



Mission Statement

SELF is the motivated woman's guide to life. Our mission: to help her feel her best at the gym, at work, and throughout her life. The SELF community is there to support and inspire her — we show her that she can reach any goal by tapping into her greatest source of strength, herself.

By The Numbers

11M
TOTAL AUDIENCE
REACH

25%/75%
MALE / FEMALE

161 INDEX
HHI \$200K+

\$1.4B+
SPENT ON WELLNESS

Across Platforms


DIGITAL
5.9M


SOCIAL
4.0M


VIDEO
4.2M

Tentpoles & Editorial Pillars

Self Challenge

Quarterly series offering readers the opportunity to participate in different month-long, wellness-themed challenges as a group. Curated SELF Challenge destination features editorial and branded content anchored in the routines everyone can adopt to feel healthier and stronger, themed to the Challenge topic.

Self Healthy Beauty Awards

The SELF editors are experts on the best beauty products to take readers from the gym to happy hour, and everywhere in between. Each year, they scour the market for the most innovative, coolest new products, narrowing the awards down to twelve categories to be featured in the Healthy Beauty Awards editorial destination on self.com.

Health Conditions A To Z

Providing wellness you can trust for 35 conditions from medical experts, editors, and real people living with these conditions. Through partnerships with industry experts, like the Mayo Clinic, SELF brings heavy-hitting topics to the forefront of health conversations through easily consumable content.