

## 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+

**44%**

MILLENNIALS

**66%**

COLLEGE  
EDUCATED

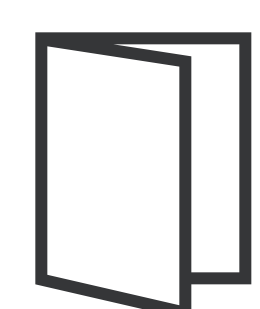
**#1 REACH**

WILLING TO GET THINGS  
DONE (14M)

**551M**

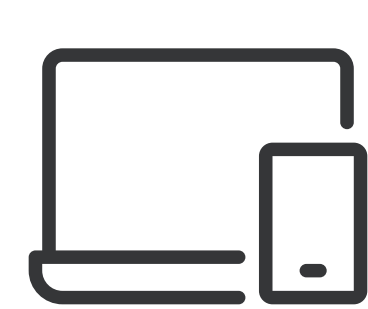
RETAIL TRIPS TAKEN  
IN PAST MONTH (#1)

## Across Platforms



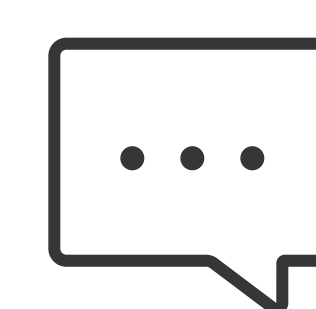
PRINT

**10.2M**



DIGITAL

**6.9M**



SOCIAL

**15.9M**



VIDEO

**92.6M**

## Tentpoles & Editorial Pillars

**Women of the Year** (December)

**College Women of the Year** (June/July)

**Fashion** (March, September)

**Style Your Size**

## 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

### June/July: Summer of Solidarity

Women are standing together in solidarity to elevate and empower each other—and a reminder that we must not exclude men from the conversation. Plus, College Women of the Year. Our 60+ year franchise celebrating the next generation leaders.

• Space Close: 4.6.18; On-Sale: 5.29.18



### August: Now That's Funny

Celebrating women in comedy.

• Space Close: 5.11.18; On-Sale: 7.3.18

### September: Fashion & Feminism

A look at how the fashion world is changing with more female designers and retailers embracing body positivity.

• Space Close: 6.15.18; On-Sale: 8.7.18

### October: Your Shows, Your Stories

Our TV Issue is back, supporting women creators. Plus, a special report on The New Un-Secrecy Behind Cosmetic Enhancements.

• Space Close: 7.20.18; On-Sale: 9.11.18

### November: The Future Issue

The women, the technology, and the ideas that are shaking up the status quo and will shape 2019.

• Space Close: 8.17.18; On-Sale: 10.9.18

### December: Women of the Year 2018

Our annual celebration of the women who are trailblazing, rule-breaking, and game-changing the world for the better.

• Space Close: 9.14.18; On-Sale: 11.6.18

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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