

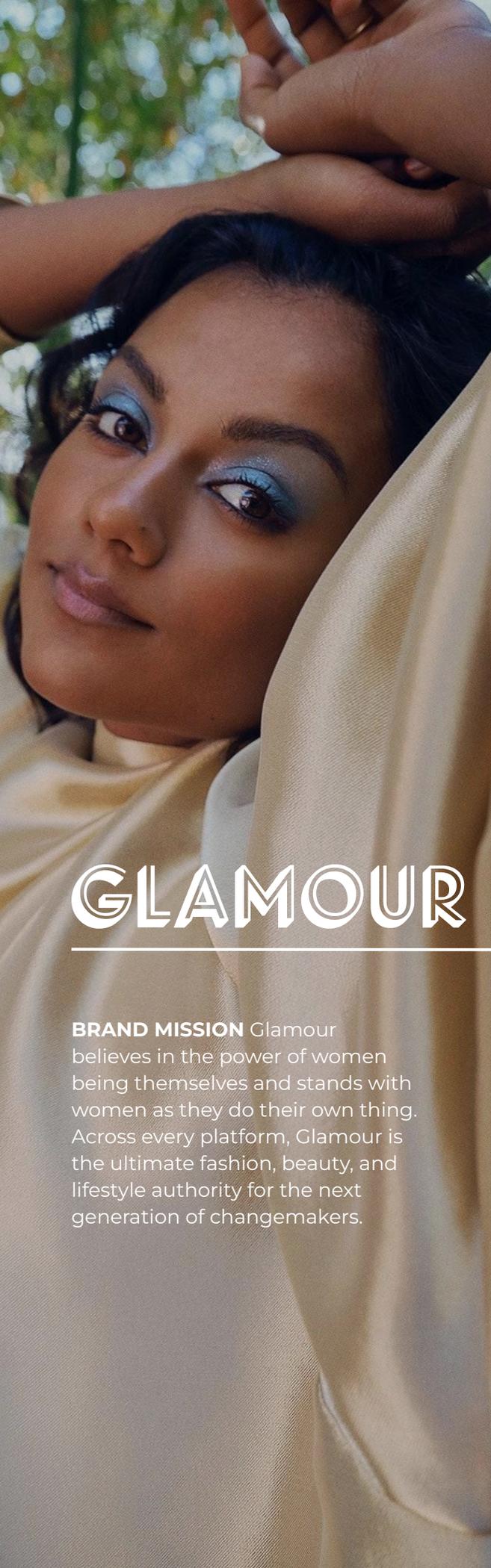


GLAMOUR

U.S. Media Kit

2H 2022

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

\$9.0B
SPENT ON FASHION

\$3.9B
SPENT ON BEAUTY

1.6X
INFLUENTIAL
WOMEN

4.1M
MULTICULTURAL

12.7M
AVG. MONTHLY
DIGITAL UNIQUES

13.4M
SOCIAL FOLLOWERS

40.7M
AVG. MONTHLY
VIDEO VIEWS

Source: comScore Media Metrix (Multi-platform) United States, Desktop 2+ and Total Mobile 13+, July - Oct '21 monthly avg. ListenFirst, followers as of 11/30/21, includes FB, TW, IG, YT, TikTok. Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, July - Oct 2021 Monthly Average. comScore Multi-Platform // Gfk MRI Media + Fusion (8-21/521)

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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 PAID LEAVE PROJECT | SEPTEMBER The United States is the only wealthy nation that grants new mothers zero days of federal paid leave. The Paid Leave Project is an up-close look at the stark realities of new motherhood, meant to spotlight how the country's lack of paid leave is deeply detrimental to mothers, children & families.

CHRONIC PAIN AWARENESS MONTH | SEPTEMBER For Chronic Pain Awareness Month, Glamour takes a closer look at life with conditions that are inextricably tied to chronic—sometimes lifelong—pain. This content series will speak to the condition-related terms patients are searching most—and also feature first-person as-told-to essays with women who have lived with the condition, who will speak to its evolution—and their own—over decades.

COLLEGE WOMEN OF THE YEAR | OCTOBER Over the past 60 years, *Glamour's* College Women of the Year honorees have gone on to become renowned businesswomen, championship-winning athletes, and elected officials. As students, they don't wait for anyone to give them permission to make change; they're getting things done now, and on their terms. The class of 2022—for the first time ever—will singularly feature students at Historically Black Colleges and Universities.

FALL PREVIEWS | OCTOBER Our exhaustive seasonal round-up of everything you need to watch, listen to, and read right now.

BUY WOMEN | NOVEMBER Just in time for the holidays, "Why didn't I think of that?" gifts from women who saw the need for a product—and then invented it. It's your chance to give women what they actually need this season, and support women-owned businesses in the process.

WOMEN OF THE YEAR | NOVEMBER Glamour's Women of the Year is back for its 32nd year in what promises to be an exciting and uplifting celebration.

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.

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