



cosmetics

EDUCATING CANADA'S BEAUTY EXPERTS
FOR OVER 40 YEARS

Celebrating 40 Beautiful Years



2012

Advertising

Rates • Data • Info

2012 Editorial Lineup

January/February – Trends Issue

Annual 2012 Trends Report - Overview of the year ahead in fragrance, beauty and skincare

- Sneak peek at 2012 product launches
- The latest industry statistics and trends.
- New Anti-aging tools for home use.

Features:

- Ask a pro makeup artist – How to master the no-makeup look
- Ingredients 101 – Rhamnose
- Ask a Trainer – Mentoring tips
- Hair Colour 101 – Top trends for 2012
- Technology column - Anti-oxidants

Premium Sales Driving Supplement: Selling the Luxury Lifestyle

- Most beauty advisors are responsible for selling some type of luxury beauty product, but how many really understand the luxury lifestyle? What makes a product luxurious? And how to you sell higher-priced ticket items? This supplement will explore the whole concept of luxury products emphasizing quality and craftsmanship.
- Beauty associates will learn how to convey the luxury experience and how to communicate the value of the product.
- What is luxury makeup and how does it differ from mass brands?
- Understanding the latest luxury creams
- Telling the prestige fragrance story.



Supplements/Special Sections:

COSA 2011 Award Winners, Product Launch Advertising Section

Closing Dates

Editorial Closing date:	October 28, 2011
Advertising Space deadline:	November 22, 2011
Advertising Material deadline:	November 25, 2011
Issued:	December 28, 2011

Cosmetics magazine is published every two months to meet the specialized needs of Canada's beauty advisors/cosmeticians working at the retail counter in the drug and department store arenas. Each issue educates our readers on what's new in colour cosmetics, fragrances, skin care, hair care and all other health and beauty categories.

March/April – 2nd Annual Fragrance & Beauty Visual Display Awards Issue

• Who are Canada's top visual display artists? Find out in this issue that salutes Canada's best instore display professionals. And see their best work.

Features:

- Spring makeup trends
- Ingredients 101 – Linum Extract
- Ask a pro makeup artist: How to build a great makeup kit
- Hair Colour 101 – Do's and don'ts of at-home colouring
- Technology column
- The "I Recommend... Beauty Awards" surveys
- The 2012 Nail Care Guide for Beauty Advisors
- manicure and pedicure tips, how to use tools, the latest accessories, supplements for nail health, building your nail business.

Premium Sales Driving Supplement: Selling to Men

- More men are shopping for skincare, anti-aging creams, sunscreens, and more. Find out how you can make them some of your best/most frequent customers
- Some men still feel uncomfortable standing in line at the beauty counter. Find out how to make them feel more at ease.
- How to educate the timid male shopper to make him feel more confident while purchasing products.



Supplements/Special Sections:

I Recommend Beauty Awards survey, Spring Product Launch Advertising Section

Closing Dates

Editorial Closing date:	January 04, 2012
Advertising Space deadline:	January 20, 2012
Advertising Material deadline:	January 26, 2012
Issued:	February 24, 2012

2012 Editorial Lineup

May/June – The Fragrance Issue

- Analysis of the state of the Canadian fragrance industry
- Trends and shifts in consumer tastes
- Canadian Fragrance Awards finalists and winners

Features:

- Ask a pro makeup artist – Arch Support: How to create the perfect brow
 - Ingredients 101 – Triglycerides
 - Ask a trainer – How to build a strong team
 - Canada's top 30 PR professionals celebrated
 - Technology column - Latest fragrance technologies
- The Smooth Skin Guide – pro tips on using razors, waxing, creams and tweezers.
- Hair Colour 101 - How to protect your hair from chlorine, sun, salt water and sun damage.
- Salon Results at Home” Haircare Guide
- * Everything you need to know to get salon quality results at home. Pros share their top picks and techniques.



Premium Sales Driving Supplement: How to Sell Haircare & Hair Colour

- how to recommend the proper products for your clients
- summer hair trends and the products that help create them
- hair colour trends – the country's top shades

Supplements/Special Sections:

Canadian Fragrance Award Winners, Coty 2011 Trends Report, Summer Product Launch Advertising Section

Closing Dates	
Editorial Closing date:	March 7, 2012
Advertising Space deadline:	March 20, 2012
Advertising Material deadline:	March 27, 2012
Issued:	April 26, 2012

July/August – The 2012 Canadian Beauty Directory Issue

- A comprehensive listing of everyone you need to know in the Canadian beauty industry

“I Recommend...” Beauty Award Winners – Special section

- Canada's top beauty advisors pick the skincare, haircare and makeup products they most recommend.

Features:

- Ingredients 101 – Seaberry
- Ask a Trainer – How to build a strong team
- Technology column
- Ask a pro makeup artist – How to properly conceal blemishes
- Hair Colour 101 – Mastering root touch ups

Canadian Fragrance Awards winners section

- A 20 page review on the 2012 Fragrance Award winners and pictorial of the event



Supplements/Special Sections:

2011 Canadian Beauty Directory, Product Launch Advertising Section

Closing Dates	
Editorial Closing date:	May 2, 2012
Advertising Space deadline:	May 15, 2012
Advertising Material deadline:	May 22, 2012
Issued:	June 26, 2012

2012 Editorial Lineup

September/October – The 40th Anniversary Issue

- A look back at the last 40 years in the beauty industry in Canada.
- Ultimate Guide to Fall beauty and fragrance launches
- Interviews with Beauty Icons
- ‘Collector’s Issue’
- “Where are they now?” feature

Features:

- Ingredients 101 – Retinol
- Ask a Trainer – How to upsell
- Technology column
- Fall/Winter Makeup Colour Trends
- Hair Colour 101 – Best selection of shades for the fall season
- Ask a pro makeup artist – The most influential makeup looks and trends from the past 40 years

Supplement/Special Sections:

Fall Product Launch Advertising Section

Closing Dates	
Editorial Closing date:	July 2, 2012
Advertising Space deadline:	July 23, 2012
Advertising Material deadline:	July 30, 2012
Issued:	August 27, 2012

November/December – The Canada’s Top Trainer Issue

- We ask Canada’s best beauty, skincare and fragrance trainers their best tips at providing premium consultations, amazing makeovers and fragrance demonstrations.
- Beauty experts across the country pick their favourite trainers.



Features:

- Ask a pro makeup artist: Top Holiday Looks
- Ingredients 101 – Ergothioneine
- Technology column
- Hair Colour 101 – Reviewing how home hair colour works – the technology behind the products

Supplements/Special Sections:

Cosmetics 2012 Calendar/Agenda, Product Launch Advertising Section

Closing Dates	
Editorial Closing date:	September 10, 2012
Advertising Space deadline:	September 19, 2012
Advertising Material deadline:	September 25, 2012
Issued:	October 23, 2012



IN MOST COSMETICS ISSUES:

- **My Life in Beauty** – handwritten questionnaires by the world’s top beauty executives.
- **Retail Details** – analysis of how retail in Canada is changing.
- **Ask a Pro Makeup Artist** – tips and trends for beauty advisors.
- **Ask a Dermatologist** – dermatologists answer skin care questions.
- **New Scents** – the season’s top new fragrance launches.
- **New Beauty** – hot new beauty products.
- **Hair Colour 101** – answering questions about home hair colour.
- **Win This** – a selection of beauty items to win in each issue.



2012 Advertising Rates

COSMETICS Rates

4/C	1X	3X	6X	12X
One page	7,810	7,035	6,580	6,375
One-half page	6,060	5,625	5,230	5,080
One-third page	3,915	3,500	3,444	3,280
DPS	12,510	11,370	10,810	10,370

B/W	1X	3X	6X	12X
One page	5,260	4,875	4,600	4,460
One-half page	4,005	3,720	3,510	3,380
One-third page	2,675	2,480	2,335	2,240
DPS	8,680	7,850	7,485	7,150

COSMÉTIQUES Rates

4/C	1X	2X	4X	6X
One page	5,500	4,920	4,220	4,050
One-half page	3,660	3,190	2,750	2,640
DPS	9,280	8,315	7,700	6,910

B/W	1X	2X	4X	6X
One page	3,720	3,355	2,880	2,760
One-half page	2,895	2,420	2,095	2,010
DPS	6,475	5,830	5,105	4,830

SPECIAL COLOUR RATES

- Standard red, blue or yellow, per colour/page \$700.
- Matched Colour, (PMS) per colour/page \$1,000.

COVER & POSITION CHARGES

- Outside back cover 40%
- Inside front & back covers extra on gross 25%
- All rates, position and production will be charged 5% GST.
- Inserts, booklets, gatefolds, coupons, reply cards and scented inserts – rates and mechanical specifications available upon request.
- All insert rates are quoted net.

SPECIAL CLASSIFICATION

- Advertorials and special promotions are accepted. The word “Advertisement” will be placed above copy which, in the opinion of the publisher, resembles editorial matter.



To advertise in
Cosmetics/Cosmétique,
please contact:

Jim Hicks

jim.hicks@cosmetics.rogers.com

(416) 764-1664

2012 Additional Opportunities

Launch Sections

In every issue of *Cosmetics* and *Cosmétiques* we feature a special Launch Section for new products. The section is designed with four products per page along with 30-40 words of copy. Company information is shown at the end of each feature.

You supply us with a product shot, colour print or digital file with a copy outline...and we will do the rest!

Rates:	1X	4X	8X
Cosmetics	\$825	\$745	\$630
Cosmétiques	\$510	\$480	\$420
Photography:	\$400		

Cosmetics e-Cast Monthly Newsletter

During the first week of each month *Cosmetics* magazine publishes an e-Cast newsletter that reaches 4,000 marketers, retailers and vendors who work in the beauty industry in Canada.

Each e-Cast features up-to-date news items along with distributors, manufacturers, people information, special event dates and more. Think of it as a monthly insider's report for the beauty industry in Canada.

Advertising opportunities are available upon request.

Examples include:

Banner ad: \$400 each issue.

Box ad: \$250 each issue.

Frequency rates available upon request.

Cosmetics e-Blast & Sampling Opportunities*

The **Cosmetics Online Advisory Board** consists of approximately 900 beauty experts from across Canada. You can use our database for product research, category questions, or to get feedback about new products you are launching. An e-blast to our **Cosmetics Online Advisory Board** will alert our most enthusiastic cosmeticians to your promotion.

The **Cosmetics Sampling Panel** (350 select members of the advisory board) acts as a testing ground for your new product. Create buzz in the beauty industry by allowing cosmeticians to try your products first. Along with your sample, you can ask beauty experts up to four questions about the product they've tried and use their feedback in your marketing plans.

Sampling opportunities (with questions) include tabulation of survey results, mailing of samples and administration. Completely turn-key – you supply the product and we do the rest.

* Rates for the 900 Member Cosmetics Online Advisory Board, and 350 Member Cosmetics Sampling Panel are available upon request.

All above rates are in net dollars



For further information on these special opportunities or to advertise in *Cosmetics/Cosmétiques*, please contact:

Jim Hicks

jim.hicks@cosmetics.rogers.com

(416) 764-1664



2012 Additional Opportunities (cont'd)

Our Website: www.cosmeticsmag.com

Updated daily, our dynamic website is quickly becoming the premier source of news for the Beauty Industry in Canada.

At present, we offer new product launches, training listings, microsites for contests or promotions, sponsorships and much more.

Please contact Jim Hicks jim.hicks@cosmetics.rogers.com (416) 764-1664 for further information (or to discuss any other ideas you have).

Our Awards And Events:

• The COSA Awards

The COSA Awards recognize superior customer service and are a reward to Canada's Beauty experts each year in Toronto.

10th Annual COSA Awards: November 17, 2011, Toronto



• The Canadian Fragrance Awards

The Fragrance Awards celebrate outstanding fragrance launches each year. The event is held in Toronto and Montreal on alternative years.

6th Annual Canadian Fragrance Awards: April 28, 2012, Toronto



• The "I Recommend..." Beauty Awards

Each year we ask our readers, Canada's Beauty Experts, which product they most recommend to their customers in over 75 different categories. The winners are featured in a special section in our July/August Directory issue each year.



New This year!

This year we
celebrate
our 40th Anniversary
in our
Sept/Oct 2012 issue

For further information on
these special opportunities or
to advertise in
Cosmetics/Cosmétiques,
please contact:

Jim Hicks

jim.hicks@cosmetics.rogers.com

(416) 764-1664

2012 Editorial Line-up

Cosmétiques magazine is published four times a year to meet the specialized needs of the cosmetics, fragrance, toiletry, health and beauty aid and personal care industries in the province of Quebec.

Spring Issue: The Trends Issue

2012 Trends Report – overview of the year ahead in fragrance, beauty and skincare

- Spring makeup trends
- Ask a Pro Makeup Artist: Quick beauty makeovers
- Ingredients 101 - ideobenone
- Ask a Trainer – how to solve staff disputes
- Hair Colour 101 – best tips for going brunette

Closing Dates	
Editorial Closing date:	December 14, 2011
Advertising Space deadline:	January 10, 2012
Advertising Material deadline:	January 17, 2012
Issued:	February 15, 2012

Summer Issue:

- Summer makeup trends report from Paris
- Ingredients 101 – apple stem cells
- Ask a pro makeup artist – How to apply eyeliner like a pro
- Ask a trainer – How to find a mentor
- Ask a dermatologist
- Hair Colour 101 – How to get the best shade of red at home

2012 Nail Care Guide for Beauty Advisors

- manicure and pedicure tips, how to use tools, the latest accessories, building your nail business

Closing Dates	
Editorial Closing date:	March 14, 2012
Advertising Space deadline:	April 10, 2012
Advertising Material deadline:	April 17, 2012
Issued:	May 21, 2012

COSMÉTIQUES

Fall Issue: Anniversary Issue - 20 years

- “I Recommend...Beauty Award” winners
- Fall makeup trends
- Ask a dermatologist
- Ingredients 101 – peptides
- Ask a trainer – how to upsell
- Hair colour 101 – why not change your hair colour for fall?
- Ask a pro makeup artist – simple ways to update your look for autumn

Closing Dates	
Editorial Closing date:	June 13, 2012
Advertising Space deadline:	July 10, 2012
Advertising Material deadline:	July 17, 2012
Issued:	August 16 2012

Winter Issue:

- The best holiday makeup trends
- Hair colour 101 – reviewing how home hair colour works – the technology behind the products
- Ask a trainer – how to deal with difficult customers
- Ingredients 101 – hyaluronic acid
- Ask a pro makeup artist – how to build a great makeup kit

Closing Dates	
Editorial Closing date:	August 12, 2012
Advertising Space deadline:	September 8, 2012
Advertising Material deadline:	September 18, 2012
Issued:	October 22, 2012

IN EVERY ISSUE OF COSMÉTIQUES:

- Montreal Associate Editor’s Letter
- Beauty News - recent beauty news – celebrity signings, beauty company announcements, etc., of particular relevance to the Quebec market.
- Success story: Profile of a successful cosmetics manager in Quebec sharing tips and ideas for readers.
- Doc Is In - a question and answer page with a Montreal dermatologist Dr. Jean-Francois Tremblay about a certain topic each issue.
- Quebec Beauty Executive Interview – five questions for a Quebec beauty executive on trends, retail strategies and business.
- Seasonal Makeup Trends story - the hottest colours and looks for the season.

2012 Ad sizes / mechanical info



BLEED

	W-inches	D-inches	W-mm	D-mm
D.P.S.	16-1/4	11	442	279
SINGLE	8-1/8	11	206	279
2/3 PAGE	5-1/8	11	130	279
1/2 VERT.	4	11	102	279
1/2 HORZ.	8-1/8	5-1/2	206	139
1/3 SQUARE	5-1/8	5-1/2	130	139
1/3 VERT.	2-3/4	11	70	279
TRIM	7-7/8	10-3/4	200	273

NON-BLEED

	W-inches	D-inches	W-mm	D-mm
D.P.S.	15	10	381	254
SINGLE	7	10	178	254
2/3 PAGE	4-5/8	10	118	254
1/2 VERT.	3-3/8	10	86	254
1/2 HORZ.	7	5	178	127
1/3 SQUARE	4-5/8	4-7/8	118	124
1/3 VERT.	2-1/4	10	57	254

Publisher reserves the right to cancel the contract at any time upon default by agency in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable by agency. Further, if there has been any default in the payment of a prior bill, or if, in the judgment of the publisher, the agency's credit becomes impaired, the Publisher shall have the right to require payment for further advertising upon such terms as he/she may see fit.

Publisher is not bound by any conditions, printed or otherwise, on contracts, insertion orders or copy instruc-

DIGITALLY SUPPLIED ADS
Cosmetics & Cosmétiques

File Formats Accepted For Digital Ads:

- PDF/X-1a created to Rogers Publishing specifications, uploaded to Magazines Canada AdDirect.
- To upload ads to AdDirect go to: <https://addirect.sendmyad.com>
- For ad templates, sizes and additional resources go to: <http://www.rogersdigitalads.com> or contact Production Manager (below) for details.
- Rogers Publishing does not accept responsibility for material content, or colour trapping.
- Production charges apply for material not to spec or for alterations.
- Other technical specifications, if required, will be supplied on request.
- Also refer to MAC printing specifications in CARD.
- The publisher reserves the right to destroy all material supplied if not demanded within one year from last time of use.
- **Printing:** Sheet fed lithography.
- **Binding:** Perfect bound.

Send disc and proofs prepaid to::

Cosmetics Magazine
Attention: Karen Richards
1 Mount Pleasant Road
7th Floor
Toronto, ON
M4Y 2Y5

Send special supplied inserts to:

RBW Graphics
C/O Cosmetics magazine
2049 20th St. E.
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Attn: Ingrid Bader

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