

World's Most Trusted Voice In Beauty

Allure is the beauty expert, an insiders' guide to a woman's total image. Allure's mission is to investigate and celebrate beauty and fashion with objectivity and candor and to examine appearance in a larger cultural context.



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2020 CONTENT CALENDAR

| | |
|-------------|----------------------------|
| January | -- |
| February | The Art Issue |
| March | Let's Go Shopping |
| April | Social Good/Sustainability |
| May | Best of Global Beauty |
| June | Readers Choice Awards |
| July | Faces of America |
| August | The Age Issue |
| September | The Future of Beauty |
| October | Best of Beauty |
| November | The Culture of Beauty |
| Dec/Jan '21 | The Allure 50 |

Allure

| | |
|-----------------------|-----------|
| Rate Base | 1,175,000 |
| Subscriber Base | 97.4% |
| Median Age | 39 |
| Age Breakdown | |
| 35-54 | 39% |
| 55+ | 22% |
| Avg. Household Income | \$96,445 |
| Female / Male Readers | 92% / 8% |
| Readers Per Copy | 4.2 |

OUR SUBSCRIBERS

12.5 Million beauty consumers

Nearly **3 times** as likely to be beauty influencers

\$5.3 Billion beauty spend

Nearly **3 times** as likely to be Gen-Z women

Source: MRI/ComScore 2019