

LIFESTYLE HEALTH & BEAUTY

COSBEAUTY

MEDIA KIT

20
21



COSBEAUTY DIGITAL MAGAZINE

AVERAGE ONLINE
READERSHIP

(OVER LAST 4 ISSUES)

6,000,000+
readers per issue



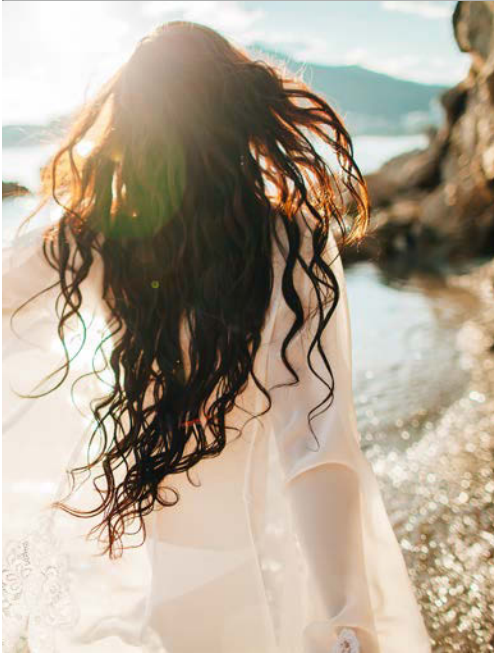
CosBeauty Magazine is the thinking woman's beauty source and Australia's foremost authority on lifestyle, health and beauty.

Reporting on the cosmetic enhancement and beauty industries since 1998, it is a must-read for everyone 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.

Published as a quarterly digital magazine, it is available online at www.cosbeauty.com.au as well as popular digital magazine subscription sites.

COSBEAUTY DIGITAL MAGAZINE



REGULAR FEATURES

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

CosBeauty Magazine 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.

CosBeauty Magazine is available FREE online 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.

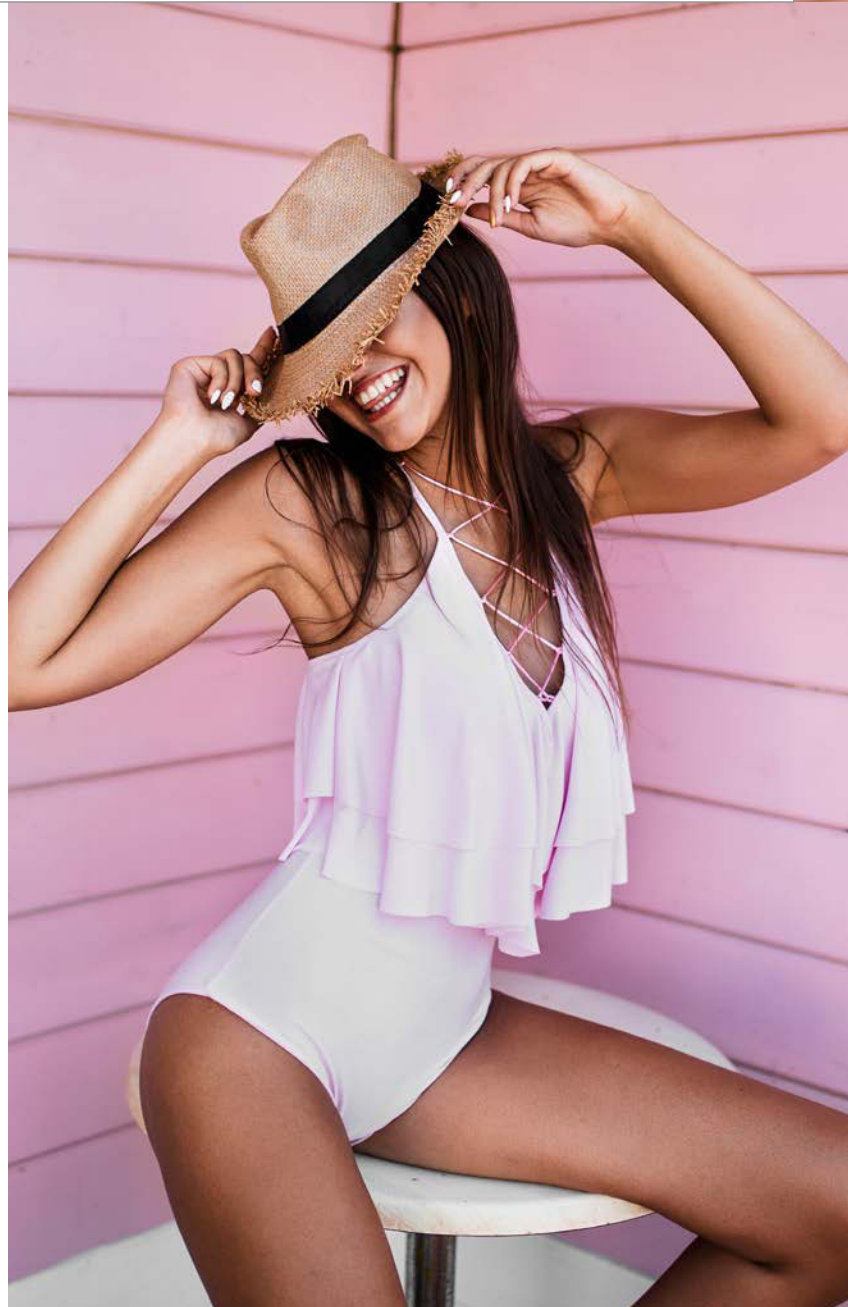


READER PROFILE

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 READERS YOUR CLIENT

82%

use the magazine
as an information resource

64%

spend at least 10 minutes
reading each issue

44%

spend at least 14 minutes
reading each issue

29%

spend at least 20 minutes
reading each issue

68%

click through
at least one link

92%

would recommend the
magazine to family and friends



COSBEAUTY WEBSITE

From cosmetic enhancement to finding a local practitioner, from skincare to makeup, from fitness to lifestyle, www.cosbeauty.com.au provides information, motivation and inspiration to more than **70,000 people each month**.

With more than 1,000 (and counting) independent articles written by medical journalists, before and after galleries and videos, cosbeauty.com.au propels consumers into action.

The CosBeauty website also hosts **CosBeauty Magazine** allowing easy access to the premier resource for beauty lovers interested in the latest enhancement, skincare, hair, makeup and beauty lifestyle information.

Our **AestheticAdvisor** microsite, aestheticadvisor.com.au is your trusted online resource to research procedures, find a skilled practitioner in our directory, read real reviews and have your questions answered.



CosBeauty eNews – our popular fortnightly EDM – **is delivered to 12,000+ inboxes every month**. It has 27.8% open rate (industry average 18.1%) and 12.2% click rate (industry average 4.1%).

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.

WWW.COSBEAUTY.COM.AU
IS THE BEAUTY LOVER'S
BEAUTY BIBLE AND
TRUSTED SOURCE OF
INFORMATION

LIFESTYLE HEALTH & BEAUTY
COSBEAUTY

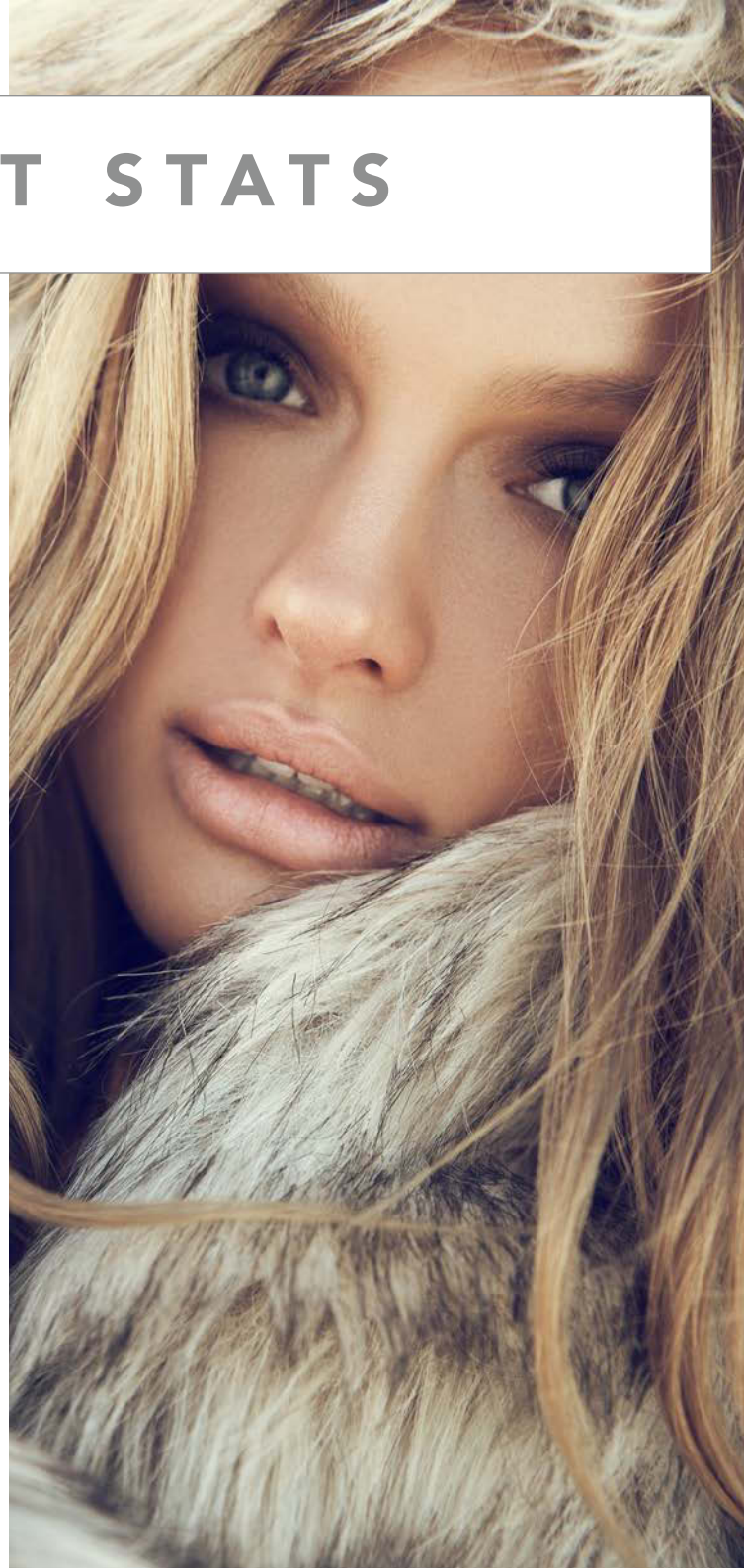
LATEST STATS



6,000,000+
READERS PER ISSUE



12,000+



CosBeauty Magazine #89

Created 3 Aug 2020

11,035,528

Views



CosBeauty Magazine #88

Created 30 April 2020

6,447,047

Views



CosBeauty Magazine #87

Created 4 Feb 2020

7,753,794

Views



CosBeauty Magazine #86

Created 7 Nov 2019

4,252,239

Views

ADVERTISING RATES

DIGITAL MAGAZINE ADVERTISING RATES

Full page\$3,000 +GST

SPECS

Full Page Trim 276(h) x 205mm + 5mm bleed

Type Area 256(h) x 185mm

Please supply as PDF files

COSBEAUTY WEBSITE ADVERTISING RATES

Run of Site – Leaderboard
(3 months, 20% SOV)\$1,500 +GST

Run of Site – Med Rec
(3 months, 20% SOV)\$1,200 +GST

Commissioned Content
(written by Bella Media)\$1,500 +GST

Supplied Advertorial Content\$900 +GST



COSBEAUTY EDM RATES PER ISSUE

Custom Header Banner – immediately under the newsletter masthead

Size 510 x 100 pixels (maximum 75kb\$750 + GST

Custom Footer Banner – at the end of the newsletter

Size: 510 x 100 pixels (maximum 75kb \$300 + GST

Sponsored Post (only one per newsletter)

1) click-through to existing article
on www.cosbeauty.com.au \$750 + GST

2) click-through to new commissioned article, includes upload and writing of article,
on www.cosbeauty.com.au \$1,500 + GST

SEE SEPARATE MEDIA KIT FOR AESTHETIC ADVISOR WEBSITE ADVERTISING RATES

BOOKING FORM

ADVERTISER DETAILS

Advertiser

Booked by.....

Address.....

.....Postcode

Phone.....Fax.....

Signature.....Date.....

CosBeauty Digital Magazine

☐ Full page ad \$3,000

CosBeauty Website

☐ Run of Site – Leaderboard (3 months, 20% SOV) . \$1,500

☐ Run of Site – Med Rec (3 months, 20% SOV)..... \$1,200

☐ Commissioned Content..... \$1,500

☐ Supplied Advertorial Content..... \$900

Subtotal

Plus 10% GST.....

Total.....

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 (incl 10% GST) _____

OFFICE USE

Cheque ☐ Send cheque made payable to 'Bella Media Group' to:

Suite 2201 Level 22 Westfield Tower 2, 101 Grafton St Bondi Junction NSW 2022

All advertising enquiries to Michelle mobile 0419 624 246

Email your advertisement artwork or material to design@bellamedia.com.au

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