

Cosmetic World

Effective: January 1, 2011 through December 31, 2011

Publisher & Editor: John G. Ledes
President & CEO: George Ledes

ADVERTISING INQUIRIES

Debra Davis: Tel: 212-840-8800 x245

ADVERTISING RATES (Net)

FOUR COLOR

| | 1X | 6X | 12X | 25X |
|----------|------------|------------|------------|------------|
| 1 page | \$6,695.00 | \$5,545.00 | \$4,973.00 | \$4,617.00 |
| 1/2 page | \$4,699.00 | \$3,879.00 | \$3,497.00 | \$3,251.00 |

BLACK AND WHITE

| | 1X | 12X |
|----------|------------|------------|
| 1 page | \$4,043.00 | \$3,469.00 |
| 1/2 page | \$3,169.00 | \$2,840.00 |

(Horizontal only)

INK

Fifth color: Add.....\$1,000.00
Second color: Add..... \$ 800.00

BLEED

Per page, extra 5%

SPECIAL POSITIONS

Second cover: Add..... \$900.00
Third cover: Add..... \$540.00
Fourth cover: Add..... \$595.00
Center spread: Add..... \$750.00

INSERTS

Two page furnished insert earned base rate of \$7,400.00, plus \$800.00 net for handling. Acceptance of inserts subject to publisher's approval. Please send specifications. Inserts cannot be cancelled.

WRAP AROUND

\$15,000 net

COMMISSION & TERMS

15%—to recognized agencies. Net 30 days.

CLOSING DATES

Insertion orders: 30 days prior to publication date.

Materials: 15 days prior to publication date.

Published weekly on Monday except the first week of July and last week of December.

CANCELATIONS

All cancelations on advertising in Cosmetic World must be received in writing at least two weeks prior to closing date.
