



COSMOPOLITAN

EMPOWERING

YOUNG WOMEN

TO SUCCEED AT LIFE

HEARST

“

Cosmopolitan is here to uplift, empower and champion young women everywhere (and have FUN while doing it). We believe thought-provoking journalism and entertainment are not mutually exclusive. Any platform, any time, we're where they are, with what they want.

”



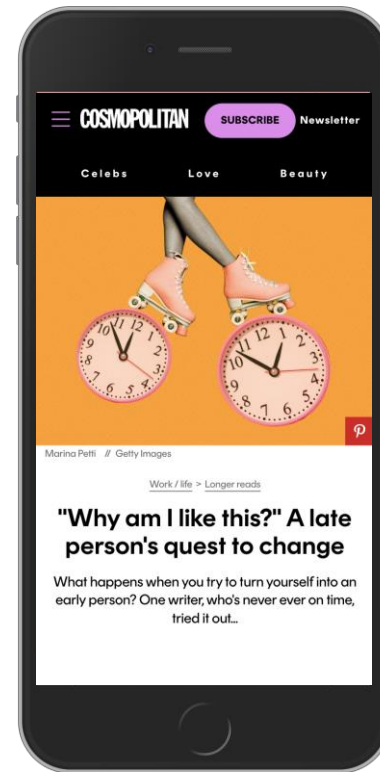
Claire Hodgson
Editor-in-Chief

BRAND OVERVIEW

Cosmopolitan is one of the most powerful and recognised brands in the world. It's the biggest young women's media brand in the UK, reaching 1 in 4 millennials and 1 in 5 Gen Z.

Empowering, insightful, entertaining but never patronising – *Cosmopolitan* is its readers' knowledgeable friend.

We have data-driven knowledge about every aspect and stage of young women's lives, with an average of over 13 million monthly users to our website, 8.6 million loyal and engaged followers across social media, an average of 25 million monthly video views* and, of course, our multi-award-winning print title.

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*average for 2023

Sources: Google Analytics April 2023 / Hearst Social Media Tracking May 2023 / Looker and Dash Hudson

BRAND ECOSYSTEM

DIGITAL

From expert shopping recommendations and honest beauty reviews, to the latest celebrity news and must-read topical features, *Cosmopolitan* is the go-to for young women.

PRINT

Delivering award-winning, agenda-setting long-form journalism alongside fashion shoots, beauty deep-dives and celebrity exclusives, there's a reason why *Cosmopolitan* is the number one young women's media brand in the UK.

SOCIAL

With 2.4m Facebook followers, 497k Instagram followers and 340.7k Twitter followers, *Cosmopolitan* reaches an engaged audience across key platforms, including Snapchat (1.4m) and TikTok (109.3k).

LICENSING & ACCREDITATION

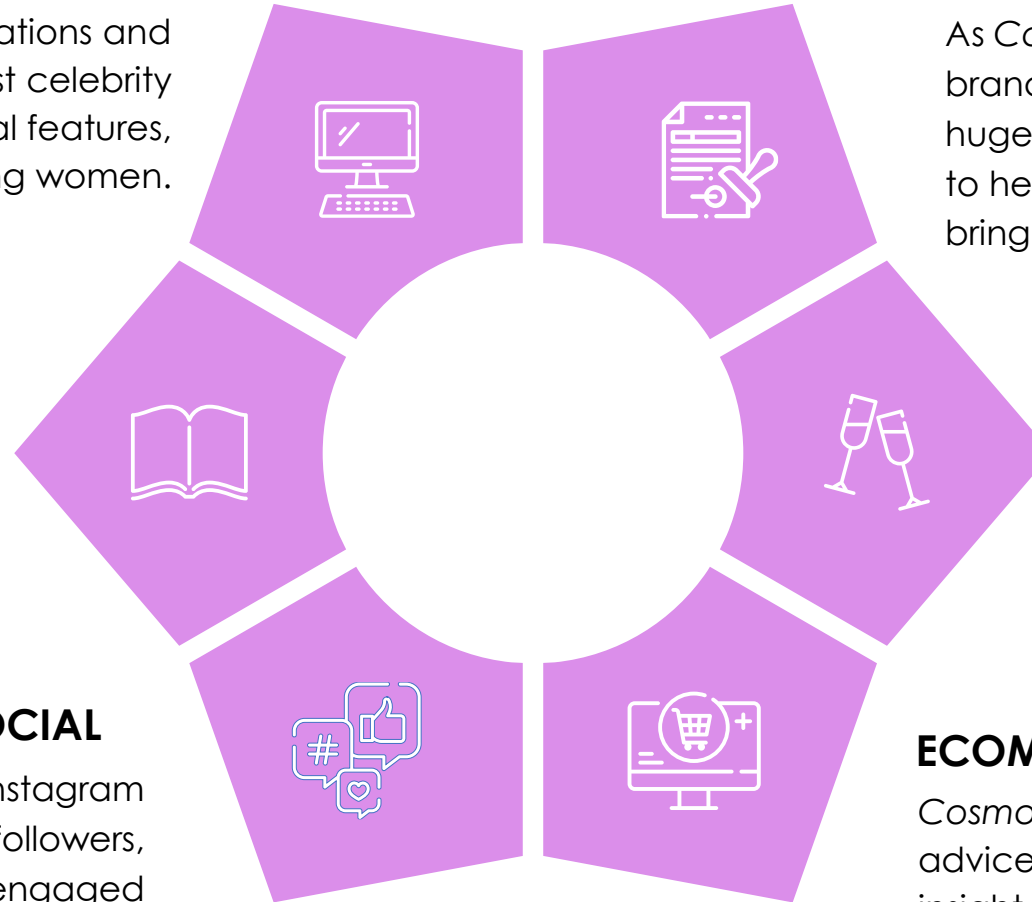
As *Cosmopolitan* is one of the most trusted brands in media, our endorsement carries huge weight with consumers. From hair tools to help you get the latest look, to furniture to bring style to your home, we can deliver sales.

EXPERIENTIAL

Whether gathering by computer screens or IRL, *Cosmopolitan* creates engaged communities, connecting brands and readers for immersive experiences to remember.

ECOMMERCE

Cosmopolitan is a highly trusted source of advice, which, combined with our data and insight, translates into sales for our partners.



KEY NUMBERS

3.3m	Unique users	DIGITAL
9.3m	Page views	
15-34	Core age group	
13.2m	Global monthly users (GA)	
30%/69%	AB / ABC1 profile	
5.6m	Social followers*	SOCIAL
497k	Instagram followers	
2.4m	Facebook followers	
731k	Pinterest Audience	
120,495	Circulation	PRINT
623k	Readership	
22% / 62%	AB / ABC1 profile	



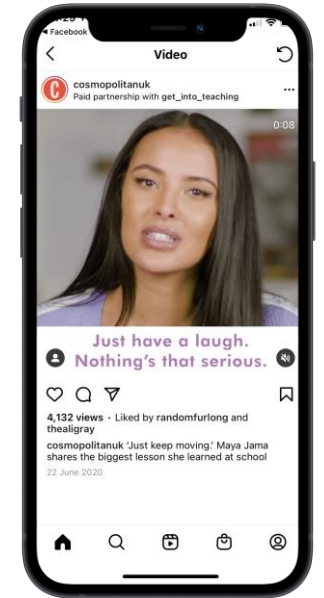
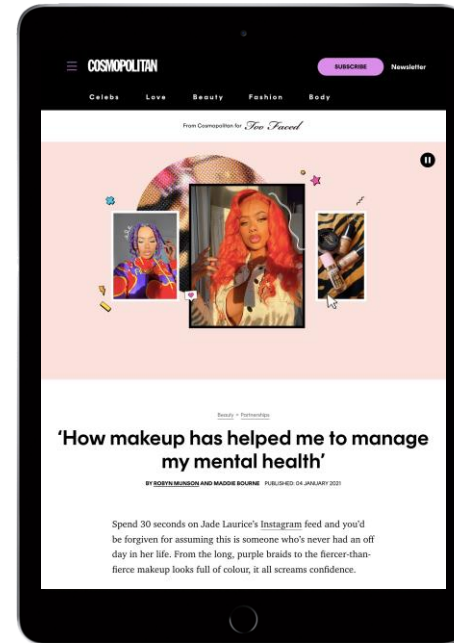
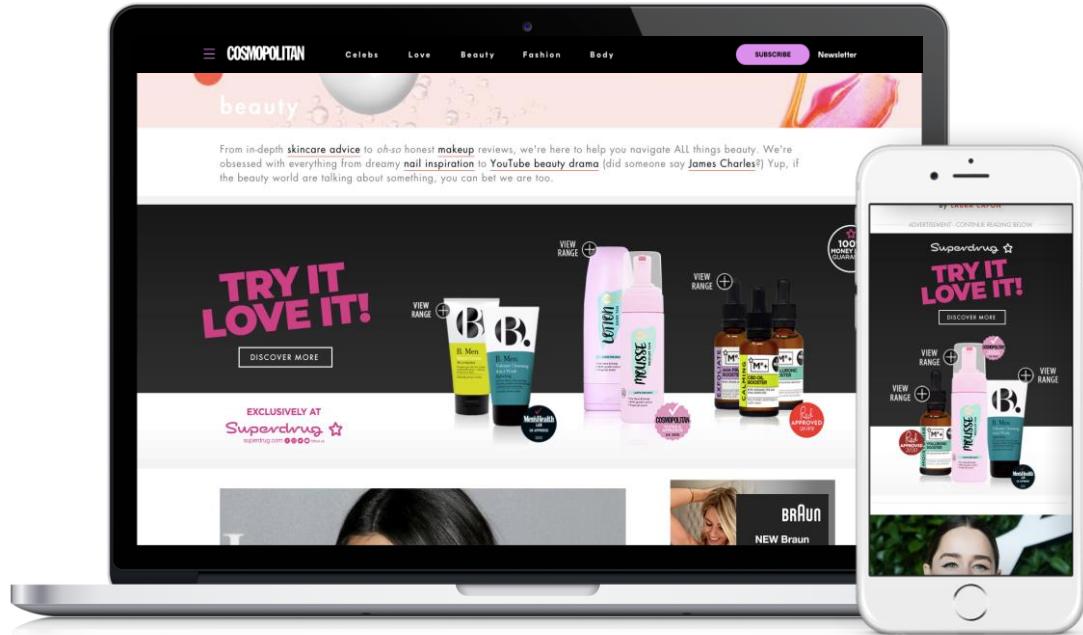
*social followers includes Facebook, Snapchat, Pinterest, Instagram, Twitter, Youtube, TikTok, Threads and LinkedIn

PRINT SOURCES: Print and digital eds circ - Total ABC Audits Dec 2022 / PAMCO Jan 2022 – Dec 2022, Nov '22 Ipsos Iris data **SOCIAL SOURCES:** Hearst Social Media Tracking July 2023

DIGITAL SOURCES: IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) June 2023 / GOOGLE ANALYTICS (GLOBAL Unique Users on UK Sites) April 2023 / ABC numbers – PAMCo (Nov '22 Ipsos iris data)

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SAMPLE DIGITAL AD FORMATS





EDITORIAL HIGHLIGHTS

BEAUTY

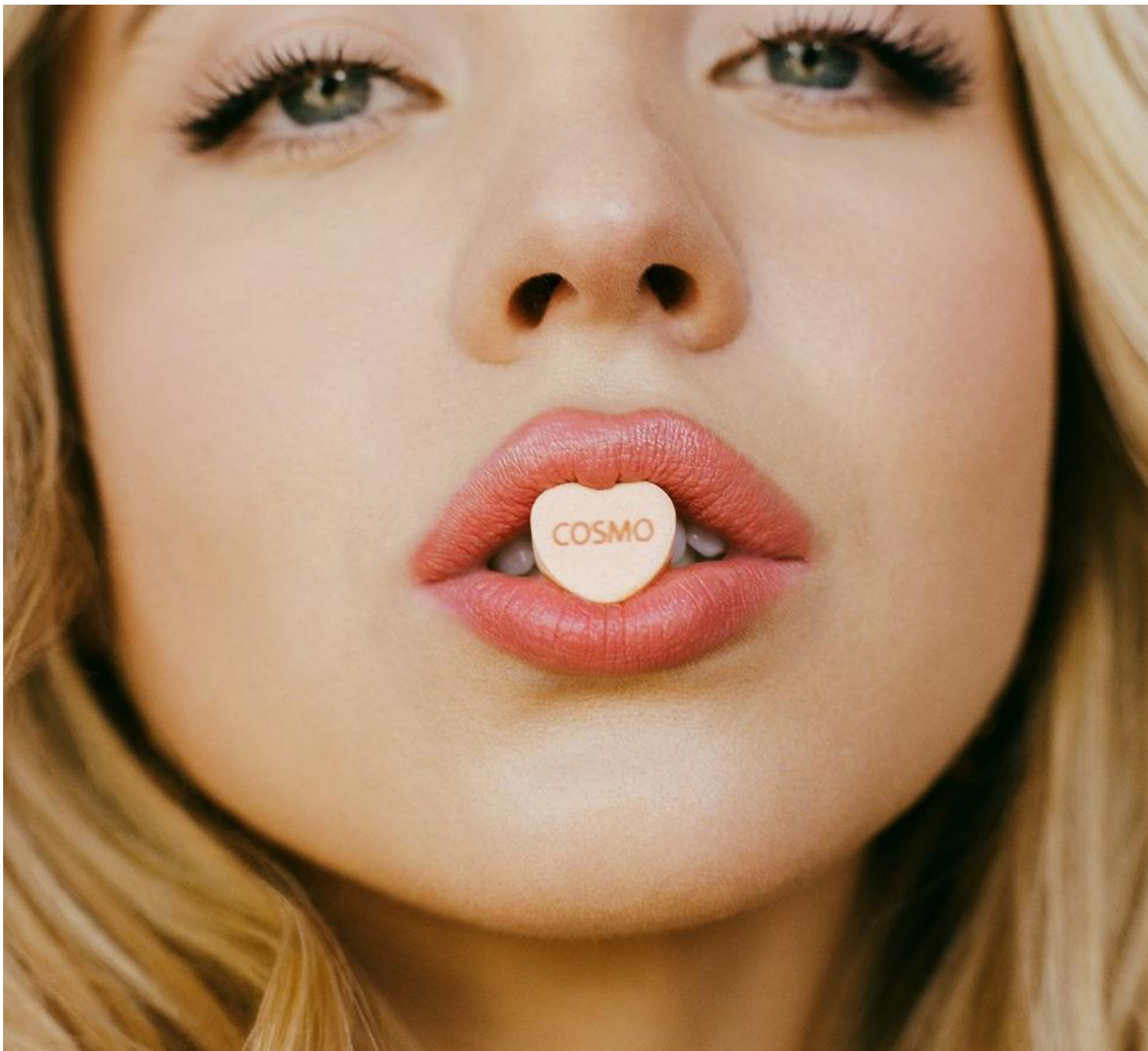
RELATIONSHIPS

LIFESTYLE

FASHION

TRAVEL

FINANCE



BEAUTY

Beauty is one of *Cosmopolitan's* core pillars. We combine expert investigations with practical how-tos and curate the latest trends and news with a mix of industry knowledge and honest, relatable reviews. Our audience is beauty-obsessed and come to *Cosmopolitan* to know where to splash their cash – spending in the region of £3.6 million on products via our site in the past year (2022).

RELATIONSHIPS

From the power of friendship to dating, sex and everything in between, *Cosmopolitan* continues to lead the conversation on what love really means to young women in 2023. Our readers are empowered, sex-positive people who want to feel confident, love their bodies and have healthy relationships. It's our job to help them achieve this, through informative, smart, inclusive content that answers their questions.



LIFESTYLE

Cosmopolitan showcases the best in food, drink, homeware and more. After all, staying in doesn't have to be boring! Across our print and digital platforms, we offer an edit of the latest trends across homes and food, brought to life in Cosmo's unique style.

FASHION

Whether it's shopping pages in the magazine, product galleries and e-commerce online, or shoppable opportunities on social, we have everything our reader needs to be stylishly covered. We continue to deliver the best advice and style advice whatever your body shape. From the latest trends to the best options for shopping sustainably through our Cosmo Conscious section, *Cosmopolitan* puts fashion at the heart of its content.



TRAVEL

Cosmo readers love to travel. Whether it is their summer holiday, a city break or time with friends, they are on the look-out for the coolest cities and best value breaks. They seek out new experiences and the best opportunities to share their holidays on social media.

FINANCE

Money: how to make it, how to keep hold of it and what to do when you have it – Cosmopolitan is focused on giving our readers the information and confidence to make smart financial moves with financial content in both print and digital.

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HEARST.CO.UK