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U.S. Media Kit

1H 2023

CONDÉ NAST



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BRAND MISSION The most trusted beauty authority, Allure continues to build and reinforce 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 30th year, Allure remains a tried and true coveted source for clients and consumers alike breaking the beauty status quo..

“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, and in their search bar.”

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

Corescore 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 Corescore Multi-Platform / MRI-Simmons Fusion (09-22/522), Base: Women

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BRAND
HIGHLIGHTS

[ADULT ACNE | JANUARY](#) We'll outline the science behind adult-onset acne and the latest topical and medical solutions according to derms.

[MELANIN EDIT | FEBRUARY](#) Content will focus on the relationship of Black people to plastic surgery and aesthetics. Has technology finally reached the stage where lasers and peels can work for darker skin tones? What plastic surgery trends are most popular among Black people? And so much more.

[READERS' CHOICE POLL + SURVEY | FEBRUARY](#) Last year's poll garnered 220K+ votes, including 7,500 respondents to the new beauty survey. We will be expanding the survey so that we can produce a more thorough 'State of Beauty' report.

[THE A-LIST | MARCH](#) In the second year of our A List event, we are minimizing the number of honorees but maximizing their impact. This year's package will continue to cement Allure's place as the thought leader in the industry with a new Livestream and event more social coverage.

[WHAT'S NEW | APRIL](#) This new destination will be the place where readers can come to see all the latest brands and products our Allure editors are excited about. This curated page will feature shopping modules, founder stories, and product trend reports. PLUS: the NEW One to Watch seal.

[READERS' CHOICE AWARDS | APRIL](#) Every year, Allure's audience of super influential beauty consumers—a group with \$4.8B in spending power—vote for their favorite products, resulting in one of the buzziest beauty moments of the year.

[CELEBRITY COVERS | FEB, MARCH, MAY, JUNE](#) Allure 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.

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