

# COS BEAUTY

*lifestyle, health & beauty*



MEDIA  
**KIT**  
2018

# MAGAZINE *profile*

**CosBeauty Magazine** (CBM) is the thinking woman's beauty source and Australia's foremost authority on lifestyle, health and beauty.

With 15 years of experience reporting on the cosmetic enhancement and beauty industries, **CBM** is a must-read for anyone wanting to look and feel as good as they can.

Each issue contains fresh and fun in-depth articles on lifestyle, appearance medicine, skincare technologies and current beauty trends, all written by experienced medical and beauty journalists.

**CBM** is a quarterly publication, available nationally in quality newsagents and bookstores, as well as online.

It provides a unique opportunity to reach a loyal following of beauty and appearance medicine devotees, and fills the gap between targeted cosmetic surgery information and mainstream beauty.

In addition to newsagent and subscription sales, we send copies to selected medispas, cosmetic practitioners, and beauty therapists free of charge. We also distribute complimentary copies at beauty expos and industry conferences in each capital city.

Readership is estimated at over 180,000.

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# READER *profile*

**CosBeauty Magazine** is primarily targeted towards women aged 18–55. It also caters for men’s interests, with hot topics on male grooming, wellness and cosmetic enhancement.

## OUR READERS WANT

- to look their best and are very conscious of their appearance
- relevant factual information to help make informed decisions
- accessible 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, procedures, products and beauty trends
- informative, intelligent articles on the latest beauty, lifestyle and cosmetic enhancement hot topics

## OUR READER, YOUR CLIENT

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*



**CosBeauty Magazine** is the authoritative, number-one magazine dedicated to lifestyle, health and beauty.

Editorials include features on the latest global and local beauty trends, new product and technology updates, and articles on the future of wellness, health and appearance medicine with expert interviews by leaders in the health and beauty space.

**CBM** is the go-to guide for anyone looking to enhance their life – whether it's cosmetic surgery, cult-status beauty buys or the latest way to detox your mind, body and soul. It's the fresh way to look at beauty and appearance medicine.

## REGULAR FEATURES INCLUDE

- Skincare technologies
- Latest beauty products
- Appearance medicine procedural information
- Cosmetic enhancement guides
- Industry news
- Wellness and fitness

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# online

## DIGITAL EDITION

**CosBeauty Magazine** is available FREE online at [www.cosbeauty.com.au](http://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.

*CosBeauty Magazine online editions attract more than 450,000 unique visitors per issue.*

Articles from CosBeauty Magazine are also published on [www.cosbeauty.com.au](http://www.cosbeauty.com.au), our lifestyle, health and beauty website.

**[www.cosbeauty.com.au](http://www.cosbeauty.com.au)** is the go-to site for everything lifestyle, health 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.

Unique visitors to [www.cosbeauty.com.au](http://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%.

[www.cosbeauty.com.au](http://www.cosbeauty.com.au) | [www.bellamedia.com.au](http://www.bellamedia.com.au)





# website

[WWW.COSBEAUTY.COM.AU](http://WWW.COSBEAUTY.COM.AU)

IS THE BEAUTY LOVER'S BEAUTY BIBLE  
AND TRUSTED SOURCE OF INFORMATION

From cosmetic enhancement to finding a local practitioner, from skincare to makeup, from fitness to lifestyle, [www.cosbeauty.com.au](http://www.cosbeauty.com.au) provides information, motivation and inspiration to more than **40,000 people each month.**

With more than 500 (and counting) independent articles written by medical journalists, before and after galleries and videos, [cosbeauty.com.au](http://cosbeauty.com.au) propels consumers into action.

[cosbeauty.com.au](http://cosbeauty.com.au) attracts more than **120,000 page views** per month, and our product and practitioner directory is the most comprehensive lifestyle, enhancement, health and beauty directory in Australia, with over 1,000 listings.

**CosBeauty eNews** – our popular weekly EDM – **is delivered to 12,000+ inboxes every week.**

**Be part of something beautiful.**

Be part of Australia's premier lifestyle, enhancement, health and beauty online destination.

Contact us for a tailor-made digital marketing strategy.

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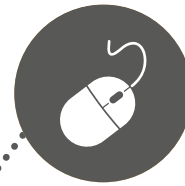
# quickstats

## WWW.COSBEAUTY.COM.AU

- most comprehensive directory of lifestyle, enhancement, health & beauty products and practitioners (over 1,000 listings)
- over 500 independent articles written by medical journalists
- galleries and videos
- over 40,000 unique browsers per month
- over 120,000 page views per month
- promoted by Bella Media on Facebook, Instagram, Twitter, in weekly EDMs and in CosBeauty Magazine
- back links:
  - premium listing provides back link to your home page
  - articles allow further back links to pertinent procedure/treatment pages on your website
  - CosBeauty badged image file that will allow you to link to your article from your website (the latest SEO algorithms reward outbound as well as inbound link)

## COSBEAUTY ENEWS

- delivered to over 12,000 inboxes every week
- 27.8% open rate (industry average 18.1%)
- 12.2% click rate (industry average 4.1%)



**40,000+**  
UNIQUE BROWSERS



**120,000+**  
PAGE VIEWS



**1,000+**  
DIRECTORY LISTINGS



**12,000+**  
NEWSLETTER SUBSCRIBERS

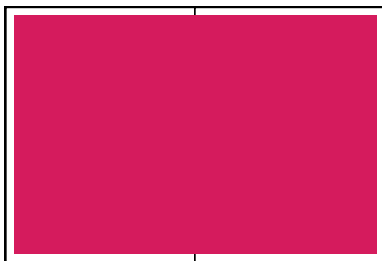
# TECHNICAL *specs*

Artwork can be supplied by email or 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.

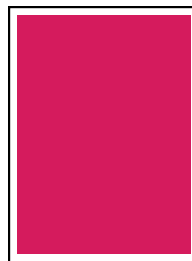
We do not accept artwork supplied in Word, Powerpoint, Publisher or any Microsoft Software.

All ads must be supplied with bleed, crop marks and to the correct specifications.



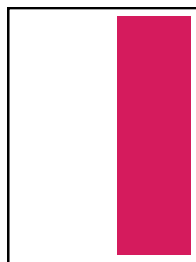
**Double Page Spread**

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

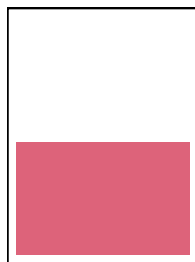


**1/2 page - Vertical**

256(h) x 90mm (no bleed)

**Full 1/2 page**

276(h) x 100mm + 5mm bleed

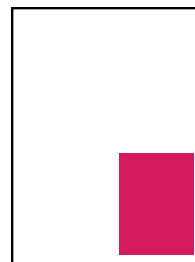


**1/2 page - Horizontal**

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](mailto:bbmag@bellamedia.com.au)

For website/EDM specifications  
call Bill Dunk  
telephone 02 9398 2755  
email [bill@bellamedia.com.au](mailto:bill@bellamedia.com.au)

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# ADVERTISING *rates*

## **MAGAZINE ADVERTISING RATES**

Full Page.....	\$6,000
Half Page.....	\$4,000
Quarter Page.....	\$2,500

## **FULL PAGE COVER POSITIONS**

Inside Front Cover.....	\$8,000
Inside Front Cover Spread.....	\$13,000
Inside Back Cover.....	\$7,000
Outside Back Cover.....	\$10,000

## **WEBSITE ADVERTISING RATES**

Various tailored packages.....	\$POA
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## **PAYMENT**

Normal terms are payment 30 days after invoicing.

NOTE: All rates quoted exclude GST.

# TO BOOK DISPLAY ADVERTISING SPACE IN COSBEAUTY MAGAZINE

## 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 completed artwork:

Email pdf?

**or** do you want:

*CosBeauty* 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. If a schedule has been booked, pro rata charges may apply to the discount.

## Technical specification

Artwork to be supplied by email

High resolution images should be supplied at 300dpi

PDF file it must be at 300dpi (embed all fonts)

PDF files to be supplied in CMYK format

Files to be supplied as single pages

InDesign or Illustrator files must include all images at 300dpi, CMYK format and fonts (must be Mac fonts)

*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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