



MEDIA KIT

2026

COSMETiCOBS

COSMETICOBBS.COM
INFO@COSMETICOBBS.COM

ABOUT US

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.....29%

Women.....71%

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%

Consutlants.....5%

Control authorities.....4%

Educational institutions.....3%

Others.....1%

DEVICES

Desktop.....61%

Mobile.....38%

Tablet.....1%

France.....41%

United States.....11%

Norway.....6%

Great-Britain.....4%

Germany.....3%

Canada.....3%

India.....2%

Belgium.....2%

Sweden.....2%

Others.....26%

(Morocco, Poland, Italy, Switzerland, Netherlands, Spain, South Korea, Brazil, Thailand...)



AUDIENCE'S INTERESTS

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

3 alerts/week on the daily news

1 e-Newsletter/week summarizing the week news

Daily publications: from monday to friday

A dozen new articles online/week

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, **25 events** are covered each year by our journalists, in **face-to-face 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**
 - ✓ Vivaness
 - ✓ LuxePack
 - ✓ **Paris Packaging Week**
 - ✓ U'Cosmetics
 - ✓ UEBT
 - ✓ Sustainable Cosmetics Summit Europe
 - ✓ Anti-Ageing Skin Care Conference
- etc.



in-cosmetics®

World leading events
for personal care ingredients



STATISTICS

WEBSITE

Unique visitors per month: 10 000

Visitors per month: 20 000

Monthly page views: 200 000

SOURCE

30%: direct access

51%: organic search

4%: from a redirected link

15%: emailings (alerts, newsletters)

ALERTS & NEWSLETTERS

21 500 registrants

Average opening rate: 23%

Average click-through rate: 43%

SOCIAL NETWORKS



2 K



21 K



2.7 K

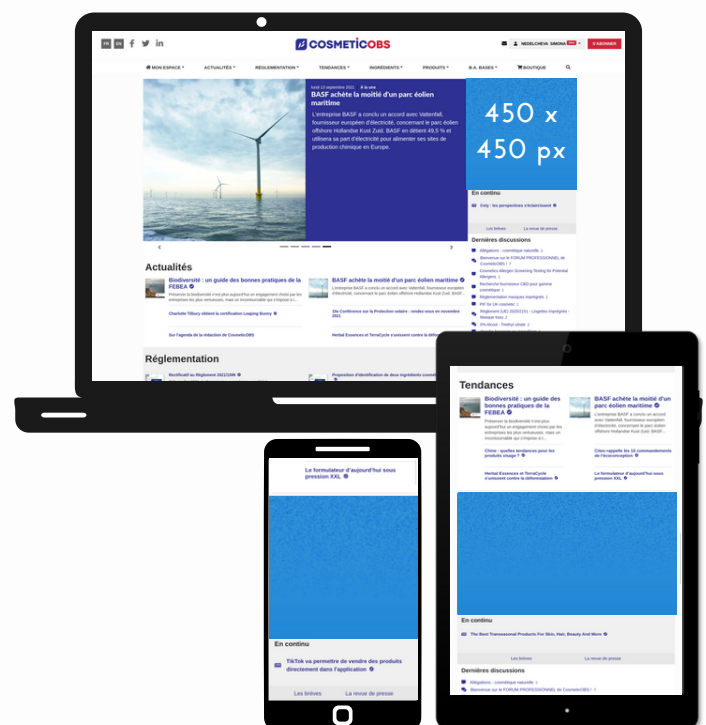
ONLINE ADVERTISING (Single CTR: 0.3%)

TOP SITE

TILE



CPM 100 €



CPM 60 €

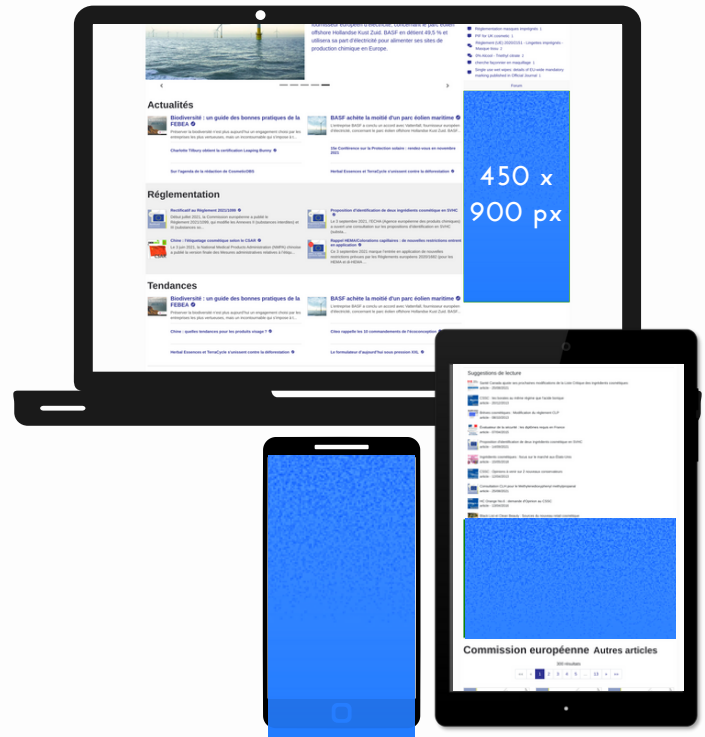
ONLINE ADVERTISING

IN ARTICLE



€ 500 ex.VAT / MONTH
FOR DISPLAY
IN CHOSEN ARTICLE

LATERAL



CPM 80 €

ONLINE ADVERTISING

TECHNICAL REQUIREMENTS

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



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