

A full-page photograph of a woman with dark skin and short, dark hair. She is wearing a bright red, long-sleeved, ribbed crop top with a zipper down the front, and a matching red high-waisted bottom. She is also wearing a red pillbox hat. She is looking directly at the camera with a slight smile. The background is solid black.

GLAMOUR

U.S. Media Kit
2H 2025

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* is a safe home of sisterhood. We're powered by joy—but we're ready to take on the world."

SAMANTHA BARRY, GLOBAL EDITORIAL DIRECTOR

1.9X

BEAUTY INFLUENTIALS

1.6X

WOMEN

1.3X

USE SOCIAL MEDIA
FOR MAKEUP TIPS

\$2.8B

BEAUTY SPENDING

8.7M

AVG. MONTHLY
DIGITAL UNIQUES

14.7M

SOCIAL FOLLOWERS

42.2M

AVG. MONTHLY
VIDEO VIEWS

Corescore 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; Corescore Multi-Platform / MRI-Simmons Fusion (09/24-S24)

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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.

CHILD-FREE BY CHOICE | AUGUST Despite all the gains women have made, our culture still steers them, from a very young age, toward motherhood. Those who choose not to have children are often viewed as "unnatural" or "selfish" for veering off the path, but what we found among them was a lot of time, money, and travel—and not a lot of regret.

COLLEGE WOMEN OF THE YEAR | SEPTEMBER Young women today are showing up, stepping up, and taking what they deserve. The women who make up the 2025 class of *Glamour's* College Women of the Year—all women in fashion—are no exception. These young women aren't just shaping the future—they are the future.

HOT FLASH | OCTOBER What if we told you that something major was going to happen to your body, but instead of accurate information you'll receive a barrage of negative messaging and be slapped with depressing stereotypes? That's menopause for many women.

WOMEN OF THE YEAR | OCTOBER *Glamour's* Women of the Year Awards honor remarkable women who have changed the course of history—celebrating those who have forged new paths in order to move the world forward for all of us. Since 1990, we've honored women in their prime (Madonna, '90) and women on the rise (Sen. Kamala Harris, '18). Our 500+ honorees (including Supreme Court justices, Olympians, pop culture icons, scientists, world leaders, and more) are showing up, stepping up, and taking what they deserve. These women aren't just leveling the playing field, they're owning it. Each year's Woman of the Year honorees are celebrated with an event hosted by *Glamour* in New York City, with ample opportunities for sponsorship partnerships and content packaging.

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.

LIVE WELL | EVERGREEN TikTok and YouTube will only get you so far when your health concerns are more than skin deep. Whether you have a chronic skin condition or your birth control is making you feel off-kilter, sometimes you need advice from someone with more health cred than social media followers. With that in mind, we rounded up our best content covering common conditions and treatment options—sourced from medical experts, editors, and real people—and put it all in one place: Live Well. Instead of googling "weird rash," scroll down to start (and end) your search.

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