



allure

U.S. Media Kit
1H 2024

CONDÉ NAST



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Brand Mission

The most trusted beauty authority, Allure builds and reinforces leadership in the industry through innovative partnerships, engaging content that places culture at the center of the narrative, and proven success in driving results.

Now in its 32nd year, Allure — with its access, expertise, and unparalleled beauty reporting — remains a tried-and-true resource for clients and consumers alike.

"As the beauty expert, Allure reflects the many diverse faces, identities, and experiences around us. In doing so, we strive to build a community that is accepting of beauty in all its forms, and that celebrates the endless opportunities for self-expression and enjoyment that beauty offers. As a part of this mission, we also provide thoroughly vetted information and inspiration everywhere the consumer interacts with beauty — at retailers, on social media, in their search bar, and in 2023, at our Best of Beauty Live event."

JESSICA CRUEL, EDITOR IN CHIEF, ALLURE

2.2X

GEN Z / MILLENNIAL
WOMEN

2.4X

SUPER INFLUENTIAL
BEAUTY CONSUMERS

1.7X

USE SOCIAL MEDIA
FOR MAKEUP TIPS

1.2X

DIVERSE

7.1M

AVG. MONTHLY
DIGITAL UNIQUES

5M

SOCIAL
FOLLOWERS

39M

AVG. MONTHLY
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (09-22/22), Base: Women

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Brand Highlights

A LOOK AHEAD | JANUARY Allure will celebrate the upcoming beauty trends and products we anticipate will matter most to our influential readers in 2024...and how and where to shop!

FACE LIFTS, THE FACTS | JANUARY Allure will launch a new series dedicated to plastic surgery, while bringing back our popular Filler Files franchise.

READERS CHOICE AWARDS: VOTING | FEBRUARY

The Allure Beauty Awards—Readers' Choice and Best of Beauty—are the most trusted awards in the industry and powerful indicators of a product's success. And it all starts with Readers' Choice. Voting begins in February, kicking off a year-long focus on the best of the best.

THE JENNIFERS ARE IN MENOPAUSE | MARCH Menopause is one of the hottest topics in beauty right now, and the Jennifers—you know who we mean—are dealing with the symptoms of perimenopause and menopause. Allure will educate readers on the skin-related changes that come with experiencing menopause and provide recommendations for thriving through this important stage of life.

READERS CHOICE AWARDS | APRIL We celebrate the coveted list of our readers' favorite beauty products.

GENERATION BEAUTY | MAY Allure will follow along as the next generation of beauty lovers—Gen Alpha—shares their beauty routines. Plus, mother/daughter beauty secrets, celeb mother/daughter duos, buying guides for parents, and more.

DIGITAL COVERS | JAN, MARCH, MAY Allure digital covers and celebrity spotlight moments are intimate and meaningful conversations about our subject's personal journey, new projects, exclusive news, and more—all through the lens of beauty.

ONE TO WATCH | EVERGREEN One to Watch leverages Allure's influence and expertise to endorse the best new products on the market, before they hit shelves.