



GLAMOUR

UK Media Kit
1H 2023

CONDÉ NAST



GLAMOUR is a digital brand for Gen Z and Millennial women reshaping the world. It has led the way in a digital-first world of storytelling, meeting its readers where they are on mobile and social.

Under the editorship of Deborah Joseph, GLAMOUR is in its sixth year of strong digital growth and loved for its authentic, inclusive and aspirational female empowerment content, incorporating beauty, style, finance and gaming content, underlined by a purpose-led narrative.

All content is optimised to deliver across web, video, social and experiential, ensuring the brands we work with have maximum visibility across all platforms.

5M
MONTHLY
PAGE VIEWS

4.1M
DIGITAL UNIQUES

4.5M
SOCIAL FOLLOWERS

93%
FEMALE

£79K
AVERAGE HHI

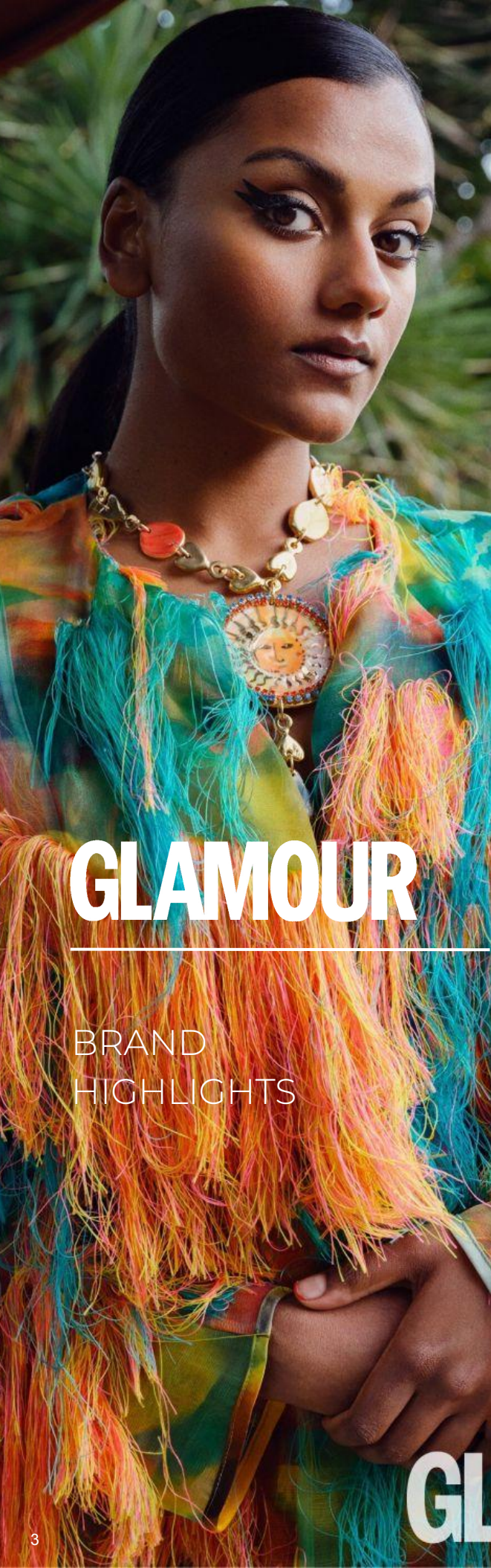
61%
ABC1

£4.4K
AVERAGE ANNUAL
SPEND ON FASHION

£1.3K
AVERAGE ANNUAL
SPEND ON BEAUTY

Sources: PAMCo 1, 2021; Shareablee Oct 2022; TGI Oct 2022; Conde Nast Luxury Survey 2021; Google Analytics (monthly average Aug-Oct 22)

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BRAND HIGHLIGHTS

GLAMOUR BEAUTY CLUB GLAMOUR's Beauty Members Club for sampling continues to prosper with members tipping the 120k number in 2021.

GLAMOUR ON TIK TOK The first UK Condé Nast brand to launch on Tik Tok. Tik Tok star Abby Roberts graced GLAMOUR's Digital Cover and GLAMOUR created a dedicated Trending Tik Tok Beauty Box to highlight our strength on the platform.

MONEY MATTERS A quick to pivot to the need for financial advice, GLAMOUR's all new finance dedicated editorial column has been successful with sponsors and readers alike.

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GLAMOUR

DIGITAL AND WEB RATE CARD

DIGITAL RATES

POSITION

Homepage takeover
Beauty section sponsorship
Makeup section sponsorship
Hair section sponsorship
Skin section sponsorship
Entertainment section sponsorship
Fashion section sponsorship
Apple News sponsorship
Native article
Social only package
Branded content solution

RATE (£)

4,800/week
31,100/week
4,400/day
14,700/week
1,900/day
11,000/week
1,400/day
8,800/week
1,130/day
13,400/week
1,900/day
15,900/week
4,310/week
20,000 (min)
12,000 (min)
POA

WEB RATES

POSITION

Billboard
Doublesky
Leaderboard
MPU
Solus email
Sponsored newsletter

SIZE

970x250
300x600
728x90
300x250

CPM (£)

30-38
30-38
10-13
18-23
150 CPM
30 CPM

CONTACT

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