

in-cosmetics® korea

Seoul • 20-22 June 2017

2017 Mediapack

Promote your brand and generate more business

Dear Exhibitor,

Showtime Media Services Ltd is happy to announce that they will be producing the Official Show Preview and Catalogue for the in-cosmetics Korea Exhibition in Seoul on 20-22 June 2017.

A promotional advertisement in the Official Show Preview and Official Show Catalogue will increase your presence and boost attendance to your exhibition stand and allow you to target your customers, before, during and after the event. in-cosmetics Korea is your best opportunity for seeing the latest cutting-edge solutions, sourcing new partners and suppliers, participating in unparalleled networking and keeping up-to-date with this rapidly evolving and increasingly important sector.

Official Preview

7,000 copies of the Official Preview will be posted out 4 weeks before the show. A digital version will also be sent to 70,000 visitors and prospects worldwide. The Preview will contain News stories of around 75 to 150 words. They will cover new services, product launches at the exhibition, promotions, mergers, new contracts and anything immediately of interest to the industry. Pictures can accompany these but obviously space on the News pages is limited. The text needs to be sent with a short headline (Please bear in mind the time sensitive nature of News). The Preview will be translated from English into Korean.

Official Catalogue

8,000 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 all the standard exhibition information:

- Full details of the seminars and educational programme
- A-Z listing of exhibitors
- Exhibitor profiles
- Exhibition floorplan
- Product listing guide
- Essential visitor information

In addition to this information, we will be including an editorial initiative, which is a FREE service provided to all companies exhibiting at the event. We will be including News and Editorial articles which can promote your new products and services available. These will be translated from English into Korean.

Editorial should relate to comparative product pieces and generic articles looking at the way forward in the industry. They could be a research or technical article, alternatively an opinion piece from the wider industry or within the company. They must be generic, research based or regarding comparative products/services. Most importantly, it must have some kind of angle or focus rather than just promote the company!

Editorial

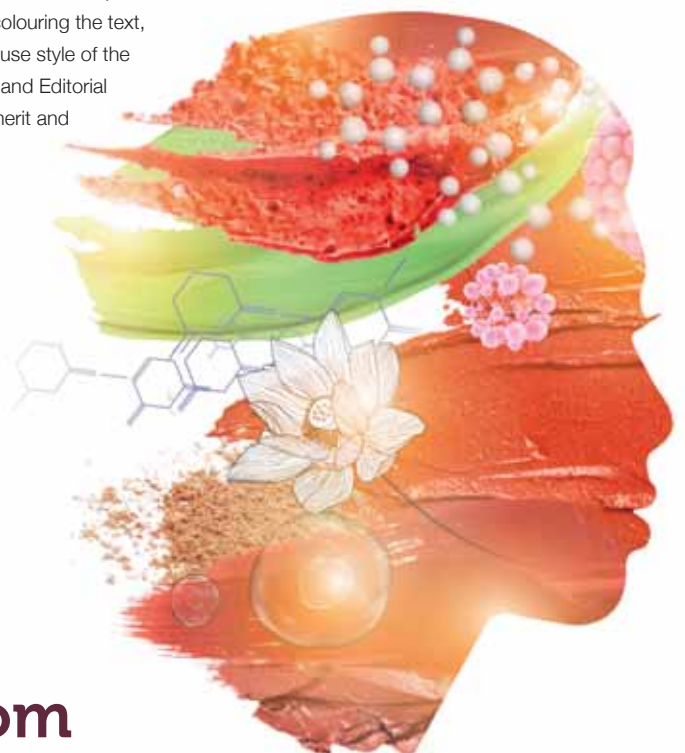
All articles and News stories should be sent as a Microsoft Word document to: editorial@showtimemedia.com and need to be accompanied by the following contact information: company name, main telephone number, website and stand number in English. Please do not spend time adding logos, designing or colouring 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 Michelle on + 44 (0) 1462 420 009.

Digital Catalogue

An exact digital 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
- Quick hot links for easy navigation to content on the Web, advertisers' sites and other articles throughout the issue
- Convenient features that allow readers to 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 readers' PC for access at any time, 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 Korea website after the show.

 Reed Exhibitions®



www.in-cosmetickorea.com

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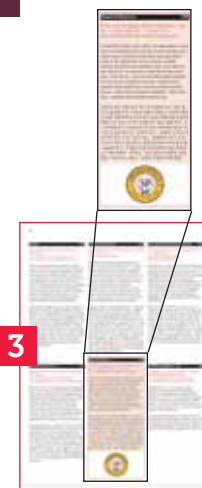
Advertising opportunities

Sponsorship of the Official Show Catalogue **\$10,500**

The most impressive and prominent branding opportunity

Take maximum 'ownership' of the Show Catalogue as 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. One page in English, second page Korean translation.
3. Your company logo and image positioned next to your exhibitor entry.



Sponsorship Descriptions

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

Bookmark Sponsorship **\$10,500**

Bookmarks are free roaming adverts, which are attached to the last page of the Show Catalogue by a piece of ribbon. The advert on the Bookmark can hold a new corporate message or simply display the company logo to create higher awareness that your organisation is at the show. The bookmark measures 150mm (h) x 70mm (w) and will be positioned on to a double page spread editorial.

Bellyband **\$10,500**

The bellyband is a high impact marketing tactic offering the sponsoring company immediate visibility as it will be the first advert seen. It wraps around the whole publication and will be positioned so that it can open onto a double page spread of advertorial. We fix the bellyband with low tac glue to ensure it will open onto the editorial pages, making these pages the first read.

Exhibitor Entry Sponsorship & Product Listings **\$10,000**

This sponsorship comprises approximately 40 strips (banners) on each of the Exhibitor Entry and Product Listing pages. This section will also have its own front cover to which we would apply the banner, denoting this section's sponsorship. Every single entry page will highlight your company's branding and corporate identity. The price also includes 2 pages of editorial within the main body of the publication.

Floorplan & A-Z List Sponsorship **\$6,500**

The Floorplan & A-Z List sponsorship comprises a maximum of 5 strips (banners) placed across the bottom of the Floorplan and A-Z Lists. We will also highlight your stand on the page as well as offer 2 pages of editorial in the main body of the publication.

Sponsorships offer your company a unique opportunity to maximise your marketing efforts.

Official Show Catalogue and Preview

Cover Positions

Front Cover Sponsorship	\$10,500
Outside Back Cover	\$9,250
Inside Front Cover	\$8,300
Inside Back Cover	\$7,000

Inside Positions

Double Page Spread	\$8,300
Full Colour Page	\$4,450
Half Page	\$2,450
Quarter Page	\$1,450
Inserts	P.O.A

Exhibitor Entry

Company Logo with Catalogue Entry	\$315
Boxed Catalogue Entry with Logo	\$400
Product Photographs with	
Catalogue Entry	\$525
Inserts	P.O.A

High Visibility Branding (Catalogue only)

Logo on the Floorplan with a Trail Leading to your Stand **\$1,350**

(Highly visible as the floorplan is used by visitors to navigate around the show – availability limited!)

Box & Logo next to Entry in Product Index

\$170 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

\$80 per product entry
(Highly visible as the product index is used as a buyer's guide for the rest of the year)

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

Circulation & Deadlines

Preview: A4

Circulation (Online)	70,000 copies emailed
News Deadline:	7 April 2017
Advertising Deadline:	21 April 2017

Catalogue: A4

Circulation (printed):	8,000 copies
Editorial Deadline:	8 May 2017
Advertising Deadline:	2 June 2017