



# allure

U.S. Media Kit  
2H 2025

CONDÉ NAST



# allure

## Brand Mission

Allure is the most trusted voice in beauty. With vibrant imagery, rigorous reporting, and uncensored opinion, we deliver powerful storytelling. Allure is a vital guide to the trends, people, innovations, procedures, and products that matter most. As an industry thought leader, we drive the cultural conversation around beauty standards and challenge the status quo. Allure is beauty journalism with a backbone.

"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, in their search bar, and at our Best of Beauty Live event."

JESSICA CRUEL, EDITOR IN CHIEF, ALLURE

1.3X

WOMEN

1.3X

BEAUTY INFLUENTIALS

1.5X

USE SOCIAL MEDIA  
FOR MAKEUP TIPS

\$984M

BEAUTY SPENDING  
POWER

4.7M

AVG. MONTHLY  
DIGITAL UNIQUES

5.6M

SOCIAL  
FOLLOWERS

40.9M

AVG. MONTHLY  
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24)

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## Brand *Highlights*

**MELANIN EDIT | SEPTEMBER** The Allure Melanin Edit is an editorial initiative exploring every facet of melanin-rich life. This September, Allure will turn a spotlight on the Latinx community, celebrating the rich culture and beauty rituals of this diverse audience

**BEST OF BEAUTY | SEPTEMBER** The most powerful credential in beauty. After months of testing 10,000+ beauty products, Allure's editors celebrate the 300+ winning products. It is the ultimate beauty shopping guide—61M women purchase an award-winning product.

**BEST OF BEAUTY LIVE | SEPTEMBER** Allure's tentpole event allows consumers to live a day in the life of a beauty editor. Experiences include: specialty treatments like skin assessments, mini-manicures, hair styling, and tons of product sampling, curated live discussions with beauty experts and the Allure editors, and pop-up product giveaways, games, snacks, beverages, and more surprises throughout the day!

**ALLURE NEXT | 3X/YEAR** Allure Next is a NEW Allure digital cover concept featuring on-the-rise talent. This initiative targets the younger, highly-engaged, multicultural audience of beauty obsessives and the celebrity talent they love.

**ONE TO WATCH | EVERGREEN** One to Watch leverages Allure's influence and expertise to endorse the best new products on the market, before they hit shelves.

**BEAUTY DESK | EVERGREEN** Allure is launching a brand new content creation studio. This exciting new space will be home to reviews, tutorials, and interviews with celebrities, influencers, and experts.