GLAMOUR

a fresh, beauty-first attitude

THE DEFINITIVE DIGITAL DESTINATION FOR AUTHENTIC, INCLUSIVE, ASPIRATIONAL BEAUTY CULTURE







THE NEW GLAMOUR GIRL IS

CONFIDENT
CONSIDERED
CONNECTED

Aesthetic is her currency

Trend driven but makes it her own

GLAMOUR Beauty CLUB



BE FOCUSED

Dynamic content – content first, platform second

BE FIRST

Agile & collaborative working with content team

BE FAST

Work with brands to create stories – tell the audience why it matters

SOCIALLY DRIVEN

Deliver content constantly across all social platforms to drive audience onsite to explore more

FOCUSED CONTENT

Beauty first with the latest news and reviews: lots of content, constantly replenished, created for ultimate engagement

AUTHORITY & TRUST

Build on Glamour's existing credentials as a highly trusted media brand

ALWAYS RELEVANT

Committed to content that is useful and benefits all users – from reviews, how-to tutorials to runway shows that keep them up-to-date

AUDIENCE FIRST

Celebrate the Glamour audience by representing the diversity of beauty; be where the audience is and make Glamour content easy to find





75K+
Glamour beauty club



5K+
Glamour beauty festival



5M
Glamour social





2.5M
Glamour website





350K
Glamour print









THE GLAMOUR Beauty FESTIVAL

OVER 5K BEAUTY FESTIVAL ATTENDEES

GLAMOUR BEAUTY FESTIVAL

THE UK'S ONE AND ONLY BEAUTY THEME PARK

The Glamour Beauty Festival showcases the best in beauty; it's a brilliant, inspirational day out for any beauty lover

GLAMOUR Beauty CLUB

OVER 75K
BEAUTY CLUB
MEMBERS

GLAMOUR BEAUTY CLUB

THE ULTIMATE BEAUTY REVIEW COMMUNITY

Sample your products with our beauty-obsessed audience, and receive product feedback

73%

of GLAMOUR readers agree

"I am more likely to buy a product if I can try a free sample of it first"





1MAR
SS18 launch date

£2
Cover price

PRINT BI-ANNUAL

CONTENT WILL BE RECOGNISABLY GLAMOUR BUT WITH BEAUTY VERY MUCH TO THE FOREFRONT

Glamour magazine will continue as a fabulous 200+ page bi-annual beauty and style bible. The ultimate go-to for a luxurious immersion into the world of all things beauty

DIGITAL RATE CARD

HOMEPAGE TAKEOVER
£7,500

HAIR & BEAUTY SPONSORSHIPS
£15,000

ENTERTAINMENT SPONSORSHIPS
£18,000

FASHION SPONSORSHIPS
£10,000

NATIVE ARTICLE
minimum investment £15,000

SOCIAL ONLY PACKAGE
minimum investment £12,000

BRANDED CONTENT SOLUTION
POA

LEADERBOARDS (728*90)
£10 cpm

MPUs (300*250)
£21 cpm

DOUBLE SKYS (300*600)
£35 cpm

IN-CONTENT
£35 cpm

BILLBOARDS
£35 cpm

GALLERY INTERSTITIALS
£60 cpm

SOLUS EMAIL
£150 cpm

SPONSORED NEWSLETTER
£45 cpm





RUN OF PAPER DPS
£20,900

FIRST HALF or SPECIFIED DPS
£27,639

FIRST THIRD DPS
£31,785

INSIDE FRONT COVER DPS
£39,823

PRINT RATE CARD

RUN OF PAPER
£11,000

FACING MATTER
£12,650

FIRST HALF or SPECIFIED
£114,547

FIRST THIRD
£16,729

CONTENTS/MASTHEAD
£19,239

INSIDE BACK COVER
£17,984

OUTSIDE BACK COVER
£22,124



WE'RE LEADING THE 21ST CENTURY
BEAUTY CONVERSATION - COME JOIN US