

HOUSEHOLD AND PERSONAL PRODUCTS INDUSTRY

Happi

2009
Media
Planner



Circulation Information

HAPPI Circulation

For nearly 50 years, **HAPPI** has provided in-depth coverage of the global household and personal products industry. And after nearly half of century of coverage, no other magazine in the world has the global reach of **HAPPI** (over 16,000 subscribers), or a more loyal audience in this worldwide \$380 billion industry.

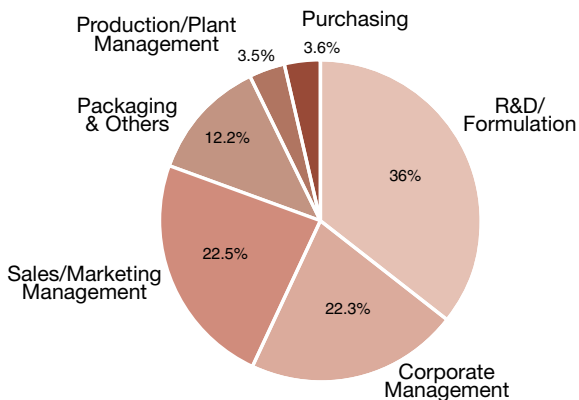
HAPPI has maintained the largest circulation by continuing to provide superior editorial coverage on the news, trends and services of the household and personal products industry. This makes **HAPPI** the most effective choice for promoting your company's message.

Global Circulation by Region*

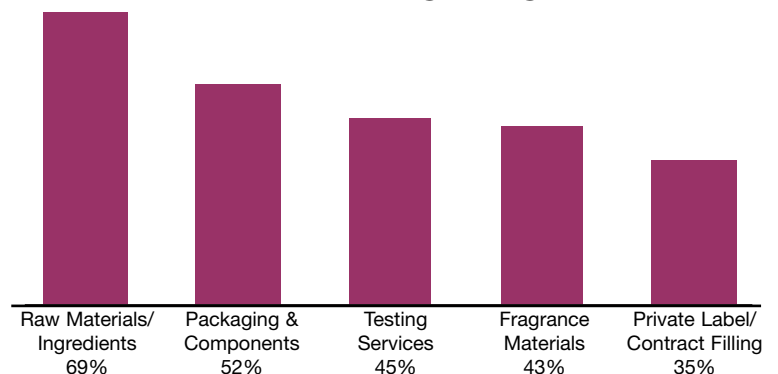
Asia/Asia Pacific	2,147
Europe	1,151
Latin America	777
Middle East/Africa	543
North America	11,443
Total Circulation	16,061

Subscriber Profile

By Job Functions*



Percentage of readers with buying influence in the following categories**



Top Subscriber Companies***

Access Business Group	Dial	LG	Pierre Fabre
Alberto-Culver	Ecolab	Limited Brands	P&G
Amore Pacific	Elizabeth Arden	Lion	Pola
Ascendia Brands	Energizer	Liz Claiborne	Puig
Avon	Estée Lauder	L'Oréal	PZ Cussons
Bare Escentuals	Gap	LVMH	Reckitt Benckiser
Beiersdorf	Gillette	Markwins	Redox
Blistex	GlaxoSmithKline	Mary Kay	Revlon
Bonne Bell	Gojo	Method	Sara Lee
Chanel	Hain Celestial	Merle Norman	Schering-Plough
Chattem	Henkel	Murad	S.C. Johnson
Church & Dwight	Herbalife	Natura	Shiseido
Clarins	Huish Detergents	Nexus	Spartan Chemical
Clorox	Inter Parfums	Noevir	State Industrial
Colgate-Palmolive	Jafra Cosmetics	Noiro	Sunstar
Colomer	John Paul Mitchell Systems	Nu Skin	Turtle Wax
Combe	Johnson Diversey	O Boticário	Unilever
Conair	Johnson & Johnson	OPI	Yankee Candle
Coty	Kanebo	Oriflame	YSL Beauté
CPAC	Kao	Parlux	Yves Rocher
Del Laboratories	Kosé	Perricone MD Cosmeceuticals	

*June 2008 BPA Circulation Statement **March 2008 Ad-Q Study ***Publisher's Own Data

Online Advertising Services

Happi NOW E-Newsletter

HAPPI Now is a weekly e-newsletter distributed to approximately 15,000 opt-in e-subscribers! It informs industry professionals of timely industry related news they need to know before it comes out in print.



Banner Sponsorship with Hyperlink

For details on rates, contact Ad Sales Representative

Happi.com

The **HAPPI.com** website averages 30,000 unique visits per month by industry professionals. They read current features, search our articles in the archive, get breaking news, search the buyer's guide, and find useful links to other content throughout the industry. They are a highly targeted audience that come back time and again to gain insight into this marketplace, and into your products and services.

Site Usage:	
June 10 - July 10, 2008	
Continent	Visits
Americas	22,554
Europe	5,415
Asia	4,678
Oceania	570
Africa	535
Not Set	22
Total Visits	33,774

Banner Sponsorship with Hyperlink

- Feature Article Sponsorships
- Section Header Sponsorships
- BG Category Sponsorships
- Article Archive Word Search Sponsorships
- Enhanced Directory Listings



Webinars

HAPPI offers advertisers the opportunity to reach thousands of our subscribers through sponsorships of targeted webinars. Our webinars provide relevant market information - in a completely interactive format - to potential customers around the globe.

Sponsors receive:

- Your logo on three pre-event emails to our 15,000+ subscribers
- Banner advertising on our website with a link to their site
- Your logo and branding on each "HAPPI Now" e-newsletter for four weeks prior to the event
- Print advertising prior to the event
- Logo and branding on post-event "thanks for attending" and "sorry we missed you" emails
- Branded logo with live link throughout presentation



Literature Showcase

A cost-effective, four-color advertising opportunity, **HAPPI** publishes two Literature Showcases each year — Spring and Fall. With more than 16,000 readers and distribution at major meetings and trade shows year-round, **HAPPI's** Literature Showcase guarantees excellent exposure for new brochures, ingredients, data sheets, etc. A **HAPPI** exclusive: 2,000 reprints of each Literature Showcase will be distributed at major meetings worldwide throughout the year.

Cost: \$900

On-Line Hotlink: \$400

Cost is per showcase unit (3.5 x 2.5") and includes typesetting and 4-color separations.



Spring Showcase Deadline: March 7, 2009 • Fall Showcase Deadline: September 5, 2009

2009 Editorial Calendar

Recommended Issue	Issue	Editorial Features	Bonus Distribution/ Ad Opportunities
<input type="checkbox"/>	January Ad Close Date December 10th	<ul style="list-style-type: none"> • Natural Personal Care Products • Personal Cleanser • Fragrances for Household Cleaners • Sunscreen Filter • Skin Care Delivery Systems • Detergent Market Update 	SDA Annual Meeting
<input type="checkbox"/>	Special Issue Ad Close Date: December 19th, 2008 • Bonus Distribution: All listed tradeshows in 2009		
<input type="checkbox"/>	February Ad Close Date January 9th	<ul style="list-style-type: none"> • THE ANNUAL BUYER'S GUIDE: Chemicals, Packaging, Equipment, Services • Oral Care • Skin Care • Cosmeceuticals 	Personal Care Product Council Annual Meeting HBA Conference Mid Year
<input type="checkbox"/>	March Ad Close Date February 10th	<ul style="list-style-type: none"> • Sun Care* • Antiperspirants/Deodorants • Men's Grooming • Sunscreen Filter • Novel Cosmetic Ingredients 	DCAT In-Cosmetics Europe Free Ad-Q Study
<input type="checkbox"/>	April Ad Close Date March 10th	<ul style="list-style-type: none"> • Fine Fragrance Review • Ethnic Hair Care • Sun Care • Chemical Specialties: Aerosols, Disinfectant & Sanitizers • Skin Care Polymers • Cosmeceuticals • Sustainability 	CSPA Mid-Year Meeting
<input type="checkbox"/>	May Ad Close Date April 10th	<ul style="list-style-type: none"> • Skin Care Review* • Preservatives* • Hair Styling Market: Gels, Mouses & Fixatives* • European Women's Fragrance Market • Sunscreen Filter 	NY SCC Supplier's Day SCC Scientific Seminar
<input type="checkbox"/>	June Ad Close Date May 9th	<ul style="list-style-type: none"> • The Power of Packaging* • Body Care Market • Natural Ingredients: Botanicals, Plant & Animal Derived Materials* • Review of Active Ingredients* • Cosmeceuticals • FiFi Award Winners 	Cosmoprof North America
<input type="checkbox"/>	July Ad Close Date June 10th	<ul style="list-style-type: none"> • THE TOP 50: Profiles of U.S. Marketers of Household & Personal Products and I&I Products • Nutritional Products • AP/Deodorant Market • Sunscreen Filter 	
<input type="checkbox"/>	August Ad Close Date July 10th	<ul style="list-style-type: none"> • THE INTERNATIONAL TOP 30 • Color Cosmetic/Makeup Update* • Fragrance Packaging • Cosmeceuticals • Hair Care Market 	
<input type="checkbox"/>	Special Issue Ad Close Date: August 3rd, 2009 • Bonus Distribution: September Happi & Nonwovens Industry 27,000+		
<input type="checkbox"/>	Special Issue Ad Close Date: August 3rd, 2009 • Bonus Distribution: September Happi & Nutraceuticals World 30,000+		
<input type="checkbox"/>	September Ad Close Date August 10th	<ul style="list-style-type: none"> • Packaging & Equipment Show in Print • Surfactants • Environmental Fragrances • Sunscreen Filter • UV Protection in Skin Care Products • European Hair Styling 	SCC California Chapter Supplier's Day HBA Global Expo SCC Sunscreen Symposium Free Packaging Profile
<input type="checkbox"/>	October Ad Close Date September 10th	<ul style="list-style-type: none"> • Private Label/Contract Manufacturing Directory • Ethnic Skin Care • Testing Services* • European Spa Products • Cosmeceuticals • Nonwovens Wipes in Household & Personal Care 	
<input type="checkbox"/>	November Ad Close Date October 12th	<ul style="list-style-type: none"> • Personal Cleansers: Bar Soaps, Shower Gels, Body Washes • Fine Fragrance • Hair Care Polymers • I&I Report: Cleaners & Disinfectants* • Green Ingredients • Sunscreen Filter • European Color Cosmetics 	CSPA Annual Meeting
<input type="checkbox"/>	December Ad Close Date November 6th	<ul style="list-style-type: none"> • Hair Care: Shampoos & Conditioners* • Active Ingredients in Skin Care • Household Cleaning • European Oral Care • Cosmeceuticals 	SCC Annual Meeting

*Article will include a new ingredient listing

2009 Advertising Rates & Specifications

Black & White Ad Rates

Size	1x	3x	6x	12x	18x
Full Page	\$3,870	\$3,430	\$3,105	\$2,850	\$2,740
Two Thirds	\$3,400	\$3,020	\$2,765	\$2,550	\$2,425
Half Island	\$2,810	\$2,510	\$2,310	\$2,130	\$2,040
Half Page	\$2,485	\$2,165	\$1,970	\$1,810	\$1,725
One Third	\$2,080	\$1,900	\$1,740	\$1,600	\$1,500
One Quarter	\$1,475	\$1,320	\$1,235	\$1,130	\$1,080

Color Rates

Color	Page	Spread
standard*	\$725	\$1,150
matched*	\$900	\$1,420
metallic*	\$1,200	\$1,900
4 color*	\$1,475	\$2,400

* standard yellow, green, blue or red
* Per page or fraction

Effective January 1, 2009

Classified Advertising Rates*

Per Column inch	\$150
Per Column inch 6X	\$130
Per Column inch 12X	\$110
Help Wanted	\$1.00/word \$50 minimum
Situation Wanted	\$1.00/word \$50 minimum
Blind Box	\$5

* classified rates are non-commissionable

Ad Sizes



Spread
16.5" x 11"
Trim: 178mm x 253mm
Bleed: 209mm x 279mm



Full Page
7" x 10"
Trim: 178mm x 253mm
Bleed: 209mm x 279mm



Two Thirds
4.5" x 9.5"
Trim: 114mm x 241mm



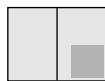
Half Island
4.5" x 7.5"
Trim: 114mm x 190mm



Half Page Horizontal
7" x 4.875"
Trim: 178mm x 124mm



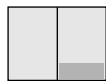
Half Page Vertical
3.375" x 9.5"
Trim: 85mm x 241mm



One Third Horizontal
4.5" x 5"
Trim: 114mm x 127mm



One Third Vertical
2.125" x 9.5"
Trim: 54mm x 241mm



One Quarter Horizontal
7" x 2.375"
Trim: 178mm x 60mm



One Quarter Vertical
3.375" x 4.875"
Trim: 85mm x 123mm

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

Closing Dates: See editorial calendar.

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

Payment Terms and 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.

Publisher's Policy

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

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Digital File Specifications

- HAPPI uses the industry standard PDF/X1-a workflow. All material submitted must meet the X1-a requirements. See the prepress section of our website for more information:
www.rodmanpublishing.com/prepress
- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format.
- All ads must be saved in CMYK format
- Acceptable file formats: .pdf, .tif, .eps, .jpg or .psd
- Acceptable application files include:** QuarkXpress, Adobe InDesign, Photoshop & Illustrator. Mac-based files are required. Please include all Mac fonts as well as all embedded and linked images.
- SWOP-compliant contract proofs are required for all color ads.**
- Files smaller than 6MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- Changes or corrections** to the file will result in additional charges to the advertiser.
- Trim size:** 8" x 10.75" (203 mm x 273 mm). Keep live matter at least .5" (12.7 mm) from trim edges. Bleed page and insert page size: 8.25" x 11" (209 mm x 279 mm); max weight of insert stock: 100 lb. cover.

Send all materials to:

Sharon Messner,
Production Director
HAPPI
70 Hilltop Road, 3rd floor
Ramsey, NJ 07446 USA
E-mail: sharon@rodpub.com
Pre-printed inserts, call for instructions:
(201) 880-2224

FTP INFORMATION:

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.)
Web browser access is *not* permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website
for more information:
www.rodmanpublishing.com/prepress

Special Issues

Annual Corporate Profiles



CORPORATE PROFILES 2009 is a year-round reference featuring an in-depth look at the major suppliers to the industry. Here's how it works: Full page 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.

CORPORATE PROFILES 2009 is a separate issue mailed in February to more than 16,000 **HAPPI** subscribers around the world.

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

Ad Close: December 19, 2008

Industry Supplements



BEAUTY INSIDE & OUT: In response to the growing demand for natural cosmetics, organic food, nutritional supplements and related products, Rodman Publishing 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 30,000+

Supplements To: **HAPPI** & **Nutraceuticals World** September issues

Bonus Distribution: Domestic and global industry events.

Ad Space Deadline: August 3



HOUSEHOLD & PERSONAL CARE WIPES: After having success as a new niche supplement in 2005-2008, Rodman Publishing will again present Household & Personal Care Wipes in 2009. Combining the strengths of two of Rodman's largest magazines, **HAPPI** and **Nonwovens Industry**, Household & Personal Care Wipes represents the wipes market's most important resource.

Circulation: Over 27,000+

Supplements To: **HAPPI** & **Nonwovens Industry** September issues

Bonus Distribution: Domestic and global industry events.

Ad Space Deadline: August 3

Happi China



Winner of the
"Most Influential
Media Award" at
China Beauty
Expo '06

HAPPI CHINA is published in simplified Chinese. In 2009, we will once again publish 10 issues. **HAPPI China** boasts a qualified circulation of 10,875 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.