

MEDIA KIT 2013





Cosmetic Surgery & Beauty Magazine (CSBM) is the authoritative information source about the cosmetic medicine industry and related products in Australia.

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

The *Definitive Guide Series* is a spin-off publication, created in response to readers hungry for more detailed information about the individual procedures they are researching. It is available nationally in quality, targeted newsagents and bookstores.

It provides a unique opportunity to reach this niche market and is now considered essential reading for anyone considering undergoing a procedure, as well as for all those 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 4,000 beauty therapists FREE OF CHARGE.

Readership is currently estimated at over 120,000 and is continuing to grow exponentially.

In addition to its Australian readership, both CSBM and the *Definitive Guide Series* are distributed throughout the Asia Pacific region and through newsagents in New Zealand.

www.cosmeticbeautydirectory.com.au www.bellamedia.com.au







THE READER

Our readers want:

- to look their best and are very conscious of their appearance.
- relevant factual information to help them make informed decisions.
- accessible medical care that is 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 the available options regarding specific procedures.

READER STATISTICS

- 63% of our readers work in white collar careers.
- 89% of our readers work either full-time or part-time.
- 88% of our readers spend up to 3 hours reading each issue.
- 82% of our readers lend the magazine to their family and friends.
- 72% of our readers keep the publication as an information resource.

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definitive guide



Research from recent reader focus groups shows:

- 52% of our readers purchase cosmetics every 3-6 months, 32% purchase cosmetics monthly.
- 56% purchase skin care products every 3-6 months, 34% of readers purchase skin care every month.
- 92% visit a hairdresser every 3-6 months, 64% monthly and 8% weekly.
- 62% visit a beauty salon every 3-6 months, 22% monthly.
- 68% purchase vitamins every 1-6 months.
- Our readers love to read! 28% purchase books every month, whilst 21% purchase books weekly.
- 38% purchase fragrance every 3-6 months and 36% purchase fragrances yearly.
- 72% wanted more 'before' and 'after' photos.
- Our readers crave beauty information! Over 70% requested more information about beauty products, tips and articles.
- 72% of readers have undergone some non-surgical facial rejuvenation procedure in the last 12 months.
- 42% have already undergone cosmetic surgery or a cosmetic medicine procedure.

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COSMETIC SURGERY & BEAUTY





RATES

Magazine advertising rates

Double Page Spread	\$18,000
Full Page	\$10,000

Package includes advertisement and five pages of promotion in one guide.

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

Production costs

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

Payment

Normal terms are payment 30 days after invoicing. NOTE: All rates quoted exclude GST.

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To book display advertising space in the Definitive Guide Series

Advantia and datatles	Definitive Guide Series
Advertiser details:	Breast Augmentation
Advertiser	Non-Surgical Facial Rejuventation
Address	Liposuction and Bocy Contouring
Postcode	Cosmetic Dentistry
TelephoneFax	Facial & Nose Surgery
Size and orientation of display advertisement required (see rate card)	Trade
	Full page ad size 276(h) x 205(w)mm + 5mm bleed Type area 256(h) x 185(w)mm
Payment details	
Booked by	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
Position	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.
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	If artwork is supplied as a PDF file it must be
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