



GLAMOUR

Glamour UK
'Skincare'
Campaign Deck

CONDÉ NAST

A woman with blonde hair, wearing a black beret and a floral-patterned dress with a black belt, stands in a field of tall, dry grass under a clear blue sky. The word "GLAMOUR" is overlaid in large white letters on the left side of the image.

GLAMOUR

GLAMOUR is THE beauty and style bible and has re-positioned itself as a digital-first, beauty-focused brand.

Empowering. Feminist.

Beauty-obsessed.

Informative. Newsworthy.

Early adopters. Inspiring.

Activist. Allies. **Inclusive.**

Fashion savvy.

Authoritative. **Consumers with conscience.**

Sustainability champions.

Gamechangers.



GLAMOUR

SKINCARE

82% agree it is very important for them to follow a daily beauty regime

78%
FEMALE

39
AVERAGE AGE

91% use 3+ beauty products daily

3.2M
UNIQUE WEBSITE USERS

84% agree GLAMOUR beauty content is the best, trusting GLAMOUR above other brands in the market

Source: Conde Nast Britain Beauty Survey 2020
Source: Google Analytics Feb-April 2021; Ipsos July 2021; Condé Nast Luxury Survey 2021; TGI GB 2021 October
Google Analytics Feb-Apr 2021 (3 month average)

CONDÉ NAST



GLAMOUR Shops galleries can be found on glamourmagazine.co.uk

Each brand placement includes a heading, image, copy and hyperlinks to your website and Instagram page.

This 'GLAMOUR Shops' digital advertorial campaign will run across the following months:

SEPTEMBER 2023: 4th September - 3rd October

OCTOBER 2023: 4th October - 2nd November

NOVEMBER 2023: 3rd November - 3rd December

Please see the link to the GLAMOUR Shops [Skincare Gallery](#)

The GLAMOUR campaign is offered over the course of three months, to establish a relationship with the Glamour website users and make readers more likely to remember your brand and visit your website and socials.

The GLAMOUR digital galleries are advertised to targeted users on Facebook and Instagram in sponsored posts and stories, as well as other pages of the GLAMOUR website. This helps to drive traffic to the galleries.



GLAMOUR

PRICING

£300 +VAT per month for a three
month campaign
(£300 +VAT x3)

This includes an image, 40-50 words
of copy and direct click-through links
to both your website and Instagram.



GLAMOUR

ARTWORK PROCESS

We encourage you to update your image and text for each issue of the three-month campaign. We will require the following:

- **One high resolution image per month.**

A high resolution lifestyle image (at least 800kb in size) in JPEG form. A 3:2 ratio is required for the image (around 1920x1280 or 1280x1920 crop). Please ensure that you have the right/license to use any images supplied.

- **Approximately 40-50 words of text about your brand.**

GLAMOUR also offers a complimentary copywriting service, so please send across 3-4 bullet points about your brand if you would like to use this.

- **The URL of the product on your website/URL of your website homepage**

- **Product/collection name** (this would be included in the heading above your text)

- **Your Instagram handle and link** (if you have one)



GLAMOUR

PAYMENT & INVOICING

TO CONFIRM YOUR SPACE

Spaces are reserved on a first come, first-served basis. If you would like to proceed with the three month digital advertorial campaign, we would require the following information:

- Full name and contact number
- A business/invoice address
- VAT code (if applicable)
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PAYMENT & INVOICING

Each month is invoiced after it has gone live, with a period of 30 days to pay after receiving the invoice.

The September upload will be invoiced in September 2023, and so on.