

2019 Mediapack

in-cosmetics® global

Paris Expo Porte de Versailles • 2-4 April 2019

DEAR EXHIBITOR,

Showtime Media Services Ltd is happy to announce that they will be producing the Official Show Preview, Pocket guide and Catalogue for in-cosmetics Global, which will take place in Paris Expo Porte de Versailles on 2-4 April 2019.

We were delighted with the support you gave to the in-cosmetics Global 2018 Preview and Catalogue. If you have any feedback on any of these publications email us at editorial@showtimemedia.com or telephone on +44 (0)1462 420 009.

Promote your
brand and
generate more
business



OFFICIAL PREVIEW

12,000 copies of the Official Preview will be sent out six weeks before the show.

The Preview will contain Exhibitor news stories, covering new services, product launches, promotions, mergers, new contracts, and industry trends.

OFFICIAL CATALOGUE

10,000 copies of the Show Catalogue will be printed and made available to all the visitors at the entrance of the exhibition hall. The catalogue will include important exhibition information including the educational programme, the floor plan, and exhibitor profiles and stand locations.

EDITORIAL OPPORTUNITIES

In addition to this information, we will also include a FREE editorial initiative in both publications. We invite Exhibitors at the event to submit News and Editorial for possible inclusion within the Preview and Catalogue (free-of-charge pieces will be selected on merit and subject to space available within the publication).

News articles (75-150 words) can promote your new products and services. The text should be sent with an image and a short headline (please bear in mind the time-sensitive nature of News). Editorial articles (600-1,200 words, with accompanying image) can be comparative product pieces or generic articles looking at the ways forward for the industry. They could be research or technical articles, or an opinion piece from within the company or the wider industry. We are looking for generic, or research-based pieces, or articles regarding comparative products/services. Most importantly the pieces submitted must have some kind of focus, rather than being written simply to promote your company.



ONSITE POCKET GUIDE

The onsite Pocket Guide will include vital show information (Floor plan, A-Z Exhibitor Listing and Educational Programme). The Pocket Guide also offers promotional opportunities, with 15,000 copies distributed at the event.

DIGITAL PREVIEW AND CATALOGUE

An exact online replica of the print version, the Digital version offers readers many additional advantages, including:

- Timesaving tools that quickly take readers right to the articles, features, and sections that are most important to them
- Quicklinks for easy navigation to content on the web, advertisers' sites and other articles throughout the issue
- Features that allow readers to conveniently search text, make highlights and annotations on articles, zoom in on desired areas, and share their issue with colleagues
- Efficient, paperless storage of the archived issues on reader's PC for access at any time.

The Digital version of the Preview will be emailed to 20,000 industry professionals, greatly increasing the circulation of the publications at no extra cost to you. The Digital Catalogue will be available to download from the in-cosmetics website after the show.

EDITORIAL

All Editorial and News stories should be sent as a Microsoft Word document to: editorial@showtimemedia.com and must be accompanied by the following contact information: company name, main telephone number, website and stand number. Please do not spend time adding logos, designing or colouring the text, as the designers will apply the house-style of the publication to the copy.

All News and Editorial pieces will be included upon its merit and we would appreciate any submissions as soon as they are ready. No submissions are guaranteed to be included.

For more information please feel free to email the editor at editorial@showtimemedia.com or telephone Brian on +44 (0) 1462 420 009.

SPONSORSHIP OF THE OFFICIAL SHOW CATALOGUE €15,500

Take maximum 'ownership' of the Show Catalogue as the sponsor of the entire publication. This premium package includes:

1. Advertisement banner on the front cover positioned at foot of page 30mm high x 210 mm wide. Advert Banner also placed on the contents page and the welcome page.
2. A double page spread of editorial promoting your products and services available to the industry.
3. Your company logo and image positioned next to your exhibitor entry.
4. A full page colour advertisement on a right hand page.

The most impressive and prominent branding opportunity

1.



3.



2.



4.



Sponsorship Descriptions

BOOKMARK SPONSORSHIP.....€12,750

- The bookmark measures 150mm (H) x 70mm (W) and will be attached to the last page of the Show Catalogue by a coloured piece of ribbon.
- As a free-roaming advert, it's a great way to gain exposure of your brand.
- Includes a double page spread editorial where the bookmark will be positioned in production.

BELLYBAND.....€10,950

- Advert wraps around the whole catalogue and is stuck with low tac glue dots into position on your two pages of advertorial. Advert measures 70mm (H) x 570mm (W).

EXHIBITOR ENTRY SPONSORSHIP & PRODUCT LISTINGS.....€10,950

- 40 strips (banners) on each of the exhibitor entry and product listing pages.
- Front cover to where we would apply the banner.
- Every single entry page will highlight your company's branding and corporate identity.
- 2 pages of editorial within the main body of the publication.

FLOOR PLAN & A-Z LIST SPONSORSHIP..... €6,250

- 5 advert strips (banners) placed across the bottom of the Floor Plan and A-Z lists.
- Highlighted stand on the Floor Plan
- 2 pages of editorial in the main body of the publication.

OFFICIAL SHOW CATALOGUE AND PREVIEW (Price for each publication)

Cover Positions

Front Cover Sponsorship.....	€11,800
Outside Back Cover.....	€10,950
Inside Front Cover.....	€9,950
Inside Back Cover.....	€8,750

Inside Positions

Double Page Spread.....	€9,950
Full Colour Page.....	€5,050
Half Page.....	€2,750
Quarter Page.....	€1,850
Inserts.....	P.O.A

Exhibitor Entry

Company Logo with Catalogue Entry...	€275
Boxed Catalogue Entry with Logo	€350
Product Photographs with Catalogue Entry.....	€575
Inserts.....	P.O.A

On-site pocket Guide

Internal pages only – limited availability
15,000 Copies Distributed to all Visitors.

Page 3.....	€2,500
Page 5.....	€2,500
Page 7.....	€2,500
Page 11.....	€2,500
Page 13.....	€2,500

For more information call
Laura Gowing today on
+44 (0) 1462 420009
or email
**in-cosmetics@
showtimemedia.com**

HIGH VISIBILITY BRANDING (CATALOGUE ONLY)

Logo on the Floor plan with a Trail Leading to your Stand..... €950
(Highly visible as the floor plan is used by visitors to navigate around the show – availability limited!)

Box & Logo next to Entry in Product Index..... €135
Per product entry
(Highly visible as the product index is used as a buyer's guide for the rest of the year)

Logo next to Entry in the Product Index..... €75
Per product entry
(Highly visible as the product index is used as a buyer's guide for the rest of the year)

SPONSORSHIP OFFERS YOUR COMPANY A UNIQUE OPPORTUNITY TO MAXIMISE YOUR MARKETING EFFORTS.

CIRCULATION & DEADLINES

Preview: 340mm x 240mm
Circulation12,000 copies
News Deadline25 January 2019
Advertising Deadline .8 February 2019

ALL sponsorship banners measure 30mm (high) x 210 mm (wide)

Catalogue: A4
Circulation (printed)10,000 copies
Editorial Deadline . . .21 February 2019
Advertising Deadline . . .1 March 2019

Pocket Guide: 210mm x 99mm
Circulation (printed)15,000 copies
Advertising Deadline . . .1 March 2019