



2018

COSMOPOLITAN

MEDIA KIT

Cosmo- Biggest Name in Global Business

64 *110* COUNTRIES
EDITIONS
35 *200* MILLION READERS
LANGUAGES

INDUSTRY LEADING PHOTOGRAPHER, STYLIST AND
MAKE UP ARTISTS WORK FOR COSMOPOLITAN GLOBALLY

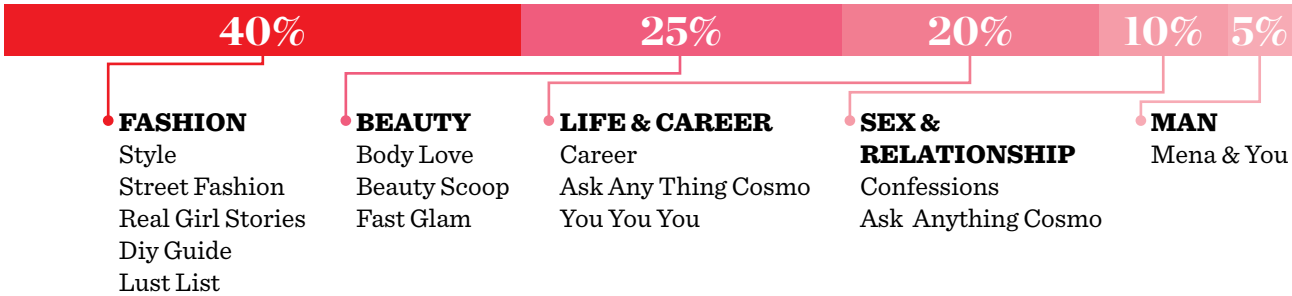
A BRAND THAT PROMISES RECOGNITION
IN EVERY SINGLE LANGUAGE





Cosmopolitan is the world’s largest selling magazine—so popular, that it is often titled the Young Woman’s Bible. Cosmopolitan is for the Fun, Fearless young woman, delivers the latest in fashion, beauty, relationships, and work life.

Cosmo- The Magazine



Empower the Cosmo Girl to be the
BEST THAT SHE CAN BE

Give her access to the information
SHE DOESN'T HAVE

Be someone who won't judge her
AN OLDER SISTER-AND-BEST FRIEND

Give her the confidence to be
SECURE IN WHO SHE IS

Make her laugh. Help her learn
NOT TO TAKE STRESS TOO MUCH

COSMOPOLITAN *is not JUDGEMENTAL*

Cosmo does not take moral positions,
we're only advising her of the outcomes of her choices

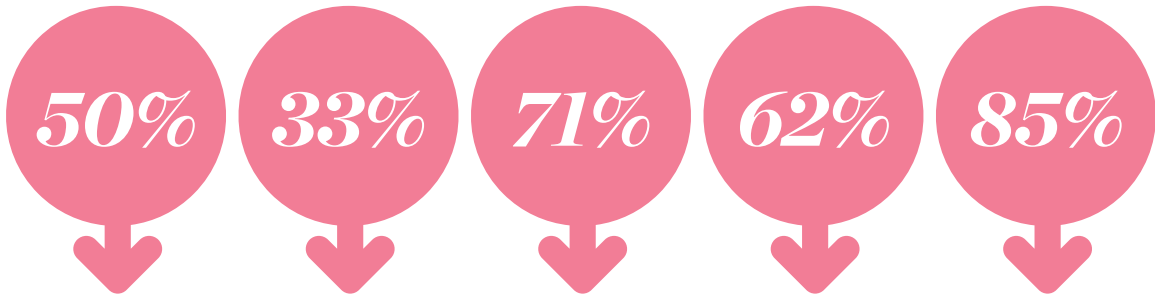
COSMOPOLITAN *is not JUST A CATALOGUE*

We're not about what to buy, we're about who you are,
and what matters to you most at a certain stage of your life

COSMOPOLITAN *is not ONLY A MAGAZINE*

It's a way of life, an attitude, a sprit.
It is for girls who want to live by the wordsnot

The Cosmopolitan reader is a fashion enthusiast with a well defined sense of style; reaching out for attainable luxury brands & services that give her an edge - her own personal signature statement



BELIEVE THAT LOOKING GOOD IS THE MOST IMPORTANT THING

BELIEVE IN BEING A TREND SETTER AND ITS THIER PRIMARY GOAL

EXPERIMENT WITH THEIR STYLE ON A DAILY BASIS AND ARE UP TO DATE

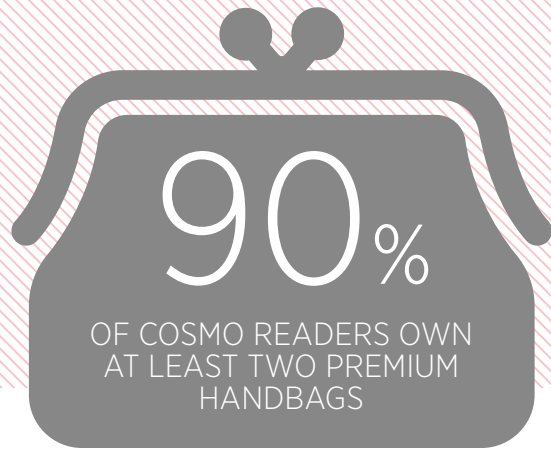
READERS ARE BETWEEN THE AGE OF 20 TO 30

WANT TO BE THE BEST DRESSED IN THE ROOM

- AGES BETWEEN 22-33
- LIVES IN THE METROS AND WORKS
- LOVES HER WORK AND GIRLFRIENDS
- WORKS HARD AND PARTIES HARDER
- SPLURGES ON ACCESSORIES
- VISITS THE SALON REGULARLY
- TAKES SPECIAL CARE OF HER SKIN
- HAS MASTERED HER FIELD OF WORK



AND MORE PERCENTAGE OF PEOPLE BELIEVE THAT COSMOPOLITAN IS AN ICON FOR THE FASHION CONSCIENCE LADY AND WOULD LOVE SEEN READING COSMO IT ALSO PROVIDES THE BEST BEAUTY TIP AND ADVICE

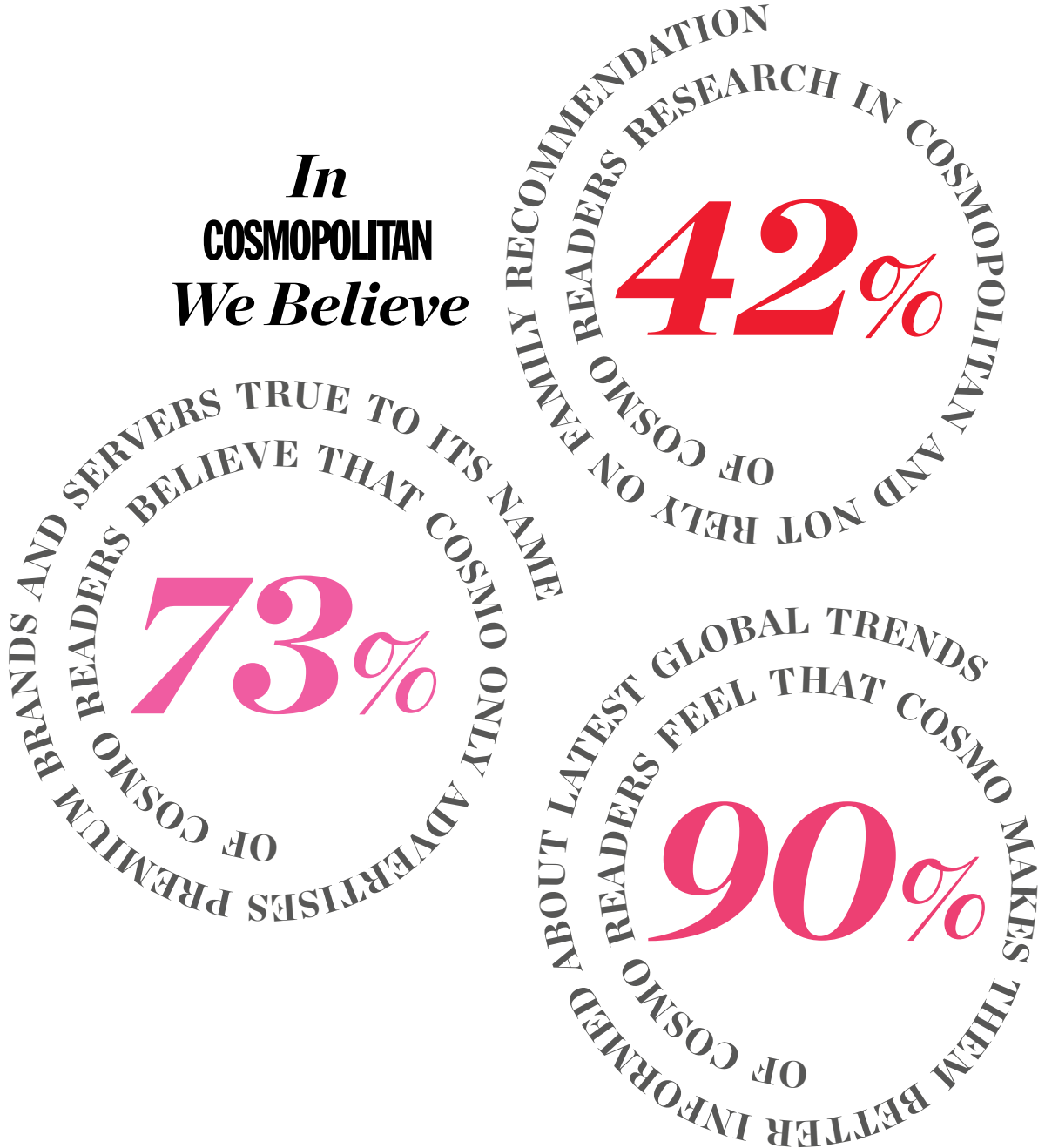


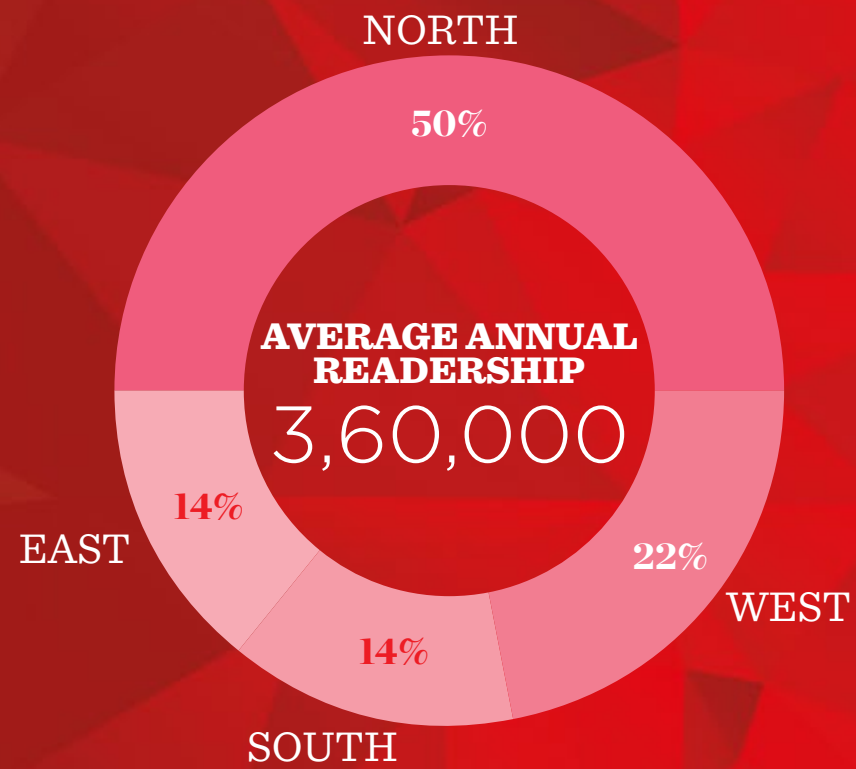
COSMOPOLITAN
The LUX Guide



OF COSMO READERS OWN AT LEAST THREE BRANDS OF LUXURY PERFUMES

In
COSMOPOLITAN
We Believe





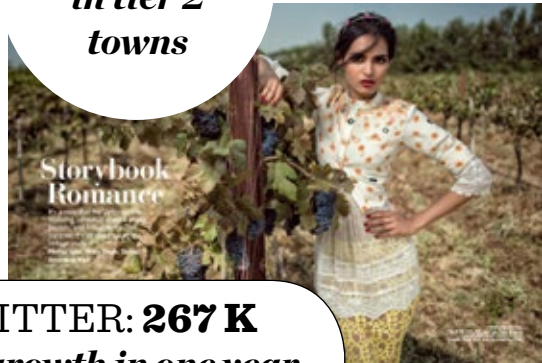
Card Rate

₹ 176000	FULL PAGE - BASIC PRICE
₹ 352000	DOUBLE SPREAD
₹ 300000	INSIDE BACK COVER
₹ 400000	INSIDE FRONT COVER
₹ 350000	BACK COVER
₹ 55000	DELHI SPLIT
₹ 55000	MUMBAI SPLIT
₹ 77000	SOUTH SPLIT



PRINT: **360 K**

*Increased
Readership
in tier 2
towns*



TWITTER: **267 K**
523% growth in one year



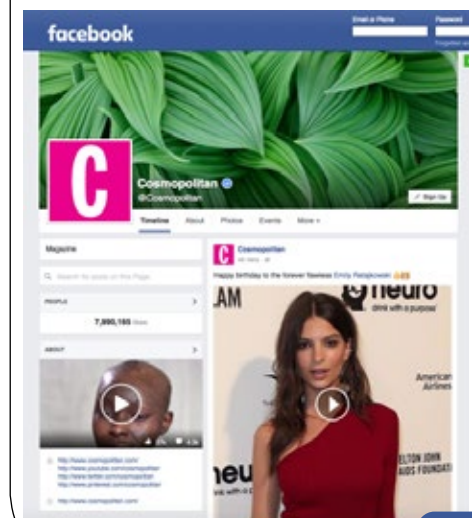
WEBSITE: **2.4 M**
*Monthly views on
Cosmopolitan.in*



INSTAGRAM: **111 K**
*445% increase in Instagram
base over last year*



FACEBOOK: **573 K**
*The best of Fashion
and Style*



COSMOPOLITAN

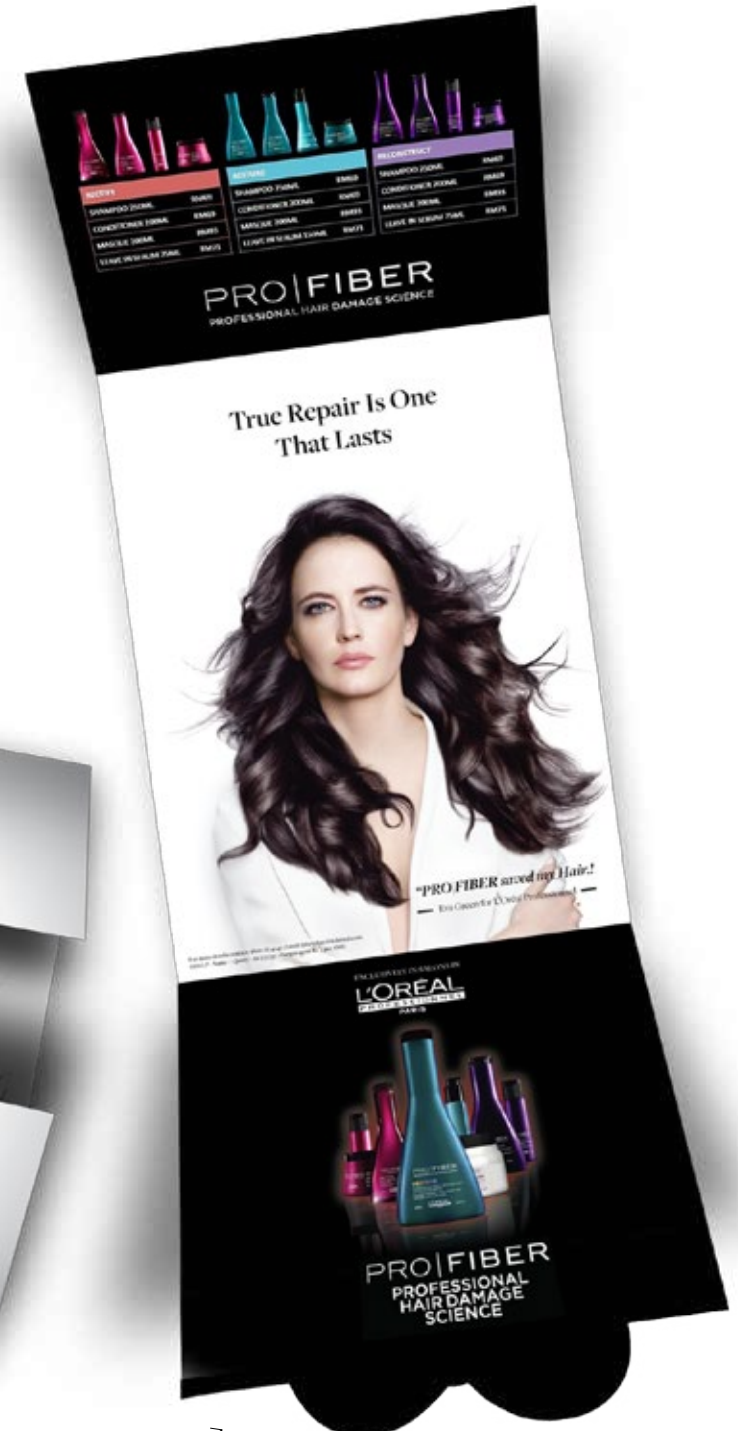
Reaching almost **3.5 Million**
Cosmo Women

(Grown 100% over 2016-2017)

ADVERTISING OPPORTUNITY



Die Cut
French Window



Cover
Gatefold



ADVERTISING OPPORTUNITY

Die-Cut Flap
Mini Booklet



Multiple Double
Tab Revealer



ADVERTISING OPPORTUNITY



Multiple Fold
Inside Ad



Lenticular
Lenticular description
showing image swap when
views in different angles



Diecut
Pop-Up



ADVERTISING OPPORTUNITY

Printed
Transparent Sheet

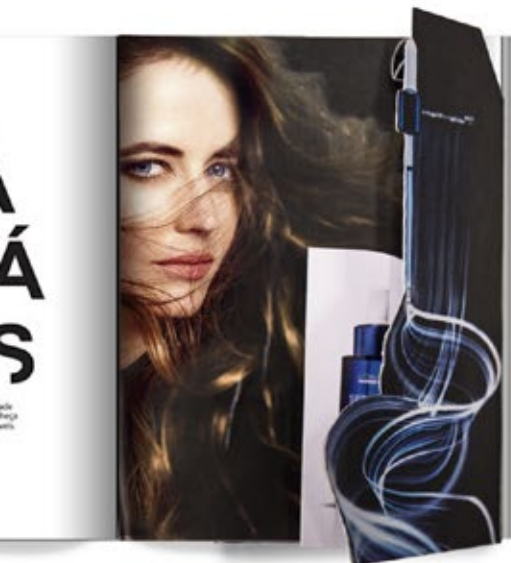


Perforated Strip
Revealer



Multiple Revolving
Puzzle

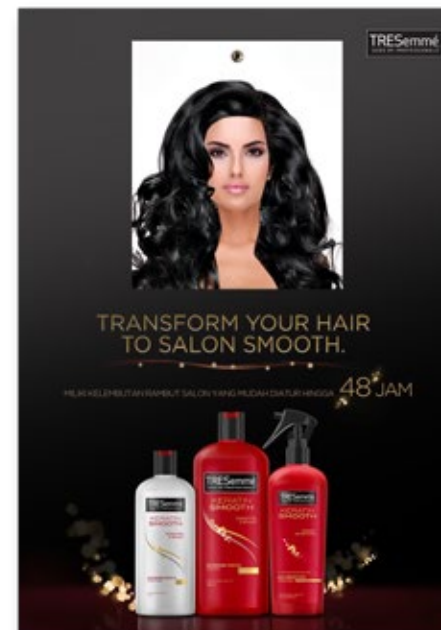
ADVERTISING OPPORTUNITY



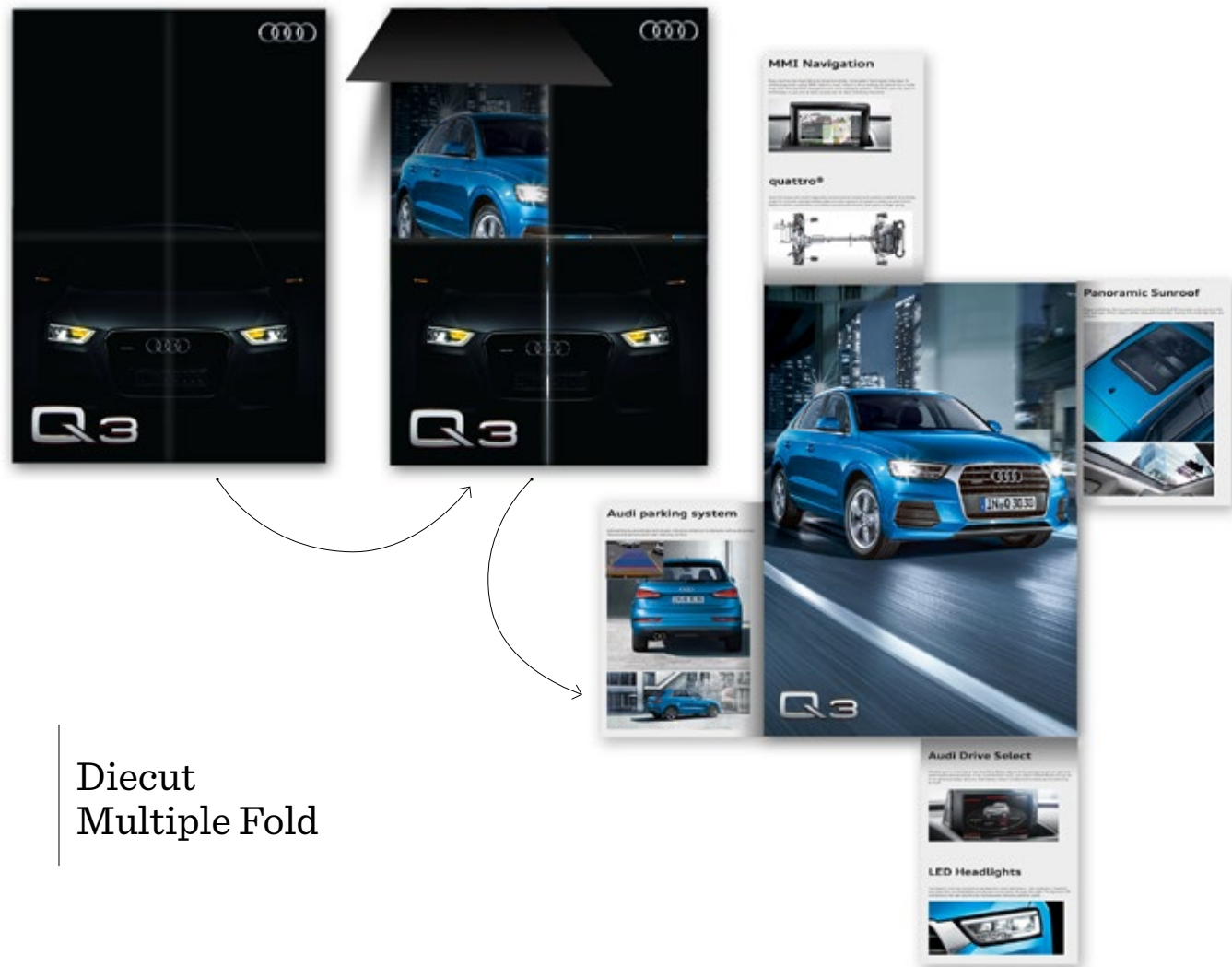
Diecut Revolving Wheel

Die Cut Gatefold with Double Pop-Up

DIE-CUT WITH RIVETING



ADVERTISING OPPORTUNITY



Diecut
Multiple Fold



Multiple Pull-
Out Window





8.2 Million
Page Views per month

Average time spent is
1.17 Minute



445%
INCREASE IN
INSTAGRAM
BASE OVER
LAST YEAR



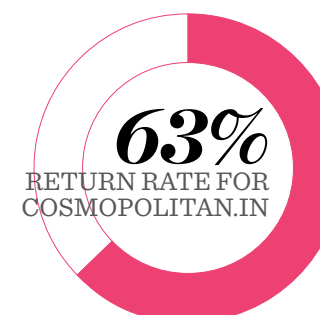
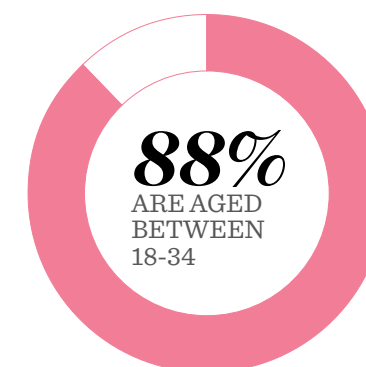
80%
FEMALE
AUDIENCE



20%
MALE
AUDIENCE



80%
Are Mobile Users



Average of **44**
articles per day

84%
OF THE AUDIENCE ARE DIRECTED
FROM SOCIAL MEDIA



LAKMÉ PRESENTS
COSMOPOLITAN
BEAUTY &
FASHION
WEEKEND

*Bringing the
whole magazine live
over a weekend at Select City walk and
garnering foot falls of more than 3.5 lac*

FLASH MOBS ● **POPUP STORES** ● COSMO SURVEY ● **COSMO LOVE TAGS** ● INSTANT PHOTOGRAPH ● **44 STORE OFFERS IN SELECT CITY** ● FIRST EVER RAMP

COSMO EVENTS

FASHION SHOT ● **STREET STYLE PHOTOGRAPHERS** ● LAKME BEAUTY CONSULTATION ● **BEAUTY MAKE OFFERS** ● MAKE OVER SESSION ● **DESIGNER STALLS**





Cosmo

BEST DRESSED SURVEY

Cosmo's Best Dressed List is an annual feature, part of Cosmo's anniversary issue, ID-ing India's most stylish moviestars. This 10-page list is one of the largest in the issue, and special because the winners are arrived upon through a panel of photographers, designers, bloggers, and influencers, plus a reader voting system. Both readers and celebrities eagerly await the results of this one-of-a-kind list.

Over 5000 Responses

10 Winners

10 Page Feature

Annual Property On Print For 4 Years

Cosmo

BEST DRESSED EVENT 2016

In 2015, Cosmo's Best Dressed List will be converted into a spectacular red-carpet event. Some of Cosmo's favourite winners, the Cosmo panel, and the city's most important names will come together to celebrate the Best-Dressed List over champagne and conversation. This media-heavy event will have a closed guestlist, comprising not more than 100 of the most important names.

100 Invitees

Top Media Houses

Champagne And Celebrations

The Best Dressed People In The Country

Cosmo

BEST DRESSED EVENT 2016

Presenting Sponsor

- Presenting Sponsor in all Collaterals (On Ground, Print, Radio, Digital, Emailer)
- Insertion in Mid Day Media Net Article
- Presenting Sponsor Tag in the Event show on NDTV Goodtimes
- 2 Award Categories
- 4 Mentions during the event
- Display area of 15ft x15ft
- 20 Guests at the event
- 4 Exclusive Post on Instagram and Facebook during the event
- 2 Page advertisement in Cosmopolitan

Associate/Powered By Sponsor

- Associate/Powered by Sponsor in Marketing Collaterals (On Ground, Print, Digital, Emailer)
- Associate/Powered by Sponsor in the Event show on NDTV Goodtimes
- 1 Award Categories
- One display unit at the event
- 10 Guests at the event
- 2 Exclusive Post on Instagram and Facebook during the event
- 1 Page advertisement in Cosmopolitan
- 2 Mentions during the event

Partner

- Logo Presence on all print collaterals
- 1 Exclusive post on Cosmopolitan Social Media

Client Activations

POP UPS

Cosmo Designers Flea
Cosmo Fashion Pop up

FOOD & LIQOR

Cosmo shoju and Sunglass Party
Campari Cosmopolitan Cocktails

FASHION

Koovs X Mawi X Cosmo
What's In DIY Cocktails
Amante Lingerie Fashion Show
Cosmo Beauty and Fashion Weekend
Fiamma Di Wills Fabulous Hair

BEAUTY

Tresemme Backstage Party
Kaya Cosmopolitan Beauty Brunch
Reva Cosmo Brunch
Olay Cocktails
Dove Bloggers Award

RETAIL

Max Fashion Icon 2014 & 2015
Pantaloons Women's Wednesday
Hush Puppy Styles



REACH US



www.cosmopolitan.in



www.twitter.com/CosmoIndia



www.facebook.com/CosmopolitanIndia



www.instagram.com/cosmoindia