



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**

5.2M **SOCIAL FOLLOWERS** 87%

3.2M

DIGITAL UNIQUES

FEMALE

£79K

AVERAGE HHI

59%

ABC1

£4.4K £1.3K

AVERAGE ANNUAL SPEND ON FASHION

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

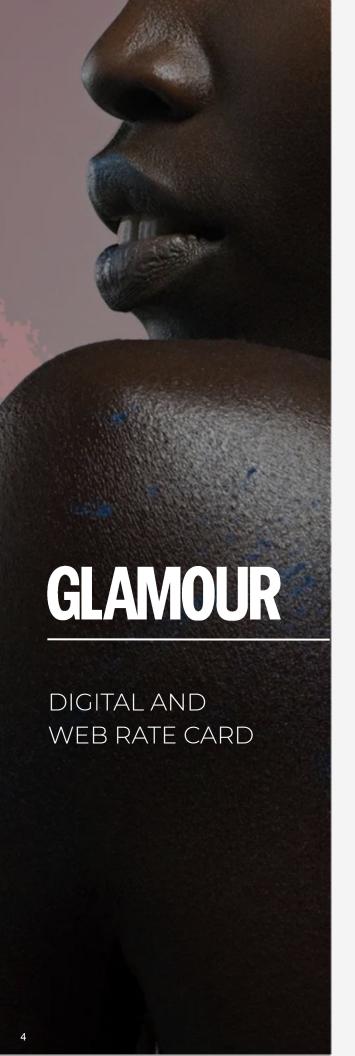
GLAMOUR ON TIK TOK The first UK Condé Nast brand to launch on Tik Tok. Tik Tok star Abby Roberts graced GLAMOUR's Digital Cover and GLAMOUR created a dedicated Trending Tik Tok Beauty Box to highlight our strength on the platform.

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.



DIGITAL RATES

POSITION	RATE (£)
Homepage takeover	5,000
Beauty section sponsorship	33,00
Makeup section sponsorship	8,800
Skin section sponsorship	10,500
Entertainment sponsorship	18,750 (7 days)
Fashion sponsorship	15,000 (7 days)
Native article	15,000 (min)
Social only package	12,000 (min)
Branded content solution	POA

WEB RATES

POSITION	SIZE	CPM (£)
Billboard	970x250	38
Doublesky	300x600	38
Leaderboard	728x90	13
MPU	300x250	23
In-content		38
Gallery interstitial		63
Solus email		150
Sponsored newsletter		45