

# COSMO Deals

*New!*

## THE COSMOPOLITAN DEAL PROGRAMME

**The Deal Programme powered by Cosmopolitan** is a brilliant new advertising & customer acquisition opportunity with no upfront costs.

For each deal that you promote, Hearst Magazines will extensively broadcast your promotion via our web, mobile, email and social channels to our Cosmo vast audience of lifestyle enthusiasts, free of charge – ensuring your advertising campaign generates maximum awareness and coverage to the right audience at the right price.

### Why Cosmo Deals?

- ✂ Performance-based advertising, customer acquisition, retention and growth strategy all-in-one
- ✂ Get immediate measurable results with your advertising campaign via pre-paid customer acquisition
- ✂ Up-sell your products & services to your newly acquired customers
- ✂ Drive direct revenue for your business from our audience - we pay you!

### Volunteer Sales Force – Targeting the influencers

A relevant offer to a targeted audience will lead to enthusiasts sharing your promotion with their friends. By the very nature of social networks, friends share passions and interests. This will dramatically increase the number of customers you can reach, as friends share with their friends, who then pass on to their friends etc. etc.



### How does it work?

Your 'Deal' will be given prime promotion across the Cosmo website, associated social media channels and a bespoke daily email to the Cosmo Deals email list. Advertising with The Deal Programme will give you direct access to a relevant and highly engaged audience.

### Free Promotion

- ✂ Prompt in the permanent fixed slot on the Cosmo's home page, plus a MPU on the daily email (worth £1,000)
- ✂ Over 250K consumers receive your promotion across Cosmo's social media channels including Facebook and Twitter
- ✂ Daily bespoke email with no design fees (worth £4,000)

### Easy to implement

- ✂ Cosmo consults with you to develop a compelling deal tailored to meet your needs and goals
- ✂ You supply available assets for the deal
- ✂ We handle the copy writing and promotional design
- ✂ You sign off the assets
- ✂ The deal is ready to GO LIVE

### How do I get involved?

Call or email us today to discuss your requirements.

For more information or to discuss booking your deal, please contact:

**Daniel Fossaceco : Business Development Director**

e: [dfossaceco@divvydeal.com](mailto:dfossaceco@divvydeal.com) | t: 01225 321742 | m: 07794 266 723