



Media Kit | 2019

**GLAMOUR<sup>®</sup>**

# What GLAMOUR is



More than a magazine, Glamor today is a 360-platform of relevant and fully connected content to the young woman wishes, who is interested in beauty, but is also engaged and wants to save the planet.

The way of consuming information has changed, and we have caught up with it, by innovating and maintaining the mission of being a killer attitude in the business. And we do it with the quality and excellence seal from Globo Condé Nast Editions

**ALLINE CURY**

*Content Director*



Attitude

Daring

Purpose

Diversity

Representativeness

Fun

Woman Power

Freedom

Self-esteem

Digital

# GLAMOUR



# PUBLIC PROFILE



58,4% FEMALE

83,4% ARE MORE THAN 25 YEARS-OLD

78,6% UPPER AND MIDDLE CLASSES

70,9% WORK

62,3% LIVE IN THEIR PROPERTIES

THEY FIGHT FOR  
A CAUSE

LOOK FOR TRENDS

ENGAGED AND  
EMPOWERED

MYSTIC

OPEN TO  
EXPERIMENTATION

BODY POSITIVE

“I trust the  
magazine to keep  
me up to date”

“I buy new products  
before most  
of my friends”

# Pillars

## FASHION

Dictating trends? Not us! Here, the mission is to show everything that is going on so that the reader makes their own choices. Another goal: bet on hi-lo. On our platforms, fast fashion and national and international luxury brands are a match.

## BEAUTY

Our editions are filled with images representing a variety of beauty, plus innovative makeup, hair and body products and insider tips from the industry - like our contributing consultant Vic Ceridono. We want to give the tools to the reader to achieve the best version of themselves.

## LIFESTYLE

Having fun is necessary, and here the reader finds a true guide for the good things in life: the coolest destinations, the new restaurants, the gastronomy trends, organization tips, décor ideas... Everything presented in an accessible and proper way to the young woman style.





# Pillars



## BEHAVIOUR

Through interviews with inspiring characters and dense stories, we bring on our platforms everything about the current issues, such as LGBTQ+, mental health, relationships, representativeness. Yet, we count on the powerful presence of columnist Luiza Brazil, who brings relevant reflections and information about being a woman and a black woman in Brazil.

## CELEBRITIES

The young TV star? The new singer whom everyone is talking about? The youtubers and influencers who make the networks and the business work? They are all here, in our covers and special stories. The idea is always to present them under a different look - modern, fresh, cool - with a powerful message to inspire and be an example to the readers. We give room for those who set tongues wagging, are real and make it happen.

## BODY AND HEALTH

Ideas for nutrition, sport and wellness? Ever! Diets and fitness obsession? Never! Here the reader gets to know treatments, classes, gyms and receives food tips that unite body, mind and soul. We believe in democratic, inclusive and plural beauty so that the reader always relates to themselves.

## CAREER

The connection to the contemporary women includes issues that surround us all the time - career, finances and empowerment are some of the main ones, right? On G Work, we talk about cases of women who have reached the top. On the Career Special, we put together a complete dossier that ranges from how to build a resume to precious tips on entrepreneurship. Moreover, we teach how to save, take care of money, and thrive in financial life as well.

Social  
Media



Magazine

Digital Edition



Website

# GLAMOUR UNIVERSE

Glamour on  
Whatsapp



Newsletter



Glamour TV



Events



Actions and  
Special Projects



Glamour  
in the mirror  
(Facebook group)

**GLAMOUR**  
**NO ESPELHO**





# READERS

The women's magazine  
that sells the most in  
the newsstands

Consumers who have read Glamour magazine  
in the last 3 months and/or who have visited  
the site in the last 4 weeks:

**495M** people

**233.000** readers

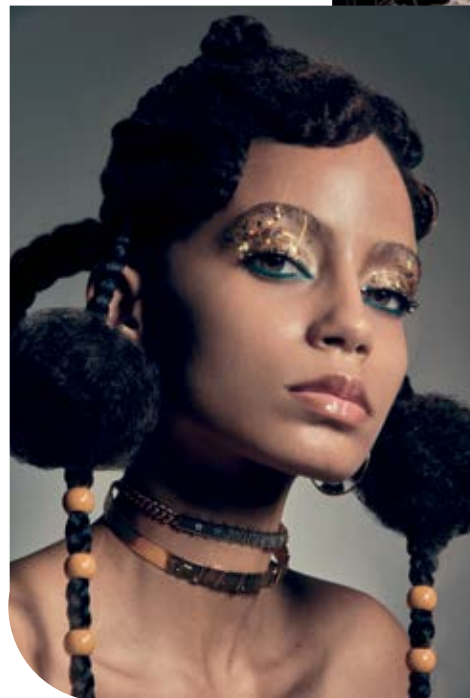
Circulation printed and digital edition:

**50.500**

Number of subscriptions:

**16.000**

SOURCE: IVC July/18





# G Special

## DIGITAL EDITION

The 100% digital edition was born from the desire to make more content, without limitations of pages or formats, videos, infographics, gifs ... Here the sky is the limit!

In this area we talk about current issues dynamically and we also create connections to brands that relate to our agenda and ideologies and also invest in the potential of online to communicate their values



# Website

revistaglamour.  
globo.com



Website Glamour is the online female communication vehicle with the **GREATEST ACCESS**

**NUMBER ONE** in unique visitors and pageviews from Brazil

Banner impressions (monthly average):

**83.351.426**

Viewability Banner: **55%**

Users: **8.740.913**

Pageviews: **23.192.448**

Heavy Users: **248.991**

Pages / Visit: **2,65 min**





**Instagram**  
1,3 MILLION  
followers



**Youtube**  
23.570 subscribers  
1.758.368 watch time  
932.851 views



**Pinterest**  
96.000  
followers

# GLAMOUR Channels

GLAMOUR KEEPS CLOSER  
TO ITS PUBLIC IN SEVERAL  
DIGITAL PLATFORMS...



**Facebook**  
601.000  
followers

**Glamor in the Mirror**  
(Facebook group)

665 members  
18,9% average engagement  
2,5 average posts/day

# Events

## GERAÇÃO GLAMOUR WOMEN OF THE YEAR

The award, which has already had four editions in Brazil and countless around the world, elects the talents of the new generation and has an incredible party full of personalities.

In 2018, new categories were created that connect to the new brand positioning, such as "Sustainability", "Online Disrupters for a cause" and "Diversity"

**In 2018:**

**13** categories

**600** guests

**GNT** coverage





# Actions, events and SPECIAL PROJECTS

The EGCN team is also directly involved in the **CREATION AND PRODUCTION OF CUSTOMIZED SOLUTIONS SOLUTIONS** for partners and potential clients. **EVENTS, BRANDED CONTENT** and **NATIVE ADVERTISING** are among the available partnering options.

With the specialized look and curatorship, each **PROPOSAL IS INDEPENDENTLY DEVELOPED** to meet the different needs of each client.



EDITORIALS



# Actions, events and SPECIAL PROJECTS

PRINT



TALKS



CO-BRANDED

VIDEOS





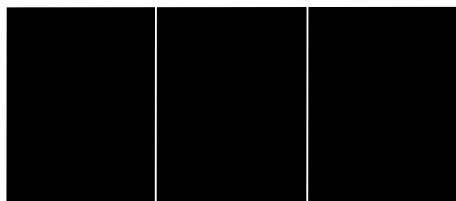
# Schedule of CLOSURES

COVER	ISSUE	RESERVE	MATERIAL	LAUNCH
February	82	16.01	18.01	31/jan
March	83	13.02	15.02	28/feb
April	84	14.03	18.03	29/mar
May	85	12.04	16.04	30/apr
June/July	86	16.05	20.05	03/jun
August	87	12.07	16.07	30/jul
September	88	15.08	19.08	30/aug
October	89	12.09	16.09	27/sep
November	90	16.10	18.10	31/oct
December/January	91	12.11	14.11	29/nov

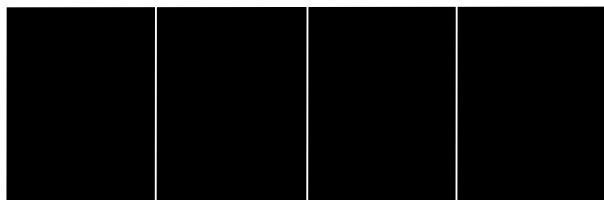
The above dates refer to the FORECAST of the closures for the month edition and they may change.

Considering that according to possible handling actions, it will be necessary to anticipate the TERM TO BE DISCUSSED on the date of ALL the Drafts of the Editorial Staff. SPECIAL PROJECTS and BOOKLETS do not obey the table above (on request).

# Table of formats PRINT



Folder de capa  
60 9 x 27 5 cm



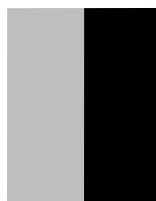
Folder de capa duplo  
80 2 x 27 5 cm



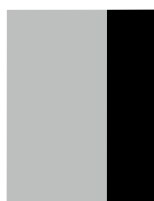
Simples  
20.8 X 27.5 cm



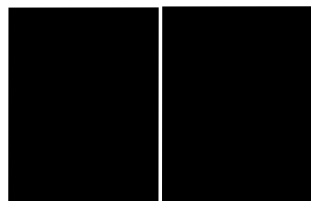
2/3 página  
13.6 x 27.5 cm



1/2 página  
10.3 x 27.5 cm



1/3 página  
6.8 x 27.5 cm



Dupla  
41.6 X 27.5 cm



1/2 página  
10.3 x 27.5 cm

FORMAT	SIZE	PRICE
1 undetermined page	17.1 x 22.4 cm	\$ 27.507,38
Double Page	17.1 x 22.4 cm	\$ 55.014,75
3 <sup>th</sup> cover	17.1 x 22.4 cm	\$ 35.059,50
4 <sup>th</sup> cover	17.1 x 22.4 cm	\$ 36.713,25
2 <sup>nd</sup> cover + page 3	34.2 x 22.4 cm	\$ 64.275,75
Cover folder	51.3 x 22.4 cm	\$ 83.238,75
Cover double folder	68.4 x 22.4 cm	\$ 120.944,25
1 PROMO undetermined page	17.1 x 22.4 cm	\$ 34.342,88
Double page PROMO undetermined	41.6 x 27.5 cm	\$ 68.740,88



# Table of formats WEBSITE

Minimum  
VIEWABILITY  
guarantee of  
**60%**

## CPM

### WEBSITE

			Vehicle
DEVICE	FORMAT	SIZE	CPM
FORMATO IAB			\$ 25,30
Desktop	Rectangle	300x250	
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Mobile	Rectangle	300x250	
Mobile	Full Banner	320x50	\$ 28,15
Desktop	Billboard	970x250	
Desktop	Half Page	300x600	
FORMATO RICH MEDIA			\$ 33,20
Desktop	Rectangle Video	300x250	
Desktop	Half Page Video	300x600	
Desktop	Billboard Video	970x250	
Desktop	Rectangle Pushdown	300x250   300x600	
Desktop	Super Leaderboard Pushdown	970x90   970x400	
Desktop	Flip	300x250	
FORMATO VÍDEO			\$ 45,85
Desktop	Video Pre-Roll	1280x720   5mbps   .mp4	
Desktop	Inscreen	On request	
Desktop	Outstream	On request	
Mobile	Outstream	On request	

# Table of formats

# WEBSITE

DAILY RATES			WEBSITE
DELIVERY			ROS
DEVICE	FORMAT	SIZE	DAILY RATES
Desktop	Rectangle (with or without video)	300x250	\$ 12.645,45
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Desktop	Billboard (with or without video)	970x250	\$ 15.806,82
Desktop	Half Page (with or without video)	300x600	\$ 15.806,82
Desktop	Welcome Ad (frequency 1)*	1060x400	\$ 25.290,90
Mobile	Rectangle	300x250	\$ 15.806,80
Mobile	Full Banner	320x50	\$ 7.903,40
Desktop	BG	On request	\$ 18.968,18
Desktop	Rectangle Pushdown	300x250   300x600	
Desktop	Super Leaderboard Pushdown	970x90   970x520	
Desktop	Flip	300x250	
Desktop	Super Banner + BG + Rectangle	728X90 + 1440X1100 + 300X250	\$ 25.291,00
Desktop	3-day sponsorship: channel “Celebrities” Glamour or channel “Fashion” Vogue	728X90 + 1440X1100 + 300X250	\$ 25.291,00
Desktop	3-day sponsorship: other channels	728X90 + 1440X1100 + 300X250	\$ 12.645,45





# Contact

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