

# Beauty Turkey

"The most influential way of international promotion"



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## 2021 EDITORIAL PLAN

### **JANUARY 2021:**

#### **Event coverage for:**

#### **Cosme Tokyo**

Cosmetics and skincare

Raw materials and ingredients

Filling and packaging technology

### **FEBRUARY 2021:**

Fragrances

Private label

Home care

### **MARCH 2021:**

#### **Event coverage for:**

#### **Cosmoprof Worldwide**

#### **Interpack 2021**

#### **Super Sources Dubai**

Personal care & hygiene

Salon supplies

Packaging

Cosmetics products

### **APRIL 2021:**

#### **Event coverage for:**

#### **In-Cosmetics Global & Intercharm Moscow**

Hair & Nail Salon supplies

Cosmetic ingredients

Machineries for cosmetics production

### **MAY 2021:**

#### **Event coverage for:**

#### **Cosmetic Ingredients Exhibition Japan**

Personal care & cosmetic ingredients

Toiletries

Hair products

### **JUNE 2021:**

#### **Event coverage for:**

#### **Beauty Eurasia**

Hygiene products

Natural & Organic products

Packaging & labels

### **JULY 2021:**

Suncare products & ingredients

Tissues & wet wipes

Sanitary products

Halal products

### **AUGUST 2021:**

Contract manufacturing

Whitening products

Facial care

### **SEPTEMBER 2021:**

Skin comfort

Collagens

Sustainable ingredients

Beauty Oils

### **OCTOBER 2021:**

#### **Event coverage for:**

#### **Beautyworld Middle East**

#### **Beauty Istanbul**

Skin health

Body care products

Fragrances

Cosmetics packaging

### **NOVEMBER 2021:**

Skin comfort

Collagens

Sustainable ingredients

Beauty Oils

### **DECEMBER 2021:**

Botanical extracts

Facial cleansing products

Detergent manufacturing

## ABOUT BEAUTY TURKEY MAGAZINE

Beauty Turkey monthly bilingual magazine is published online and print editions. The magazine is sent to the purchasing points, distributors and buyers worldwide by mail & cargo every month besides its distribution at the leading international shows. Thanks to its rich content containing useful coverage about cosmetics and personal care products, the magazine has the prominent place in its sector. Beauty Turkey is also very efficient with its international distribution. The magazine is sent to key buyers and sector professionals especially from the Middle East, CIS and the European countries every month by cargo and e-mailing.

## HARD COPY DISTRIBUTION PROFILE

Cosmetics & home care importers:	3,565
Cosmetics & personal care manufacturers:	3,200
Raw material & Technologies companies:	1,700
Distribution at International exhibitions:	1,500
<b>TOTAL</b>	<b>9,965</b>

### SOFT COPY DISTRIBUTION

Besides hard copy, digital copy of the magazine reaches to over 45,000 international manufacturers and buyers every month by e-mailing.

### TECHNICAL SPECIFICATIONS

-Beauty Turkey's full-page trim size is 20 cm x 27 cm. (Trim size is the actual document size.)

-Bleed is any element or background extending outside of the trim of a full page or spread. (Add 3 mm to all edges of trim/document size.)

-Minimum 300 dpi ready-to-print ad designs should be delivered at PDF format.

## 2021 EVENT SCHEDULE OF BEAUTY TURKEY

<b>JANUARY 2021 ISSUE</b>		
Cosme Tokyo	13-15 January 2021	Japan
<b>MARCH 2021 ISSUE</b>		
Interpack 2021	25 February- 3 March 2021	Germany
Super Sources Dubai	9-11 March 2021	Dubai
Cosmoprof Worldwide	18-22 March 2021	Italy
<b>APRIL 2021 ISSUE</b>		
Intercharm Moscow	22-24 April 2021	Russia
<b>JUNE 2021 ISSUE</b>		
Beauty Eurasia	16-18 June 2021	Turkey
<b>SEPTEMBER 2021 ISSUE</b>		
CNR Beauty & Wellness Show	23-26 September 2021	Turkey
<b>OCTOBER 2021 ISSUE</b>		
Beautyworld Middle East	5-7 October 2021	Dubai
Beauty Istanbul	14-16 October 2021	Turkey
<b>NOVEMBER 2021 ISSUE</b>		
SEPAWA Congress		Germany



## 2021 ADVERTISING RATES (EURO)

PAGE	1X	3X	6X
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	750

## Website Advertising Rates (EURO)

PAGE	1X	3X	6X
Topbar	1,000	750	500
Sidebar	550	450	300
Footer	350	275	175
POP-UP	1,500	1,250	1,000

### EDM (e-mailing) Advertising

E-mail shot to valuable e-mail addresses: 1,750 euro

We offer EDM service for exporters and manufacturers in order to they can reach their target market.

# Beauty <sup>Turkey</sup>

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