



SELF

2019

BRAND OVERVIEW

Wellness You Can Trust.

SELF is a pioneer in wellness and inclusivity, championing a platform for information, support, motivation and encouragement by adhering to our three core values: inclusivity, accuracy, and empathy. Our main goal is to help people feel better by helping them tap into their greatest source of strength— themselves.

Who We Reach

\$1.5B

SPENT ON
HEALTH

139 index

HEALTHY LIFESTYLE
SUPER INFLUENCERS

4.3M

REGULARLY
EXERCISE

135 index

WELLNESS
ENTHUSIASTS

Across Platforms

7.2M

DIGITAL UNIQUES

3.7M

SOCIAL FOLLOWERS

30.2M

VIDEO VIEWS

Editorial Tentpoles & Pillars

THE CHALLENGE | JANUARY, MAY

Regular 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.

HEALTHY BEAUTY AWARDS | MAY

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.

HEALTHY FOOD AWARDS | SEPTEMBER

Focusing on consumer packaged goods, SELF seeks out the best food items—from frozen dinners that are actually healthy (and taste good!), to our fave go-to post-workout snacks.

HEALTH CONDITIONS A-Z

Searching your symptoms online is often more terrifying than helpful. So we rounded up all of the need-to-know SELF content around common health concerns, sourced from medical experts, editors, and real people living with the conditions.