

# FASHION & BEAUTY PACKAGE

Introducing Canopy Media's **Fashion & Beauty Package**, a premium advertising solution that spans across two of the UK's leading home magazines. This package offers a great opportunity to reach a diverse and engaged audience across both print and digital channels.



**536K READERSHIP**

**Cosmopolitan** is one of the most powerful and recognised brand in the world. It's the biggest young women's magazine in the UK, reaching **1 in 4 millennials** and **1 in 5 Gen Zs**. Whether you enjoy thought-provoking reads, expert dating and relationship advice, or the latest style inspiration, beauty trends, celebrity gossip and horoscopes, **Cosmopolitan** has it all.

Their core target audience are **87% female**, with an age range from **18-34**. **64%** are **ABC1** focused.

**Cosmopolitan** holds a print circulation of **118,648**, reaching a dedicated readership of **536K**. They're also the leading online magazine for women with **3.4M** digital unique visitors with **3.8M** total brand reach.

## Key insight into **Cosmopolitan** readers reveal that:

- **71%** of their readers claim that they really enjoy shopping for clothes and accessories.
- An impressive **70%** of cosmopolitans audience feel that their fragrance choice expresses their personality.
- **66%** look after their health to improve their appearance.
- Using good quality toiletries and products are important to **71%** of their target audience.

**COMBINED  
REACH:  
824,000**

**TOTAL:  
£1,600**  
Half page package made up  
of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

For more information, and to tailor a package that meets your advertising needs, please don't hesitate to contact our in-house sales team for all expertise on print and digital.

EMAIL - [directteam@canopymedia.co.uk](mailto:directteam@canopymedia.co.uk)

Alex De Sio: 07783853343  
Claudio Rodrigues: 07555652779



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**142K READERSHIP**

**Harper's Bazaar** was one of the pioneering publications focused on exploring women's lives through the lens of fashion. Blending glamour with contemporary living, the magazine covers a wide range of topics, including the latest trends in fashion, travel, culture, art and interior design. Tailored for sophisticated, stylish women, each issue is filled with diverse content celebrating luxury and the finer things in life.

Their core demographic targets **69% females**, ranging from their late **20s** to **60s**, with **82%** being **ABC1**.

**Harper's Bazaar** has a strong print circulation of **66,607** across the UK and a readership of **142K** readers. Furthermore, they have **1.1M** digital unique users and **1.6M** page views.

#### Key insight into **Harper's Bazaar** readers reveal that:

- **62%** of their audience love to keep up with the latest fashion trends.
- **60%** repeat buy the same beauty products.
- An outstanding, **77%** of **Harper's Bazaar** readers take great pleasure in looking after their appearance.
- Looking well dressed is really important to **73%** of their target audience.

**COMBINED  
REACH:  
367,000**

**TOTAL:  
£1,800**  
Half page package made up  
of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

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**356K READERSHIP**

**Elle Magazine** is a leading fashion publication with over 40 editions worldwide. Elle is known for its coverage across fashion, beauty, and lifestyle, featuring high-profile interviews, celebrity profiles, and trend-setting fashion photography. The magazine targets a sophisticated, modern female audience, offering insight into style, culture, and personal development. It's celebrated for its influential role in shaping fashion trends and promoting innovative designers.

Their core target audience are **85% women**, with an average age of **35+** and **70% ABCI**.

**Elle** has a strong circulation of **76,593** across the UK and a readership of **356,881 readers**. Their digital activity has **1.6M** monthly unique users, **2.9M** page views and a social following of **7.9M**.

## Key insight into **Elle Magazine** readers reveal:

- **77%** of **Elle** readers like to keep up with the latest fashion trends.
- Beauty/Styling products make **74%** of **Elle's** audience feel good about themselves.
- **70%** state that product reviews have a major influence on their purchasing decisions.
- When buying a product, **73%** believe style and design are as important as it's quality.

**COMBINED  
REACH:  
575,000**

**TOTAL:  
£1,800**  
Half Page package made up  
of Print & Digital ads.

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# WHY CHOOSE CANOPY MEDIA'S FASHION & BEAUTY PACKAGE

Across all magazines, you can secure a comprehensive  
**Fashion & Beauty Package** at the following combined rate:



## COSMOPOLITAN MAGAZINE

### BRAND PILLARS:

Fashion  
Beauty  
Travel  
Lifestyle  
Relationships



## HARPER'S BAZAAR MAGAZINE

### BRAND PILLARS:

Fashion  
Beauty  
Art  
Interior  
Travel  
Career



## ELLE MAGAZINE

### BRAND PILLARS:

Fashion  
Beauty  
Travel  
Modern Culture

**TOTAL REACH:**  
**1,766,000**

**TOTAL:**  
**£4,520**

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