Mission Statement

Image has never been more central to our culture (than it is today)—and as the unbiased beauty expert—Allure is driving the conversation, innovation, and redefinition of the beauty. With its signature editorial rigor, Allure yields unwavering consumer trust by investigating the products, people, and trends in this vibrant space.

By The Numbers

16.4M  
TOTAL AUDIENCE REACH

38%  
HHI $100K+

43%  
MILLENIALS

$4.9B  
SPENT ON BEAUTY

#1  
IN REACH FOR SUPER BEAUTY INFLUENTIALS (INDEX 278)

69%  
COLLEGE EDUCATED

Across Platforms

PRINT  
5.6M

DIGITAL  
6.2M

SOCIAL  
4.2M

VIDEO  
77.1M

Tentpoles & Editorial Pillars

Best of Beauty (September/October)

Allure Beauty Box

Try It

Allure Beauty Assistant

Beauty Guides: Eyes (January); Skin (April); Hair (June); Lips (September)
Editorial Calendar

January: BEAUTY GUIDE: EYES
It’s our first in-depth beauty guide. We’ll cover the best lash products, the history of eyeliner, the best products for monolids, plus eye art, oral histories of the most iconic eye products, and dermatologists’ eye routines. And in keeping with our anti-aging mandate, we’ll celebrate the beauty of crow’s feet.
• Space Close: 11.1.17; On-Sale: 12.19.17

February: The New Naked
What does it mean to be naked in 2018? From makeup to emotions, we’ll explore “naked” in an entirely new way.
• Space Close: 12.1.17; On-Sale: 1.23.18

March: The Culture of Hair
All about hair, with a focus on diversity. We’ll cover weaves, braids, natural hair, and more, as well as personal essays and stories from women of color.
• Space Close: 1.2.18; On-Sale: 2.20.18

April: BEAUTY GUIDE: SKIN
The second installment in our series—we’ll continue to underscore our anti-aging pledge by covering skin-care products from the perspective of health and radiance. Furthermore, we toss ugly, judgey words like “anti-aging.”
• Space Close: 2.1.18; On-Sale: 3.27.18

May: Disruptors
Honoring the people and the products that are revolutionizing the industry. We’ll include makeup artists, hairstylists, colorists, dermatologists, chemists, and more.
• Space Close: 3.1.18; On-Sale: 4.24.18

June: BEAUTY GUIDE: HAIR
This in-depth guide will showcase the new all-American hair icons and best new hairstyles. We’ll also focus on products, such as styling creams, masks, and skin care for your hair, as well as the latest hair gadgets.
• Space Close: 3.30.18; On-Sale: 5.22.18

July: Freedom Issue
The July issue of Allure will celebrate freedom—and all of the ways in which it has impacted our culture, specifically our approach to beauty, in 2018. More than ever in history, we are free to dress how we want, date who we want, wear makeup, wear none, define who we are, resist defining who we are, show our wrinkles, fill our wrinkles, and be whomever the hell we choose.
Also: Readers’ Choice Survey Results
• Space Close: 5.1.18; On-Sale: 6.26.18

August: The Good Issue
This issue will focus on sustainability in the beauty world, diving into areas like climate change, beauty carbon footprints, and the industry leaders who are guiding a path to a greener life. But it goes beyond sustainability. We will cover goodness in all its forms: products and companies that give back, people in the beauty industry who are working towards a more just and honorable world, with beauty as their platform.
• Space Close: 6.1.18; On-Sale: 7.24.18

September: BEAUTY GUIDE: LIPS
The fourth single-category issue will go deep (very, very deep) on a single beauty category: lips. Every page of these issues will be jam-packed with product recommendations and actionable service.
• Space Close: 6.29.18; On-Sale: 8.21.18

October: Best of Beauty
Allure’s Annual Best of Beauty issue uncovers the very best products in every category—from hair to skin-care, makeup to fragrance, and more. In 2017, our editors tested a staggering 9,087 beauty products and we expect even more great highlights in 2018.
• Space Close: 8.1.18; On-Sale: 9.25.18

November: Anti-Anti-Aging
In this issue, we’ll reflect on what’s changed in our beauty vernacular and what hasn’t, and we’ll discuss what more we can do to encourage society to stop fearing—and start celebrating—getting older.
• Space Close: 8.30.18; On-Sale: 10.23.18

December/January: The Out of Office Issue
For the first time ever, Allure will dedicate an entire issue to the intersection between beauty and travel, exploring fascinating products, people, and stories from Cleveland to Korea, and all the way to Antarctica. And here’s the really fun part: for the month that Allure is producing the content, staff will work OUTSIDE of the office.
As we live in a world increasingly defined by borders—whether they’re being torn down, built up, or crossed over—here at Allure, we decided it was time to examine the world beyond our own.
• Space Close: 10.1.18; On-Sale: 11.20.18

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.
Updated as of January 23, 2018

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