



GLAMOUR

UK Media Kit

1H 2022

CONDÉ NAST



GLAMOUR

With an inspiring 'Your Beauty, Your Rules' empowerment ethos GLAMOUR is the UK's leading female digital lifestyle brand making us the definitive destination for authentic, inclusive, aspirational beauty content. Under the editorship of Deborah Joseph GLAMOUR focuses on the key pillars of beauty, fashion, celebrity and wellness. Our content is authentic, purposeful and authoritative as we create content that reflects today's ever changing world in a relatable tone of voice. Digital first in everything we do, with all content optimised to deliver across web, video, social, and experiential ensuring the brands we work with have maximum visibility across all platforms.

11.4M

MONTHLY
PAGE VIEWS

3.2M

DIGITAL UNIQUES

5.2M

SOCIAL FOLLOWERS

87%

FEMALE

£79K

AVERAGE HHI

59%

ABC1

£4.4K

AVERAGE ANNUAL
SPEND ON FASHION

£1.3K

AVERAGE ANNUAL
SPEND ON BEAUTY

Sources: PAMCo 1, 2021; Google Analytics 3 month average (Feb-April 2021); Conde Nast Luxury Survey 2021; Conde Nast Beauty Survey 2020; TGI GB 2021 November

CONDÉ NAST



GLAMOUR

BRAND HIGHLIGHTS

GLAMOUR BEAUTY CLUB GLAMOUR's Beauty Members Club for sampling continues to prosper with members tipping the 120k number in 2021.

GLAMOUR ON TIK TOK The first UK Condé Nast brand to launch on Tik Tok. Tik Tok star Abby Roberts graced GLAMOUR's Digital Cover and GLAMOUR created a dedicated Trending Tik Tok Beauty Box to highlight our strength on the platform.

MONEY MATTERS A quick to pivot to the need for financial advice, GLAMOUR's all new finance dedicated editorial column has been successful with sponsors and readers alike.

GLAMOUR WEEKENDER Our first 2021 large-scale in person event celebrating Black Friday Weekend in partnership with Laybuy. The event was hosted in the Condé Nast college and was a haven from the madness of Black Friday, an opportunity to attend a talk by an amazing celebrity, have a blow dry with Dyson or nails with London Grace and take home the goody bag of dreams now worth nearly £150.

BLACK BEAUTY UNLOCKED GLAMOUR was the first to market with a sponsored event dedicated to all things black beauty. The event was hugely well received and attended and was our first hybrid in-person/virtual event and has led to the series becoming an annual GLAMOUR initiative.

7 DAYS OF GLAMOUR Our 7 day Instagram franchise series, kicking off on Monday with GLAM Drop and ending on Sunday with Self-Care Sunday.



GLAMOUR

DIGITAL AND WEB RATE CARD

DIGITAL RATES

POSITION

Homepage takeover
Beauty section sponsorship
Makeup section sponsorship
Skin section sponsorship
Entertainment sponsorship
Fashion sponsorship
Native article
Social only package
Branded content solution

RATE (£)

5,000
33,00
8,800
10,500
18,750 (7 days)
15,000 (7 days)
15,000 (min)
12,000 (min)
POA

WEB RATES

POSITION

Billboard
Doublesky
Leaderboard
MPU
In-content
Gallery interstitial
Solus email
Sponsored newsletter

SIZE

970x250
300x600
728x90
300x250

CPM (£)

38
38
13
23
38
63
150
45