mediakit **2019**

chinese

Price list, status November 23, 2018

sofw Journal

Home & Personal Care Ingredients & Formulations

powered by SOFW

145 Years of Experience

The SOFW Journal is published since 1874. It provides extensive information on formulation of cosmetics, body care, detergents, household cleaning products, perfumes and chemical specialities.

general

Topics
New raw materials and ingredients, innovative formulations, future technologies, sustainability and ecology, efficacy data, product safety, testing methods, legislation, trends, market and industry news.

Audience
Formulators, chemists, researchers & developers, laboratory technicians, sales & marketing managers, executives, students and universities.

Global Readership
The SOFW Journal is currently published in English and German (print and online) as well as in Chinese (online only). All subscribers have full access to the extensive online archive free of charge. The English version is additionally available as a mobile app for iOS and Android devices.

Issues
Chinese edition: 4 issues per year
German and English edition: 10 issues per year (two combined issues: 1+2 and 7+8)

Circulation
Worldwide (currently 52 countries)

approx. 2,000 English (print) per month
approx. 2,500 German (print) per month
up to 20,000 English, German & Chinese (online)

Magazine Size
DIN A4 (210x297 mm)

Affiliation
SOFW Journal is the official publication of the SEPAWA e.V. association (European association of soap, perfume and detergent experts)

Subscription Price
Chinese online Subscription: free of charge

Reprints
Reprints of publications can be ordered, prices upon request.

statistics

SOFW Journal

4,720*
monthly circulation

up to 20,000
digital subscribers per month

(01.01.–31.07.17, Source: Publisher´s data)

*excl. pass-along rate

Website

4,620
Average monthly unique visitors

18,650
Average monthly page visits

(15.08.2017–31.07.2018, Source: Google Analytics)

Newsletter

approx. 20,000
Subscribers

15.3 %
Open rate

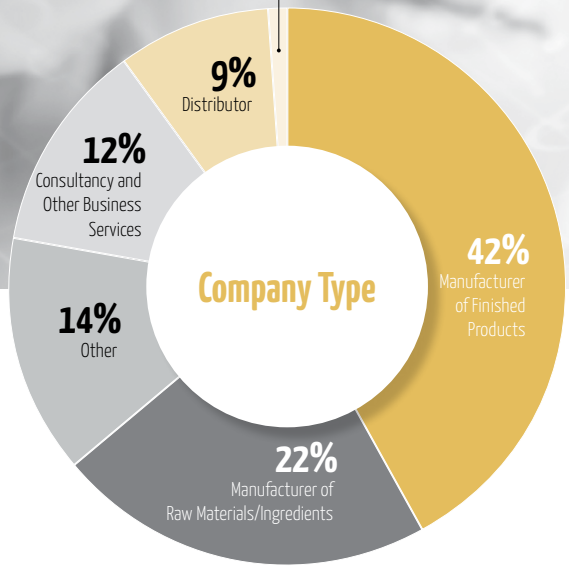
11.2 %
Click-through rate

(01.01.–30.11.2017, Source: Constant Contact)

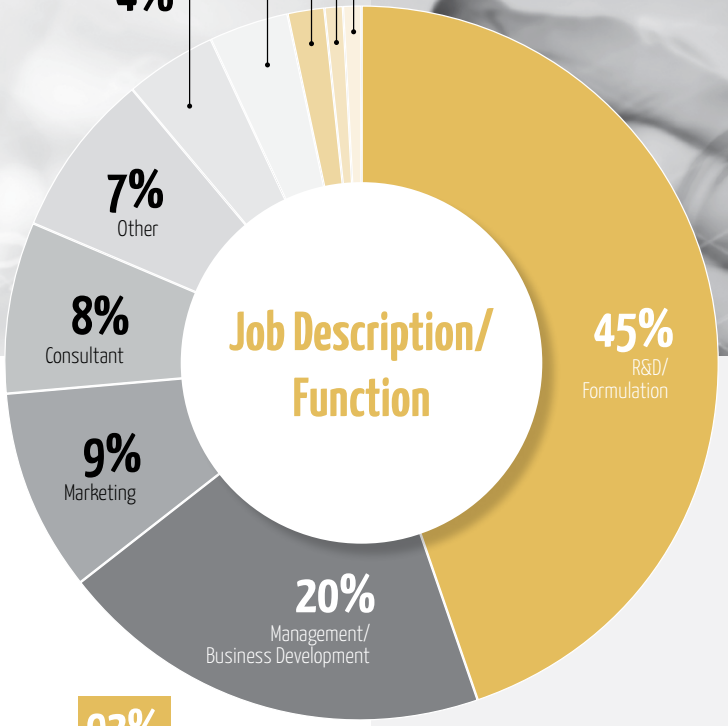
readership data

SOFW Readers are the Driving Force Behind New Products!

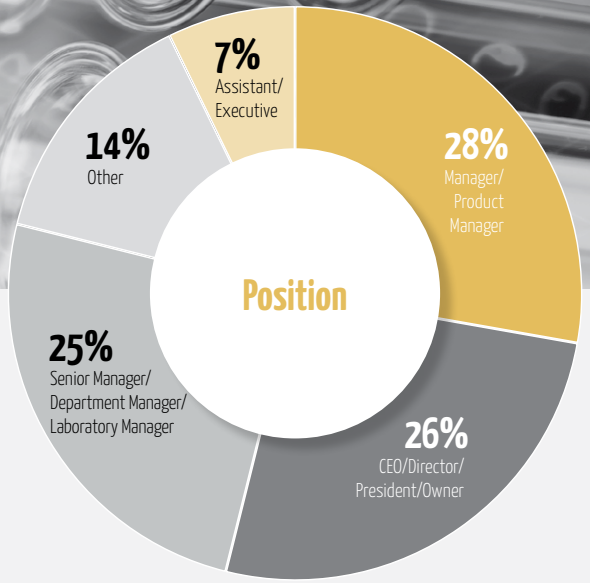
Company Type



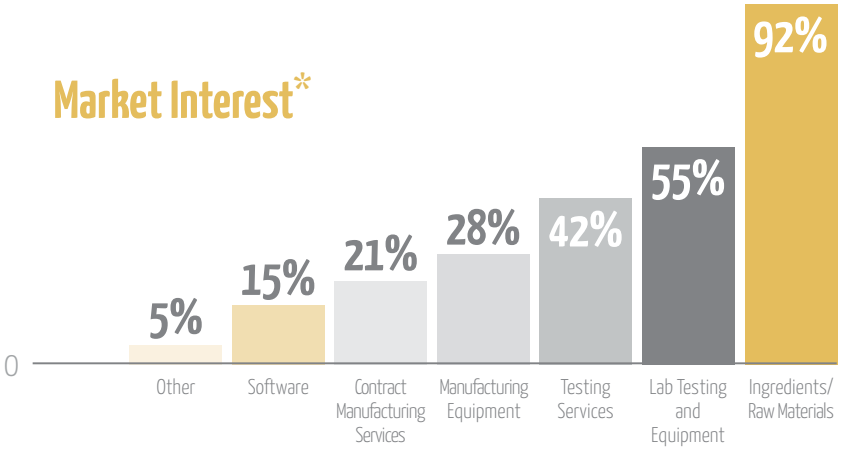
Job Description/ Function



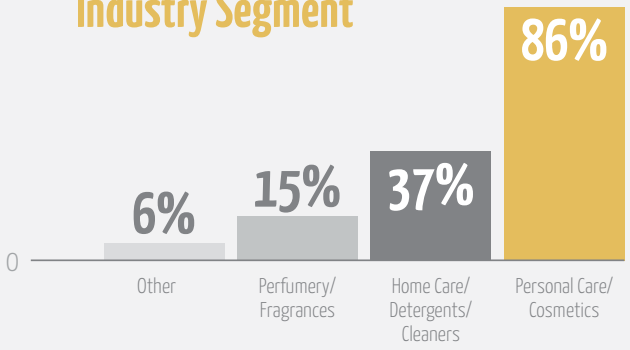
Position



Market Interest*



Industry Segment*



June 2015 Reader Survey | *multiple choice

sofw journal editorial calendar 2019

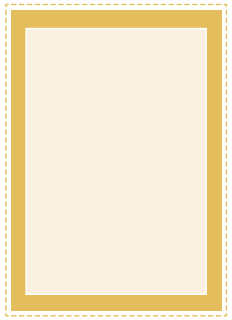
No.	Deadline Publishing	Deadline Advertising	Topics	Bonus Distribution
1	14.02.19	15.01.19	**Natural and Botanical Ingredients** Skin Care and Hair Care: Whitening Agents, Moisturizers Detergents and Household Cleaning: Green and Sustainable	• PCHi China/Guanzhong • China Beauty Expo hard copy on site
2	16.05.19	17.04.19	**Skin, Body and Hair Care, Hair Coloring** Special: Actives, Protein, Low Temperature Cleaning Dishwasher and Handwashing Formulations	• China Beauty Expo
3	18.09.19	23.08.19	**Formulations Guide for Personal Care** Antiaging, Delivery Systems and UV Protection Household Products	
4	11.12.19	20.11.19	**Make-Up Trends** Sensory Evaluation Skin Nutrition Formulation Nutraceuticals	

The publisher reserves the right to apply changes to the editorial plan without notice.

ad rates

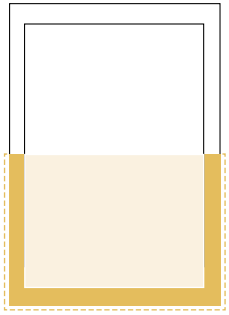
Ad in type area | Ad bled off | Bleed margin (3mm)

Size 1
1/1 page



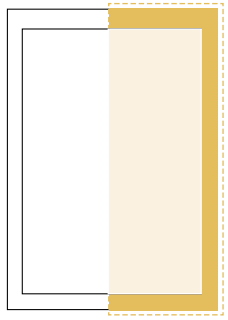
180 x 240 mm
210 x 297 mm
216 x 303 mm

Size 2a
1/2 page



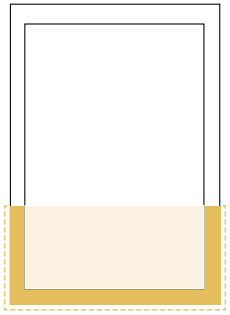
180 x 127 mm
210 x 147 mm
216 x 150 mm

Size 2b
1/2 page



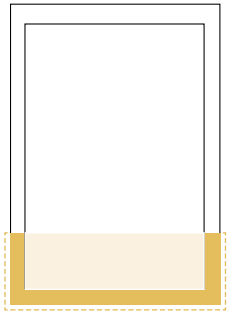
87 x 240 mm
102 x 297 mm
105 x 303 mm

Size 3
1/3 page



180 x 84 mm
210 x 104 mm
216 x 107 mm

Size 4
1/4 page



180 x 61 mm
210 x 81 mm
216 x 84 mm

Advertisement (4c)*

Size 1	EUR 2.520,–
Size 2a, 2b	EUR 1.200,–
Size 3	EUR 925,–
Size 4	EUR 650,–

*Prices for cover pages **surcharge 15%**.

Advertising Deadline

See Editorial and Event Calendar 2019.

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