



2022

COSMOPOLITAN

MEDIA KIT

Cosmo-

Biggest
Name in
Global
Business

64 *110* COUNTRIES
EDITIONS

35 *200* MILLION READERS
LANGUAGES

INDUSTRY'S LEADING PHOTOGRAPHERS, STYLISTS
AND MAKE UP ARTISTS WORK FOR COSMOPOLITAN GLOBALLY

A BRAND THAT PROMISES RECOGNITION IN
EVERY SINGLE LANGUAGE



ABOUT COSMOPOLITAN

Cosmo- The Magazine



Hello, and welcome to the largest-read women's magazine in the world - Cosmopolitan. At Cosmo, we encourage young women to be brave, bold, and live their best lives...a philosophy that runs through our print pages and digital media assets.

Each issue of Cosmo India comes packed with an energetic dose of the hottest fashion trends, beauty tips, and advice for love and life. The vibe is unmistakably fun and fearless, and many Cosmo India readers begin their journey with us in their 20s and stay loyal to the magazine for decades!

Cosmo India is also a magazine of many firsts - regular readers and followers will know that we launched India's first Feminist Issue, Digital Issue, and Blogger Awards. We were also the first to launch a Work from Home issue, in April 2020, which featured a path-breaking, remotely-shot cover and Instagram issue that garnered millions of impressions.

The Cosmo team and I take our relationship with readers very seriously, and are committed to featuring young women's outfits, views, and opinions. This is the ultimate magazine for millennials, and as Reese Witherspoon once declared, while pointing to an issue of Cosmo, "This is the Bible!"

Best wishes,
Nandini Bhalla,
Editor,
Cosmopolitan India



Cosmoindia



Cosmopolitanindia



Cosmoindia



COSMOPOLITAN_{in}

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-BESTFRIEND
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 spirit.
It is for girls who want to live by the words not

PRINT REACH

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

50%

BELIEVE THAT
LOOKING GOOD
IS THE MOST
IMPORTANT
THING

33%

BELIEVE IN
BEING A TREND
SETTER AND IT'S
THEIR PRIMARY
GOAL.

71%

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

62%

READERS
ARE BETWEEN
THE AGE OF 20
TO 30

85%

WANT TO BE
THE BEST
DRESSED IN
THE ROOM

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

80% COSMOPOLITAN
*The
Personal
Stylist*

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*

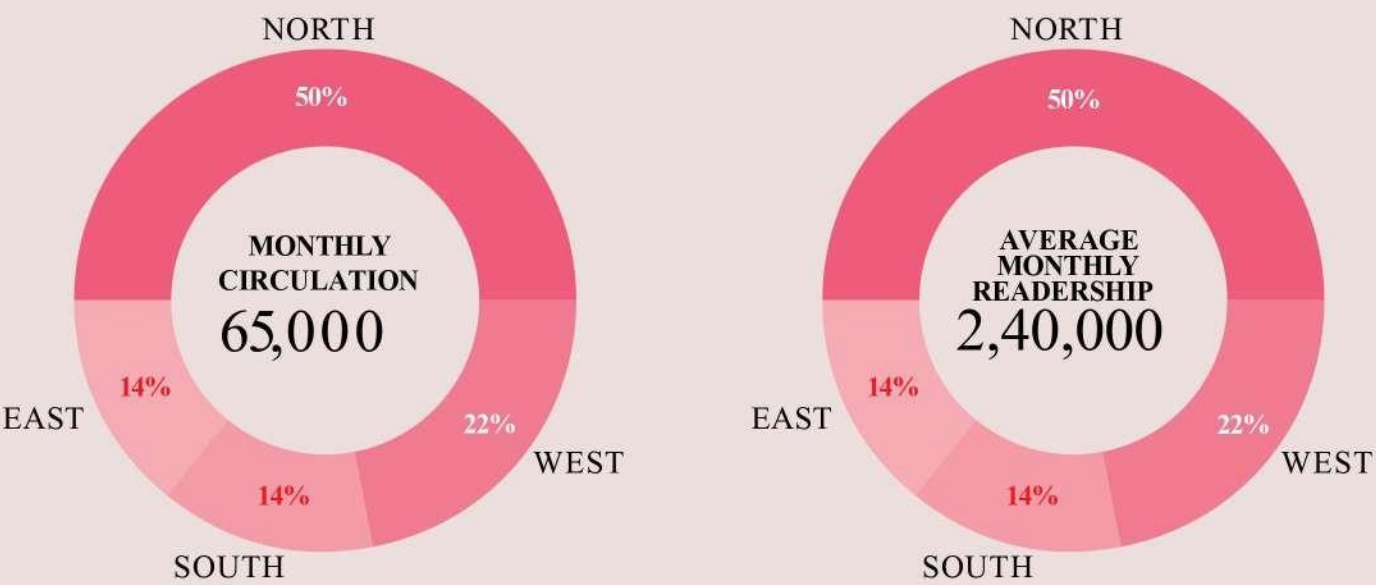


OF COSMO
READERS
OWN AT
LEAST
THREE
BRANDS
OF
LUXURY
PERFUMES

*In
COSMOPOLITAN
We Believe*



CIRCULATION & CARD RATE



Card Rate

` 193600	FULL PAGE - BASIC PRICE
` 363000	DOUBLE SPREAD
` 121000	HALF PAGE
` 72600	COLUMN
` 72600	STRIP ADVERTISEMENT
` 60500	DELHI SPLIT
` 60500	MUMBAI SPLIT
` 84700	SOUTH SPLIT
PREMIUM POSITIONS	
` 330000	INSIDE BACK COVER
` 440000	INSIDE FRONT COVER
` 385000	BACK COVER



THE WORLD OF COSMO



2.4M

Monthly views
on
Cosmopolitan.in



PRINT
500K



572.2K
523% growth
in one year



408K
445% increase in
Instagram
base over
last year



1.93 M
The best of
Fashion
and Style



COSMOPOLITAN

Reaching almost 3.5 Million Cosmo Women

(Grown 100% over 2018-2019)

EDITORIAL CALENDAR

ISSUES OVER THE PAST FEW YEARS

APRIL



Open theme

MAY



Summer Special

JUNE



Denim Special

JULY



Open Theme

AUGUST



New Season Special

SEPTEMBER



Accessories Special

OCTOBER



Anniversary Issue

NOVEMBER



Beauty Special

DECEMBER



Party Special

JANUARY



New Year Theme

FEBRUARY



Love & Lust Special

MARCH

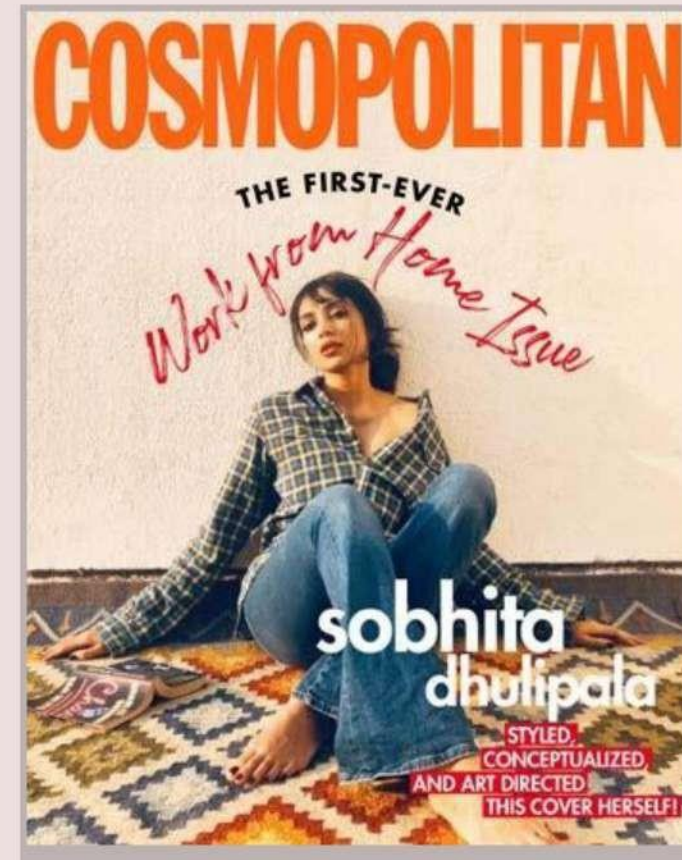


Digital Special

EDITORIAL CALENDAR

Here's a look at the digital covers during lockdown

Our May issue was a remotely shot cover shoot with Actor Radhika Apte posing in modish avatars. The issue was a great success and featured 141 exclusive isolation portraits processed by collage artist Nasya Pereira to create one-of-a-kind pieces of art.



On April 7, 2020, Cosmopolitan Magazine India launched a one-of-its-kind initiative - the first-ever #WorkfromHome Issue. A collaborative effort with a positive voice and inspiring stories, featuring some of India's favourite celebrities, influencers, fashion designers, authors, chefs and more.

This issue was truly unique where European denim brand ONLY in collaboration with Cosmopolitan India presented the retail world's first campaign with brand ambassador Ananya Panday, shot entirely at home! The campaign revolved around encouraging girls to embrace themselves during the lockdown.





EDITORIAL CALENDAR



ADVERTISING OPPORTUNITY



Die-Cut
French Window



Cover
Gatefold



ADVERTISING OPPORTUNITY



Multiple Fold
Inside Ad



Lenticular
Lenticular description
showing image swap when
viewed from different angles

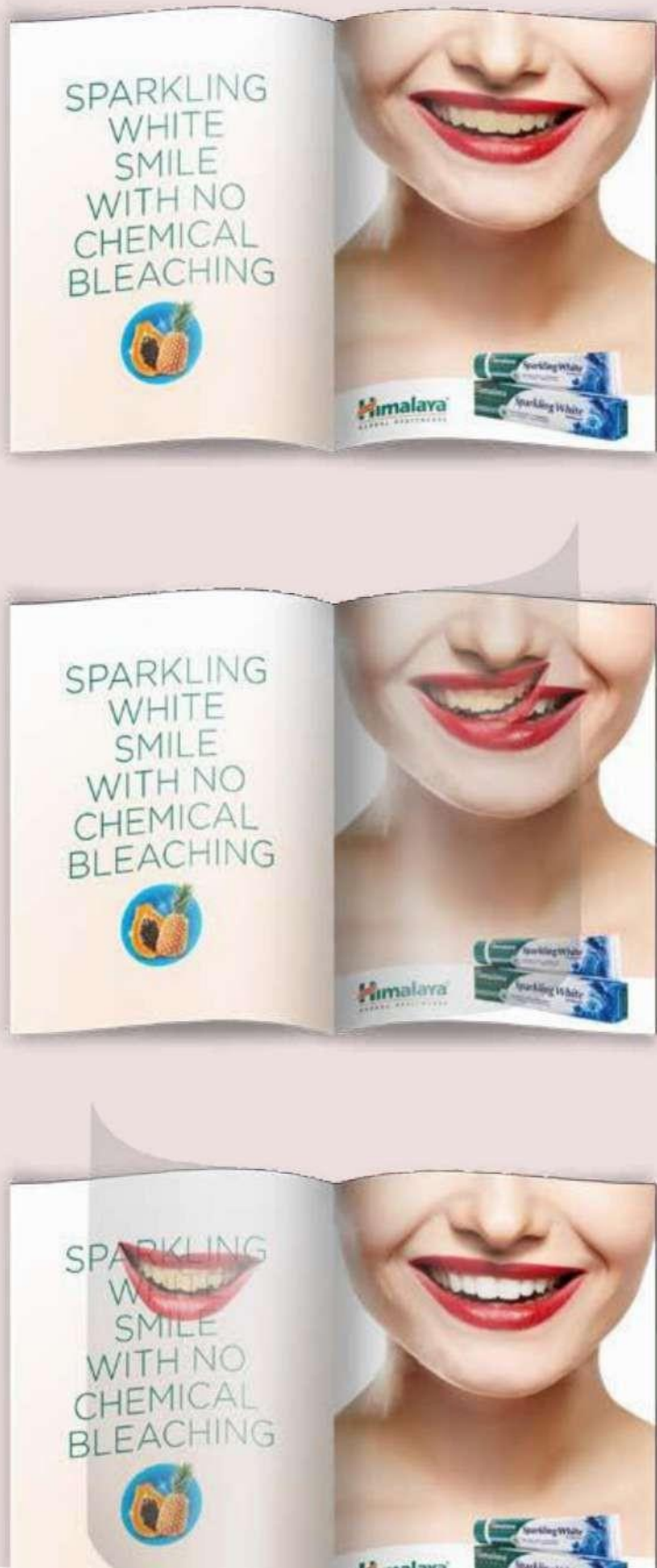


Die-Cut
Pop-Up



ADVERTISING OPPORTUNITY

Printed
Transparent Sheet



Perforated Strip
Revealer



Multiple Revolving
Puzzle

■ ADVERTISING OPPORTUNITY



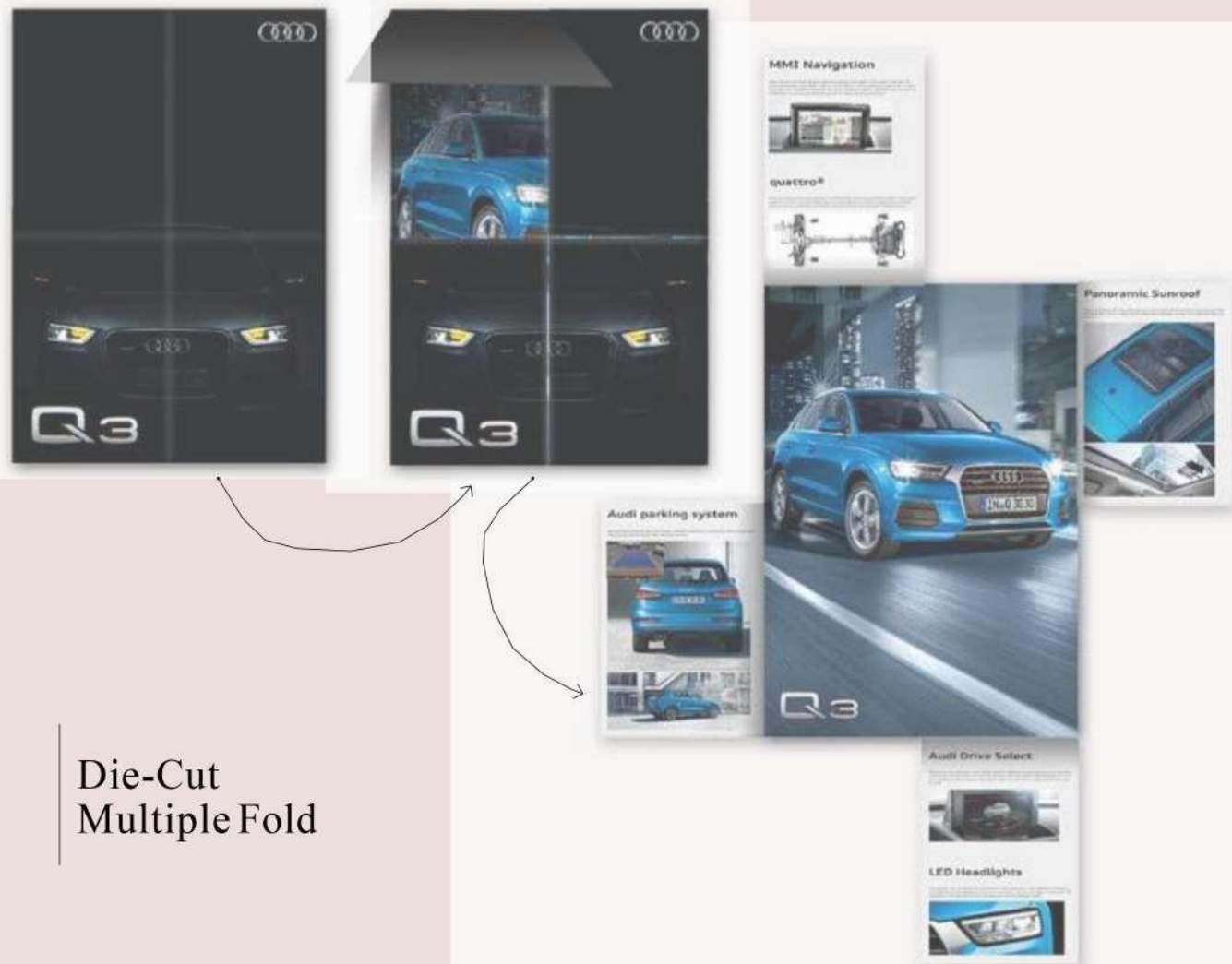
Die-Cut Revolving Wheel

Die-Cut Gatefold with Double Pop-Up

DIE-CUT WITH RIVETING



ADVERTISING OPPORTUNITY



Die-Cut
Multiple Fold



Multiple Pull-
Out Window



COSMO DIGITAL



8.2 Million
Page Views per month

Average time spent is
1.17 Minute



445%
INCREASE IN
INSTAGRAM
BASE OVER
LAST YEAR



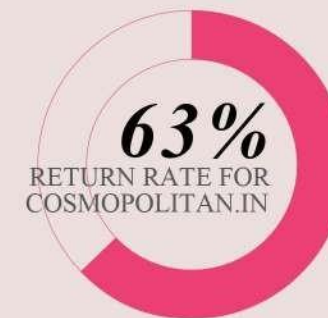
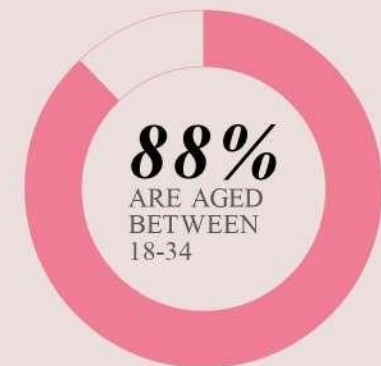
80%
FEMALE
AUDIENCE



20%
MALE
AUDIENCE



80%
Are Mobile Users



Average of **15**
articles per day

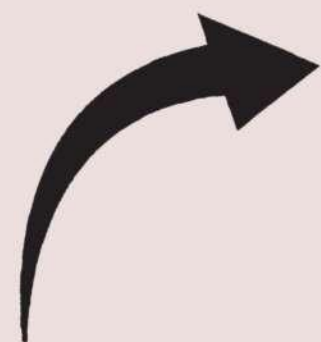
84%

OF THE AUDIENCE ARE DIRECTED
FROM SOCIAL MEDIA

COSMO DIGITAL

FIRST VIRTUAL MASTERCLASS

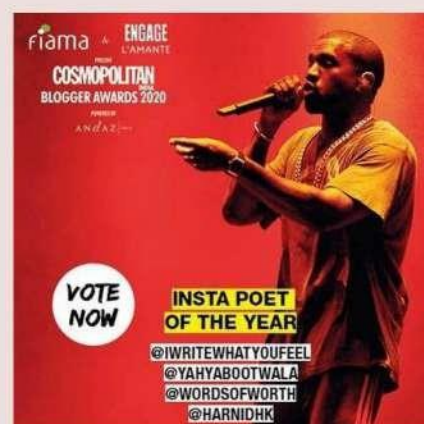
**COSMOPOLITAN
x
FOREST ESSENTIAL
VIRTUAL LAUNCH**



****CLICK TO PLAY**



Cosmo BLOGGER AWARDS 2020



Cosmo

BLOGGER AWARDS 2019

What goes down

- The biggest names under one roof!
- Influencers that have changed the game of the digital space are celebrated by Cosmopolitan
- Both popular and critic choices determine who walks away with the big prize on the much-awaited award night
- The awards are a glamorous evening event with exciting brand associations
- An action-packed weekend includes enthralling sessions with various brands
- Over 200 people in attendance including India's most followed and sought after bloggers



Cosmo

BEAUTY AWARDS 2019

Celebrating Everything Beauty-Related!

- Picking the products that truly deliver!
- The Indian beauty industry launches thousands of beauty products every year and Cosmopolitan recognises and appreciates them
- The panelists included Radhika Apte, Athiya Shetty, Gul Panag, Adah Sharma, Harshvardhan Rane, amongst others
- Beauty Awards are the culmination of two testing panels in Delhi and Mumbai, where 100 jury members get together, carefully testing products over several hours
- A special jury of beauty experts get on board including dermatologists, make-up artists, beauty experts, bloggers & influencers tirelessly testing thousands of products to arrive at the winners
- Finally, the big awards night takes place, revealing the winners
- Each category has around 5 winners
- Over a 100 brands are nominated



BEAUTY AWARDS | BLOGGER AWARDS | FASHION WEEKEND | BEAUTY WEEKEND

INSTANT PHOTOGRAPHS ● MAKEOVER SESSIONS ● PHOTO BOOTHS ● DELICIOUS FOOD ● CHAMPAGNE EVENINGS ● HIGH TEAS AND SO MUCH TO SEE!





Beauty Weekend 2019

-

Bringing together the best in beauty
Specially curated sessions
Key Influencers and Buyers



Fashion Weekend 2019

- One-on-one interaction with cosmo
readers, bloggers & socialites
Personalised concepts and sessions*

*One-on-one interaction with cosmo
readers, bloggers & socialites
Personalised concepts and sessions*

Client Activations

Fashion

- Vero Moda SS'19 Launch
- Bausch & Lomb Party Essential Lenses Launch
- Crocs Jibbitz Session
- Venus Installation
- United Colours of Benetton Installation

Beauty

- Avon Little Black Dress Party
- Masaba by Nykaa
- Phillips Heated Straightening Brush Launch
- Schwarzkopf Brand Session
- Dermafique Brand Session
- Innisfree Green Tea Installation
- Oshea, Nutrispa and Arama Installation

Retail

- Shantanu & Nikhil x HP Spectre Folio launch





www.cosmopolitan.in



www.twitter.com/CosmoIndia



www.facebook.com/CosmopolitanIndia



www.instagram.com/cosmoindia