

B2B BEAUTY JOURNALISM

THE BEAUTY INSIDER

INSIGHTS · TRENDS · INDUSTRY VOICES

● IN THE SPOTLIGHT ● TREND WATCH ● THE FINE PRINT ● MACHINE LEARNINGS

● MONEY MOVES ● ALL ARTICLES

MEDIA KIT 2026

Media Kit 2026

B2B journalism for the people who run beauty. Founders, brand owners, buyers, distributors and investors across the EU and the Gulf.



THE QUARTERLY PRINT EDITION

Posted to a named list of decision makers, distributed on the floor at the shows we cover, and published in full online. Every advertisement in this kit runs in this edition.

Who reads it

The Beauty Insider is not a consumer title and does not pretend to be. It is read by a small number of people who make buying, listing and investment decisions in cosmetics. Reach is deliberately narrow. That is the product.

BRAND FOUNDERS AND OWNERS

Independent and mid-market beauty brands, most of them scaling into a second or third market.

DISTRIBUTORS AND AGENTS

The people who decide which international brands get shelf space in a given market.

REGULATORY AND COMPLIANCE

A growing readership around EU labelling, claims and the AI Act, driven by our Fine Print beat.

BUYERS AND RETAIL

Category buyers, retail groups and travel retail, in the EU and the GCC.

INVESTORS AND ADVISERS

Beauty-focused capital, M&A advisers and the consultants who brief them.

GEOGRAPHY

Concentrated in the Nordics, DACH, the UK and the UAE, with readers across the wider EU.

Who talks to us

The reason to work with a title this size is access. These are companies that agreed to sit down with us on the record, and the interviews are the most read pages we publish.

Olaplex

BIOTECH AND HAIR REPAIR

Amorepacific

TRAVEL RETAIL

Ajmal Perfumes

GULF LUXURY FRAGRANCE

Formulae Prescott

WELLNESS-DRIVEN SKINCARE

Feel

BORIS HODAKEL, BEAUTY FROM WITHIN

11

Interviews recorded on the floor at Beautyworld 2025, from our own interview desk

5

Editorial beats, each with its own colour
across print, site and social

16

Long-form articles published and
indexed since October 2025

We have held media partner status with Beautyworld Middle East, TFWA Cannes and Cosmoprof Worldwide Bologna. At Beautyworld Dubai 2026, 6 to 8 October, we will again be running an interview desk on the floor, and bookings for that desk are open now.

03 **Reach**

Our audience sits across four surfaces: a print edition posted to named individuals, a website, LinkedIn, and a newsletter. Each figure below states what it counts and over what period, because they are not the same thing and adding them into a single headline number would be dishonest.

CHANNEL	FIGURE	WHAT IT COUNTS	PERIOD
Print edition	Several hundred	Named decision makers on an addressed postal list. Not a circulation estimate.	Quarterly
LinkedIn, organic	11,600	Organic post impressions. No paid promotion of any kind.	12 months to Jul 2026
Launch campaign	c. 100,000	Paid campaign reach at launch. A one-off awareness push, not recurring readership.	Launch window
Trade show distribution	3 shows	Digital and print distribution on the floor. Past media partner at Beautyworld Middle East, TFWA Cannes and Cosmoprof Worldwide Bologna.	Per show
Website	Own domain	thebeautyinsider.eu since July 2026. Verified per-article and monthly figures on request.	Since Jul 2026
Published archive	16	Long-form articles live and indexed, each with an evergreen tail.	Since Oct 2025

A note on how to read these. They are four different measurements and we have kept them apart on purpose rather than adding them into one headline number. Website analytics were split across two platforms until the July 2026 move to our own domain, so we quote per-article figures, which are clean, rather than a site total that spans the migration. Growth has been uneven rather than steady, which is normal for a title in its first full year. Every figure here can be evidenced on request.

04 **What we publish**

Five beats, each with a fixed colour that runs across the site, the print edition and social. Roughly two to three pieces a week.

TREND WATCH

Markets, trade fairs and where beauty is heading.

THE FINE PRINT

Regulation, law and compliance, including the EU AI Act.

MONEY MOVES

Funding, M&A, deals and investment.

IN THE SPOTLIGHT

Founder and brand profiles, interviews, deep dives.

MACHINE LEARNINGS

AI in beauty, from imagery to localisation to disclosure.

05

What you can buy

Media partnership

For trade shows and industry events. We cover the show as journalists, run an interview desk on the floor, and publish a series of features that keep it in front of buyers for months afterwards. We have held media partner status with Beautyworld Middle East, TFWA Cannes and Cosmoprof Worldwide Bologna, and we recorded eleven interviews from our own desk at Beautyworld 2025. In return we ask for media partner accreditation and listing, on standard mutual terms.

CONTRA, NO FEE

The Targeted Ad

Our own format, and the one that works hardest. We spotlight your ideal customer in an editorial feature, and your ad sits beside their story. It gets read because the piece next to it is worth reading, and it gets shared inside their network rather than ours.

€3,000

Print advertising

Cover positions, premium interior pages and full or fractional pages in the quarterly edition. Full specifications on request.

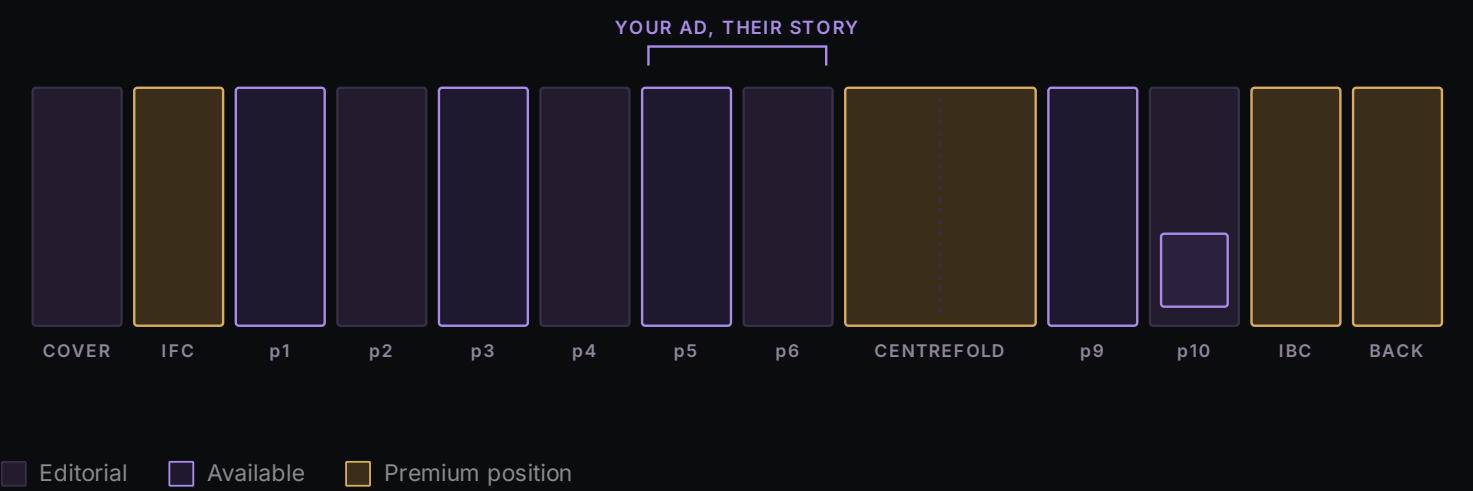
FROM €1,000

Labelled advertorial

Sponsored content, written to our editorial standard and clearly marked as paid. Brand-provided copy, or written by us.

FROM €2,000

Where each position sits in the quarterly edition. The Targeted Ad is the one to look at: your page runs against an editorial feature about the customer you want, so it gets read on the way past rather than skipped.



PLACEMENT	RATE	PLACEMENT	RATE
Inside front cover	€5,000	Full-page spread	€3,000
Back cover	€4,000	Full page	€2,000
Inside back cover	€3,000	Sponsor page	€1,000
Centrefold, double page	€3,500	Targeted Ad	€3,000
Opposite contents	€3,000	Advertorial, single page	€2,000
Opposite editor's letter	€3,000	Advertorial, two pages, written by us	€3,600

Rates are per edition and exclude VAT. Series bookings and show packages are quoted on request.

What we do not sell

Interviews and features are chosen on merit and are never paid placements. That is the only reason our readers trust them.

Advertising and clearly labelled advertorial are separate products and are always marked as such. If you are looking to buy editorial coverage, we are the wrong title, and we would rather say so at the start than take the booking.

The Beauty Insider sits alongside two sister companies. For brands entering Europe or the Gulf, these are often more useful than an advertisement.

Lingua Beauty

Translation, proofreading and copywriting for beauty, skincare and supplements. EU labelling, packaging copy and market localisation, which is usually the first wall an exporter hits.

AI/CO

AI-generated cosmetic imagery and campaign content: product, packaging, lifestyle and short video, produced to brand and QA-ed before delivery.

In their words

Working with Lingua Beauty has been a great experience, their products have added tremendous value to our company. I am especially excited about The Beauty Insider and have full confidence in their ability to deliver. We will definitely be advertising with them.

JOHANNA RÖNKKÖ, NORDIC BEAUTY INC

I loved how in-depth and engaging my feature was. It was not just an interview, it was a storytelling moment that showcased my expertise in a fresh, impactful way.

IZABELLA SMYZA, INDUSTRY EXPERT

BEAUTYWORLD DUBAI · 30TH EDITION

6 TO 8 OCT 2026

HEL
HELSINKI

DUBAI WORLD TRADE CENTRE

30
DXB
DUBAI

BOOKING FOUNDER INTERVIEWS

BEAUTYWORLD DUBAI, 6 TO 8 OCTOBER 2026 · INTERVIEW DESK ON THE FLOOR, BOOKINGS OPEN

Next step

Tell us the market you are trying to reach and we will come back with the placement that fits, or say so if we are the wrong title for it. For Beautyworld Dubai in October, interview desk slots are being booked now and there are a limited number of them.

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ONLINE

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BASED

Finland, working across the EU and the GCC

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ABOUT ADVERTISE ARTICLES CONTACT LINKEDIN