

# BAZAAR

Harper's



THE POWER OF WOMEN



“

Intelligent, inspiring, inimitable... for over 150 years, *Harper's Bazaar* has empowered and championed women through good times and bad. Maintaining this unmatched heritage, we continue to celebrate the power of women in 2023, uplifting the voices of the visionaries who are changing the world for the better; while as the world's first luxury fashion title and an acknowledged authority on culture and the arts, we aim to bring together and motivate our influential audience through beautiful storytelling and photography, and the curation of innovative live events.

”



Lydia Slater  
Editor-in-Chief



## BRAND OVERVIEW

### The power of women

*Bazaar* offers a thoughtful and intelligent take on fashion, combining a monthly edit of the latest designer collections with authoritative cultural coverage.

It has a uniquely British sensibility that sets it apart from its competitors. So, too, does the quality and depth of its cultural content, which sees *Bazaar* commission leading contributors from the UK and abroad, including Turner Prize-winning artists and Booker Prize-winning novelists.

*Bazaar's* audience comprises women ranging from their late twenties to their early sixties, predominantly in professional roles. They are culturally discerning, enjoy travelling and are prepared to spend money on bespoke luxury experiences.

# BRAND ECOSYSTEM

## DIGITAL

[www.harpersbazaar.com/uk](http://www.harpersbazaar.com/uk) delivers exceptional digital content to over 1M UU's every month.



## LICENSING

The *Harper's Bazaar* Award Winners beauty box is filled with luxurious, award-winning beauty and wellness products exclusively curated by our team of experts.



## PRINT

Each issue of *Bazaar* showcases the best in fashion, beauty and culture, and celebrates inspirational women from all walks of life.



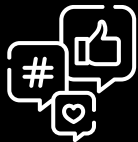
## EXPERIENTIAL

The brand is brought to life through innovative events such as the *Bazaar At Work* Summit, a dinner to mark International Women's Day and the Women of the Year Awards.



## SOCIAL

With 3million social followers, *Bazaar* reaches its audience wherever they are online.



## ECOMMERCE

*Bazaar's* influential status and our extensive data capabilities make a perfect environment for brands to sell their products to a highly engaged and affluent audience. Affiliate order value through our e-commerce was up 39% YOY in 2022



**HEARST**

# BRAND PILLARS



## FASHION

*Harper's Bazaar* is the world's oldest fashion magazine, with an unparalleled legacy. Created for a discerning and cultured audience, it is renowned for its beautiful visuals, intelligent writing, award-winning art direction and a consistently thoughtful understanding of fashion.



## BEAUTY

We offer a discerning voice that guides readers confidently through the world of beauty products and treatments. *Bazaar's* tried, tested and trusted pages help women navigate the industry so that they know where they can best spend their time and efforts.



## ART

*Bazaar* is the only title in its competitive set to have an annual dedicated art magazine, *Bazaar Art*, which has international renown and features exclusive artworks on its covers. Previous artist contributors have included Yayoi Kusama, Tracey Emin and Yoko Ono.



## LITERATURE

*Bazaar* has celebrated original fiction, poetry and essays since its foundation, having featured the work of writers from Virginia Woolf and Thomas Hardy to, more recently, Chimamanda Ngozi Adichie and Margaret Atwood.



## TRAVEL

*Bazaar* traverses the globe to bring its readers the best in luxury travel, from short-haul European escapes to island-hopping in the Caribbean, wellness holidays, activity breaks and gourmet hotels.



# EDITORIAL CALENDAR 2023

<b>FEBRUARY</b>	A Celebration Of British Screen Talent
<b>MARCH</b>	New Season Style
<b>APRIL</b>	A Fashion Fantasy
<b>MAY</b>	Rites of Spring
<b>JUNE</b>	Modern Brits
<b>JULY/ AUGUST</b>	Summer Dreaming
<b>SEPTEMBER</b>	Fashion Forward
<b>OCTOBER</b>	Beauty Best of the Best
<b>NOVEMBER</b>	Art Meets Fashion
<b>DECEMBER/JAN</b>	The Celebration Issue



# KEY NUMBERS

1m	Unique Users	DIGITAL
2m	Page Views	
25-34	Core Age Group	
31% / 69%	AB / ABC1 Profile	
1.7m	Global Monthly Users (GA)	
3m	Social Followers	SOCIAL
1.6m	Instagram Followers	
587.8k	Facebook Followers	
504.4k	Twitter Followers	
80,008	Circulation	PRINT
180K	Readership	
23% / 61%	AB / ABC1 Profile	

**PRINT SOURCES:** Total ABC Audits Dec 2022 / PAMCO Jan 2022 – Dec 2022 (Nov '22 Ipsos Iris data)

**SOCIAL SOURCES:** Hearst Social Media Tracking May 2023 **DIGITAL SOURCES:** IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) June 2023 / GOOGLE ANALYTICS April 2023 / ABC numbers – PAMCo (Nov '22 Ipsos Iris data)





## BAZAAR EVENTS

*Bazaar's ongoing celebration of women is underpinned by an exciting events programme that includes our **International Women's Day** dinner, the **Women of the Year Awards** and the **Bazaar At Work Summit**.*



## BAZAAR<sup>Harper's</sup> WOMEN of the YEAR 2022

BAZAAR<sup>AT WORK</sup>  
SUMMIT  
CONNECTING VISIONARY WOMEN



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