

A close-up portrait of Rihanna looking upwards with her eyes closed. She is wearing a voluminous, multi-colored feathered collar in shades of red, orange, and yellow. The background is dark, making the subject and the feathers stand out.

# GLAMOUR

U.S. Media Kit  
1H 2024

CONDÉ NAST



# GLAMOUR

## Brand Mission

Glamour believes in the power of women being themselves and stands with women as they do their own thing. Across every platform, Glamour is the ultimate fashion, beauty, and lifestyle authority for the next generation of changemakers.

"Glamour has been at the forefront of fighting for women's equality since its inception in 1939. It is the unwavering core of our mission and the backbone to our storytelling. We stand for inclusion and use our platform to amplify underserved voices. It's now more important than ever to listen to, believe, inspire, and support those who identify as women."

SAMANTHA BARRY, EDITOR IN CHIEF

\$410B

SPENDING POWER

2X

CHANGEMAKERS

1.4X

EXPERIMENT WITH  
SELF-EXPRESSION  
THROUGH HAIR,  
MAKEUP, OR STYLE

2.4X

MORE TRAFFIC TO  
WELLNESS CONTENT  
YOY

9.8M

AVG. MONTHLY  
DIGITAL UNIQUES

14M

SOCIAL FOLLOWERS

47M

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/S22); Does not include Business Purchases ; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (09-22/S22); Parsely match any tagged: wellness Q4 2022 vs. Q4 2021

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## Brand Highlights

**GAME CHANGERS | YEARLONG** Every day, in big and small ways, women are changing the world—and Glamour is committed to celebrating those who are pushing us toward a brighter future. In a revamped series built on the success of top-performing franchises, we'll dedicate history, awareness, and heritage months to spotlighting game-changing women.

**THE PERIMENOPAUSE CONVERSATION: IT'S TIME**

**| JANUARY** Of the 4 billion women on the planet, more than a billion of them will have experienced perimenopause by 2025. And almost as universal as the experience itself is some variation of this sentiment: "Nobody told me it would be like this."

**YOUR ANTI-AGING ROADMAP | FEBRUARY** Let us say at the outset, Glamour is pro aging. Getting older is a gift, and we'd rather live with the confidence of a 40-year-old (fine lines and all) than the angst of a bouncy skinned teen. That said, Glamour is also pro anti-aging skincare.

**BY WOMEN | MARCH** Around the world, Glamour's audience is shopping—in a major way—and we're committed to helping them support women-owned brands while they do.

**THE BREASTFEEDING BEAST | APRIL** There's no shortage of people talking about the benefits of breastfeeding—but the doctors, Facebook Groups, and literal strangers on the street who spout breastfeeding advice to pregnant women so rarely mention the burden of it all. Glamour looks at how breastfeeding affects women's ability to work, socialize, travel, and more, and offers practical solutions to ease the burden—and the guilt.

**CHILD-FREE BY CHOICE | AUGUST** Despite all the gains women have made, our culture still steers them, from a very young age, toward motherhood. Those who choose not to have children are often viewed as "unnatural" or "selfish" for veering off the path, but what we found among them was a lot of time, money, and travel—and not a lot of regret.

**HOT FLASH | OCTOBER** What if we told you that something major was going to happen to your body, but instead of accurate information you'll receive a barrage of negative messaging and be slapped with depressing stereotypes? That's menopause for many women.

**THEME WEEKS | EVERGREEN** Informed by the way our audience engages with content, Glamour's scalable Theme Weeks each feature a range of content focused on a singular concept. With a minimum of one article per day and amplification across social, we deliver storytelling at scale.