

## **GLAMOUR**

GLAMOUR gives women a voice.

Under the motto "Women reshaping the world" we stand for Female Empowerment and the most relevant topics in Fashion, Beauty and Lifestyle.

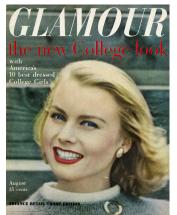




## First Mover & feminist at heart



Glamour introduced the subtitle 'For the girl with a job'



Glamor launches today's 'College Women of the Year' franchise



With Katiti Kironde, Glamor is putting the first POC woman on the cover of a women's magazine



Ruth Bader Ginsburg receives the Glamor Lifetime Achievement Award



Luisa Neubauer receives the Glamor Climate Activist Award

**AUGUST 1943** 

**AUGUST 1957** 

**AUGUST 1968** 

**NOVEMBER 2012** 

**NOVEMBER 2023** 

### GLAMOUR GLOBAL LEADERSHIP TEAM



HEAD OF EDITORIAL CONTENT GLAMOUR GERMANY





EUROPEAN EDITORIAL DIRECTOR GLAMOUR

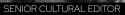
### GLAMOUR EDITORIAL TEAM



HEAD OF EDITORIAL CONTENT GLAMOUR **GERMANY** 









SENIOR BEAUTY EDITOR



FASHION EDITOR



**BEAUTY EDITOR** 



ADAPTATION EDITOR GLAMOUR



**EDITORIAL OPERATIONS** MANAGER



LEAD DESIGNER



AFFILIATE EDITOR



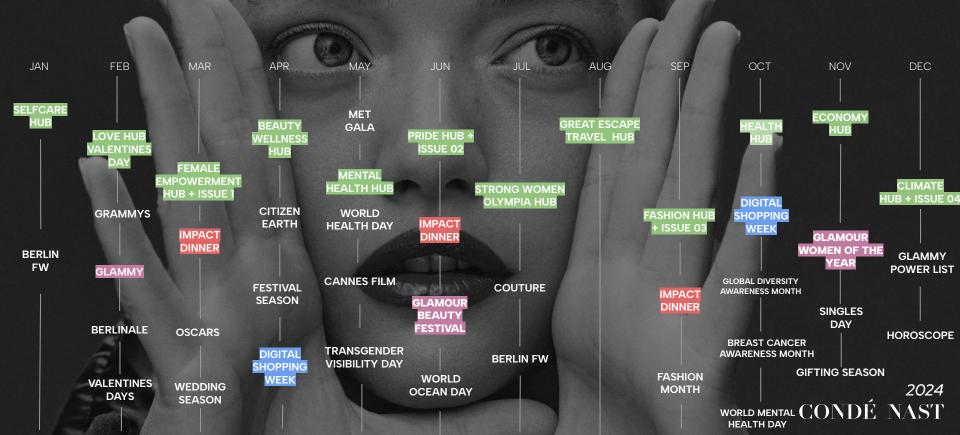
AFFILIATE EDITOR



JUNIOR CULTURAL EDITOR



## Short Overview







EVENTS

TENTPOLE
EVENTS IN
2024



## **4x Print** 1.25M

REACH\*\*

#### STRONG AUDIENCE

Ø-age of 33 Ø-HHNE vor 3753 Euro\*

Social 60.5M REACH\*\*\*





O P O C



FOCUS GENZ + ALPHA

## **GLAMOUR**

360° INFLUENCE

Video 4].4|\/ REACH\*\*\*



Newsletter 312.3K





Web 46.7M



\* b4p 2023; Female population in Germany aged 14 and over \*\*AWA 2023

S\*\*\* Social + Video Reach: Dash Hudson Newsletter + Web: GA Master DE



ISSUES PER YEAR NEW COPY PRICE

TOTAL CIRCULATION\*

05. March 2024 04. June 2024 03. September 2024 03. December 2024

#### **DEMOGRAPHY**

#### AGE

With an ⊘-age of 33

#### **EARNINGS**

With an ⊘-HHNE of 3753 Euro

#### LUXURY AFFINE

One in three buys designer brands, 75% buy watches and genuine jewelry (i:128)

#### **TRENDSETTER**

79% like to try out new products, 62% always know about the latest fashion trends (i:131, i:144)

#### **INNOVATION ENTHUSIASTS**

More than one in three are very interested in innovation (i:187), 79%79% like to try out new products (i:131)

#### **AFFINITY**

#### **FASHION**

80% are very fond of fashion and shopping; 70% attach great importance to accessories (i:144, i:136)

#### BEAUTY

75% are very interested in beauty topics, more than half are interested in wellness topics (i:133,

#### TRAVEL

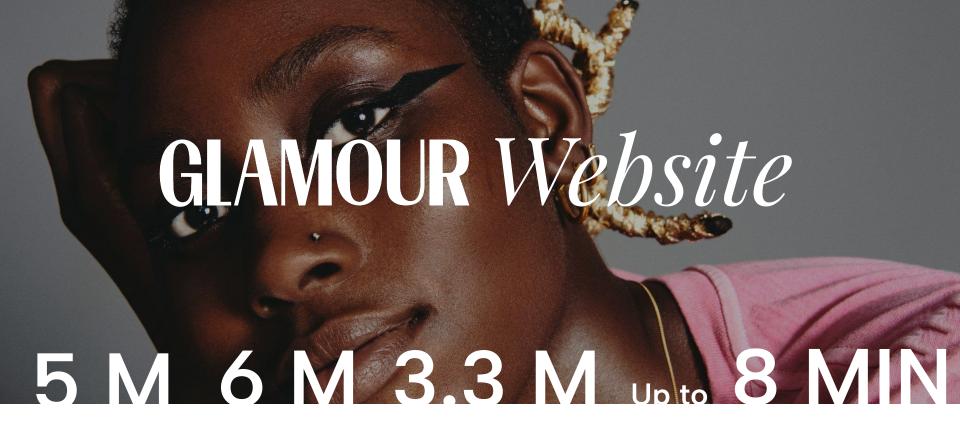
75% have a strong interest in vacation and travel topics (i:125)

#### **SELFCARE**

75% are very interested in empowerment, mental health and wellness topics (i:126)

## GLAMOUR

PRINT AUDIENCE



UNIQUE VISITORS\*

UNIQUE PAGE VIEWS\*

**UNIQUE USER\*** 

AVERAGE READING TIME: 5 MIN ON GLAMOUR.DE\*\*

#### **DEMOGRAPHY**

#### AGE

43% between 20 and 37

#### **EARNINGS**

With an Ø-HHNE of 3394 Euro

#### HIGHLY DIGITAL

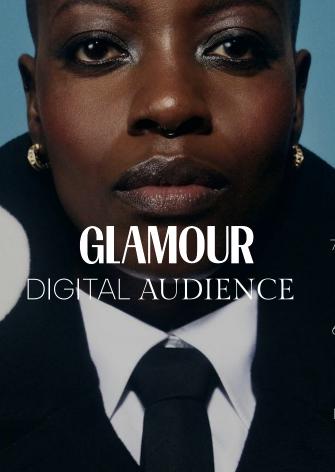
72% are enthusiastic about constantly new online offers (i:234)

#### **OPINION LEADER**

70% are often asked for advice by others (i:148)

#### **FUN-ORIENTED & OPEN**

74% are looking for fun and variety, 83% are open to new opportunities and challenges (i:132, i:123)



#### **AFFINITY**

#### **FASHION**

70% like to try something new in fashion & more than one in two know about the latest trends (i: 127; 122)

#### **BEAUTY**

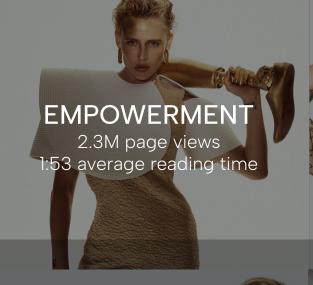
79% are always open to new beauty products (i: 128)

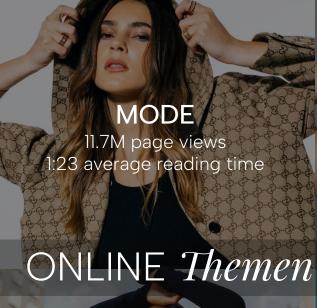
#### SOCIAL COMMITMENT

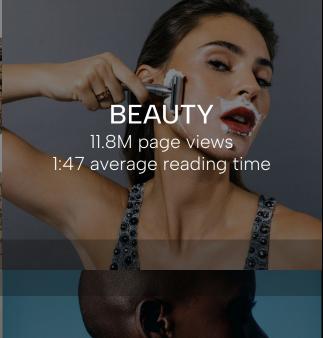
67% would like to actively change something in society (i: 152)

#### **EMPOWERMENT**

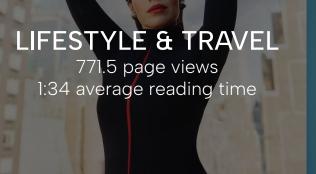
More than one in three attaches importance to self-realization (i: 137)



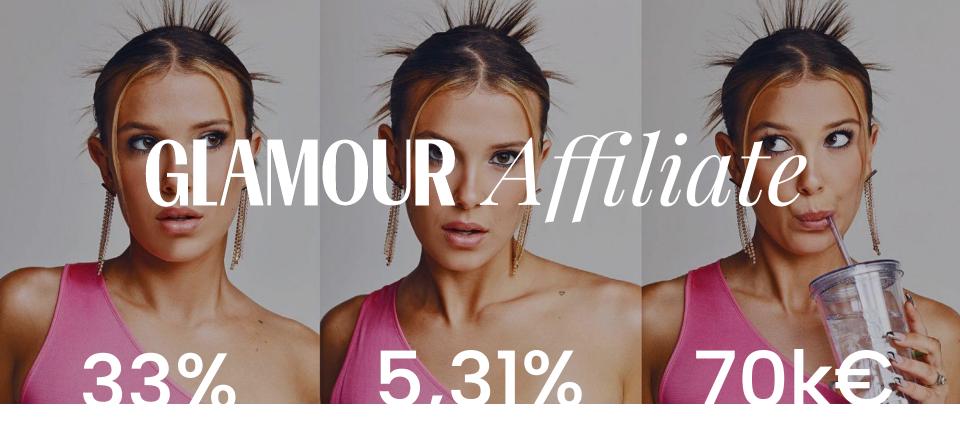




# MENTAL HEALTH 807.3k page views 1:37 average reading time



CULTURE
5.5M page views
1:55 average reading time



AFFILIATE SHARE OF THE TOTAL GLAMOUR.DE PAGE VIEWS\* Ø CLICK-OUT-RATE\*\*

Ø SALES VOLUME PER MONTH\*\*



"TOP10 DESIGNER BAGS": 8.000 € ORDER VALUE, 9,5 % CTR

"QUIET LUXURY": 4.000 € ORDER VALUE Ø 7 % CONVERSION RATE



**INSTAGRAM FOLLOWERS** 

TIKTOK FOLLOWERS (+111 % YOY)

FACEBOOK FOLLOWERS

YOUTUBE SUBSCRIBERS (+19 % YOY)

## GLAMOUR SOCIAL AUDIENCE



#### AGE

18 - 24 years (18 %)

25 - 34 years (33 %)

35 - 44 years (22 %)

45 - 54 years (13 %)

#### **TOP GEOGRAPHIES**

Germany (80 %) Austria (6 %)

#### **GENDER**

Female (72 %) Male (23 %)

#### AGE

18-24 years (40,6 %)

25-34 years (20,3 %)

35-44 years (13,8 %) 45-54 years (13,6 %)

55+ years (11,7 %)

#### TOP GEOGRAPHIES

Germany (64 %) Austria (10 %)

#### **GENDER**

Female (74 %) Male (26 %)

#### AGE

18 – 24 years (5 %)

25 - 34 years (26 %)

35 – 44 years (35 %)

45 - 54 years (23 %)

#### TOP GEOGRAPHIES

Germany (77 %)

Austria (12 %)

#### GENDER

Female (70 %)

Male (30 %)

### **FASHION**



#### SHOPPING



SOCIAL Themen

#### BEAUTY



#### **EMPOWERMENT**



## CULTURE



#### **CELEBRITIES**



### BRANDED VIDEO MENU

YOUTUBE, O&O



Custom, premium branded entertainment video

SOCIAL







Customized

Dyson Airwrap™ Multi-Haarstyler Tutorial für Anfänger

Social-first branded entertainment video across platforms

## GLAMOUR Experiences



### **GLAMOUR** SHOPPING WEEK GOES DIGITAL

Glamour Shopping Week is moving to where consumers are: the digital environment and, above all, social first. The digital Glamour Shopping Week offers access to curated instant shopping, absolutely democratic with free accessible codes, more dynamic thanks to shorter lead times and campaign periods. In addition, we guarantee strong reach in a Gen-Z target group with an affinity for shopping. Digital shopping has never been better!

65M

Planned total reach in impressions

400K

Planned pageviews on website & TikTok 25% GenZ

Of TikTok users are between 18-24 years old



## **GLAMOUR** BEAUTY FESTIVAL

The GLAMOUR Beauty Festival is THE event that makes the hearts of a beauty-loving target group beat faster. Over two days in June, GLAMOUR readers can discover the latest brands, products, treatments and beauty classes at a live event in Düsseldorf. Highlights include product samples, hair and skin analysis and master classes on nails, skin and hair. Talks with talents and celebrities as well as skin schools are just as much a focus as wellness and mental health hubs.

Beautyaffine target group 8M

Total reach across all relevant touchpoints at the last Beauty Festival 27

Average age

3.000

Visitors



#### GLAMOUR BEAUTY FESTIVAL

All data at a glance

| Period & Location | Düsseldorf: Location tbd           |
|-------------------|------------------------------------|
| Period            | Friday and Saturday, June 2024 tbd |

Several beauty zones (Make-Up, Hair, Skincare, etc.)

Workshops

#### Highlights

•Special Treatment & Shopping Opportunity •3.000 Guest •Exklusive Guestlist from editorial, influencers and experts



GERMANY, US, UK, SPAIN, MEXICO

## GLAMOUR WOMAN OF THE YEAR AWARD

The Women of the Year Award is a globally recognized and important award for female empowerment. Inspiring and strong personalities are honored annually and, as of this year, globally for the first time. The WOTY celebrates its 30th anniversary in 2022. In 2023, GLAMOUR brought the award to Germany (Berlin) for the first time to give women a stage and a voice here too. INTERNATIONAL CELEBRITIES, LOCAL PERSONALITIES and ACTIVISTS are the focus and should get the reach they deserve. The award is now also an established annual event in Germany and is planned to take place again in November 2024.

## Event up to 200 High-profile guests who create lots of usergenerated content



#### 

## WOTY Hub 5,3 M UNIQUE USERS\* with approx. 40 WOTY articles on GLAMOUR.de\*



Wonen GLAMOUR Vonen Lofthe Vear

in partnership with

dyson

17:01



Display Campaign

IMPRESSIONS within 6 weeks via glamour.de, vogue.de\*\*

#### Social 5M

REACH within the performance campaign\*



Social Live coverage from the event



POSTS IN TOTAL\*



3 GLAMOUR Newsletter with 76K

Subscribers each\*\*\*

### GLAMOUR App

IMPRESSIONS of the push notification on the event day.







#### OUR SISTERHOOD REPRESENTS SELF LOVE & POSITIVE CHANGE









## **GLAMMY**THE POWER LIST

The GLAMMY Beauty Awards - The Power List have become the most important reader awards in the beauty industry in Germany.

20,000 votes were cast in 2023 alone!

The GLAMOUR editorial team and an expert panel nominate the best and most innovative new beauty product launches of the year in 50 different categories, from which the GLAMOUR users choose their favorites.

Winners of an award have the opportunity to use the GLAMMY logo as a seal of quality to differentiate themselves in the market, increase trust in the target group and create sales impulses.

20K

Votes in 2023 50

Beauty Categories in 2023

360°

Communication at GLAMOUR







## Digital **Products**





ALEX .

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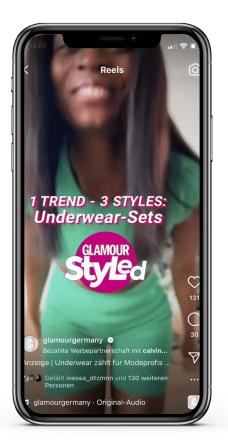
GLAMOUR TRIES/ STYLED

**BRAND ARTICLE** 

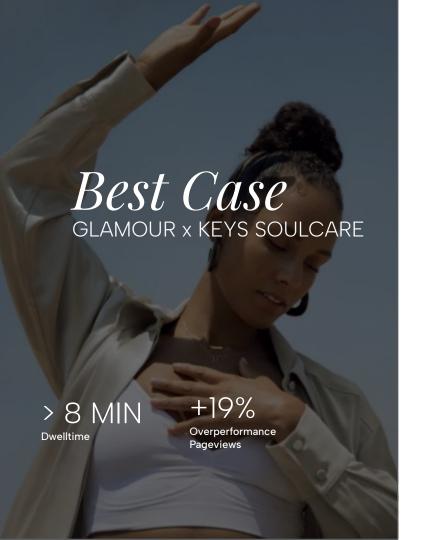
DISPLAY
AD STUDIO RoS

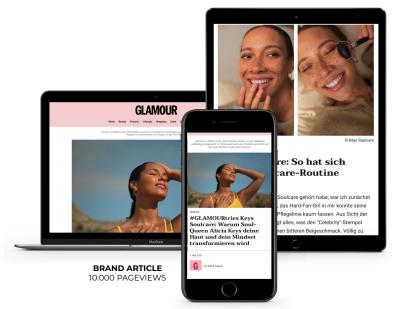






**IG REELS** 















GLAMOUR TRIES 31.500 VIDEO VIEWS





BRAND ARTICLE INKL.TRAFFIC DRIVER BUNDLE













## SOCIAL TRAFFIC $AME\mathcal{X}$















63%+

Thruplays Instagram Reels\* 126%+

VideoViews
TikTok InFeed
Placement to unlock

19%+

WatchTime TikTok InFeed Placement 7,1%+

UpLift: Users who were confronted with the ads consider the Samsung Flip 4 to be a smartphone that offers an innovative experience\*







TIKTOK Flight 2: After Events 1,2 Mio Video Views (6 Sec)



INSTAGRAM Flight 1: Pre Event 50k Thruplays



Ich nehm euch jetzt mit zu den MTV EMAs, let's go!

INSTAGRAM Flight 2: After Event 100k Thruplays







PROMO TEASER



## Best Case GLAMOUR x BALEA

+ 43 %

Overperformance Pageviews\*

+ 75 % + 56 %

Overperformance Verweildauer\*\*

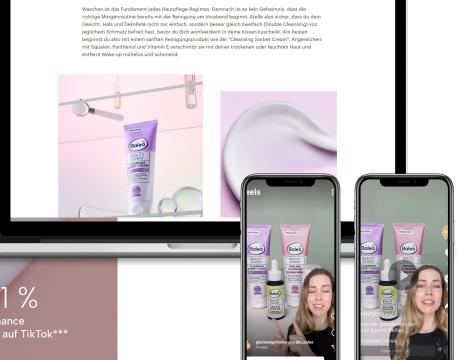
Video Views auf Meta\*\*\*

+ 221 %

É Finder

Step 1/5: Double Cleansing

Overperformance Video Views auf TikTok\*\*\*



<sup>\* 42.95 %</sup> overperformance compared to the booked pageviews

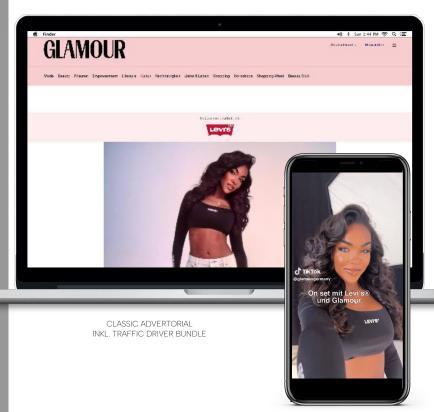
<sup>\*\* 74.70 %</sup> overperformance compared to the benchmark (5.47%)

<sup>\*\*\*</sup> Percentage overperformance compared to the booked guarantee



A young, up & coming female artist meets a timeless icon: Singer and WOTY winner 2024 Alicia Awa lives in her Levi's 501 styles and knows how to make them her own.

Together with Levi's, GLAMOUR and Alicia Awa show, how YOU can find the icon within yourself through fashion.



CONDÉ NAST



## GLAMOUR