



# SELF

U.S. Media Kit  
**2H 2025**

CONDÉ NAST



# SELF

## Brand Mission

SELF is wellness that moves you. We provide trusted and well-reported information so you can take good care of yourself—whether you're looking for the next great workout and healthy dinner recipe or want to strengthen your relationships and mental health. Our content recognizes that wellness is not all-or-nothing. We champion prioritizing joy, balance, and fulfillment above all. SELF is here to inspire you to make a move towards a better you.

"We're bringing the energy back to SELF —jumping headfirst into the conversations that matter most to the wellness community with our trusted health expertise and a strong POV. And we're recalibrating to bring SELF readers more of what they love: original workouts and recipes, and shopping guides packed with our editors' favorite snacks, sneakers, gear, and more."

JESSICA CRUEL, EDITOR IN CHIEF

---

2.6X

HEALTH & BEAUTY  
PROFESSIONALS

2.5X

INFLUENCED BY  
CELEBRITIES

1.5X

GEN-Z

1.2X

HEALTH & FITNESS  
ENTHUSIASTS

3.7M

AVG. MONTHLY  
DIGITAL UNIQUES

5.3M

SOCIAL  
FOLLOWERS

10.1M

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; GWI USA 2025

CONDÉ NAST



# SELF

## *Brand Highlights*

**SELF SPORTS | YEARLONG** A celebration of female athletes—on and off the field. In 2025 we'll give women in sports the spotlight, recognize female athletes at every level, and support the culture of female sports fans.

**SNEAKER AWARDS | AUGUST** No one loves sneakers like Self does—and these are the sneakers that Self editors love the most right now.

**REST WEEK 2025 | DECEMBER** Your guide to taking breaks, chilling out, and slowing down. In a world of toxic productivity, Self spends a week breaking down what it means to really, truly rest—and helps our readers discover new ways to unwind and protect their physical and emotional wellbeing.

**THEME WEEKS | EVERGREEN** Informed by the way our audience engages with content, Self'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.

**FEEL WELL | EVERGREEN** An empathetic, trustworthy place to get practical, conversational advice about health conditions. Our content is grounded in science: Authoritative medical experts, who have a deep well of knowledge of the topic at hand, weigh in on every story. As an added layer of expertise, our Medical Advisory Board, a dedicated team of healthcare professionals, also reviews content for accuracy. Whenever possible, we elevate the voices of real people living with health conditions. Whether you have migraine, psoriasis, heart failure, eczema, diabetes, or any other health condition, you can rely on SELF for positive, inclusive, authoritative, and genuinely helpful tips.