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U.S. Media Kit
2H 2023

CONDÉ NAST



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BRAND MISSION The most trusted beauty authority, Allure builds and reinforces leadership in the industry through innovative partnerships, engaging content that places culture at the center of the narrative, and proven success in driving results. Now in its 32nd year, Allure — with its access, expertise, and unparalleled beauty reporting — remains a tried-and-true resource for clients and consumers alike.

“As the beauty expert, Allure reflects the many diverse faces, identities, and experiences around us. In doing so, we strive to build a community that is accepting of beauty in all its forms, and that celebrates the endless opportunities for self-expression and enjoyment that beauty offers. As a part of this mission, we also provide thoroughly vetted information and inspiration everywhere the consumer interacts with beauty — at retailers, on social media, in their search bar, and in 2023, at our Best of Beauty Live event.

JESSICA CRUEL, EDITOR IN CHIEF, ALLURE

2.2X

GEN Z / MILLENNIAL WOMEN

2.4X

SUPER INFLUENTIAL BEAUTY CONSUMERS

1.7X

USE SOCIAL MEDIA FOR MAKEUP TIPS

1.2X

DIVERSE

7.1M

AVG. MONTHLY DIGITAL UNIQUES

5M

SOCIAL FOLLOWERS

39M

AVG. MONTHLY VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (09-22/522), Base: Women



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BRAND
HIGHLIGHTS

MELANIN EDIT: BLACK NERDS | AUGUST The Allure Melanin Edit is a one-of-a-kind, multi-platform initiative exploring every facet of a melanin-rich life. The Melanin Edit destination is driven to explore the beauty culture within BIPOC communities, empowering consumers to learn, engage, and shop. This summer's edition of the Melanin Edit will spotlight the Black Nerd culture and community. Allure will cover the bold looks and styles of the cosplay, anime, gaming, and comics subcultures and highlight the Black nerds in STEM who shape the beauty industry.

BEST OF BEAUTY AWARDS | SEPTEMBER Our biggest time of year celebrating the coveted list of the best beauty products tested by the beauty experts- Allure editors! For 26 years, Allure's Best of Beauty award has been the gold - or red - standard on product selection.

BEST OF BEAUTY EVENT | OCTOBER For the first time ever, Allure will host a massive consumer-focused event to expand the Best of Beauty universe. Attendees will be able to interact with editors, influencers, and celebrities and live a day like a beauty editor. The 1-day event will include engaging masterclasses and tutorials, beauty treatments, a robust gift bag, and opportunities to test and buy Best of Beauty winning-products. This will be the ultimate moment to interact with and shop the Best of Beauty list.

MENOPAUSE PACKAGE | OCTOBER Menopause is one of the hottest topics in beauty right now with several celebrities investing in brands tailored to deal with the symptoms of perimenopause and menopause. Allure will educate readers on the skin-related changes that come with experiencing menopause and provide recommendations for thriving through this important stage of life.

HOLIDAY GIFTING | NOVEMBER Allure's definitive guides to what to buy this holiday season for the beauty-lovers in your life (or for yourself).

MELANIN EDIT: BUSINESS | EVERGREEN In this edition of the Melanin Edit, Allure will hone in on Black-owned beauty brands, Black founders, influencers, chemists, and executives that have contributed most to the business of beauty. This package will include shopping guides full of beauty products owned by Black businesses.

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