CHEMLINKED
by REACH24H Consulting Group

ChemLinked (Cosmetic Portal)

News

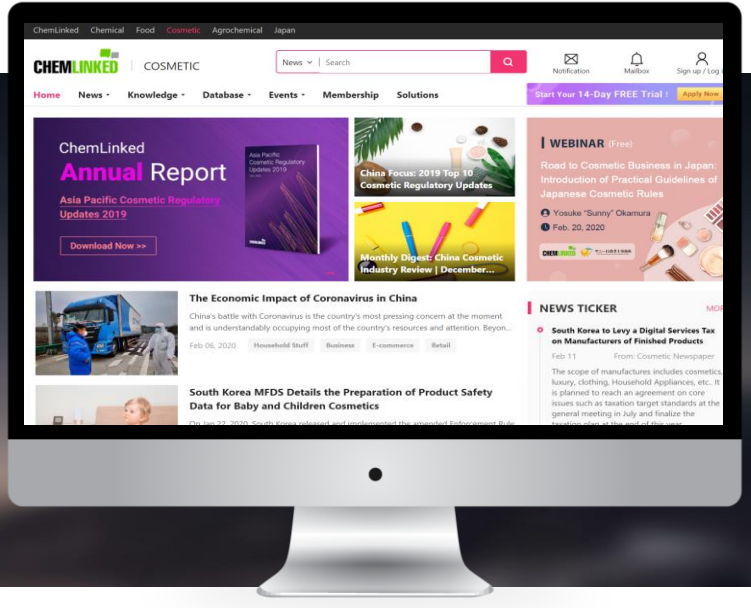
Featured

Translation

Knowledge base

Webinar

Database



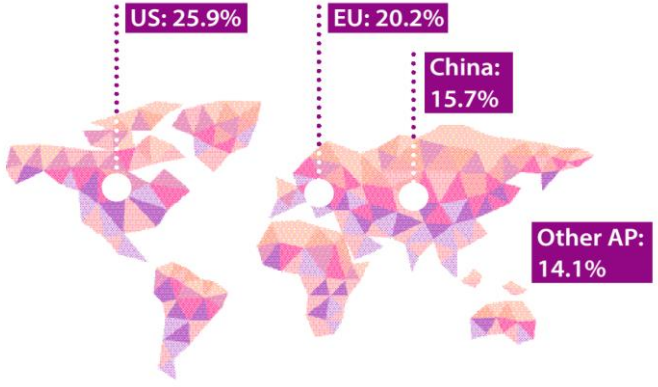
One division of ChemLinked (since 2012), a **Membership Based Website**

Provide over **46,000** professionals with unique **Cosmetics regulatory updates** in Asian pacific regions

Direct traffic to your **website, event or product** by advertising with ChemLinked to be reach audiences who matter

Our Readers

Where are they based?



Who are they:

- Business managing directors
- Importers and exporters
- Regulatory affairs mangers & directors
- Quality assurance mangers & directors
- R&D mangers & directors
- Policy & regulation makers
- Lawyers & consultants
- Academic researchers

Interested areas:

Market Access	Cosmetic Regulations
Custom Clearance	SAMR Registration
Retail, CBEC	Animal Testing
Packaging	Cosmetic Ingredients
Supply Chain	Labels
Branding	Formulas
Public Relations	Special Cosmetics
Web Design	Notification/Filling

A glance of our members:

AMOREPACIFIC, Amway, AVON, Beiersdorf, CHANEL, COLGATE-PALMOLIVE, COTY, Dow, DUPONT, Energizer, EVONIK, Firmenich, ESTÉE LAUDER COMPANIES, Givaudan, Henkel, IFF, Johnson & Johnson, Kanebo, KAO, LG Household and Health Care, L'ORÉAL, Lubrizol, LVMH, MARY KAY, MENARINI, NGFA, P&G, REVLON, SHISEIDO, SPLAT, symrise, THOR, Unilever

15,000+
Newsletter subscribers

100,000+
Page view per month

95%
Membership Renew Rate

Why Advertise with Us?

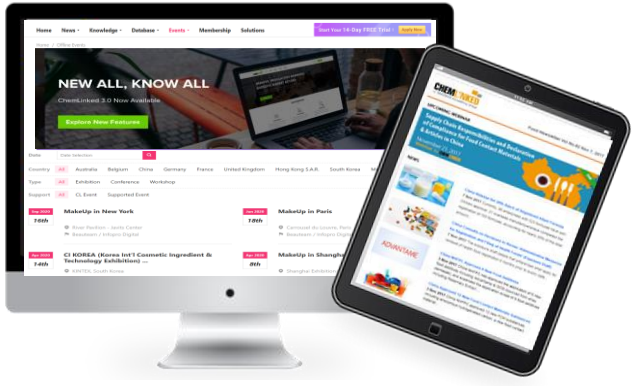
Target audience:
International enterprises, government bodies, NGOs and hundreds of small and medium sized enterprises from cosmetics industry.

Impressive web traffic:
Our readers view ChemLinked as a trusted source of timely information and frequently visit which converts to more high quality in-bounds leads for you.

Flexible solutions:
From banners, e-publications to sponsored webinars, we have advertising options to suit every business.

Cost-effective packages:
Incredible value for money with adverts price starting from $200.

Online Advertising



1 BANNER ADVERTISING

In either premium or regular positions on our website

2 E-PUBLICATION ADVERTISING

In ChemLinked Cosmetic report and bi-weekly newsletters

3 SPONSORSHIP OF TRAINING COURSE

Indicate the sponsor on our promotion materials as well as customize the webinar/online course for the sponsor if he/she wants to be a speaker

We can help you reach more than 50,000+ potential customers

Banner Advertising

Using our banner ad package you can directly add hyperlinks to your website, event or product for additional traffic. Popular columns available such as **homepage, news, expert articles**, enabling you to engage with your target audience.

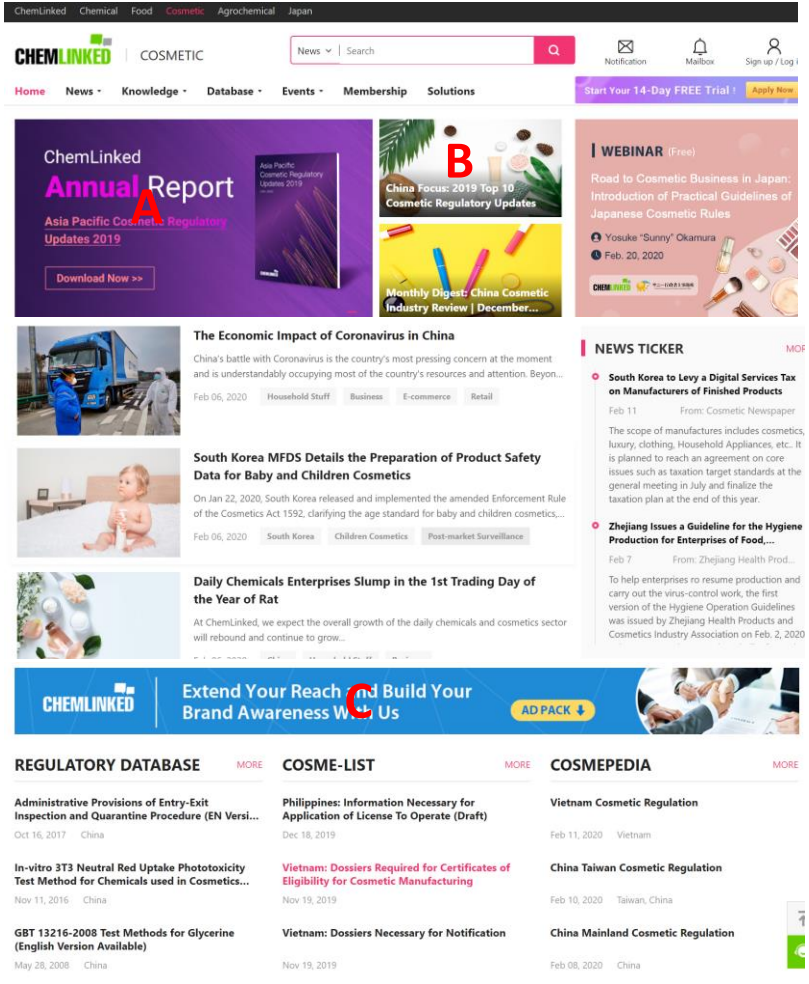
Rates - Home Page (20% of Total Page Views in 2019)

Position	Size	Price (2 Months)	Price (6 month)
A （carousel）	530*300	$600	$1,500
B	270*145	$400	$1,000
C	1180*100	$300	$800

Rates - Column Page (Exclude Homepage)

Position	Size	Price (2 Months)	Price (6 month)
Sidebar	340*138	$200	$700

Increase your visibility in target markets and help drive relevant traffic to your own website using our banner advertising packages.



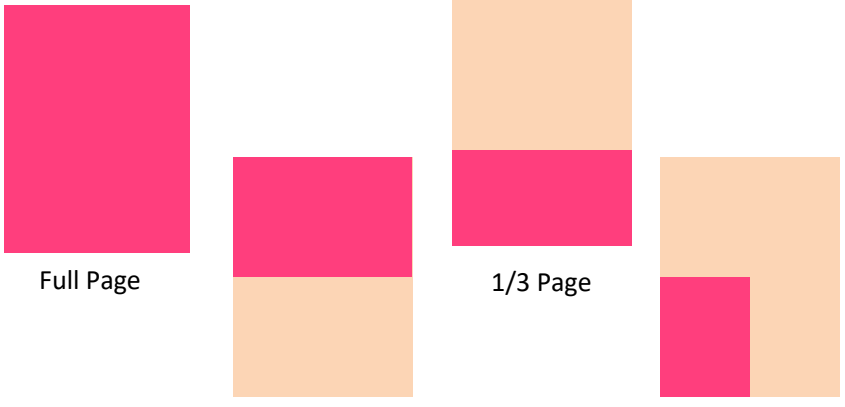
Cosmetic Portal Home Page: https://cosmetic.chemlinked.com/

E-publication Advertising

Every year we present regular electronical reports on cosmetic marketing access and important regulatory updates in Asia especially China.

Rates - Report

Size	Price
Whole page	$500
1/2 page	$400
1/3 page	$350
1/4 page	$300

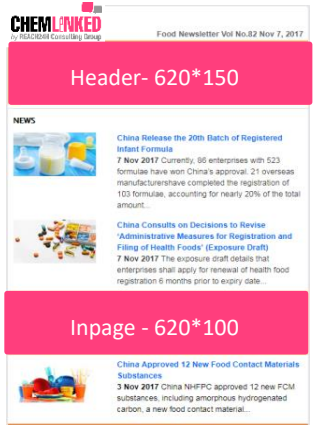


Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

46,000 Recipients

Rates - Newsletter

Position	Banner Size	Price (one-time)	Price (3-time)
Header	620*150	$500	$1,200
Inpage	620*100	$400	$1,000
Footer	620*150	$300	$800
Sidebar	250*140	$300	$800
Exclusive Ad E-mail Blast	One page Customized	$900	$2500



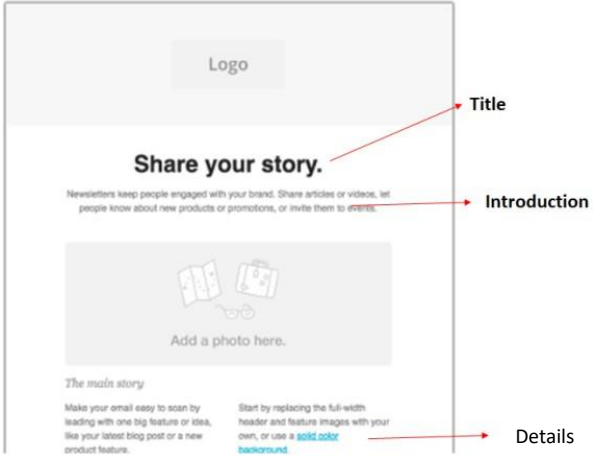
Your Ad banner will be placed in our bi-weekly newsletter and link to your target webpage.

Examples:
https://cosmetic.chemlinked.com/epublication/newsletter

E-publication Advertising
-Exclusive Ad E-mail Blast (Recommended)

Introduction: This is a customized newsletter which will be sent to all food portal subscribers.
This kind of public promotion will have a better media effects because the email content is all about your advertisement. Please see this e-mail example for promotion of an event:
https://mailchi.mp/chemlinked/early-bird-registration-is-now-open-join-us-for-chemlinked-food-regulatory-conference-oceania-2019
Quotation: 900 USD/one-time

Cooperation process:
1. Please choose an advertising date. We will give recommendations which might have better media effects.
2. You provide us an email blast templates and input that in our EDM system. If you do not have the templates, we can help you design one.
3. We collect the e-mail blast data (open/click rate) 1-2 weeks after advertising and share with you.



Sponsorship of Webinar

We regularly host webinars covering a diverse range of interesting topics relating to China and Asia pacific cosmetics industry, **regulations and markets**.

Opportunities

1. Webinar sponsorship (without speaking opportunity)

- Sponsor indicated on promotion banners placed on high-traffic pages;
- Sponsor indicated on Newsletter (2 times) which is sent to 46,000+ recipients from the global cosmetics industry
- Digital artwork like promotional video displayed before the webinar starts
- Sponsor indicated on materials like PPT & video.

2. Webinar speaker sponsorship

Except the above promotion ways, ChemLinked can customize a webinar for the sponsor if he/she wants to be a speaker, on the condition that the webinar content meets the principle that “providing solutions for AP market access” rather than purely concentrating on introduction of company products and services. Besides, all the benefits described in point 1 are still included.

Rates

Sponsorship (without speaking opportunity)	$1,200
Sponsorship (with speaking opportunity)	TBD

https://cosmetic.chemlinked.com/eventsdb/webinar

https://cosmetic.chemlinked.com/online-course

CHEMLINKED
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AD Pack 2020

Talk to us

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