

Mission Statement

Glamour believes in the power of women being themselves. We are unapologetically REAL—we stand with women as they do their own thing: honestly, authentically, awesomely. Across every platform, *Glamour* is the ultimate authority for the next generation of changemakers.

By The Numbers

33.5M

TOTAL AUDIENCE
REACH

34%

HHI \$100K+

37%

MILLENNIALS

66%

COLLEGE
EDUCATED

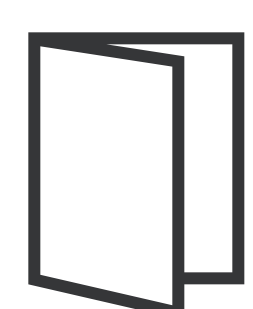
#1 REACH

WILLING TO GET THINGS
DONE (14M)

551M

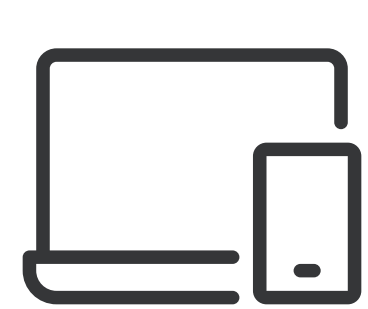
RETAIL TRIPS TAKEN
IN PAST MONTH (#1)

Across Platforms



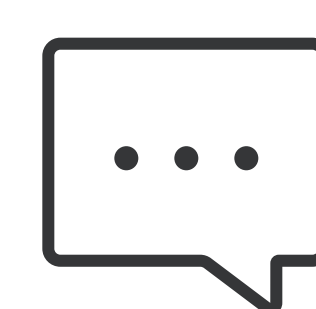
PRINT

10.2M



DIGITAL

6.9M



SOCIAL

15.9M



VIDEO

92.6M

Tentpoles & Editorial Pillars

Women of the Year (November 2018)

College Women of the Year (May 2018)

Fashion (March and September)

Style Your Size

1H Editorial Calendar

Holiday: Party Ready. 2018 Ready.

This is the ultimate party guide—the clothes, the beauty looks, the best gifts—plus, how to get it together for the New Year. This is not a resolutions guide—instead it's packed with life hacks that are fun, modern, and make our busy lives a little bit easier.

• Space Close: 10.20.17; On-Sale: 12.5.17

February: The Love Issue

How are women redefining love now? How are they finding the life partners and tribes that support them through anything and everything?

Plus: Olympics Special: What Makes an Olympian.

Bonus Exclusive: The Women's March, One Year Later.

• Space Close: 11.17.17; On-Sale: 1.9.18

March: The New Kids in Fashion

The fashion industry is changing at a record pace; new designers (and more female designers) are rising up; women are defining their own style. We'll partner with fashion innovators to show what's next in fashion.

We'll relaunch and expand "Style Your Size" in-book, online, and in newsletters, emphasizing the plus-size market and how retailers and designers are meeting the needs of women sizes 12+.

Additional digital coverage: Fashion Week, weekly spotlights on female designers.

• Space Close: 12.8.17; On-Sale: 2.13.18

April: Beauty Inside/Outside

We celebrate Glamour's Annual Beauty Awards in-book and online. This year also includes Clean Beauty Game-Changers—the latest innovation and ingredients in non-toxic formulas.

Plus: Glamour's Cultural History of Nude and The Ultimate Self-Care Guide.

• Space Close: 1.26.18; On-Sale: 3.20.18



May: Get Your Green

The money landscape has shifted—women are now demanding equal pay in political marches and with their bosses. But now that we're asking more, are we getting what we deserve? Spending and saving it wisely? We'll dive deep into money issues.

Plus, How Climate Change is a Woman's Issue.

• Space Close: 3.2.18; On-Sale: 4.24.18

July: Instant Gratification Summer

Get what you want, fast. Plus: Summer of Sex 2, building on the success of our multi-platform franchise last year. We'll be, um, back at it with the latest in women's attitudes about sex, pleasure, and relationships. It's the ultimate summer sequel.

Plus, College Women of the Year: Our franchise celebrating next generation leaders.

• Space Close: 4.6.18; On-Sale: 5.29.18

Note: Editorial content and on-sale/closing dates subject to change.
Subscriber copies arrive in-home approximately + or - 5 days from the on-sale date.
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