HI, FRIEND!

YOU ARE DIFFERENT

THANK YOU

#beingdifferentisasuperpower
In 2020 Glamour is being refashioned, in every respect. We are launching a new way of communicating, of streamlining everything in line with our common approach for all of our platforms. Whenever you read Glamour, however you consume it – reading the magazine, or seeing its Stories, on your mobile, on your computer, commenting about it on Facebook, sharing it on Twitter, quoting your friends on Instagram – we take advantage of what each platform offers to apply that to the whole brand.

Glamour is a highly Instagrammable magazine, and Glamour.es is a website that is devoured with the same daily loyalty of those who go to the newsstand to buy their favourite magazine. The language is one and the same, and our ways and zeitgeist are mixed and adapted; headlines on the hardcopy magazine make their way to the digital one, and the images on our website are drawn from the top-quality paper mag.

In 2020, GLAMOUR is a brand writ big. A brand that has been a leader at the newsstands for 18 years, and that has successfully achieved over 7 million single hits via its different formats and digital platforms.
At Glamour, we pay as much careful attention to advertising as to content. We are proud of each campaign featured in Glamour – we pamper it, and give it the best treatment. Each client is paramount, and we enjoy thinking up and creating bespoke ideas for each moment that they want to share with us and with our readers. This is what makes the difference in Glamour; each idea, each campaign, is created by working together with the client. Because – just as we have endeavoured to refashion our magazine and adapt it to a fresh language – we also want to rewrite the format of the language of advertising.

This year, we are again questioning all that has been a YES or a NO so far. We encourage you to ask and challenge us, for we never tire until the best idea and the best solution are discovered. Because in Glamour all ideas can be great, and there is no client who is less important. We want you to view every page of our magazine and each space of our website as an opportunity to work together on a unique and exclusive idea for successfully communicating your brand in an exceptional way, and done like no other medium or brand.
A BRAND THAT GROWS, GROWS, AND KEEPS GROWING

10.7 M QUALITY HITS
+19% YoY

+100 K COPIES / MONTH

+408 K READERS

+2.5 M FOLLOWERS ON SNS

+7.8 M GOOGLE SINGLE HITS

+16% YoY as the best-selling women’s monthly magazine

+18% YoY

+1% YoY

+26% YoY


And it still has a lot to say!
PROFILE

<table>
<thead>
<tr>
<th>Readers/Users</th>
<th>BRAND MEDIA</th>
<th>PRINT</th>
<th>INTERNET</th>
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<tbody>
<tr>
<td></td>
<td>3.286.000</td>
<td>408.000</td>
<td>2.957.000</td>
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<td>Women</td>
<td>87.27</td>
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<td>87.18</td>
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<td>14 - 19</td>
<td>3.45</td>
<td>10.63</td>
<td>2.23</td>
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<td>20 - 24</td>
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<td>8.25</td>
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<td>25 - 34</td>
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<td>22.29</td>
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<tr>
<td>IA1*</td>
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<td>9.36</td>
</tr>
<tr>
<td>IA2</td>
<td>17.99</td>
<td>21.9</td>
<td>17.55</td>
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<tr>
<td>IB</td>
<td>14.43</td>
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<td>73.91</td>
</tr>
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</table>

Source: EGM [Encuesta General de Medios, Media General Survey] Brandmedia 2019

* IA1 and the two following – IA2 and IB – are the three groups with the highest acquisition power out of the total of seven socioeconomic groups used by this survey.
We like having an honest and direct dialogue with brands in order to have a first-hand feel of their specific needs and communication objectives.
Our style of working is like that of haute couture: we create specific ideas and concepts for each occasion. Our clients tell us what they have and what they want, and we design bespoke actions and concepts.

We not only have the creativity, but the language, feelings and words that we generate are also inextricably linked to the content we publish on our website every day and in our magazine every month.

We know what our readership likes, we know what they expect from Glamour, and that is why we use our language to strike up a dialogue that connects with all our readers and users. The Glamour team painstakingly takes each detail of data to turn it into magic and poetry.
Based on:

1. Everything we learn from our readership;
2. Our past experiences;
3. The current subject of conversation

we transform an idea into a set of formats geared to reach the commitment we have undertaken to the brand,
For each platform, we choose the format that will best meet the needs and tell the story that a client wants to convey.

Glamour’s language is unique: we address our readership using the same words and the same tone, no matter on which platform they read us. And that language is the one we use to communicate all marketing campaigns.

At Glamour we are proud of advertising, which is why we apply to it the same care and dedication with which we create our content. This is why it works and integrates thoroughly and naturally all the way through, connecting in a very successful and real way with our readership, both in our printed magazine and on our website. This is the key to meeting the objective of any campaign.
BEING DIFFERENT IS A SUPERPOWER

Backing us up are our readership and our circulation data, which are our loudspeaker and the reason why so many brands choose us to tell their different stories.
Success is very hard to describe, but it amounts to a combination of a great idea, the best readership, and a committed team who build direct rapport with everyone involved.

This is how objectives are achieved.

Your success story is our best campaign.
#BEINGDIFFERENTISASUPERPOWER

VIDEO

GLAMOUR

NETFLIX

MOTHER'S DAY

GLAMOUR

AMIGAS!

FRIENDS PODCAST

GLAMOUR

WE NETFLIX
María Pombo tiene las zapatillas de Nike que amarán las chicas que no se saltan ni una clase del gym

Da igual que seas de Body Pump, de CAP, de spinning, de boxeo o de todo a la vez, porque se acaba de lanzar SuperRep, la zapatilla deportiva más conocida para las que entrenan y viven como guerreras.

*Las alturas, en estas, encuentra una diferencia total de acero.*

*Esta sudadera roja, es el toque de lujo que necesitas.*

*Estas leggings son para las chicas que lo hacen.*

*¿Qué estás pensando de estas? Se consiguen entrenando lo que te hace falta con estas zapatillas?*
Toma nota, amiga, si eres de los que disfruta del café a cual...

VER 10 FOTOS

Así se lo pasaron todos nuestros invitados a la fiesta #CeroDramas de Netflix
¿Ya conoces a Jane? Es la chica que más y mejor lleva los vestidos boho con botines cowboy en otoño

Este 2019, las tendencias están en la colección de Tintoretto.

Más sobre: Tintoretto, El Corte Inglés, Botas, Vestidos, Zapatos, Tendencias Otoño - Invierno 2019/2020, Compras

¿Quién es Jane? Jane es la chica favorita del barrio. Es rebelde, soñadora, nostálgica. Entre semana no falta jamás a sus clases de yoga, estudia francés porque sueña con vivir en París y tiene sus vestidos en la azotea. Los sábados se los pasa recorriéndose la ciudad en su (destaqué) bicicleta. Por la mañana, saca a pasear a su perrita Gala, para a comprar flores frescas en la floristería de su barrio y desayuna un café con leche y un croissant en el bar de la esquina. Para ella, las tartas son para endulzarse en sus mantas peludas, perderse en sus libros de arte barroco y adentrarse en la
Es ahí donde nuestra querida Jane - que ama los vestidos bohemios, los botines cowboy y los pantalones acampanados - acude a comprarse los complementos para su look de noche. Ella, que es previsible como ninguna, ya se ha hecho con los bolsos y cinturones que rodearán sus estilismos de fiesta. ¿Cuáles han sido sus fichajes?
At Glamour, our only constant is change. So, we encourage you to keep in touch with our team. They will keep you in the loop about the latest news on ideas, formats, and success stories, whatever your communication target may be. Our mission for 2020 is to make further progress so as to offer a service that makes a difference!