

The World's Most Trusted Voice In Beauty.

With vibrant, beauty-forward imagery, unparalleled expertise, and smart, candid storytelling, Allure guides beauty lovers through the trends, people, innovations, procedures, and products that matter most in makeup, skin, hair, and wellness. Inspiring and encouraging, Allure celebrates inclusivity in beauty; it drives the cultural conversation around representation, helping to expand the way society sees beauty—and we see ourselves.

Who We Reach

\$5B

SPENT ON BEAUTY

203 index

SUPER BEAUTY USERS

272 index

SUPER BEAUTY INFLUENTIALS

41%

MULTICULTURAL

Across Platforms

5.3M

PRINT READERS

7M

DIGITAL UNIQUES

4.6M

SOCIAL FOLLOWERS

47M

VIDEO VIEWS

Editorial Tentpoles & Pillars

BEST OF BEAUTY

The Allure Best of Beauty Awards seal is recognized by 82% of women nationally and is the most trusted beauty award. After months of testing 10,000+ beauty products, Allure's editors celebrate the 200+ winning products in the October issue and on Allure.com. It is the ultimate beauty shopping guide—61 million women have purchased an Allure Best of Beauty award-winning product.

READERS' CHOICE AWARDS

The highly anticipated Allure Readers' Choice Awards gives our audience—and all beauty lovers—the chance to share their knowledge and tell us which beauty products they can't live without. In fact, 92% say the awards inspire them to buy beauty brands they may not have considered prior.

ALLURE BEAUTY BOX

Allure Beauty Box is the only editorially-driven beauty subscription box. Every month, Allure editors hand-pick 5-6 prestige/indie products and feature their reviews in the mini-magazine (included in the box) and promote them on Allure's site and social handles. What's more, we drive awareness and purchase as 72% of subscribers buy products they've tried in the box.