COSMOPOLITAN STYLE | BEAUTY | LIFE | LOVE





Cosmopolitan is one of the largest, most powerful women's media brand in the world. A bible for young women across the world, empowering them to conquer their biggest challenges in love, life and career.

2019

DEMOGRAPHIC PROFILE

Targeting Millenial & Gen Z Women

WOMEN'S AGE	(%)
15-25	26%
25-34	28%
35-44	17%
45-54	17%

Source: Pamco Jul 2018 - Jun 2019

MASSIVE

Scale & Reach

THE LARGEST, MOST POWERFUL WOMEN'S MEDIA BRAND IN THE WORLD

35.2 Million Monthly Readers

83.4 Million Monthly Unique Website Views

90.3 Million Followers on Social Media

130+ Year Legacy

28 Global Editions

COSMOPOLITAN

EUROPEAN REACH







Sources: READERSHIP: Cosmo Media Kits 2019-20 and ComScore July 2020; UNIQUE VIEWS: Hearst Google Analytics December 2020; SOCIAL: Hearst Social Media Analytics September 2020



COSMO AT A GLANCE

28 EDITIONS | 39 COUNTRIES | 18 LANGUAGES

- Bulgaria
- Croatia
- Czech Republic
 Russia
- France
- GermanySpain
- Hungary
- Italy

- Netherlands
- Romania
- Slovenia
- Ukraine
 - United Kingdom

- Moldova (RO edition)
- Luxembourg (FR edition)
- Switzerland (DE/FR edition)
- Austria (DE edition)



HER PERSONALITY

- Being Strong
- Feeling Great
- Looking Gorgeous

HER PASSION FOR LIFE

- Loves Fashion, Looking Good & Feeling Strong
- Confident and Driven to be Successful
- Wants it All: Career, Family, Love, Sex and Friendships
- Highly Socially Engaged and Digitally Connected
- Knows What's Happening in the World and Shares Hers





It's love at first site!

Cosmopolitan's new eyewear collection features eye catching, stylish frames designed for striking women all over the world. The perfect addition to your look, these frames will give you the confidence to rock any style.

Are you ready to meet your fashion goals?



It's love at first site!

Trendy, fun and confident: eyewear by COSMOPOLITAN is carefully designed to suit the personality of the wearer, bringing out their best and most stylish self.

Featuring a broad range of styles, from fun and flirty to modern and sophisticated, in a wide range of materials and finishes, from sleek and glossy to subtle and feminine. The range is desi-gned to inspire and encourage women to live their lives to the fullest, giving them the confidence to rock any style.



The perfect accessory for the best version of herself



The perfect accessory for the best version of herself



Benefits from Cosmopolitan's brand reach and media platforms