



# ChemLinked (Cosmetic Portal)

ChemLinked- AD Pack 2022



News



Featured



Translation



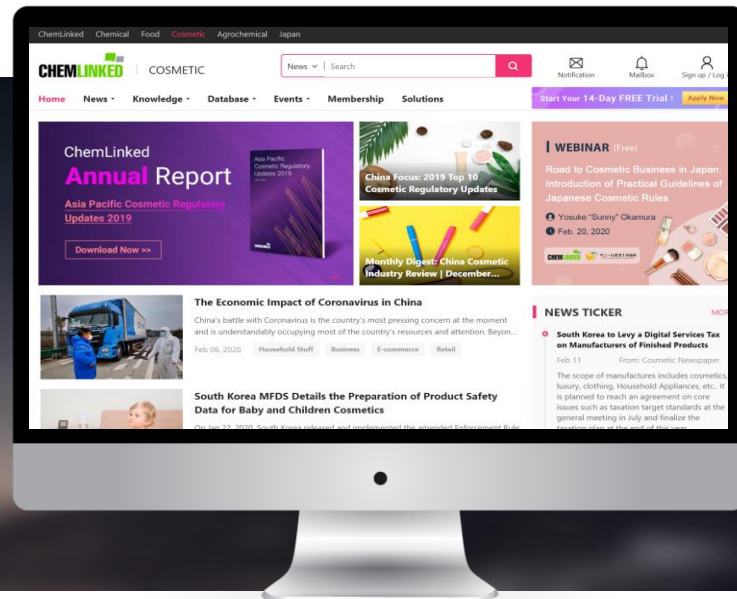
Knowledge base



Webinar



Database



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

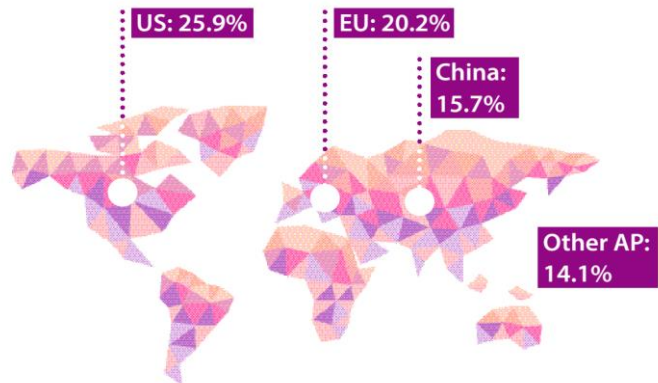
Provide over **55,000** professionals with unique **Cosmetics regulatory updates** in Asian pacific regions

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

# Our Readers

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## Where are they based?



## Who are they:

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

## Interested areas:

Market Access	Cosmetic
Custom	Regulations
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:



**20,000+**  
Newsletter subscribers

**100,000+**  
Page view per month

**95%**  
Membership Renew Rate

# Why Advertise with Us?

ChemLinked- **AD Pack 2022**

## 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.



## Testimonials

*I feel your regulatory change announcement/notification is very up-to-date and updated very quickly. It is very helpful to communicate with other Amway affiliates in worldwide.*

- Amway

*I find the site a very useful site to keep me updated on regulations around Asia.*

- Edgewell

*Very impressed by the "database" tab. Bravo!*

- Mane

# Online Advertising

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## 1 BANNER ADVERTISING

In either premium or regular positions on our website

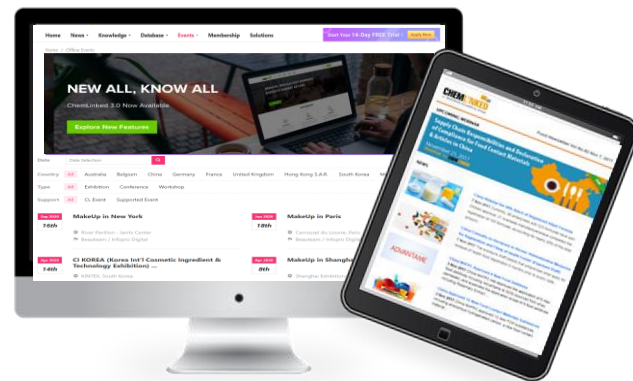
## 2 E-PUBLICATION ADVERTISING

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

## Rates - Pop-ups

Position	Size	Price ( 7 days)
Pop-up	750*400	\$500

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

The screenshot displays the ChemLinked COSMETIC website interface. At the top, there's a navigation bar with links for Home, News, Knowledge, Database, Events, Membership, and Solutions. A search bar and user account options are also present. The main content area features several promotional banners and articles. A large purple banner for the 'ChemLinked Annual Report' is prominent. Below it, there are articles about the 'Economic Impact of Coronavirus in China', 'South Korea MFDS Details the Preparation of Product Safety Data for Baby and Children Cosmetics', and 'Daily Chemicals Enterprises Slump in the 1st Trading Day of the Year of Rat'. On the right side, there's a 'WEBINAR' section for 'Road to Cosmetic Business in Japan' and a 'NEWS TICKER' with updates from South Korea and Zhejiang. At the bottom, there's a blue banner for 'Extend Your Reach and Build Your Brand Awareness With Us' and a section for 'REGULATORY DATABASE' and 'COSME-LIST'.

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



# E-publication

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

## Rates - Report

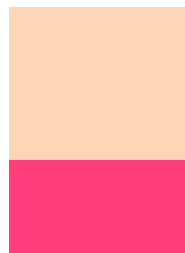
Size	Price
Whole page	\$500
1/2 page	\$400
1/3 page	\$350
1/4 page	\$300



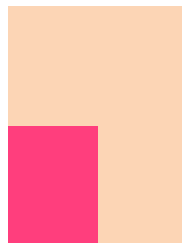
Full Page



1/2 Page



1/3 Page



1/4Page

# Mass Mailing

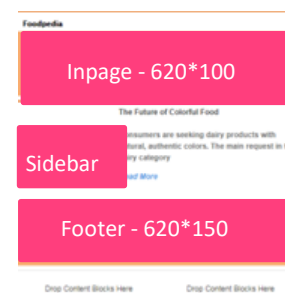
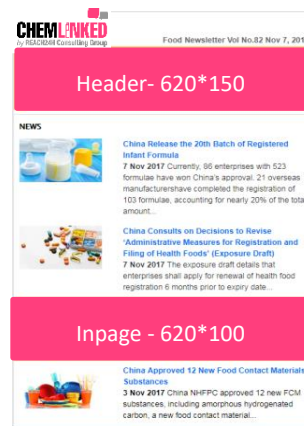
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Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

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)

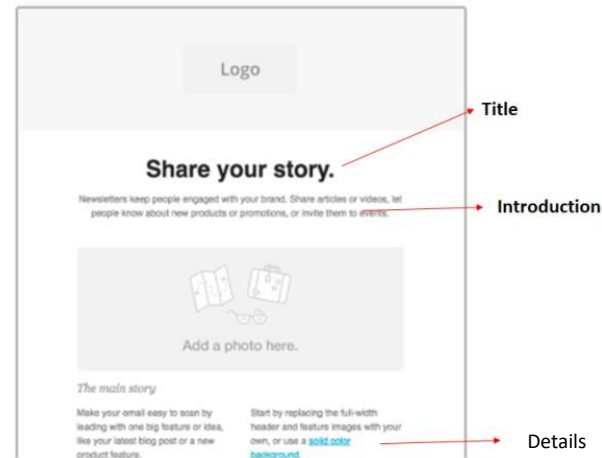
**Introduction:** This is a customized newsletter which will be sent to all food portal subscribers. This kind of public promotion will have a better media effects because the email content is all about your advertisement. Please see this e-mail example for promotion of an event.

**Example:** <https://mailchi.mp/chemlinked/special-offer-detailed-analytics-on-competing-products-in-your-category-381440>

**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

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

## Opportunities

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### OPTION 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.

### OPTION 2. Webinar speaker sponsorship (with speaking opportunity)

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

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Sponsorship (without speaking opportunity)	\$1,200
Sponsorship (with speaking opportunity)	Start from \$6000

# WEBINAR MARKETING SERVICE

Webinars are good opportunities to touch your potential clients and warm up your leads for sales. But are your webinars resulting in bad numbers of registrations or unqualified leads?

With a strategic and well-planned webinar marketing campaign (*All-round promotion before, during and after the event*), you can see a dramatic increase in sales opportunities. We'll help you figure about the best way to reach your target audience and maximize your brand visibility and exposure.

For more details , please contact Kallen Chen at [kallen.chen@chemlinked.com](mailto:kallen.chen@chemlinked.com)

## PRE-EVENT



- Social Media Promotion (LinkedIn, Twitter, Wechat Official Account etc.)
- E-mail Mass Mailing
- Website Promotion (banners, pop-ups etc.)
- Dedicated Advertorial Press Release
- SEO Optimization
- Exposure on External Media Channels
- Content Review and Language Support
- Webinar Rehearsal

## DURING THE EVENT



- Presentation (40-60 minutes)
- Powerful Conference System Support
- Host's Opening and Assistance

## POST EVENT



- Continuous Promotion for Additional Exposure and Leads
- Feedback and Follow-up

Talk to us



[cosmetic.chemlinked.com](https://cosmetic.chemlinked.com)



[contact@chemlinked.com](mailto:contact@chemlinked.com)



+86 571 8700 7535