



# MEDIA KIT

2025

# **COSMETIC**COBS

COSMETICCOBS.COM  
INFO@COSMETICCOBS.COM

# ABOUT US

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*CosmeticOBS-L'Observatoire des Cosmétiques is the 1st independent information pole dedicated to cosmetics, since December 2008.*

*Our mission is to gather, analyze and publish information about the sector in total independence from the actors of the cosmetics industry.*

*The news is constantly inspected and updated to give all professionals in the cosmetics industry the best tool for regulatory, economic and scientific monitoring of the market*



# AUDIENCE

Men.....36%

Women.....64%



18-24 years old....25%

25-34 yo.....33%

35-44 yo.....20%

45-54 yo.....14%

55-64 yo.....8%



Cosmetic brands.....57%

Raw material manufacturers.....24%

Consultants.....5%

Control authorities.....4%

Educational institutions.....3%

Others.....1%

# CHANNELS

Desktop.....52%

Mobile.....46%

Tablet.....2%



France.....41%

United States.....11%

United-Kingdom.....6%

Germany.....4%

Norway.....3%

Canada.....3%

India.....2%

Belgium.....2%

Sweden.....2%

Others.....26%

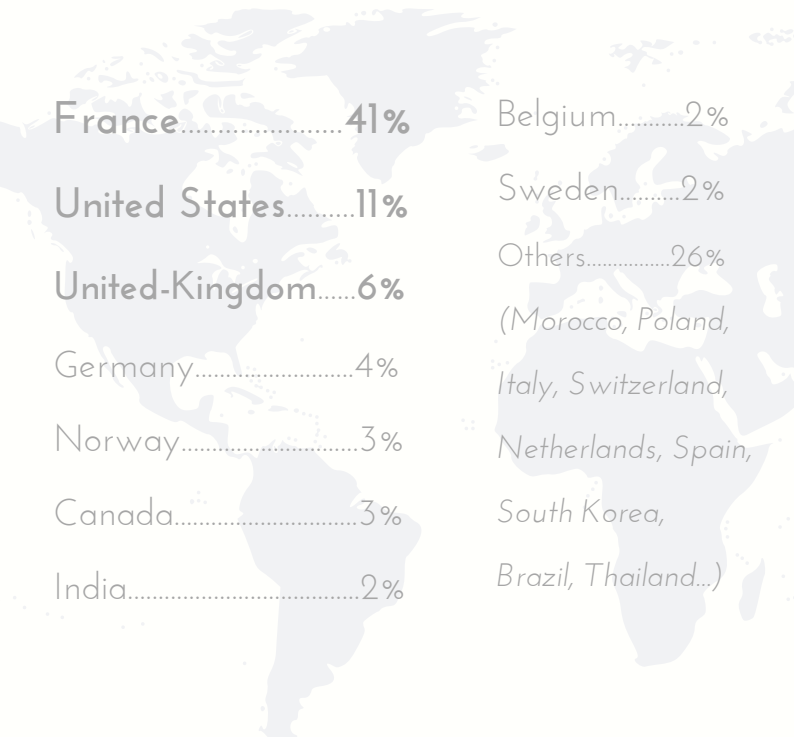
(Morocco, Poland,

Italy, Switzerland,

Netherlands, Spain,

South Korea,

Brazil, Thailand...)





# AUDIENCE'S INTERESTS

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News

(all categories combined).....25 %

Cosmetic regulation.....23 %

Cosmetic trends.....19 %

Cosmetic ingredients.....19 %

Products launches.....13 %

Basics (lexicon, definitions).....1 %

(Calculated on the basis of the most frequently consulted level 1 sections)



# PUBLICATIONS

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3 alerts/week on the daily news

1 e-Newsletter/week summarizing the week news

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Daily publications: from monday to friday

A dozen new articles online/week

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With regularly online

- regulatory changes (Europe and outside Europe)
- the latest news on ingredients and new active ingredients
- market trends and consumer expectations
- congress reports
- product launches

and much more....

# REPORTS

On average, 27 events are monitored each year, in physics and digital, the reports of which are published online :

- ✓ **Cosmetic Valley** (Perfumes & Cosmetics Congress, Cosmetic 360°, GA)
- ✓ Cosmetics Europe
- ✓ Congrès ERPA
- ✓ FEBEA
- ✓ IFIS (Cosmetic Quality Meetings)
- ✓ **COSMED** (Regulatory & International Meetings, JEST, Aromadays)
- ✓ Cosmébio
- ✓ CED
- ✓ CEW (Beauty Day, The Happy CEW, The Morning talks)
- ✓ Cosmetagora
- ✓ **in-cosmetics**
- ✓ **COSMOPROF**
- ✓ Vivanness
- ✓ LuxePack
- ✓ ADF-PCD
- ✓ U'Cosmetics
- ✓ UEBT
- ✓ Sustainable Cosmetics Summit Europe
- ✓ Anti-Ageing Skin Care Conference  
etc.



**in-cosmetics**<sup>®</sup>

World leading events  
for personal care ingredients



LUXEPACK



**VIVANESS**  
into natural beauty



**CRCC**

ERPA Annual Congress



**COSMOPROF**  
WORLDWIDE BOLOGNA

**Congrès  
Parfums  
&  
Cosmétiques**

# STATISTICS

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## WEBSITE

Unique visitors per month: **60 000**

Visitors per month: **75 000**

Monthly page views: **220 000**

## SOURCE

21%: direct access

75%: organic search

1%: from a redirected link

3%: emailings (alerts, newsletters)

## ALERTS & NEWSLETTERS

25 000 registrants

Average opening rate: 23%

Average click-through rate: 43%

## SOCIAL NETWORKS



2 K



21 K



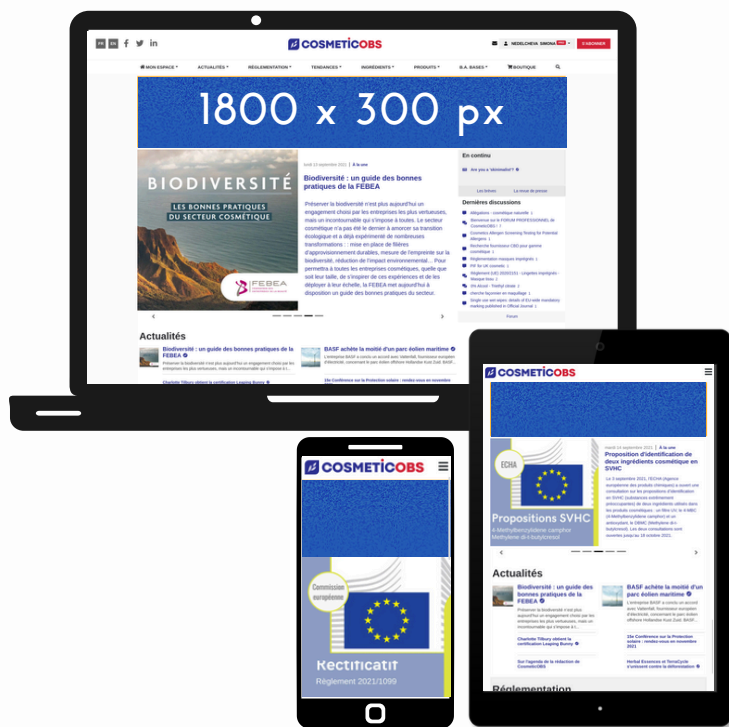
2.7 K

# ONLINE ADVERTISING (Single CTR: 0.5%)

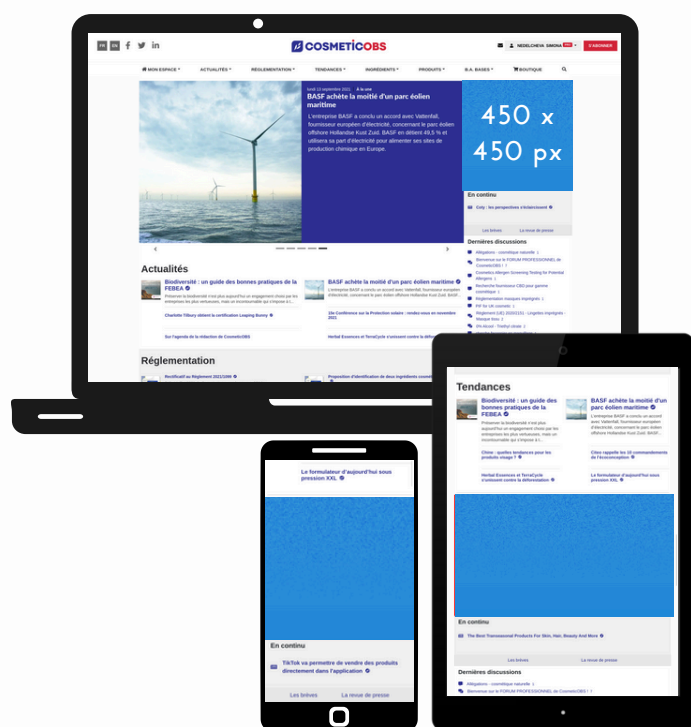
## TOP SITE



## TILE



CPM 100 €



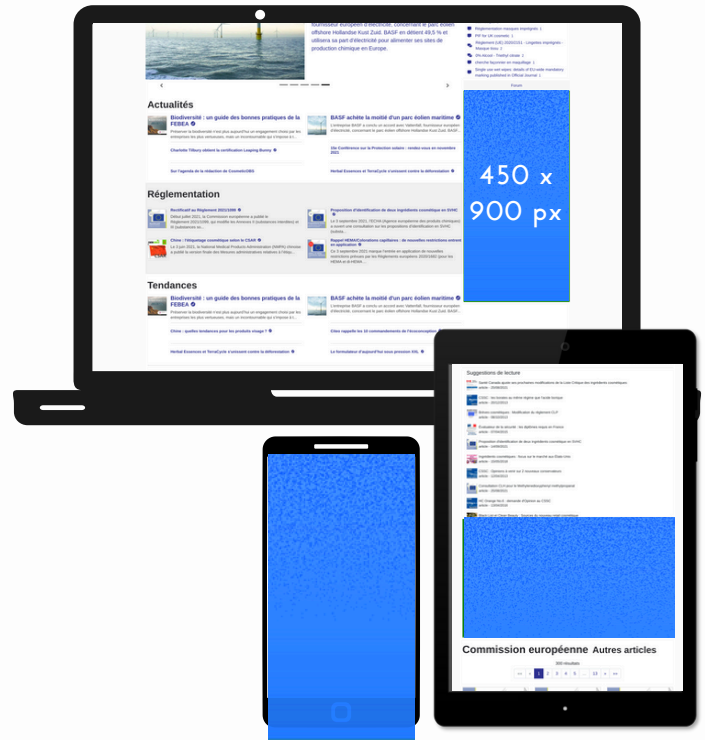
CPM 60 €

# ONLINE ADVERTISING

## IN ARTICLE



## LATERAL



€ 500 ex.VAT / MONTH

FOR DISPLAY  
IN CHOSEN ARTICLE

CPM 80 €

# ONLINE ADVERTISING

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## TECHNICAL REQUIREMENTS

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Ad name	Ad type	Ad placement	Aspect Desk Ratio (width: height)	Ad size	Responsive - Size Requirements (max. 3 adapted images per ad)			Files format	Cost (CPM)
					Desktop size width x height (px)	Tablet size width x height (px)	Mobile size width x height (px)		
InArticle	Vertical	In article	16:9	X Large	1600 x 900	1024 x 576	450 x 225	JPEG / PNG	**
Top site	Horizontal	Top screen full site	6:1	X Large	1800 x 300	900 x 225	Ratio change 2:1 450 x 225	JPEG / PNG	100,00 €
Lateral	Vertical	Mid screen right column partial site	1:2	Medium	450 x 900	Ratio change 16:9 1024 x 576	450 x 900	JPEG / PNG	80,00 €
Tile	Square	Top screen right column partial site	1:1	Small	450 x 450	Ratio change 16:9 1024 x 576	450 x 450	JPEG / PNG	60,00 €

Infomercial	Native	Article provided by the client published by our editorial team as editorial content on our website. Published on the Homepage for 7 calendar days. Relayed once in a dedicated alert on our subscribers base + relayed in the weekly newsletter that summarizes the news of the week + relayed by a post on our 3 respective social networks (LinkedIn, Twitter and Facebook). Archived in the section corresponding to the topic.							€ 2 000 ex.VAT / article
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\* maximum number of times a person will have seen the ad.

\*\* monthly rate : € 500 ex.VAT / month for the display in the chosen article + opening of the article to all readers



COSMETICOBBS-L'OBSERVATOIRE DES COSMÉTIQUES  
8 RUE BERNARD ISKÉ 92350 LE PLESSIS ROBINSON

SIRET: 50465126600018

INTRACOMMUNITY VAT: FR23504651266

DIRECTOR OF PUBLICATION  
LAURENCE WITTNER

CONTACT

TEL. 09 67 76 22 43

INFO@COSMETICOBBS.COM

PRO@COSMETICOBBS.COM

[HTTPS://COSMETICOBBS.COM/](https://cosmeticobs.com/)