profile*

Cosmetic Surgery & Beauty Magazine is primarily targeted towards women aged 18–55. It also caters for men’s interests, with an annual men’s feature.

Our readers want:

- to look their best and are very conscious of their appearance
- relevant factual information to help make informed decisions
- accessible medical treatments that are relevant to their lifestyle
- to feel great physically and emotionally, no matter what their age
- the most up-to-date information about new technologies and procedures
- a comprehensive overview of all available options regarding specific procedures, both surgical and non-invasive

Our reader, your customer:

72%

{ keep the magazine as an information resource

88%

{ spend up to three hours reading each issue

82%

{ lend the magazine to family and friends

MAGAZINE editorial



Cosmetic Surgery & Beauty Magazine is the number one dedicated authoritative magazine on cosmetic surgery and appearance medicine.

It is the go-to guide for anyone considering cosmetic surgery or an aesthetic enhancement. A comprehensive range of procedures is reported on, including breast augmentation, lift and reduction, liposuction and body contouring, facial surgery, rhinoplasty and non-surgical procedures and treatments.

Editorials include

- Detailed procedural information
- Doctor interviews
- Before and After photos
- New technology updates
- Risks and complications
- Hints for speedy recovery
- FAQs
- Global and local trends

Regular features include

- Anti-ageing
- Total body makeover
- Men's guide
- Latest surgical techniques
- Facial rejuvenation
- Non invasive options
- Cosmetic dentistry
- Lasers and light therapy



MAGAZINE *online*

DIGITAL EDITION

Cosmetic Surgery & Beauty Magazine is available online for FREE at www.cosbeauty.com.au. Each online edition offers easy navigation, optimised articles, and links to doctor and company videos and websites. It is designed for easy reading on *any device, anywhere, anytime*.

Cosmetic Surgery & Beauty Magazine online editions attract more than 450,000 unique visitors per issue.

COSMETIC SURGERY & BEAUTY PORTAL

www.cosbeauty.com.au is the go-to site for everything cosmetic surgery and beauty. We offer an integrated digital strategy for advertisers, spanning print, online and EDM.

The site offers competitions, interactive features, event listings, beauty blogs, product and treatment reviews, beauty features, a business directory and social media support for you and your company to get involved with.

Our weekly eNewsletters are currently sent to more than 10,000 opt-in subscribers.

Unique visitors to www.cosbeauty.com.au has increased by 40% month on month since its relaunch in 2014, and social media referral to the site has increased a whopping 400%.

Contact us for a tailor-made digital marketing strategy.

www.cosbeauty.com.au | www.bellamedia.com.au



TECHNICAL *specs*

Technical specifications

Artwork can be supplied by email, uploaded to our YouSendIt account or supplied on a CD.

High resolution print ready PDFs are preferred, with 5mm bleed and crop marks. All images should be 300dpi and fonts embedded.

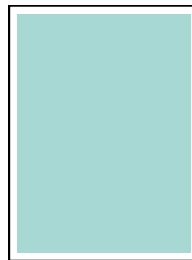
We do not accept artwork supplied in Word, Powerpoint, Publisher or any Microsoft Software.

All ads must be supplied with bleed, crop marks and to the correct specifications. It is advised to send a colour proof with your file.



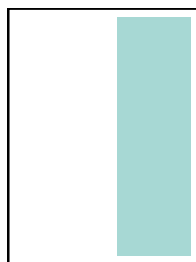
Double Page Spread

276(h) x 410mm + 5mm bleed
Type Area
256(h) x 185mm each side
Please supply as two PDF files



Full Page

276(h) x 205mm + 5mm bleed
Type Area
256(h) x 185mm

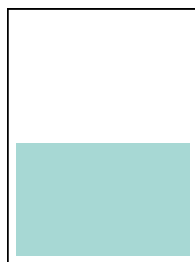


1/2 page – Vertical

256(h) x 90mm (no bleed)

Full 1/2 page

276(h) x 100mm + 5mm bleed

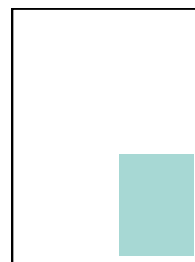


1/2 page – Horizontal

125(h) x 185mm (no bleed)

Full 1/2 PAGE

135(h) x 205mm + 5mm bleed



1/4 page – Vertical

125(h) x 90mm

Send your advertisement artwork or material to:

Bella Media

Level 1, 42a Frenchmans Road
Randwick, NSW 2031 Australia
telephone 02 9398 2755
fax 02 9398 2855
email bbmag@bellamedia.com.au

For website/EDM specifications

call Bill Dunk
telephone 02 9398 2755
email bill@bellamedia.com.au

COSMETIC
SURGERY & BEAUTY

RATES & *deadlines*

Magazine advertising rates

Double Page Spread	\$18,000
Full Page.....	\$10,500
Half Page.....	\$6,200
Quarter Page	\$4,800

Full page cover positions

Inside Front Cover Spread	\$20,500
Inside Front Cover.....	\$13,500
Inside Back Cover	\$12,000
Outside Back Cover	\$20,500

Website advertising rates

Various tailored packages \$POA

Production costs

\$900 per full page magazine ad design (less for smaller ads and website ads). Copywriting and photography charges on application.

*Waived for first time clients

Payment

Normal terms are payment 30 days after invoicing.

NOTE: All rates quoted exclude GST.

ISSUE NO.	DATE ON SALE	ADVERTISING DEADLINE	MATERIAL DEADLINE
67	Feb - April 2015	16 Jan 2015	23 Jan 2015
68	May - July 2015	3 April 2015	10 April 2015
69	Aug - Oct 2015	3 July 2015	10 July 2015
70	Nov - Jan 2015	2 Oct 2015	9 Oct 2015

To book display advertising space in Cosmetic Surgery & Beauty

Advertiser details:

Advertiser

Address.....

.....Postcode.....

Telephone.....Fax.....

Size and orientation of display advertisement required (see rate card)

.....

Preferred position (see rate card for loadings)

Inside front cover Inside back cover Outside back cover

Artwork

Will you supply:

Disk? (InDesign, Photoshop, Illustrator files only)

Email pdf?

or do you want:

Cosmetic Surgery & Beauty Magazine to design?
(see rate card for fee and details)

Are you booking the space for one issue only?

or will you take a booking schedule:

Across two consecutive issues?

Across four consecutive issues?

Payment details

Booked by.....

Position.....

Agency (if applicable).....

Signature.....

Date..... Cost \$..... (excl GST)

NOTE: 10% GST will be applied to all invoices as required by law.
Normal terms are 30 days after invoice.

Advertising conditions

No responsibility will be accepted if publication is delayed or prevented by factors beyond the control of the publisher. No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.

Cancellations will not be accepted later than two weeks prior to the booking deadline. The advertiser may incur charges if changes are requested after the ad has been approved.

Technical specification

Artwork can be supplied by email or sent on CDrom with hardcopy laser prints included

High resolution images should be supplied at 300dpi

If artwork is supplied as a PDF file it must be at 300dpi (embed all fonts)

If artwork is supplied as a InDesign or Illustrator file, all images and fonts (must be Mac fonts) should be included

Please return this completed form immediately to Bella Media

PAYMENTS

• Credit Card

Visa

M/card

Amex

Card No _____ Exp Date ____/____

Cardholders Name

Cardholders Signature

Total Amount now due (add 10% GST) _____

2.5% surcharge on Amex from 1 Jan 2012

• **Cheque** Send cheque made payable to 'Bella Media Group' to:

Level 1, 42a Frenchmans Road, Randwick, NSW 2031 AUSTRALIA

OFFICE USE

All advertising enquiries to Bella Media telephone +61 2 9398 2755

Send your advertisement artwork or material to:

Bella Media Level 1, 42a Frenchmans Road Randwick NSW 2031 Australia

telephone +61 2 9398 2755 fax +61 2 9398 2855

email info@bellamedia.com.au website www.bellamedia.com.au

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