

A woman with blonde hair, wearing a white, form-fitting, sleeveless dress and a large, voluminous yellow fur coat, is walking towards the camera in a city square. The background features historic European architecture, including a large archway and a cathedral. The scene is brightly lit, suggesting daytime.

Red

SMART, STYLISH & SPIRIT LIFTING

HEARST



BRAND

OVERVIEW

For our style-savvy, time-poor readers, Red is a constant source of inspiration.

From effortless, modern fashion to trailblazing wellness, cool interiors to wanderlust travel, Red is a one-stop lifestyle edit of everything she desires.

It's also the place she turns for career advice, emotional wisdom and frank financial support.

Smart, insightful and honest, Red breaks new ground in shaping the way women feel about family, career and living authentically.

It's also an instant mood booster, bringing joy, inclusivity and positivity on every page.

HEARST

“

Red is a mindset.

It's for women who want to squeeze joy and meaning out of every moment.

It's also the place they come to for ideas and inspiration for all areas of their life.

From style edits to career advice, well-being innovations to interior trends, our team of experts curates the best products to buy and shares new ideas on how to live better.

Red is more than a magazine; it's a lifestyle choice.

”



Sarah Tomczak

Editor

BRAND PILLARS



STYLE

Editing the best fashion – from designer to demi luxe to highstreet – we inspire our readers to buy less but better, share styling ideas and look at the most versatile and sustainable ways to dress. We showcase new brands, highlight trends and focus on fashion that's elevated but accessible.



BEAUTY

A deep dive into the world of beauty, our info-packed reports and news pieces keep our readers at the forefront of trends and offer practical advice and expert wisdom on how to get the best from your skincare. From product testing by the Hearst institute to science-backed studies to the new products making our heart sing.



WELLNESS

Wellness is a way of life at Red, for our readers in their 30s and 40s, the choices they make now make a huge impact on the next chapter of their lives – and we are here to guide them. From nutrition to fitness and including spiritual and emotional wellbeing, we are at the forefront of the wellness revolution.



LIVING

Red women are exacting about their homes as they are their style, so we share aspirational interiors, real homes and shopping to elevate their living space. We also showcase recipes from best-loved cooks like Skye McAlpine, Ottolenghi, Donna Hay and Diana Henry.



CAREERS

From redefining their success to finding their purpose, juggling career and family to honing their leadership skills, Red helps our readers navigate the world of work. As champions of small businesses, we have spent 25 years showcasing brands and the entrepreneurs behind them, both in the magazine and as part of Red Smart Women Week.

BRAND ECOSYSTEM

DIGITAL

Shopping galleries, styling videos and real life inspiration across our website and social platforms.



LICENSING

Escape the world with like-minded *Red* readers who love to discover the undiscovered.



PRINT

An intelligent long-form read. Inspiring imagery, high profile writers and thought-provoking features. *Red* celebrates its 25th birthday in 2023.



EXPERIENTIAL

Three-day events filled with live talks, interviews, workshops and masterclasses with over 2,000 attendees. Live and virtual.



NEWSLETTER

Weekly newsletters bringing our online highlights to loyal subscribers.



ECOMMERCE

Where hundreds of small businesses meet thousands of online registered shoppers within tailored marketplaces. **Affiliate order value through our e-commerce was up 54% YOY in 2022***



HEARST

KEY NUMBERS

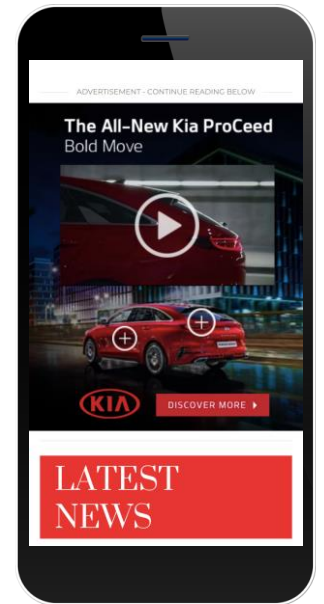
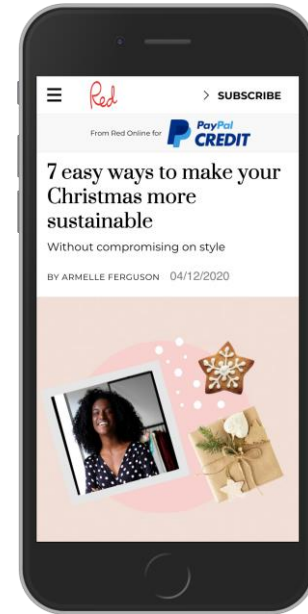
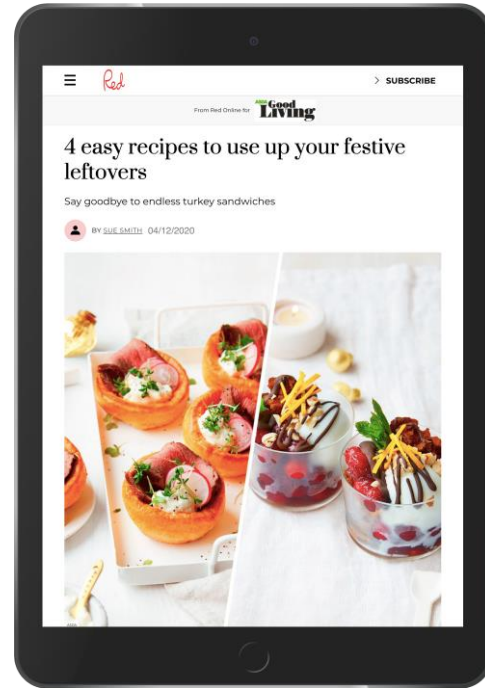
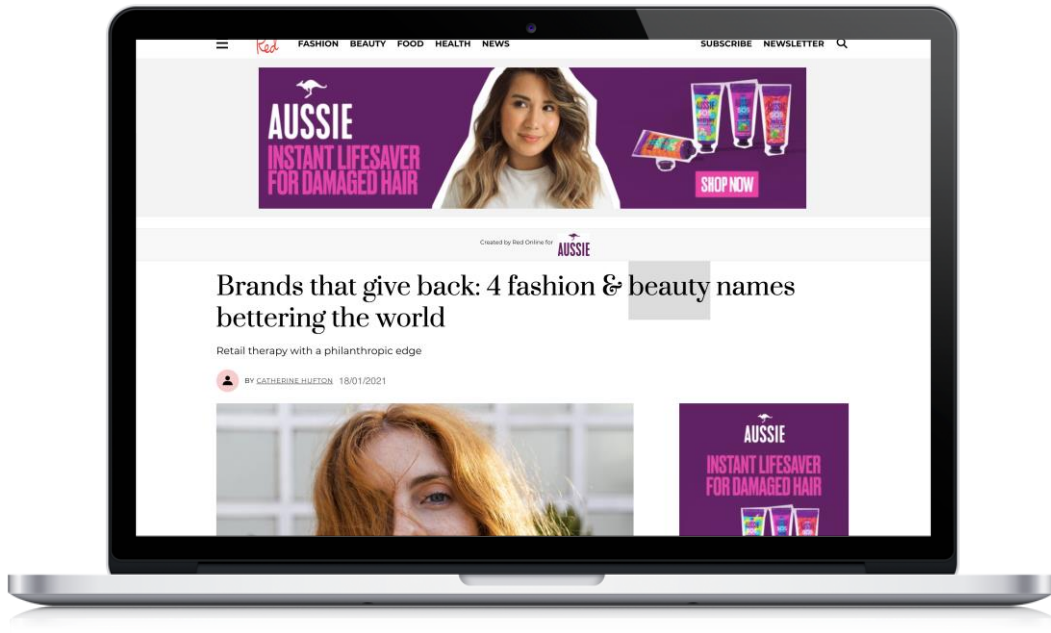
430.3K	Unique Users	DIGITAL
1.2M	Page Views	
35-54	Core Age Group	
2min 13s	Average Minute PP	
30% / 67%	AB / ABC1 Profile	
1.3M	Social Followers	SOCIAL
132.1K	Instagram Followers	
195K	Facebook Followers	
97.2K	Twitter Followers	
100,766	Circulation	PRINT
291K	Readership	
32% / 71%	AB / ABC1 Profile	



HEARST

PRINT SOURCES: Total ABC Audits Dec 2022 / PAMCO January 2022 – December 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023 (Facebook number: June 2023) **DIGITAL SOURCES:** IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) Unique Users June 2023, Page Views May 2023, AVERAGE MINUTE PP June 2023

SAMPLE DIGITAL AD FORMATS





EDITORIAL HIGHLIGHTS

CAREER JOURNEYS

STYLE, BEAUTY, HOME INFLUENCERS

BUILDING RESILIENCE

SPOTLIGHT ON SMALL BUSINESS

25 YEARS OF RED

HEARST



SPONSORSHIP

OPPORTUNITIES

SHOPPABLE CONTENT

LIVE EVENTS

25 YEARS OF RED

HEARST



ECOMMERCE

RED SHOPS

A series of online shopping opportunities. From curated newsletters to styling videos featuring our fashion team, online galleries to a pop-up of artisan exhibitors endorsed by *Red* Editor, Sarah Tomczak and her team.

Affiliate order value through *Red*'s e-commerce was up 54% YOY in 2022.





LIVE EVENTS

RED SMART WOMEN WEEK

Red Smart Women Week is a festival of events chock-full of ideas to help boost careers, find more time and rediscover purpose, setting the agenda for the Red Smart Woman's future.

Red
Smart
Women
WEEK



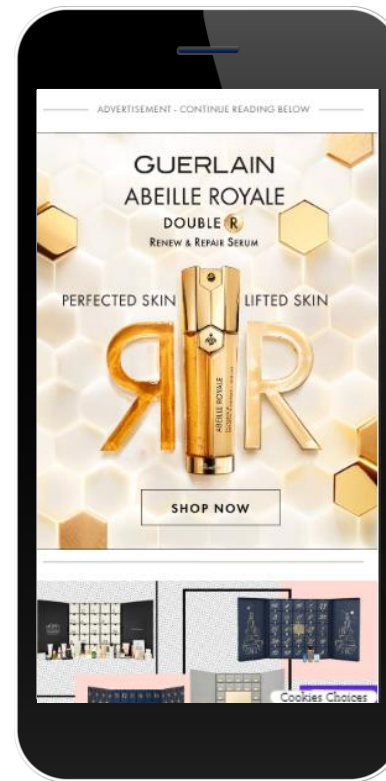
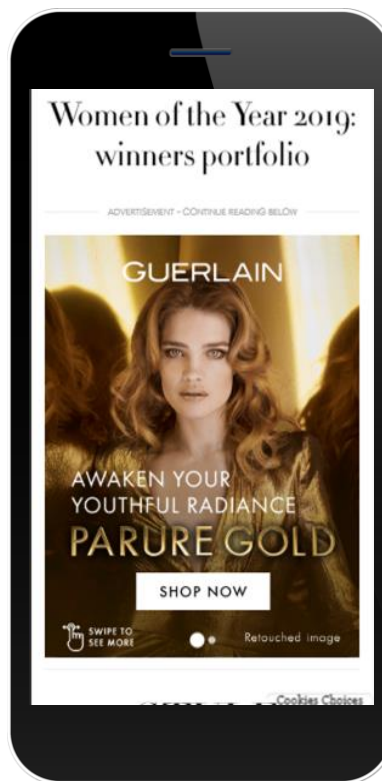
25 YEARS OF RED

PLUS, IN OCTOBER 2023 WE'LL BE CELEBRATING 25 YEARS OF *RED*

We're really excited to celebrate a milestone anniversary for *Red* in 2023, with a lot of exciting things planned to mark the occasion.

Get in touch to find out more about the opportunities that will be available, including special anniversary editions and events.

The booking deadline for the anniversary edition will be 31st July, 2023.



CASE STUDY

GUERLAIN | Red

Guerlain wanted to drive interest and relevance amongst UK prestige seekers, promote three core Guerlain ranges to three targeted Hearst audiences in key regions in the UK, and to capture new and desirable audience data.

To do this, Hearst created a multi-platform, highly engaging campaign that drove awareness and consideration of Guerlain amongst Red and two other brands' audiences.

Results:

- Total campaign reach: 12.3M
- Total digital reach: 225K
- Total social reach: 9.2M

HEARST

HEARST.CO.UK