

Pure Health Magazine has a global reach of 18,000 subscribers in both print and digital format. It is received by purchasers and senior managers from the personal care, ingredients/ raw materials, food and beverage, cosmetic, toiletry and hygiene product industries worldwide. Pure Health Magazine will get your message to the people that matter most.

Click here for all our digital options including list rental service, bespoke email campaigns, e-newsletter sponsorship, online advertising, reprint service and much more.

### Demographic Distribution

France	2500
Germany	2000
Switzerland	1100
Italy	1100
UK & Ireland	800
Benelux	800
Southern Europe	700
Scandinavia	600
Austria	200
Eastern Europe	200
North America	6000
Asia	2000

### Industry Sector

Personal Care	6400
Ingredients/Raw Materials	3700
Cosmetics	3400
Food & Beverage	2700
Household & Hygiene Products	1800

## PRODUCTION

Publication Dimensions + 5 mm bleed	
Full Page	210w x 297h
Double Page Spread	420w x 297h
Half Page Horizontal	210w x 149h
Half Page Vertical	105w x 297h

For bespoke ad sizes, please contact the sales department.

## RATE CARD

Four Colour – Sterling				
Ad Size	1x	3x	6x	12x
DPS	£4500	£4400	£4300	£4200
Full Page	£2500	£2450	£2300	£2125
Half Page	£1800	£1700	£1600	£1530

Four Colour – Euro				
Ad Size	1x	3x	6x	12x
DPS	€7000	€6800	€6600	€6300
Full Page	€4000	€3800	€3600	€3400
Half Page	€3250	€3100	€2950	€2763

Four Colour – Dollar				
Ad Size	1x	3x	6x	12x
DPS	\$9000	\$8800	\$8600	\$8300
Full Page	\$4500	\$4250	\$4000	\$3825
Half Page	\$3600	\$3300	\$3100	\$3060

Special Advertising Solutions	Rates
Cover Positions	On Request
Bellybands	On Request
Bound Insert	On Request
Loose Insert	On Request

### Job Function

R&D/Formulation	4500
Senior Management	4500
Production/Processing	3600
Marketing/Sales	2700
Packaging & Others	1800
Purchasing	900

### Production Requirements

Advertisements must be supplied as high resolution, press optimized CMYK PDFs with all fonts embedded. Via Media UK Ltd takes no responsibility for artwork supplied in non-preferred or non-acceptable formats. Contact paul.andrews@via-medialtd.com.

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## 2012 EDITORIAL CALENDAR

Issue	Focus Topics	Bonus Distribution	Editorial Deadline
<b>Jan/Feb</b>	<ul style="list-style-type: none"> <li>Cosmetic Ingredients</li> <li>Antiageing</li> <li>Sustainable Beauty Initiatives</li> </ul>	Cosmoprof Cosmetagora Anuga FoodTec	02/12/2011
<i>Anuga FoodTec Exhibitor Preview Digital Supplement</i>			
<b>March/April</b>	<ul style="list-style-type: none"> <li>in-cosmetics/Personal Care Awards Preview</li> <li>Colour Cosmetics</li> <li>Naturals and Organics</li> </ul>	in-cosmetics Europe NYSCC Suppliers Day	06/02/2012
<b>May/June</b>	<ul style="list-style-type: none"> <li>Packaging/Applicators</li> <li>Suncare</li> <li>Personal Care Awards Winner Profiles</li> </ul>	HBA Global Vitafoods Europe ACHEMA	05/03/2012
<b>July/August</b>	<ul style="list-style-type: none"> <li>Skincare</li> <li>Hair Care</li> <li>Corporate Profiles</li> </ul>	Beyond Beauty Paris	01/06/2012
<b>Sept/Oct</b>	<ul style="list-style-type: none"> <li>Male Grooming</li> <li>Colours and Fragrances</li> </ul>	CPhI/ICSE/PMEC SupplySide West NUCE International	03/08/2012
<i>CPhI/ICSE Exhibitor Preview Digital Supplement</i>			
<b>Nov/Dec</b>	<ul style="list-style-type: none"> <li>Beauty Innovation</li> <li>Personal Care Products &amp; Toiletries</li> </ul>	in-cosmetics Asia SCS Formulate	05/10/2012
<b>Regular Features</b>	Emerging Technologies — Regional Reports — Regulatory Affairs — Industry Trends — Formulation — Nail/Lip Care — Beauty from Within — Raw Materials — Ethical Sourcing and CSR — Oral Health — Supply Chain Management — New Product Development — Business and Marketing — Manufacturing and Production.		

### For Editorial Enquiries

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