



happi

HAPPI.COM

2020 MEDIA KIT
PRINT • DIGITAL

Brand Overview

Happi is the leading media company covering the global personal care, household and industrial and institutional cleaning market. For more than 50 years, Happi has provided in-depth analysis of this nearly \$700 billion (retail) market for our 30,000 subscribers around the world.

According to Euromonitor International, global sales of beauty products rose 5.6% last year to nearly \$488 billion. Household cleaning product sales increased 4.2% to nearly \$156 billion. When you include sales from the global I&I category, you get a market with a retail value of \$691 billion, according to sources.

In the US, demand for indie beauty continues to drive market gains; elsewhere, multinationals still hold sway with consumers. In an effort to compete with startups, Unilever, Shiseido and other multinationals are purchasing smaller companies with an attractive portfolio or positioning. But regardless of sales, all companies are aggressively pursuing sustainability goals.

Happi's coverage of the global household and personal products industry is the best in the business. For more than 50 years, our editors, correspondents and technical writers have delivered the news you need to succeed in these fast-paced times. For 2020, we've added columnists, departments and features in print; online, we're creating more videos, podcasts and other multimedia tools to entertain and inform our readers. After more than five decades, Happi is still expanding. Come grow with us!

16k

**PRINT
SUBSCRIBERS[†]**

63k

**AVERAGE MONTHLY
ONLINE USERS^{*}**

30k

**eNEWSLETTER
SUBSCRIBERS⁺**

16k

**SOCIAL MEDIA
FOLLOWERS¹**

Editorial Staff

Tom Branna

Vice President of Editorial

Tom Branna has been with Rodman Media for more than 30 years, serving in a variety of capacities including editor of Happi. He holds a Bachelor of Arts degree from Montclair State University.

Christine Esposito

Associate Editor

Christine Esposito joined Rodman Media in 1992 and has worked as associate editor of and staff writer for several Rodman publications including Happi, Beauty Packaging, Nutraceuticals World and Nonwovens Industry. She also served as editor of Coatings World magazine from 1997 until 2006. Esposito returned to the Happi staff in 2008. She holds a B.A. in Communications-Journalism from Loyola University in Baltimore.

Melissa Meisel

Associate Editor

Melissa Meisel is the associate editor of Happi magazine and Happi.com. Her writing focuses on breaking news, leading trends and new products in the household and personal care industry. She joined Rodman Media in 2007 and was previously published in assorted newspapers and magazines. Melissa earned her B.A. in English with a concentration in journalism from The University of Delaware in 1997.



CORPORATE PROFILES

Corporate Profiles is a year-round reference tool featuring an in-depth look at the major suppliers to Happi's markets. Here's how it works: Advertisers receive a full-page advertorial featuring their company, products and services, global capabilities, etc. in an attractive, easy-to-read, four-color format. The advertorial is placed opposite your advertisement. Bonus distribution throughout the year at major trade events.

BONUS DISTRIBUTION:

An additional 6,000 copies will be distributed at industry conferences and exhibitions throughout the year.

Ad Close: December 20th



Full Page Ad and Profile



Full Page Profile



ANNUAL BUYERS' GUIDE

Happi's Annual Buyers' Guide is a year-long annual purchasing reference guide to the industry. Available in print and online, it includes hundreds of participating suppliers—both alphabetically and by category. Companies can update their information online at any point throughout the year.

BONUS DISTRIBUTION:

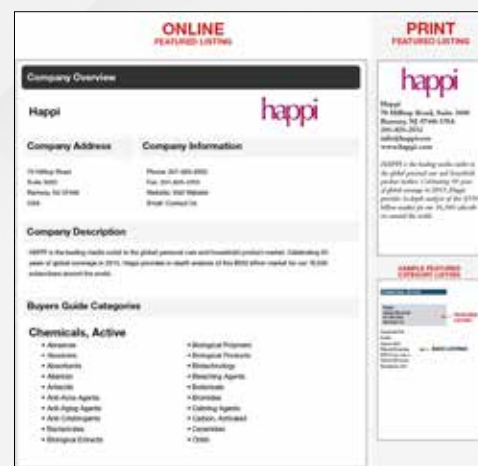
An additional 6,000 copies will be distributed at industry conferences and exhibitions throughout the year.

Featured Listing

- Company Information & Logo
- Company Description - Up to 350 characters in Print & Online.
- Up to 30 Cross Reference Categories
- Rise Above All Basic Listings in Category Cross Reference

Starting at \$1,295 per year

Ad Close: January 10th



Featured Listing



Corporate Profile Microsite

Live Analytics

Corporate Profile Microsite

- Company Information & Logo
- Company Description
- Up to 350 characters in Print.
- Unlimited characters, images and links on our Website
- Up to 100 Cross Reference Categories

Includes an over \$10,000 multimedia marketing campaign!

Starting at \$3,000 per year

- Rise Above All Featured Listings in Category Cross Reference
- Over 2,000 potential Customer Views
- Over 120,000 Branded Impressions
- Access to LIVE Analytics

Special Issues



HAPPI CHINA

HAPPI CHINA is published in simplified Chinese. In 2020, we will once again publish 10 issues.

HAPPI CHINA boasts a qualified circulation of over 14,000 decision makers who purchase a wide range of ingredients, packaging components and machinery. Each subscriber is qualified by name, job title and industry.

This process guarantees that our advertisers are reaching the market leaders in this fast-growing country.



BEAUTY INSIDE & OUT

In response to the growing demand for natural cosmetics, organic food, nutritional supplements and related products, Rodman Media Corporation has created a supplement for this multibillion dollar wellness market. Co-published by Happi and Nutraceuticals World, the Beauty I&O supplement will be mailed out with the September issue of both magazines. In addition, it will have bonus distribution at nutritional and personal care events around the world.

Circulation: Over 28,000

Supplements To: Happi & Nutraceuticals World September issues

Bonus Distribution: Domestic and global industry events.

Ad Space Deadline: August 4, 2020

Color Ad Rates:

Full Page: \$4,550

Half Page: \$3,400

HOUSEHOLD & PERSONAL CARE WIPES

Combined with Happi, our special Wipes edition reaches the largest, most influential collection of buyers money can buy. If you're targeting wipes, be sure to include Household & Personal Care Wipes in your advertising plans for 2020.

Household & Personal Care
wipes
A joint publication of Happi and Nonwovens World

Reaches Full Circulation of Happi and Nonwovens Industry – more than 25,000 Worldwide!

SPRING ISSUE:

CLOSING DATE: March 10, 2020

BONUS DISTRIBUTION:

- Sustainability Summit NYC
- INDEX 2020
- Cosmoprof NA
- In Cosmetics Barcelona
- World of Wipes
- SCC Teamworks
- World Conference on Homecare and Fabrics



Color Ad Rates:

Size

Full Page

Half Page Island

Half Page Horizontal/Vertical

4 Color

\$3,825

\$3,200

\$2,925

FALL ISSUE:

CLOSING DATE: August 18, 2020

BONUS DISTRIBUTION:

- HCPA Annual Meeting
- Hygienix
- Outlook
- In-Cosmetics North America
- SCC Annual Meeting
- ACI Annual Meeting



Color Ad Rates:

Size

Full Page

Half Page Island

Half Page Horizontal/Vertical

4 Color

\$3,825

\$3,200

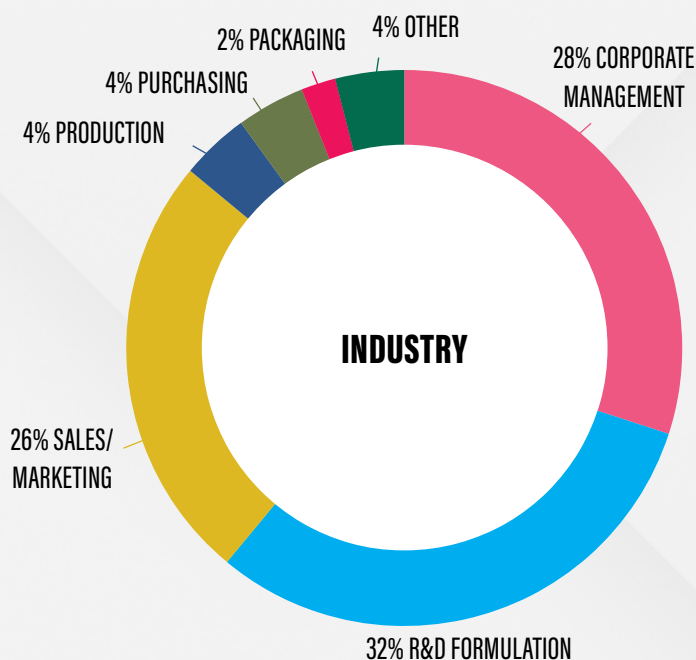
\$2,925

Happi

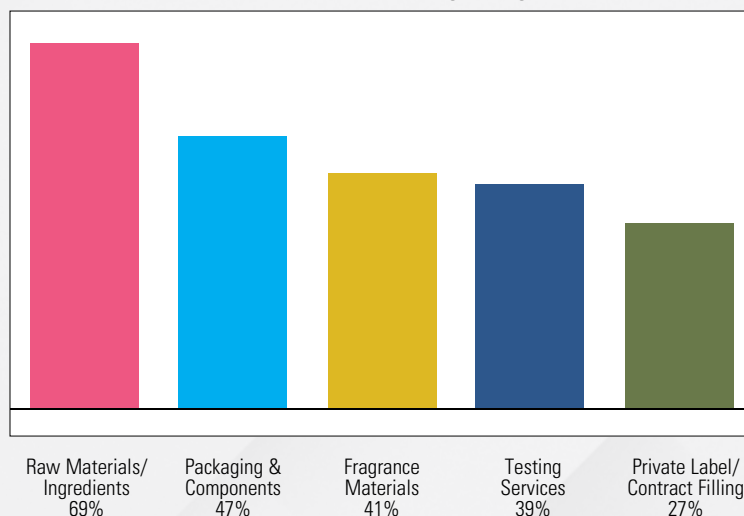
No publication covers the global household and personal products industry as well as Happi. For more than 50 years, our editors, correspondents and technical writers have been delivering the news you need to succeed in these fast-paced times. In recent years, we've added new columns and features such as Indie Inc., our monthly look at some of the most successful independent companies in our industry.

Global Circulation by Region [†]	
Asia/Asia Pacific	1,079
Europe	1,097
Latin America	288
Middle East/Africa	247
North America	13,362
Other	14
Total Circulation	16,087

WHO WILL YOU REACH WITH HAPPI? [‡]



Percentage of readers with buying influence in the following categories[‡]



Happi Reaches Subscribing Companies That Include:

Amore Pacific
Amway
Atlantic Coast Brands
Avon Products
Beautycounter
Beiersdorf
Belcorp
Boticario
Chanel
Church & Dwight
Clarins
Clorox
Colgate-Palmolive
Combe
Coty
Diversey

Dr. Bronner's
Ecolab
Edgewell
e.l.f. Beauty
Estée Lauder
EuroItalia
GlaxoSmithKline
Glossier
Gojo
Groupe Rocher
Guthy-Renker
Hain Celestial
Helen of Troy
Henkel
High Ridge
Honest Company

Inter Parfums
Jafra
John Paul Mitchell
Systems
Johnson & Johnson
Kao
KKW Beauty
Kosé
Kylie Cosmetics
L Brands
LG
Lion
L'Oréal
Luminex
Lush
LVMH

Markwins
Mary Kay
McBride
Melaleuca
Monat
Natura
Neora
Newell Brands
Nu Skin
Oriflame
PDC
Pierre Fabre
Pola Orbis
Prestige Brands
Procter & Gamble
Puig

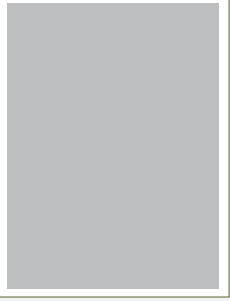
Reckitt Benckiser
Revlon
Rodan + Fields
SC Johnson
Scentsy
Senegence
Shanghai Jahwa
Shiseido
Spartan
Sunstar
The Honest Company
Tupperware
Unilever
WD-40
Young Living
Zep

2020 Editorial Calendar

ISSUE	EDITORIAL FEATURES	BONUS DISTRIBUTION/ AD OPPORTUNITIES
January Ad Close Date December 10, 2019	<ul style="list-style-type: none"> • Hot Indie Beauty Brands • Household Fragrances • Detergent Market Update • Anti-Aging & Wellness Corner • EuroTrends • News from Latin America • Efficacy Challenges • Hair's the Thing 	ACI Annual Meeting
SPECIAL ISSUE	ANNUAL CORPORATE PROFILES ISSUE Ad Close Date: December 20th • Bonus Distribution: All listed trade shows in 2020	
February Ad Close Date January 14	<ul style="list-style-type: none"> • ANNUAL BUYERS' GUIDE • CBD in Skin Care • CES Report: Tech in Beauty & Home Care • Hair Styling • Sunscreen Filter • Notes from Asia • EuroTrends • Out of Africa 	Personal Care Product Council Meeting
March Ad Close Date February 11	<ul style="list-style-type: none"> • Sun Care <i>(Article will include a new ingredient or directory listing)</i> • Color Cosmetics • OTC Skin Care • Anti-Aging & Wellness Corner • EuroTrends • News From Latin America • Efficacy Challenges • Hair's the Thing 	In-Cosmetics Global Pre-Show Issue Free AD-Q Study
SPECIAL ISSUE	HOUSEHOLD AND PERSONAL CARE WIPES Ad Close Date: March 10, 2020 • Bonus Distribution: April Happi & Nonwovens Industry (Over 28,000)	
April Ad Close Date March 10	<ul style="list-style-type: none"> • Fine Fragrance Update • Personal Cleansers • Packaging Profiles (Free Packaging Profile) • Contract Manufacturing Trends • Sunscreen Filter • Out of Africa • Notes from Asia • EuroTrends 	In-Cosmetics Global SCC Teamworks HCPA Mid-Year Meeting Luxe Pack New York
May Ad Close Date April 14	<ul style="list-style-type: none"> • The Skin Care Market <i>(Article will include a new ingredient or directory listing)</i> • Beauty & Well-Being • Hair Color • Anti-Aging & Wellness Corner • EuroTrends • News from Latin America • Efficacy Challenges • Hair's the Thing 	NYSCC Suppliers' Day Sustainability Summit NYC
June Ad Close Date May 12	<ul style="list-style-type: none"> • Packaging Trends <i>(Article will include a new ingredient or directory listing)</i> • Derm-Dispensed Skin Care • Sunscreen Filter • Notes from Asia • EuroTrends • Out of Africa 	Cosmoprof North America
July Ad Close Date June 9	<ul style="list-style-type: none"> • THE TOP 50 • Preservatives • Facial Cosmetics Trends • Anti-Aging & Wellness Corner • EuroTrends • News from Latin America • Efficacy Challenges • Hair's the Thing 	
August Ad Close Date July 14	<ul style="list-style-type: none"> • THE INTERNATIONAL TOP 30 • Distributor Spotlight • Color Cosmetics <i>(Article will include a new ingredient or directory listing)</i> • Fragrance Packaging • Sunscreen Filter • Notes from Asia • EuroTrends 	Free Distributor Profile
SPECIAL ISSUE	HOUSEHOLD AND PERSONAL CARE WIPES Ad Close Date: August 18, 2020 • Bonus Distribution: September Happi & Nonwovens Industry (Over 28,000)	
SPECIAL ISSUE	BEAUTY I&O - BEAUTY FROM THE INSIDE & OUT Ad Close Date: August 4, 2020 • Bonus Distribution: September Happi & Nutraceuticals World (Over 28,000)	
September Ad Close Date August 11	<ul style="list-style-type: none"> • Hot Beauty Ingredients • Surfactants Update <i>(Article will include a new ingredient or directory listing)</i> • Environmental Fragrances • Anti-Aging & Wellness Corner • EuroTrends • News from Latin America • Efficacy Challenges • Hair's the Thing • Packaging & Equipment Advertising Feature 	
October Ad Close Date September 15	<ul style="list-style-type: none"> • CONTRACT MANUFACTURING/PRIVATE LABEL DIRECTORY • Professional Hair Care • Testing Services <i>(Article will include a new ingredient or directory listing)</i> • Sunscreen Filter • Notes From Asia • EuroTrends • Beauty for All Tones • Out of Africa 	In-Cosmetics North America 31st IFSCC Congress
November Ad Close Date October 13	<ul style="list-style-type: none"> • Skin Microbiome • Fine Fragrances • Household Cleaners <i>(Article will include a new ingredient or directory listing)</i> • Personal Hygiene (AP/Deo & Oral Care) • Anti-Aging & Wellness Corner • EuroTrends • News from Latin America • Efficacy Challenges • Hair's the Thing 	World Conference On Fabric & Homecare HCPA Annual Meeting
December Ad Close Date November 10	<ul style="list-style-type: none"> • Shampoo & Conditioner Update <i>(Article will include a new ingredient or directory listing)</i> • I&I Report • Skin Care Actives • Sunscreen Filter • Notes from Asia • EuroTrends • Out of Africa 	SCC Annual Meeting

Print Ad Sizes & Rates Including Special Options

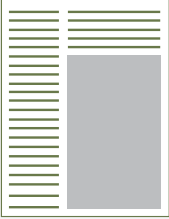
STANDARD AD SIZES



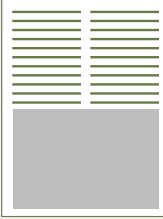
FULL PAGE (BLEED)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)
Trim: 8" x 10.75" (203mm x 273mm)

FULL PAGE (NON BLEED)
7" x 10" (178mm x 254mm)

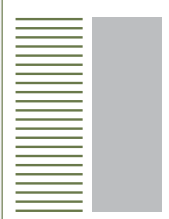
FULL PAGE SPREAD (BLEED)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)
Trim: 16" x 10.75" (406mm x 273mm)



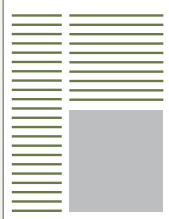
HALF ISLAND
4.5" x 7.5"
(114mm x 190mm)



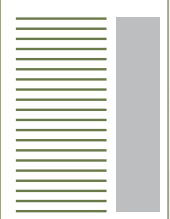
HALF PAGE HORIZONTAL
7" x 4.875"
(178mm x 124mm)



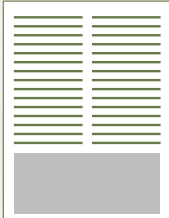
HALF PAGE VERTICAL
3.375" x 9.5"
(85mm x 241mm)



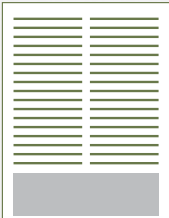
ONE THIRD SQUARE
4.5" x 5"
(114mm x 127mm)



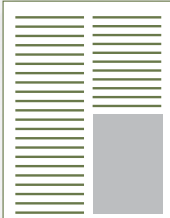
ONE THIRD VERTICAL
2.125" x 9.5"
(54mm x 241mm)



ONE THIRD HORIZONTAL
7" x 3.25"
(178mm x 84mm)




ONE QUARTER HORIZONTAL
7" x 2.375"
(178mm x 60mm)




ONE QUARTER SQUARE
3.375" x 4.875"
(85mm x 124mm)

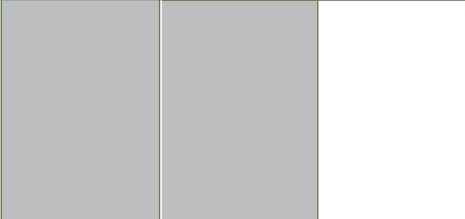
HIGH VISIBILITY AD SIZES




COVER PAGE CURL
(includes full page ad)
\$6,395



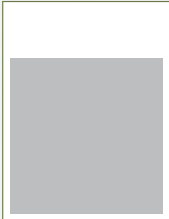
INSERT
Bound-in, 2-sided
8" x 10.75" (203mm x 273mm)
\$7,495



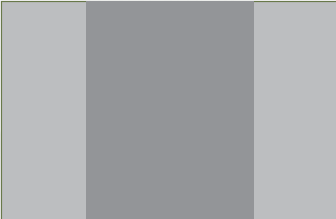
2 PAGE GATEFOLD
15.75 x 10.75
(400mm x 273mm)
\$8,995



BELLY BAND
18.5" x 4"
(470mm x 102mm)
\$6,295



COVER TIP^A
7.75" x 8"
(195mm x 203mm)
\$8,495



FRENCH GATE COVER^A
Covers 3 & 4 - 8", Covers 1 & 2 - 7 3/4"
Gates 5 & 6 - 7 9/16"
\$8,995

FOUR COLOR DISPLAY AD RATES

Size	1x	3x	6x	12x
Full Page	\$4,775	\$4,380	\$4,080	\$3,850
Half Island	\$3,810	\$3,535	\$3,360	\$3,195
Half Page	\$3,515	\$3,225	\$3,050	\$2,990
One Third	\$3,140	\$2,990	\$2,845	\$2,710
One Quarter	\$2,595	\$2,455	\$2,375	\$2,285

**All rates shown in media kit are net*

CLASSIFIED AD RATES

Size	4 Color
Per Column Inch	\$175

Digital File Specifications

- All materials must be submitted as **300dpi/CMYK color mode** PDF files, saved using the **PDF/X-1a:2001 standard** and **Acrobat 4 (PDF 1.3) compatibility**.
- Files smaller than **10MBs** in size can be sent via e-mail. Larger files should be submitted via FTP or file sharing website.
- Changes or corrections** to submitted files will result in additional charges for the advertiser.
- Publication trim size:** 8" x 10.75" (203 mm x 273 mm). Keep all live matter at least .5" (12.7 mm) from trim edges.
- Bleed page & insert page size:** 8.25" x 11" (209 mm x 279 mm) Maximum weight of insert stock: 100 lb. cover.
- Pre-printed inserts:** contact production manager for instructions.

Submit all print materials to:

Lisa St. Charles, Production Manager
lstcharles@rodmanmedia.com • 201-880-2250 • Happi
25 Philips Parkway, Suite 200 • Montvale, NJ 07645

Covers and Special Positions: No cancellations. Special position premium 10%.
Ride-Along: Polybags are required for all ride-alongs provided by client. Cost to polybag and add ride-alongs to magazine varies based on weight and size. Costs start at \$5,295.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms & Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in U.S. Payment option instructions will be included with all billing.

(Δ) Price includes standard printing and polybag. Custom sizes, shapes, colors and/or pages are available at an additional cost. All items weighing over 5 ounces will incur additional charges.

Publisher's Policy 1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices. **2.** Rodman Media Corporation holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Media Corporation. **3.** In the event an account is placed for collection, customer agrees to pay Rodman Media Corporation for all reasonable collection and/or legal fees incurred.

Please contact your Sales Rep for more custom printing options and special event opportunities.

Email Marketing



eNewsletter



Formulator Friday eNewsletter



3rd Party Email Blast

eNewsletter



30,569

Opt-in Subscribers⁺



15.98%

Open Rate⁺⁺



2.92%

Click Rate⁺⁺

Happi NOW eNewsletter Sponsorship

Delivering the latest news impacting the household and personal products industry.

Rates Start at \$2,795

Formulator Friday eNewsletter Sponsorship

NPD is at the center of the household and personal products industry, and chemists are the driving force for innovation. Every Friday, our Formulator Friday enewsletter delivers the formulations, new product ideas and new raw materials chemists need to keep pipelines full and consumers around the world, well, happy.

Rates Start at \$2,795

Live From Show eNewsletter Sponsorships

Strengthen your brand exposure prior to, during and after the show. 5 eNewsletters & Microsite Advertising.

Rates Start at \$1,295

Content Targeted eNewsletter Sponsorship

Align your targeted marketing message with our topic targeted media coverage.

Rates Start at \$0.50 per subscriber

Exclusive Special Edition News Alert Sponsorship

No Competing Ads! Your ad will be placed exclusively next to a single Special Edition News Alert chosen by our editorial team and emailed out to our entire News Alert audience.

Rates Start at \$1,295

3rd Party HTML eBlast Sponsorship

Direct and simple - It doesn't get any more exclusive. You provide us with HTML and the subject line, and we deliver it on your behalf. 100% share of voice to over 5000 qualified Emails.

Rates Start at \$0.55 per subscriber

Display Advertising

Website Average Monthly Traffic



306,077*

Page Views*



95,088*

Sessions*

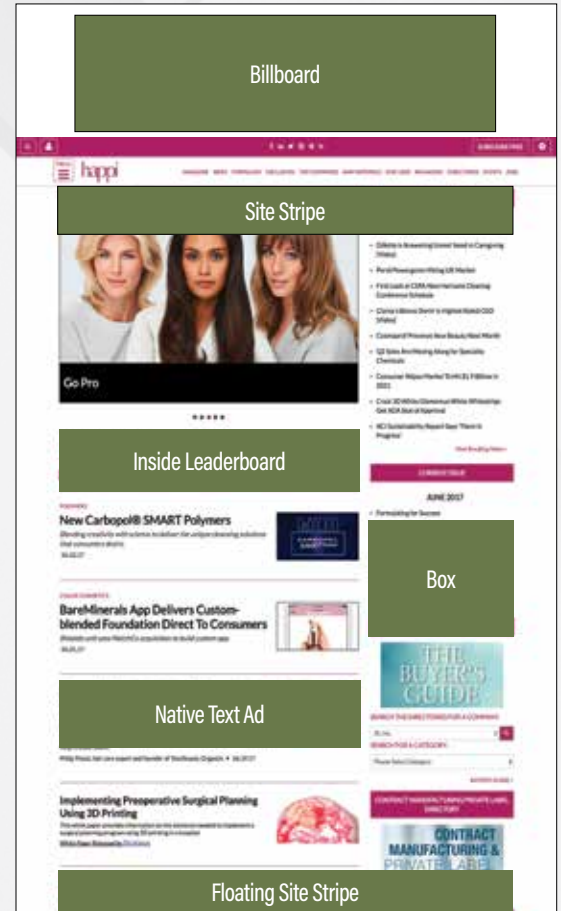


63,685*

Users*

Every week, thousands of industry professionals go to **Happi.com** to read current features, find stories in the archives, get breaking news and online exclusives, search the **Happi Buyers' Guide** and find useful links to other important content. These users are a highly targeted audience that comes back time and again for insights into this marketplace and into your products and services.

- **Billboard** (970 x 250, 300 x 250)
- **Site Stripe** (1100 x 90, 728 x 90, 300 x 50)
- **Floating Site Stripe** (1100 x 90, 728 x 90, 300 x 50)
- **Box** (300 x 250)
- **Inside Leaderboard** (728 x 90, 300 x 50)
- **Native Text Ad** (300 x 162 horizontal image + Title, Body, Call to Action: 250 characters combined)



Home Page

SPONSORSHIP OPPORTUNITIES:

Home Page

Catch their eye immediately with these advertising opportunities.

Starting at \$1,495 per month

Content Targeted Run of House

Rotate your ad throughout our website.

Starting at \$125 CPM

Retargeting

After a happi.com visitor leaves our website, they will see your retargeted display ad on other subsequent sites they visit.

Starting at \$20 CPM

Issue Sponsorships

Own our entire online issue! Digital Edition, Website and APP.

Starting at \$1,995



Email

Tablet

Mobile Device

HIGH IMPACT ADVERTISING:



Wallpaper

(Left 400 x 1000, Right 400 x 1000)

Starting at \$4,495 per month



Interstitial / Welcome Overlay

(640x400)

Starting at \$4,995 per month



Page Peel

(Closed Size: 100 x 100, Open Size: 700 x 700)

Starting at \$2,195 per month

Content Marketing

Partner with us to create marketing solutions to reach your targeted audience and deliver on your marketing goals, including **branding, increased awareness, qualified lead generation, lead nurturing, and content development.**



Custom eBook



Issue Alert

Landing Page

Custom eBook

Happi eBooks feature curated content from across all our media channels, or we can produce unique content for your brand. Our eBooks generate leads for our advertising partners by aligning them.

Includes an over \$42,000 multimedia marketing campaign!

12 Month Marketing Campaigns \$15,000 per eBook

Happi Branded Survey



Live Analytics



Email



Your Survey

Survey

Get an exclusive 360-degree view of your brand and gauge the pulse of the market. You supply the questions, we create the survey - branded by either your company or **Happi**.

Includes an over \$26,000 multimedia marketing campaign!

12 Month Marketing Campaigns \$6,995 per survey



Landing Page



Live Analytics

Webinar

Webinars

Our webinars are a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader within the industry.

Includes an over \$35,000 multimedia marketing campaign!

12 Month Marketing Campaigns \$7,995 per webinar



Sponsored Content



Infographics

White Paper

Content Sponsorships

Drive Traffic. Create Awareness. Engage our Audience. Generate Leads. Content Sponsorships are an exclusive sole-sponsored resource on **Happi's** website where your company can disseminate collateral, videos, whitepapers, research, and more.

Includes an over \$12,000 multimedia marketing campaign!

12 Month Marketing Campaigns \$4,995 per year

Social Media



3,238

Facebook Followers¹



5,940

Twitter Followers¹



6,160

LinkedIn Group Members & Page Followers¹



966

Instagram Followers¹

Sponsorship Opportunities

Make a serious impression. Spread your message far and wide through **Happi's** thriving social platforms. **Happi** will connect your brand with our engaged followers across Facebook, Twitter, Instagram, and LinkedIn.

Sponsorship Packages Starting at \$795

Social Media Services

Happi manages a wide variety of social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

Monthly plans start at \$2,500 and depend on the number of platforms managed and frequency of posting schedule.

Source: (1) LinkedIn, Twitter, Facebook, Instagram as of July 1, 2019

Video Services



A high-quality video promotes trust and brand loyalty, making it easier to solidify new business. It's time to make your brand a memorable fan favorite in the industry. Let us produce a video highlighting your company's products or services and promote it to our audience. Let's create a video that promotes trust and brand loyalty with:

- Product Videos
- Company Profiles
- Testimonials
- Show floor Spotlight Interviews
- Booth Tours

Packages Starting at \$3,500



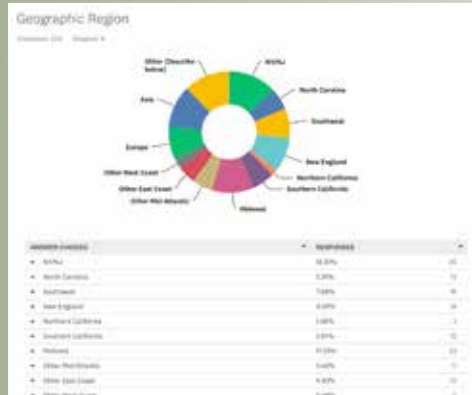
Custom Solutions

A well-designed marketing campaign can add significant value to a company's bottom line. Yet, unpolished content may cause prospective clients to consider competitors, costing you new jobs and revenue.

Partner with us to create personalized marketing solutions to reach your targeted audience. We'll deliver your marketing goals including branding, increased awareness, qualified lead generation, lead nurturing, and content development.

Our team of editors, designers, and media specialists can make your brand stand out. Strategic custom programs are configured based on client consultation.

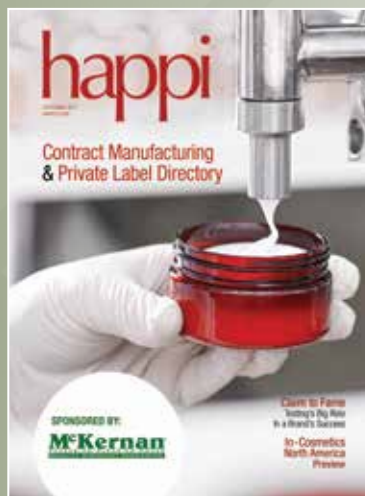
Contact a sales representative for more information.



Research & Analysis



Graphic Design



eBook



Video



Social Media Marketing

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