



# COSMOPOLITAN

Media Kit 2024



# COSMOPOLITAN

**Smart. Cool. Sophisticated.  
Unapologetic.**

Always encouraging young women to be all these things, too—to **embrace and celebrate** who they are. The intimate relationship—and ongoing conversation—Cosmo has with its audience has led to a deep connection that's unrivaled by any other media brand. Our team hustles hard every day to pack each of our platforms (print, digital, social, video, and more) with fresh, funny, and fundamental information about what Millennials and Gen Z—aka **GenNow**—truly care about. And we deliver it all to readers in a voice that's authentic, unfiltered, and really damn interesting—just like they are.

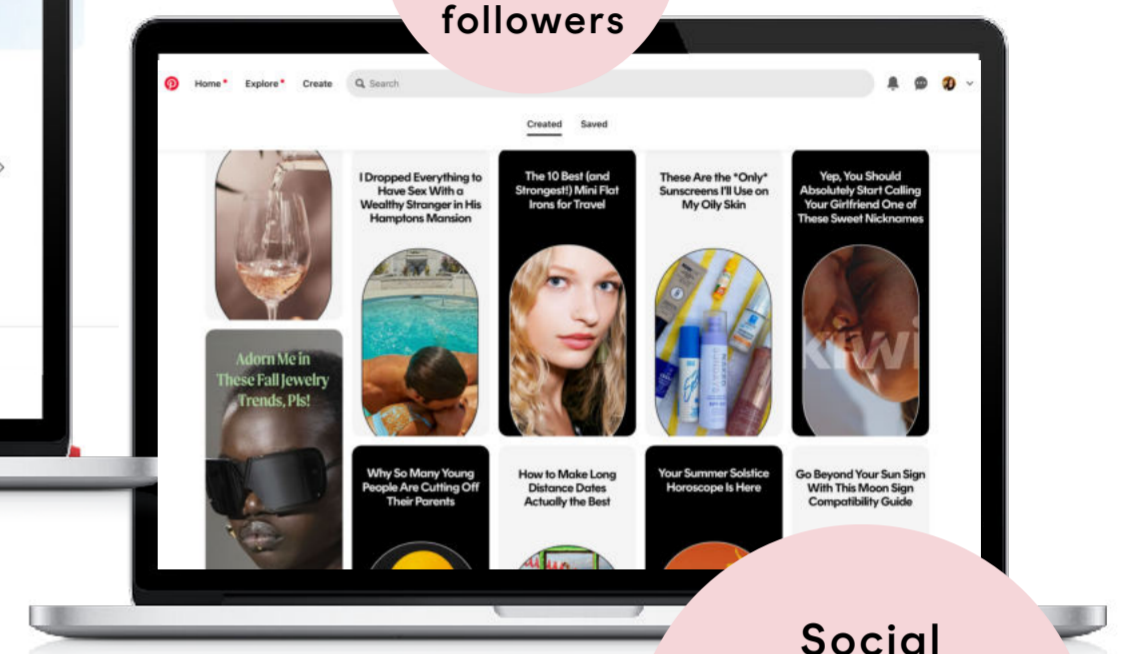


Print  
**10.6M**  
audience

YouTube  
**1.9M**  
subscribers



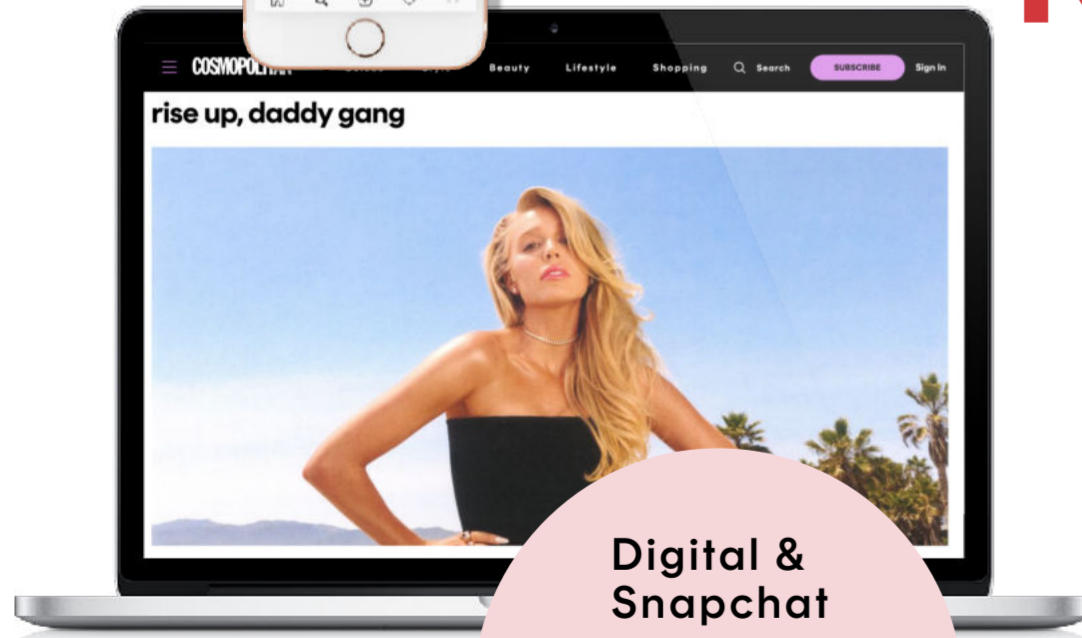
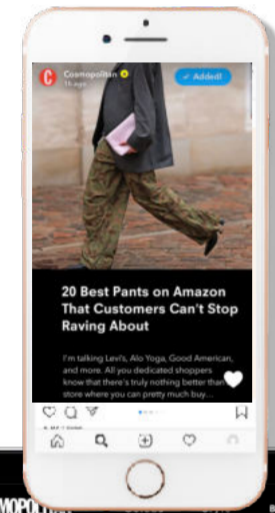
Pinterest  
**892K**  
followers



Social  
**21.2M**  
across  
platforms

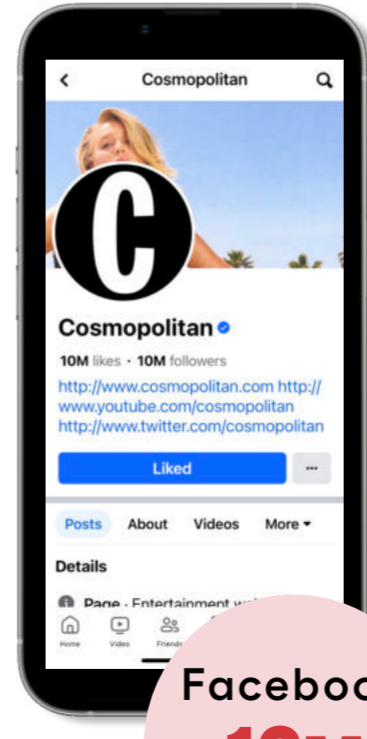
# COSMOPOLITAN

## TOTAL AUDIENCE: 50M



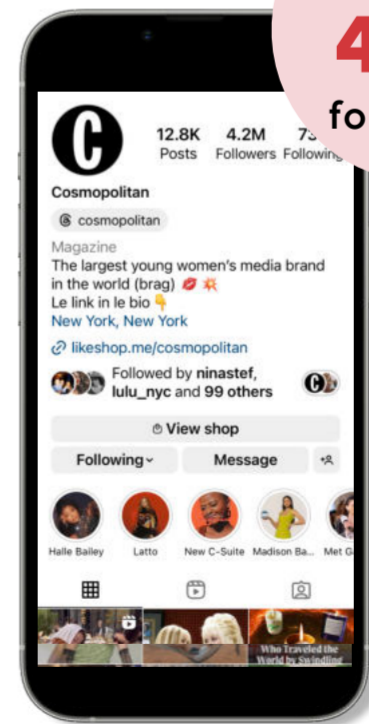
Digital & Snapchat  
**17.3M**  
unique  
visitors

Twitter  
**1.5M**  
followers



Facebook  
**12M**  
followers

Instagram  
**4.3M**  
followers



TikTok  
**644K**  
followers

AUDIENCE (000)	
<b>Age</b>	
18-24	1,715
25-34	2,564
35-44	2,399
45-54	1,711
Gen Z & Millennials	6,678
<b>HHI</b>	
\$75K+	4,478
\$100K+	3,276
Median	\$63,373
<b>Education</b>	
Any College/University	5,956
Graduated College	2,775
<b>Marital Status</b>	
Single	4,270
Married	4,441
<b>Other</b>	
Any Kids	5,209
Spanish/Hispanic Origin	3,287
Black/African American	2,168
<b>County</b>	
A/B	8,166
C/D	2,404

total audience  
10,600,000

total women  
8,213,000



# cosmopolitan.com

AUDIENCE (000)

**Age**

18-24 1,466

25-34 3,196

**HHI**

\$75K+ 11,972

\$100K+ 8,320

Median \$97,774

**Other**

Have children 6,825

Black/African-American 1,014

Hispanic 2,858

total unique visitors  
17,300,000



SOURCE: COMSCORE AUGUST 2023





**PUBLICATION TRIM SIZE:** 8 x 10.875"

**BINDING:** Perfect

**SAFETY:** .25" from the trim and gutter

**BLEED:** .125" from trim

**TRIM CROP MARKS:** .125" outside bleed area

**FOR EXTENSIONS AND QUESTIONS, CONTACT:**  
**Hector Gonzalez**  
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**MATERIAL REQUIREMENTS:**

Submit your final PDFX1A file via the Hearst Ad Gateway at [adshuttle.com/Hearst](https://adshuttle.com/Hearst) utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #5 Data Set.

	BLEED	TRIM	LIVE/NON-BLEED
<b>SPREAD</b>	16.5" x 11.125"	16" x 10.875"	15.5" x 10.375"
<b>FULL PAGE</b>	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"
<b>2/3 VERTICAL</b>	5.25" x 11.125"	5" x 10.875"	4.5" x 10.375"
<b>1/2 VERTICAL</b>	4.125" x 11.125"	3.875" x 10.875"	3.375" x 10.375"
<b>1/2 HORIZONTAL</b>	8.25" x 5.5"	8" x 5.25"	7.5" x 4.75"
<b>1/2 HORIZONTAL SPREAD</b>	16.5" x 5.5"	16" x 5.25"	15.5" x 4.75"
<b>1/3 VERTICAL</b>	2.75" x 11.125"	2.5" x 10.875"	2" x 10.375"
<b>1/3 SQUARE</b>	5.25" x 5.5"	5" x 5.25"	4.5" x 4.75"

# COSMOPOLITAN

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For inquiries on rates, closing dates, specs  
and editorial calendars, please contact:

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