



GLAMOUR

TRANSFORMED...

GLAMOUR



OUR JOURNEY

FROM A PLACE OF
STRENGTH

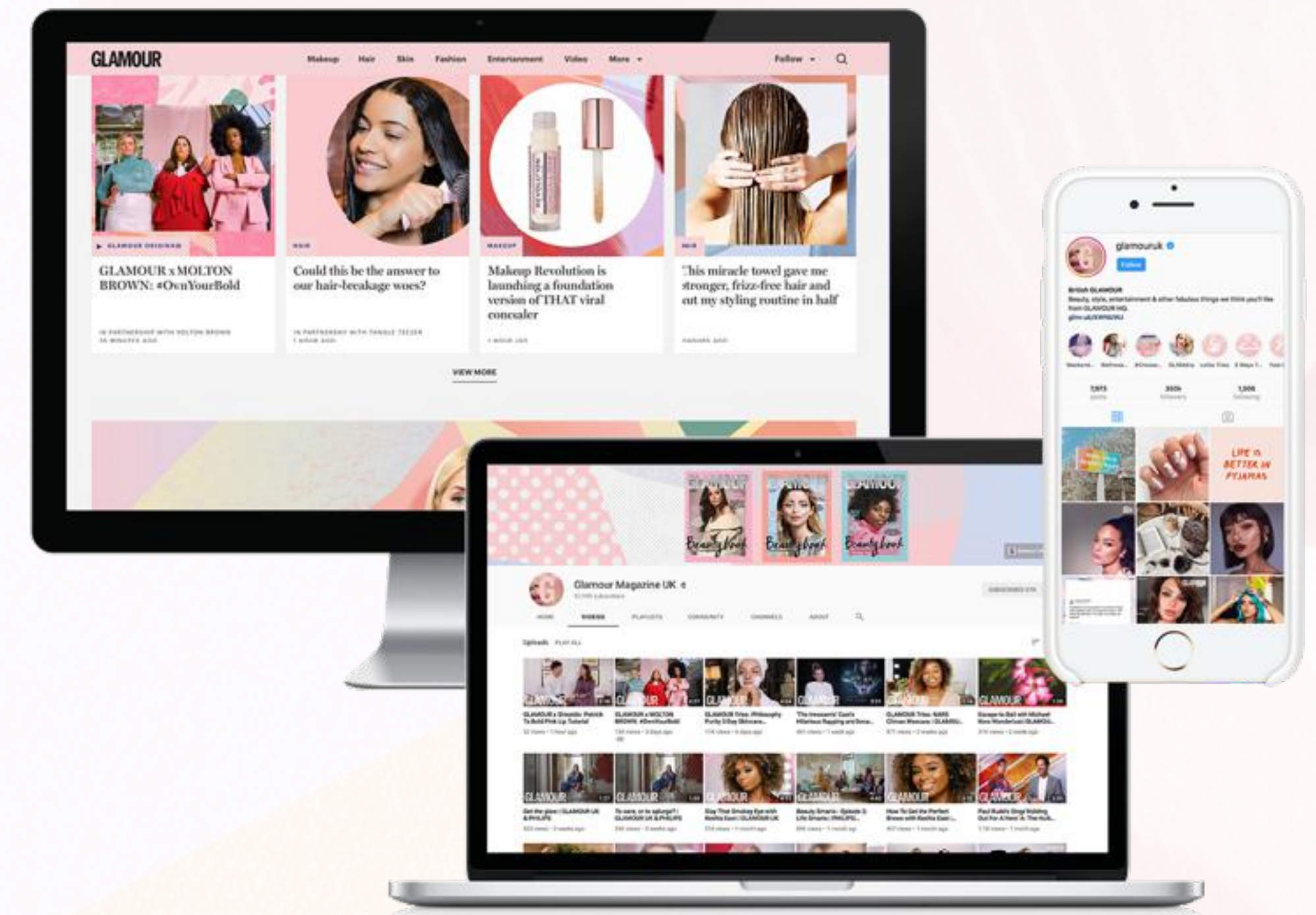


FUTURE
PROOF OUR
BRAND

WE
NEEDED
TO

AND
CREATE

A MULTI-PLATFORM BRAND FOR
OUR MILLENNIAL AUDIENCE



+7% p/p ABC circulation Jan-July 2017

OUR MILLENNIAL AUDIENCE

The average person spends per day on social media^[1]

2 Hours & 22 Mins

Number of likes Instagram clocks up likes per day ^[2]

3.5
BILLION LIKES

Number of likes Facebook users generate every minute^[3]

4
MILLION LIKES

[1] Source: Digital Information World

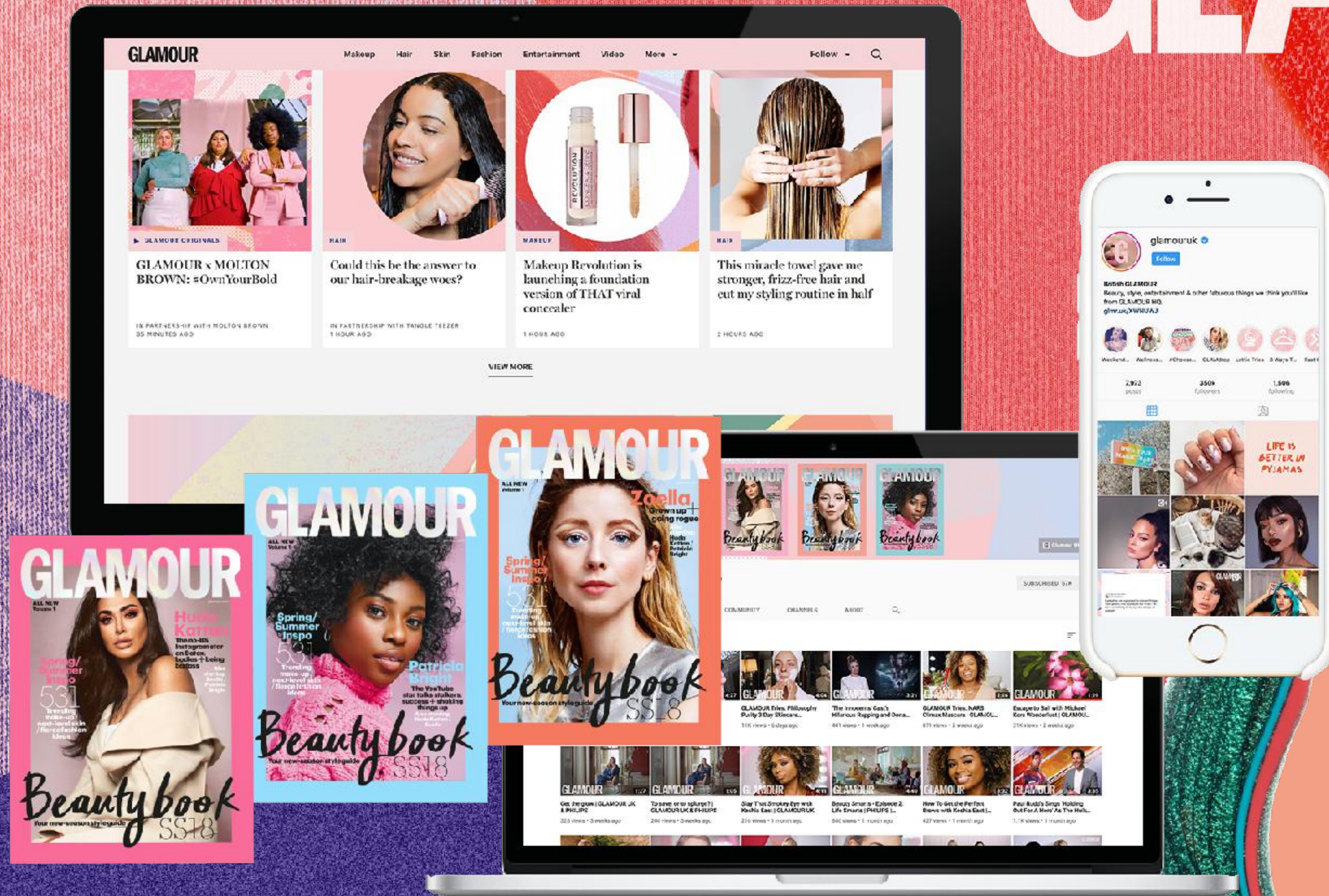
[2] Source: Brandwatch

[3] Source: Brandwatch

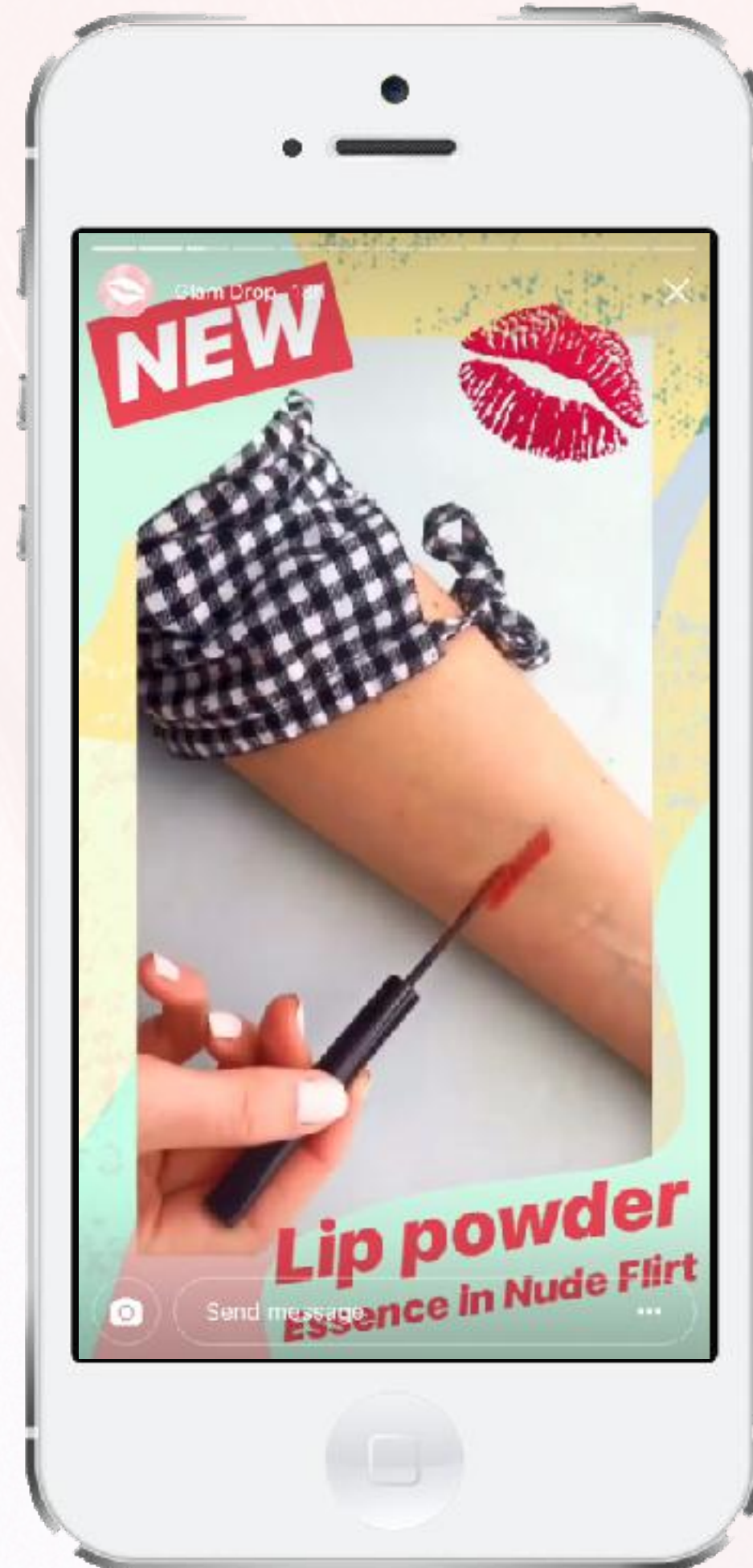
WE RELAUNCHED

GLAMOUR

**To become
a digital
first,
beauty-first
brand**



THE GLAMOUR SHIFT



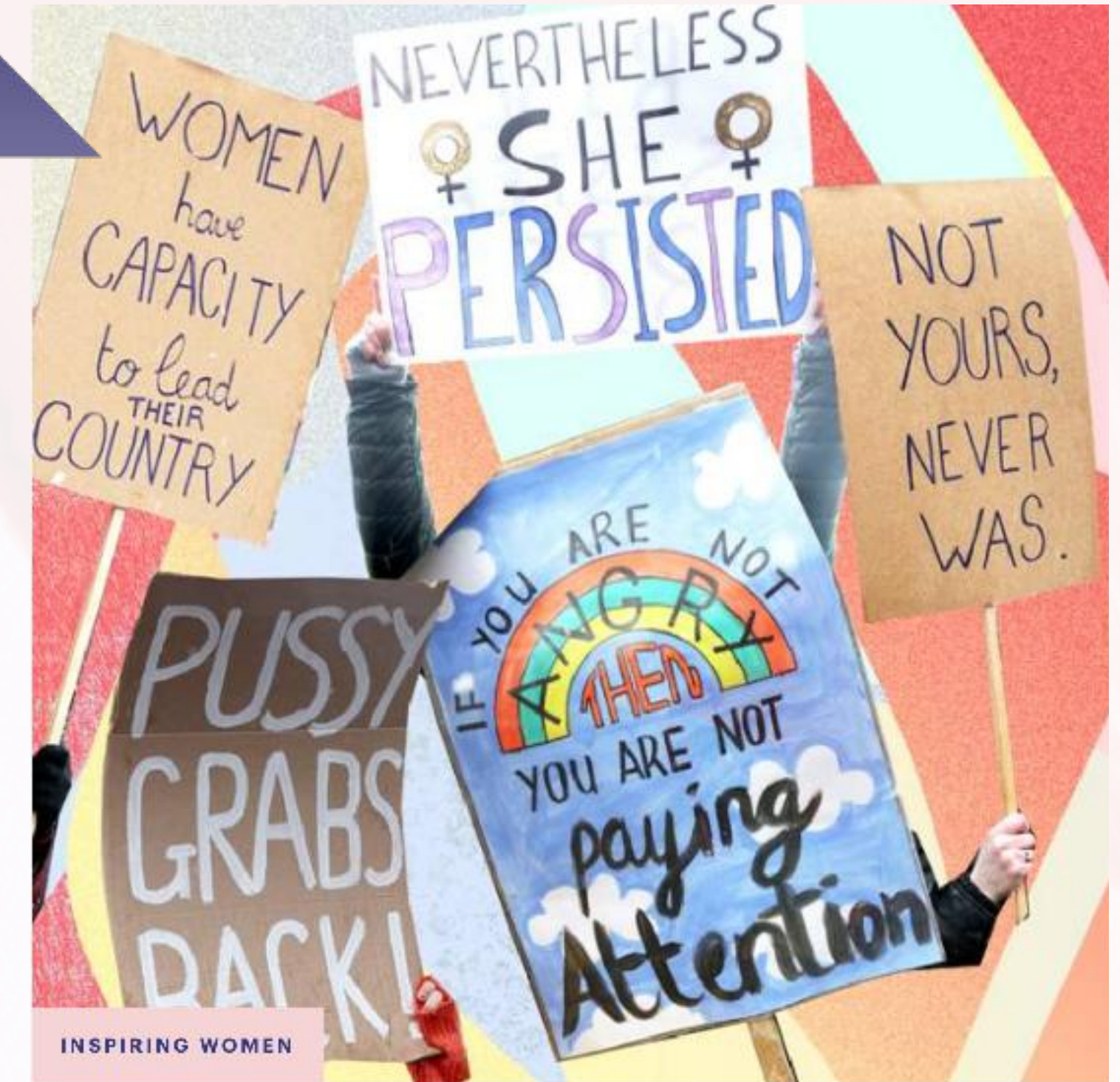
RISE OF THE INFLUENCERS

**2018
MARKET VALUE**

£15.5
MILLION

RISE OF BEAUTY

21.1%
Growth forecast
over next 5 years



WOMEN'S EMPOWERMENT

THE GLAMOUR PLATFORMS



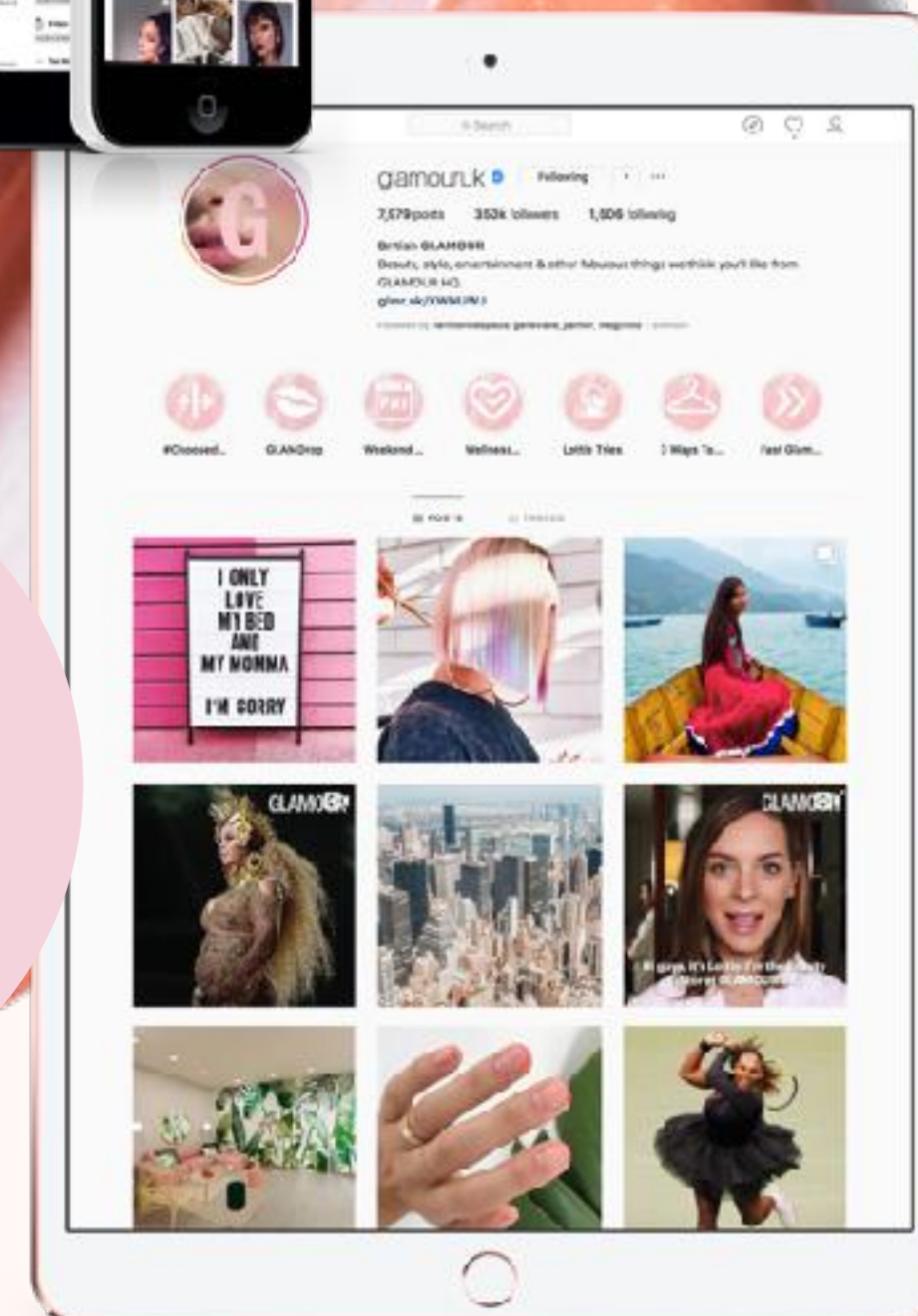
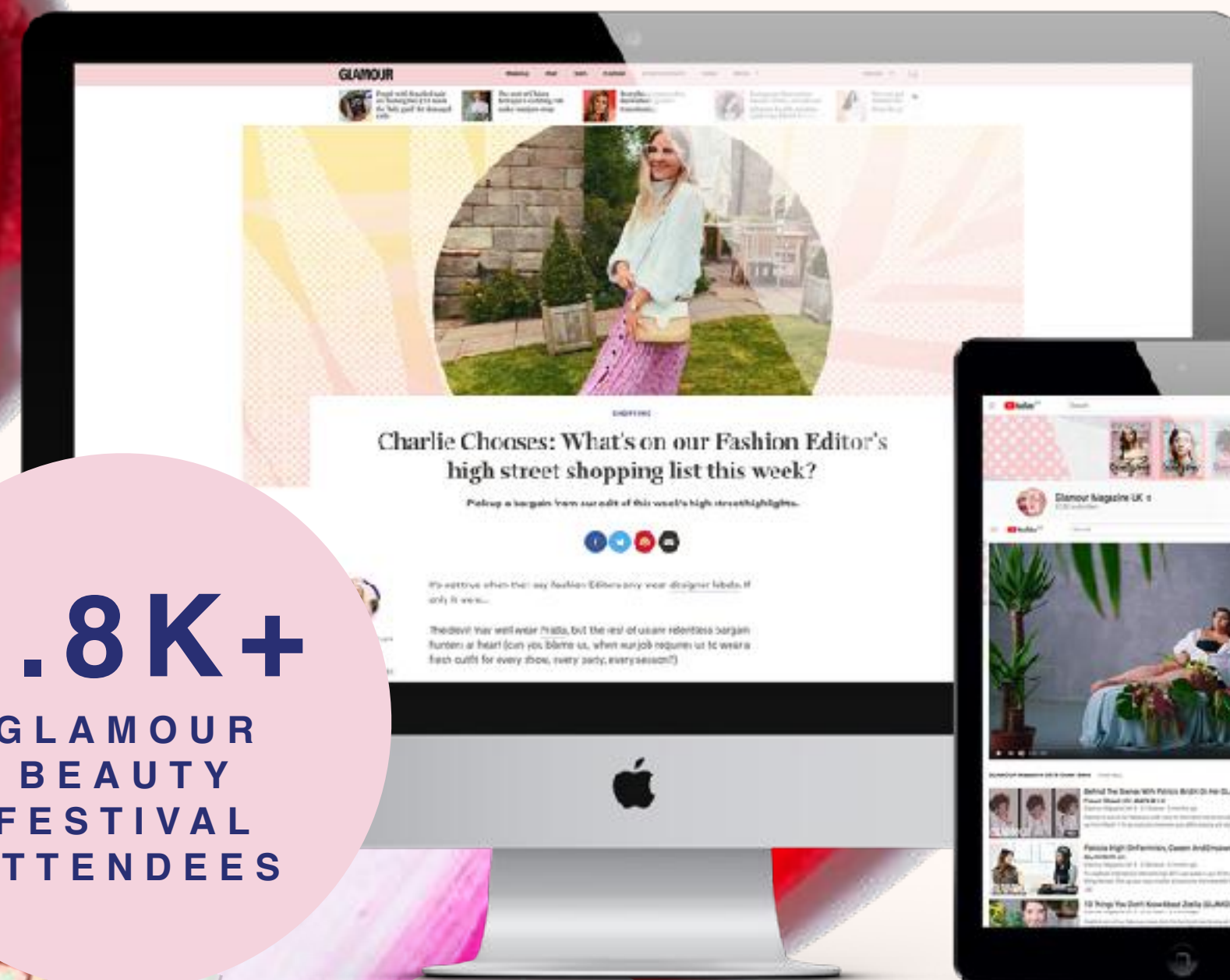
180K+
GLAMOUR
BEAUTY CLUB
MEMBERS

4.8K+
GLAMOUR
BEAUTY
FESTIVAL
ATTENDEES

3.1 M
GLAMOUR
WEBSITE
USERS

5 M+
GLAMOUR
SOCIAL
FOLLOWING

350K
ANNUAL PRINT
DISTRIBUTION



EDITORIAL DIRECTION

Overarching theme:



EDITORIAL DIRECTION

Empowerment, inclusivity & no judgement through a beauty lens



Hey It's OK... To talk about anxiety with Sydney Lima and Milly Smith

18 MAY 2018



87 times Kylie Jenner gave zero fashion f*cks (and we LOVED it!)

Love it or hate it, she's a serious sartorial risk-taker...



BODY POSITIVITY

This size 16 model says her health is 'none of your business'

Hitting back.

4 HOURS AGO



EMILY RATAJKOWSKI

Emily Ratajkowski says her Instagram feed is a 'sexy feminist magazine'

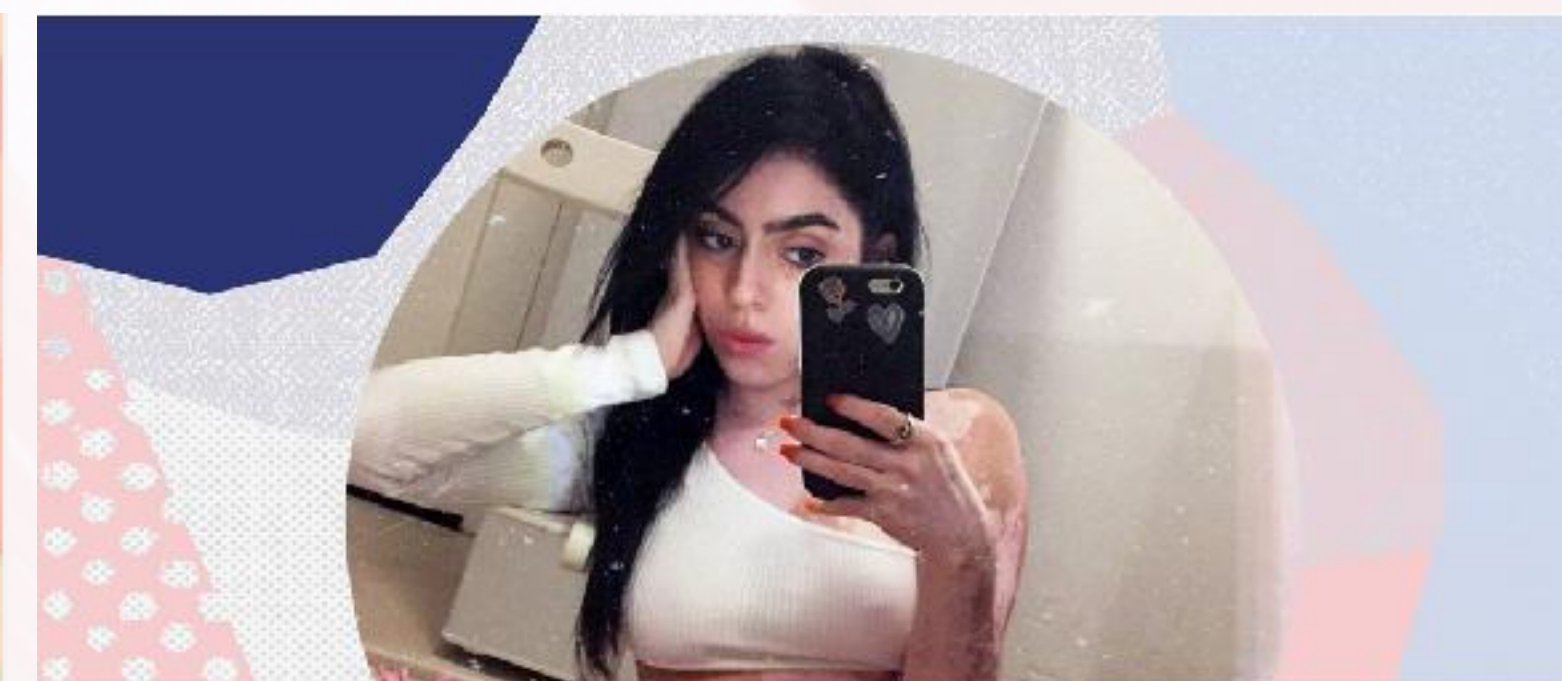
Em Rata's latest take on feminism.



CHRISSY TEIGEN

Chrissy Teigen's heartfelt response to Crazy Rich Asians shows exactly how important film representation is

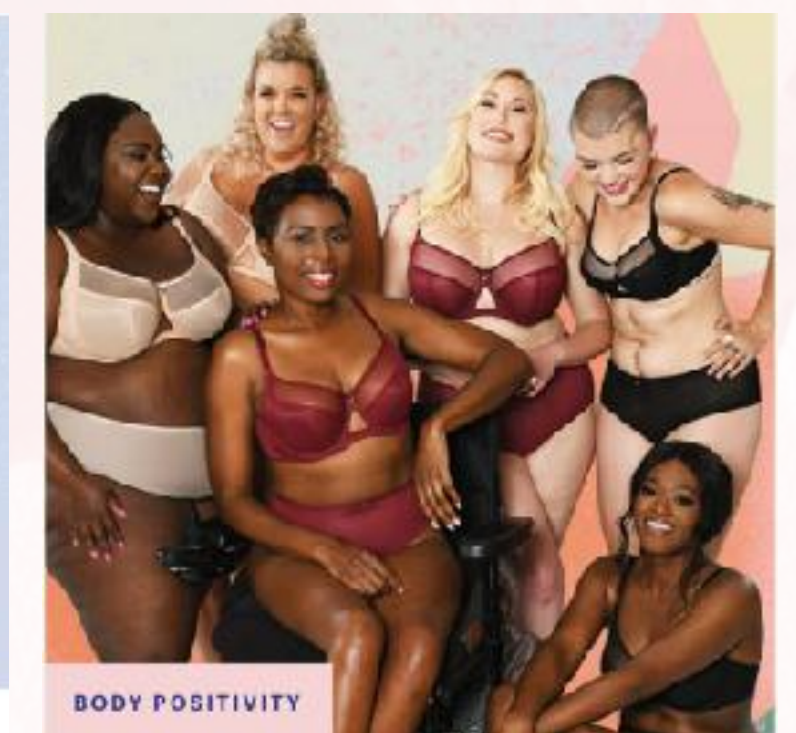
26 AUG 2018



BODY POSITIVITY

Who says you have to cover up so-called 'imperfections'? Meet three women who refuse to hide theirs

Going au natural.



BODY POSITIVITY

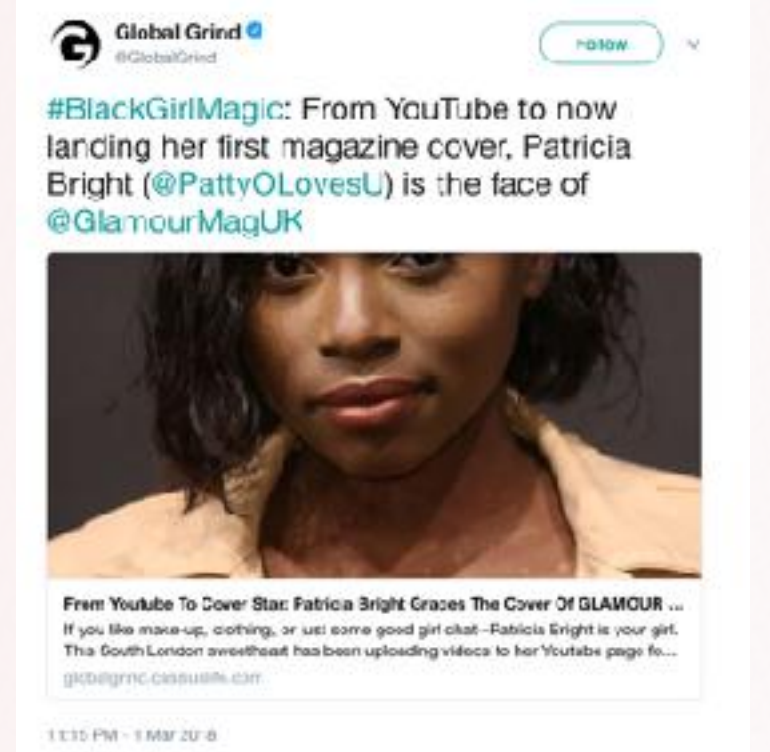
This #MyBodyVictory campaign that encourages women to celebrate themselves is so empowering

04 AUG 2018

unadult_pod @thepatriciabright has proven to to women around the globe with black skin that THIS is possible. Congrats for gracing the cover of @glamourmag
We're so proud of you because "YOU ARE GOLLLLLDDD" (Sung in Patricia bright voice) 🤩🥰💖

New Print Bi-annual

Celebrating all types of women

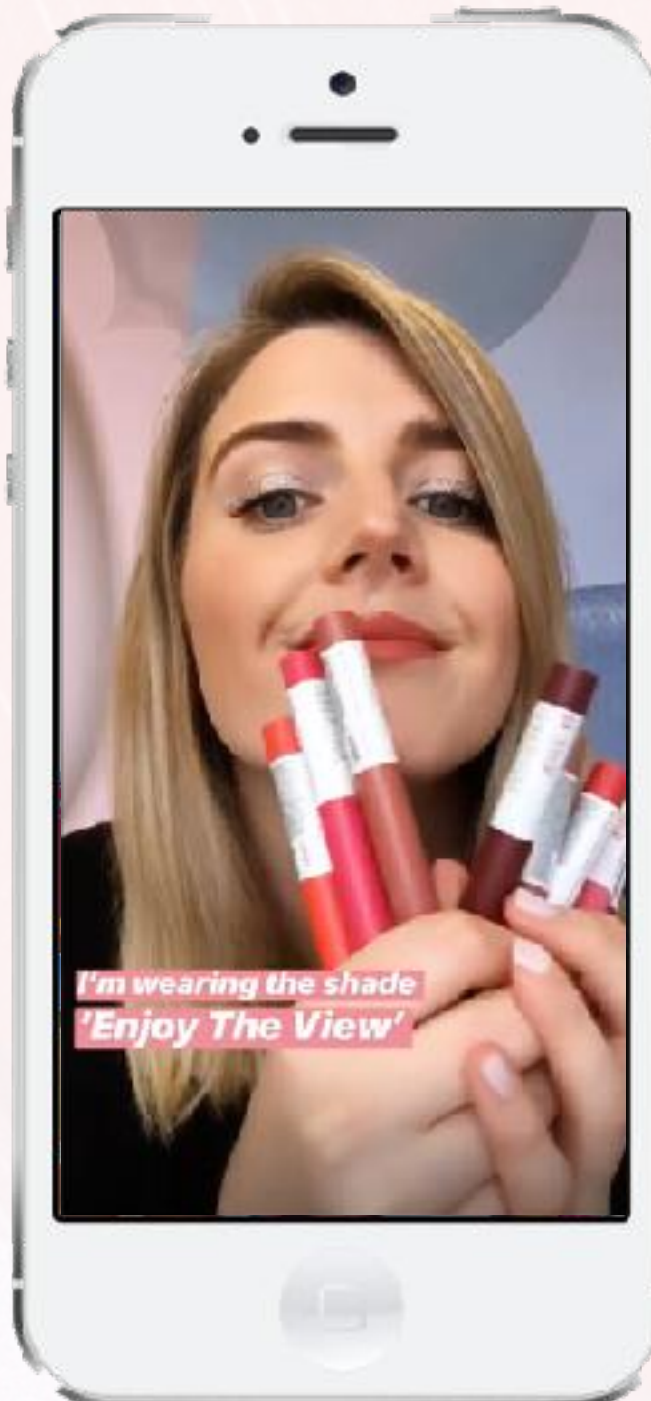


therenaissancelady I truly believe in Women Empowerment and celebration of Black Women making it. A huge congratulations goes out to Patricia Bright aka @thepatriciabright on her front cover debut for @glamouruk. My fellow Naija sista. I celebrate to redefine what a blogger/vlogger does behind the screen. You are ambitious, creative, real, transparent, witty, compassionate, mompreneur, business-minded and much more. Thank you for opening the doors for people like me to be real to who they are in this Bloggers world. Congratulations @thepatriciabright and Whoop Whoop 🥳🥳🥳



SOCIAL CHANNELS

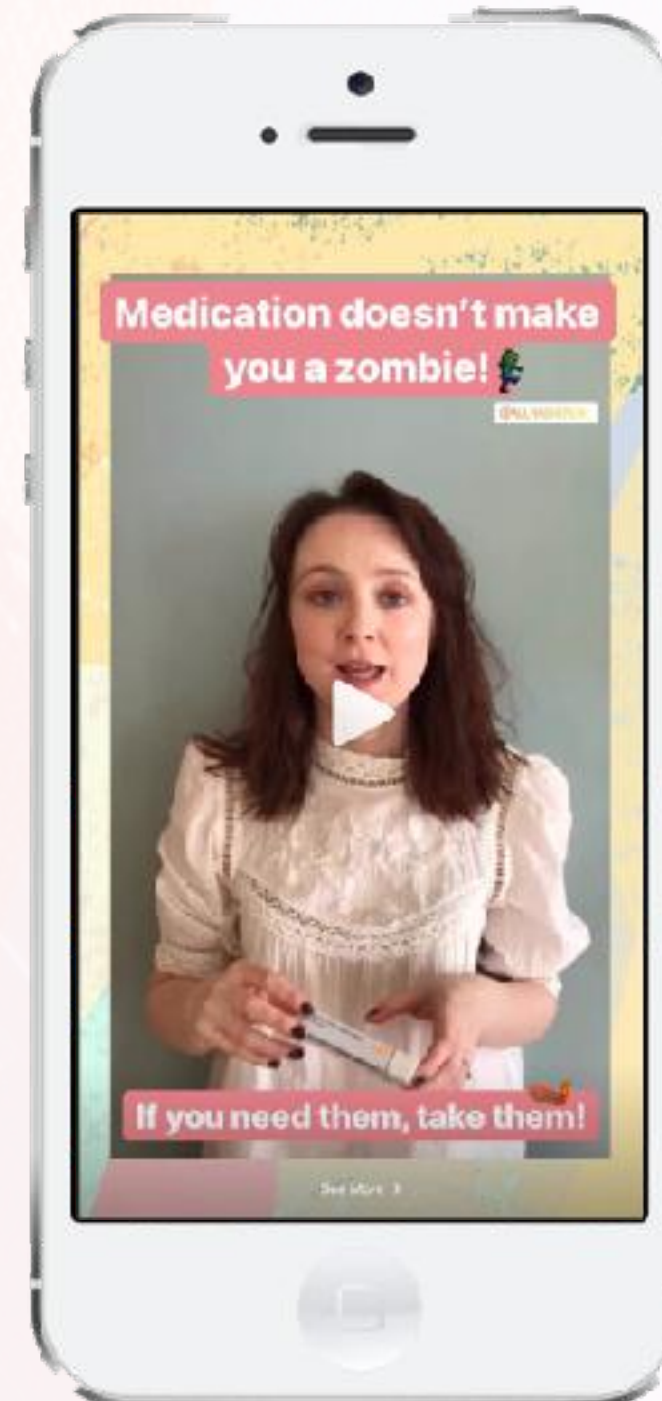
MON
GLAMDrop



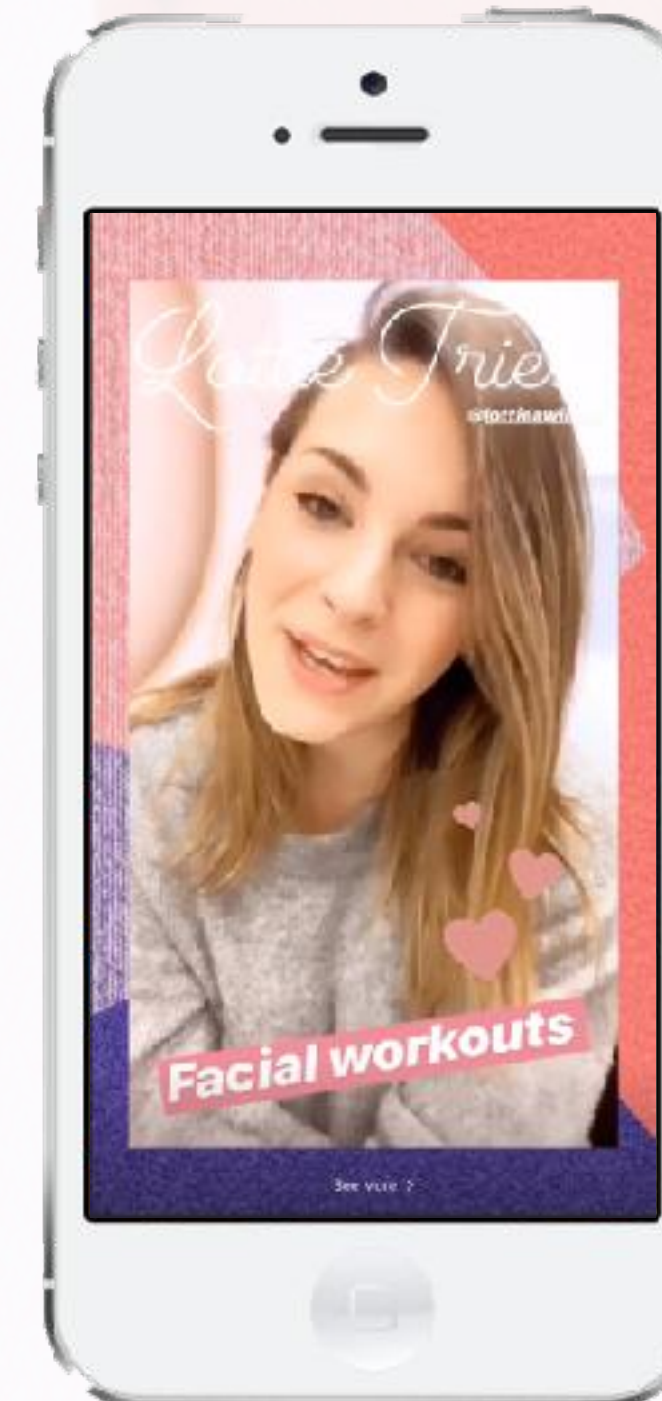
TUES
Tuesday Chooseday



WEDS
Wellness Weds



THURS
Lottie Tries



FRI
Friday Face-Off



SUN
Selfcare Sunday



+388K
FOLLOWERS



3.4m
FOLLOWERS



499K
FOLLOWERS



+67K
FOLLOWERS

GLAMOUR
Instagram
followers are
+10K in the last
3x months

Instagram stories
are growing 15x
faster than feed
based sharing

On average, 95%
completion
rate on Instagram
stories

+3% swipe
up rate on
stories



THE NEW GLAMOUR: *Proof is in the results*

STRONGER ENGAGEMENT SINCE BRAND RELAUNCH

8M

BRAND REACH

UK USERS ARE UP

↑ **38%**

UK LOYALS
(4+ VISITS A MONTH) ARE UP

↑ **33%**

UK SESSIONS ARE UP

↑ **44%**

CONTINUOUS GROWTH

82%

OF ALL TRAFFIC IS NOW MOBILE.
(UP FROM 79% LAST JUNE)

ORGANIC SEARCH IS UP

↑ **74%** Y/Y

MOSTLY DRIVEN BY SEARCH
TRAFFIC TO BEAUTY, HEALTH &
WELLNESS CONTENT

UK TRAFFIC TO BEAUTY CONTENT
HAS INCREASED BY

↑ **36%** Y/Y

AND 10% TO
FASHION CONTENT

ACROSS ALL TOUCHPOINT



INSTAGRAM SWIPE UP IS UP

↑ **1,200%** Y/Y



INSTAGRAM TRAFFIC IS UP

249% Y/Y

INCREASED 10K IN 3 MONTHS



NEWSLETTER TRAFFIC IS UP

↑ **460%** Y/Y

4,760
attendees
in 2019

GLAMOUR BEAUTY FESTIVAL



GLAMOUR
Beauty
FESTIVAL



Events in both London and Manchester in 2019



SAATCHI GALLERY

GLAMOUR BEAUTY CLUB

Access to GLAMOUR's Millennial audience

180k+
members



GLAMOUR

Beauty CLUB

+180K
MEMBERS

The GLAMOUR Beauty Club is a partnership, enabling brands to sample their products to Glamour's beauty-obsessed audience.

Crucial product feedback is collected in the form of star ratings, product recommendations and reviews.



GLAMOUR ON FACEBOOK

GLAMOUR

YOUR BEAUTY. YOUR RULES

6,000
members



GLAMOUR UK

Admin · 29 August at 14:00



#BeautyMemo

Here are some of the products we're loving this week! (Blue themed because of the rainy weather of course)

Let us know if you've tried any of them!... See more



GROUP BY



GLAMOUR UK

3,473,604 people like this

ADD MEMBERS

+ Enter name or email address...

MEMBERS

3,574 members



SUGGESTED MEMBERS

Friends



林毓鸣

Add Member



Sam Jackson

Add Member

See More

DESCRIPTION

Calling all beauty addicts!

Looking to try a new face powder normally use Laura Geller balance and brighten - help!

LOUISE: I love revolution banana powder, it's amazing and beats my high end one all the time xx

MELANIE: Jeffree Star's new one has got good reviews 😊

Does anyone know anything about these hair supplements???

EMMA: I use biotin which I buy from amazon or eBay. I have to say I definitely see results after a few weeks. X

MELANIE: yes though I buy my hyaluronic acid from forzasupplements.co.uk as it's only £8 per box. Where did you buy yours from? X

Has anyone got a foreo Luna ? Would you recommend it?

ELIZABETH: I got the mini play one in the look fantastic beauty eggs and have since bought the mini 2 rechargeable one as I loved it so much. The kids use it to and my boy's skin is really improving.

KERRY: Highly recommend. You do have to be very careful not to use oil based products with it though as it will break down the silicone.

Derma-lite Professional LED light therapy mask

AMY: I absolutely loved mine... as long as you use it everyday as instructed it does work and clears your skin. My forehead has never been so smooth 😊😊. Xx

KATHYRN: Brilliant thank you all! I have it on order now

I need a holy grail setting powder?? Thanks dolls ✨✨✨

MANDIE: Been using the Nars illuminating setting powder for years, long lasting coverage too!

SOPHIE: Loads of people swear by RCMA, Laura Mercier and Coty Airspun powders. I've just got Fenty's setting powder and think it's amazing

Good afternoon everyone I'm after a bit of advice. Does anyone have any miracle creams/serums concealers etc for dark under eye circles that that spread to the cheeks? I'm asking for a work colleague who is a little bit older, thank you lovelies!

JANET: Effacernes Longue Tenue by Lancome is great so is Liz Earle concealer. The new eye cream that Helen Miriam is advertising is getting good reports and Benefit eye is good too.

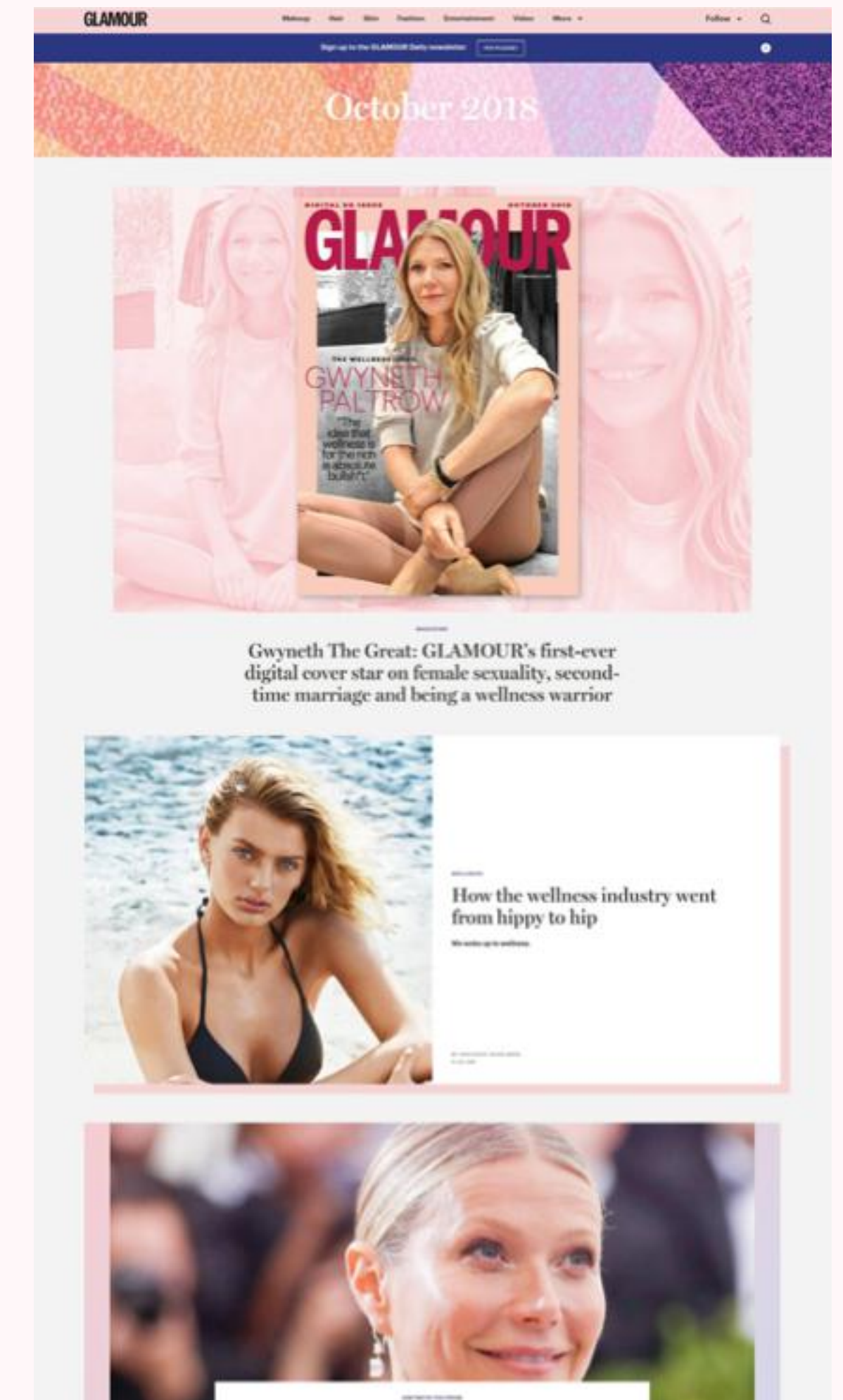
TAMSYN: Revolution conceal and define concealer is suuuuper full coverage. I use it to hide rosacea but imagine it will work just as well for dark circles.

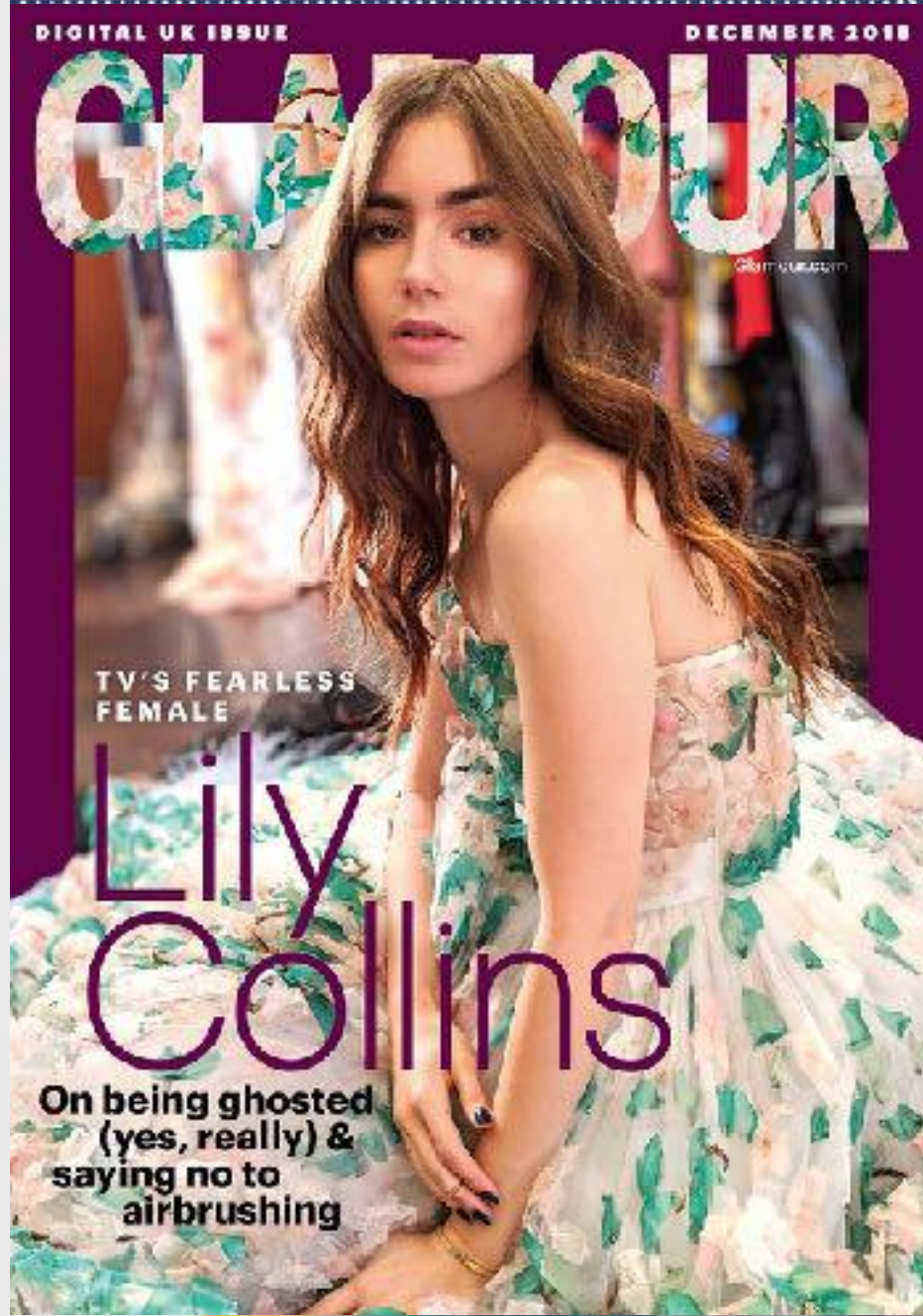
3.5 million Facebook fans



MONTHLY DIGITAL ISSUES

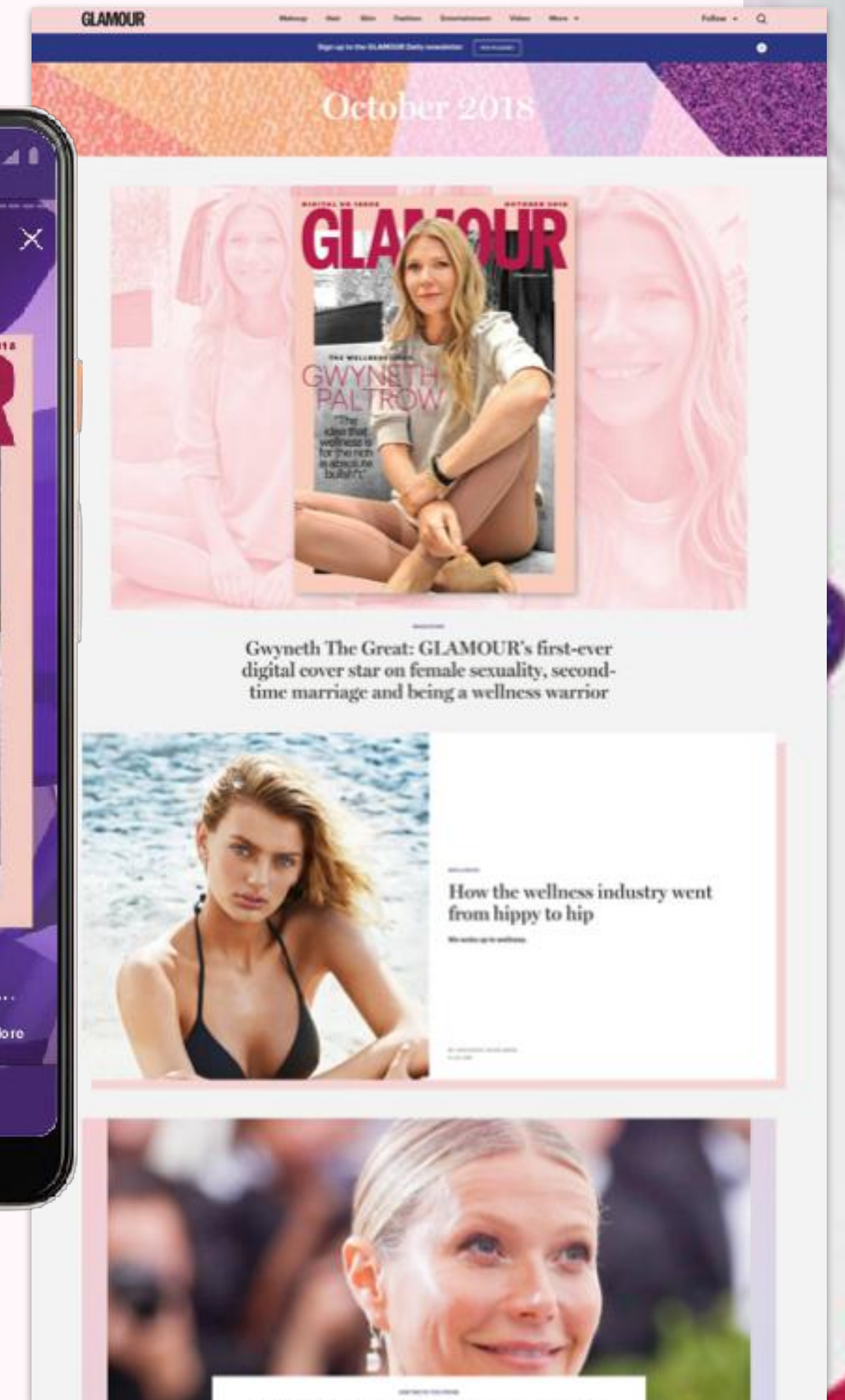
In October 2018 GLAMOUR UK launched a digital monthly cover with a list celebrity cover stars, cross platform media support and sponsorship opportunities





MONTHLY DIGITAL COVER

In October 2018 GLAMOUR UK launched a digital monthly cover with a list celebrity cover stars, cross platform media support and sponsorship opportunities shot on mobile





AWARDS WE'VE WON



30 Under 30

Bianca London, Website Editor



Best Visual Feature (Print)

Jasmine Awards

Alice du Parq



Best Beauty Feature (Print)

Johnson & Johnson Award

Samantha Silver

AWARDS WE'VE BEEN NOMINATED FOR



The 2019 Fiona Macpherson New Editor

Bianca London, Web Editor



Best Digital Writer, 2019

Charlie Teather, Fashion Editor



Digital Art Director, 2018

Dennis Lye, Creative Lead



Best Designer

Dennis Lye, Creative Lead



Best Digital Writer, 2019

Samantha McMeekin, Deputy Beauty Editor

PPA Shortlist??? To be announced 6pm this evening....

Thank you

#YourBeautyYourRules

