



CHINA BEAUTY EXPO
中国美容博览会

化妆品资讯
Cosmetic News



CHINA BEAUTY EXPO
MEDIA KIT

2020年5月
19-21日
上海浦东
新国际博览中心

WORLDWIDE BEAUTY SNAPSHOTS

共享全球创新资源

www.chinabeautyexpo.com

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Chengdu China Beauty Expo
Spring and autumn
Chengdu
成都美博会

Beyond Beauty
Asean Bangkok
Bangkok
泰国东盟美容展

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CHINA
BEAUTY
EXPO
中国美容博览会

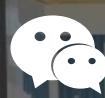
SKINCARE
护肤
FACIAL MASKS
面膜

PERSONAL CARE
个人护理用品

3,500+
Exhibitors

3 days show with
365 days impact

10,000+ Brands



500,000+ Buyers



Held for 24 years, **China Beauty Expo** (CBE) is the professional trade event and platform of the beauty industry. CBE is a one-stop sourcing experience for distributors, retailers, and beauty professionals seeking to learn and try the largest range of beauty products and manufacturing solutions in Asia.

China Beauty Expo



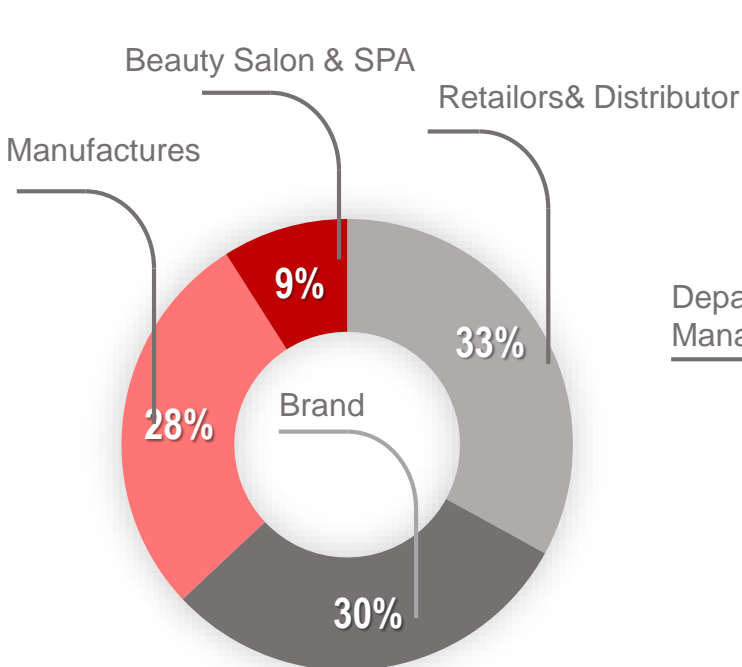
—WeChat



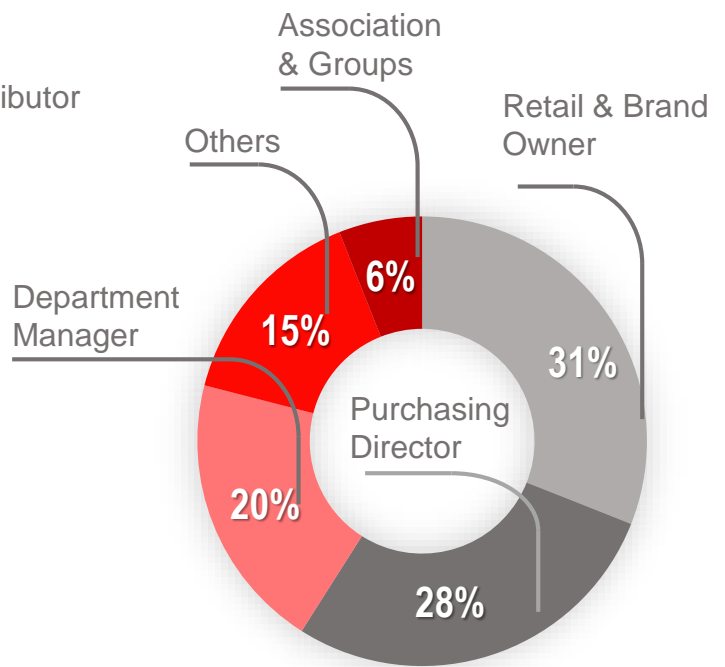
Followers: 300,000+ (Until June 2019)

Profile:

Company Type



Position



China Beauty Expo



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Average Article Click: 4000+



Page	\$ /Issue
Sub- Article (Except April & May)	1920
Top Banner in Head Article / 5 Issues (Except April & May)	4500
Middle Banner in Head Article / 5 Issues (Except April & May)	4000
Bottom Banner in Head Article / 5 Issues (Except April & May)	2800
Sub- Article in April & May	4500
Top Banner in Head Article in April & May	1500
Middle Banner in Head Article in April & May	1280
Bottom Banner in Head Article in April & May	960

China Beauty Expo —Website



Page Views / Per Month: 60,000+



\$8000 / 30 days
with external link



China Beauty Expo



— Buyers Guide

泰国彩妆蜜丝婷

CHINA
BEAUTY
EXPO
中国美容博览会

买家指南
BUYERS GUIDE

2017.05.23/25
上海新国际博览中心
Shanghai New International Expo Center
第二十二届中国美容博览会
22nd China Beauty Expo



Deliver at Show Entrance
No: 100,000

Audience: Distributors, Retailers, Purchasing Directors etc

Page Unit	Size(cm)	Rate S
Cover	13 (W) x 13 (H)	\$8000
Right Cover Fold	28 (W) x 21 (H)	\$5000
Cover + Right Cover Fold	package	\$12000
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Back Cover Fold	28 (W) x 21 (H)	\$3500
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logo on Hall Guide		\$350

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China Beauty Expo 品资讯

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— CCRS Special Issue 国化妆品零售业大会特刊

泉州	西安	郑州	成都
CBE福建分会成立大会	CBE西北五省巡展	CBE中原五省巡展	CBE西南五省巡展 CCBE成都美博会
2019年5月6日 福建泉州 希尔顿大酒店	2019年7月18日-19日 陕西西安 锦江国际大酒店	2019年9月5日-6日 河南郑州 万达文华酒店	2019年10月16日-17日 CCBE成都美博会 四川成都 世纪城天堂洲际大饭店

四大板块：展+会+配对+学

展——优选全球进口潮品，深入对接全国区域

- 10000+ CBE优质日化品牌 精选市场新奇、热门品牌 引进区域市场
- 10000+ CBE进口品牌 加快进口品牌落地服务、对接区域
- OEM 拓展CBE上游链路 满足大零售定制产品需求

会——零售峰会（主论坛+平行论坛）

渠道研究，三大区域渠道走访与分析报告

配对——对一买家配对，会员邀约机制实现高效对接

学——零售大学堂

独家产品发布，沙龙培训，地区零售案例分析与门店诊断

参会构成 800人/场次

- 地级市优质化妆品店 50%
- 县/乡优质化妆品店 30%

Deliver at China Cosmetics Retail Summit

No: 10,000 Baiwen

Audience: Retailers, Brands, Distributors, Buyers

回归价值 零售赋能

BRINGING BACK VALUE
INTO RETAILS



2019年5月特刊

Page Unit	Size(cm)	Rates
Cover	18(W) x 25(H)	\$8000
Back Cover	42(W) x 28.5(H)	\$5600
Left Cover Fold	21(W) x 28.5(H)	\$5000
Single Page	21(W) x 28.5(H)	\$2500

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Powerful

Youthful

Creative

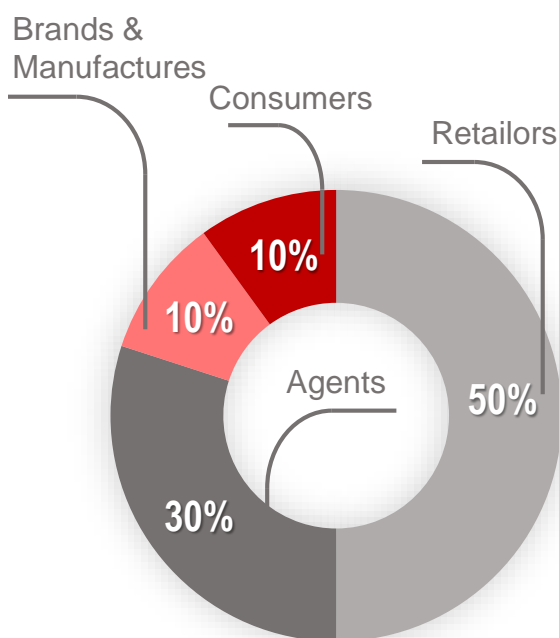
Cosmetic News is one of the most professional cosmetic medias in China, reflecting the latest industry trend and insight , Is a must read for every cosmetic industry participants. Cosmetic New is transforming from traditional magazine to multi-channel media



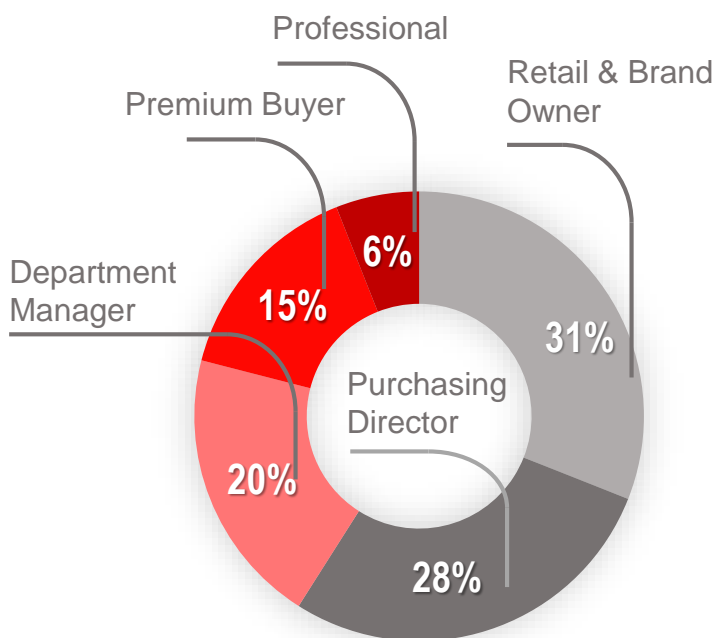
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Profile:

Company Type



Position





Average Article Click: 2200+



Page

\$ /Issue

Head Article	2400
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Middle Banner in Head Article / 5 Issues	4000
Bottom Banner in Head Article / 5 Issues	2800

Cosmetic News



—Website

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Page Views / Per Month: 30,000+



\$8000 / 30 days
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THANK YOU

