

# COSMOPOLITAN

British Cosmopolitan launched in 1972 and has remained one of the dominant magazine brands in the UK ever since. Having recently celebrated its 37th birthday, Cosmo attributes this success to the brand DNA, consistency of voice and an ongoing ability to innovate and evolve for its generation. Cosmo believes that relevance counts for more than heritage because a consumer purchase of a magazine is an act of trust – ‘You know something I don’t’.



## Market

The magazine market has come a long way since Cosmopolitan launched in February 1972.

Today, despite the unprecedented levels of competition, Cosmo consistently delivers an average circulation of more than 450,000 every month and, able to command a premium price, continues to deliver the highest retail sales value of all monthly magazines.

At more than 1.7 million, Cosmo’s readership is 32 per cent greater than that of its nearest competitor. What’s more, 947,000 readers are unique to Cosmo, choosing not to read any

other competitor magazine (Source: NRS July-December 2008). The Cosmo reader accounts for £1 in every £12 spent on beauty and £1 in every £12 spent on fashion in the UK (Source: TGI October 2007-September 2008). Furthermore, research commissioned in 2008 – entitled ‘Come Closer’ – proved Cosmopolitan to have the highest ad engagement among its competitors.

## Product

For the British reader, Cosmopolitan aims to be a life and relationship bible. Through its pages the reader is able to observe life and more importantly, change her life. The USP of

Cosmo is to ‘Inspire women to be the best they can be’. As a result, readers can feel engaged, empowered and able to achieve anything they want.

Cosmo’s core business is the magazine, but an extended family includes Cosmopolitan Bride and cosmopolitan.co.uk. The brand has also diversified into other areas, such as licensed merchandise carefully selected to fit with its personality. The Cosmopolitan Collection includes beauty accessories, handbags, luggage, soft furnishings and bedding. Cosmopolitan has also produced a significant number of books on relationships, sex, beauty and emotional well-being.

## Achievements

Since 1972, Cosmopolitan has established an enviable campaigning heritage across a variety of issues, from equal pay and sexual health to motivating political engagement on the rights of rape victims. Considered an authority on a wide range of subjects, Cosmo’s spokespeople are widely used by the press for comment.

In February 2002, Cosmopolitan celebrated its 30th birthday and was praised highly in the comment of the day in The Times leader column: ‘Cosmo is bigger than a magazine; it is a brand, an empire, a state of mind.’

Cosmo has been recognised with a number of prestigious awards, including the British Society of Magazine Editors (BSME) Innovation of the Year in 2003 for the magazine’s Rapestoppers Campaign. The magazine also received the BSME Women’s Magazine Editor of the Year accolade in 1991, 1993, 1999 and



2001, as well as the Periodical Publishers Association Consumer Magazine of the Year in 1992. In both 2004 and 2006, Procter & Gamble (P&G) awarded Cosmo its Beauty Award for the magazine that has best supported the beauty and grooming industry and then in 2007, the P&G Beauty Consumer Award.

Most recently, Cosmopolitan took joint Gold for Most Effective Promotional Campaign by a Major Magazine at the 2009 Association of Circulation Executives Press Awards.

## Recent Developments

Cosmopolitan.co.uk is an online life, love, sex and relationships bible and was relaunched in April 2008 with a major new design, which aims to enhance and expand the Cosmopolitan magazine reader’s experience, creating a powerful online community of women.

The redesigned site sees the introduction of new daily content, clear navigation and greater user interaction. Users can upload images of their partners to compete in Boyfriend Wars,



share their secrets in the Cosmo confessions booth, put problems to the public vote with Moral Dilemma and go behind-the-scenes at Cosmo cover-shoots through Cosmo TV – alongside the customary mix of fashion and beauty that Cosmo is known for and, of course, the Naked Centrefold.

A famous editorial and event property, the Naked Centrefold supports the testicular and prostate cancer charity, Everyman, raising research funds and awareness. In 2006 it celebrated its 10th anniversary.

In such a dynamic marketplace, a business strategy that keeps the brand fresh, modern and relevant is essential. Cosmopolitan has risen to the challenge by continuing to evolve its popular ‘Awards’ formula.

The Cosmo Beauty Awards, launched in 2003, have become an ultimate buying guide for the consumer and are used extensively by the trade as a powerful brand endorsement of ‘best in class’. Building on their success – and in response to recent growth in the fragrance market – 2009 sees the launch of the Cosmo Fragrance Awards.

In 2008 the launch of the Cosmo Online Fashion Awards took place. Judged by a panel of celebrities, Cosmopolitan readers and fashion experts, the awards celebrate the best in online fashion retailing.

The Ultimate Women of the Year Awards for fun, fearless females, sponsored by Olay, are now in their fourth year. More than the average celebrity awards, Cosmo rewards the most ‘fun, fearless females’ in all walks of life, from celebrities to readers, bound by their inspirational qualities.

## Promotion

Cosmopolitan remains the industry benchmark in magazine publishing. To its readers, Cosmo is as relevant today as it was in the 1970s, 1980s and 1990s. In the 2000s, Cosmo has developed a travel-size version to offer choice and convenience at the newsstand.

Working with key beauty and fashion houses that share the same brand synergy, Cosmopolitan creates effective partnerships that can raise its brand awareness in relevant markets, beyond the newsstand.

As a truly multi-platform media brand, Cosmopolitan can connect with its readers over and above the magazine through online, events, surveys, reader polls, subscribers, e-subscribers, text and email.

## Brand Values

The Cosmopolitan mission is to celebrate fun, glamour and passion for life, inspiring young women to be the best they can be. It achieves its aim of being a magazine for a ‘fun, fearless female’ via eight core editorial pillars: relationships, sex, men, real-life stories, beauty and fashion, careers, emotional health and well-being issues, and campaigns. Of these editorial pillars, ‘relationships’ is unique to Cosmo and is the crucial element that enables a trusted and more intimate relationship with the brand’s readers.

[cosmopolitan.co.uk](http://cosmopolitan.co.uk)

## Things you didn’t know about Cosmopolitan

**Cosmopolitan is the world’s biggest magazine brand, with 60 international editions, published in 34 languages and distributed in more than 100 countries. It is sector leader in 43 markets.**

**Every month, Cosmo’s reach extends to more than 100 million readers across the globe (Source: hearstmagazinesinternational.com).**

**Cover stars have included Jerry Hall, Elizabeth Taylor, Farrah Fawcett, Paula Yates, Bob Geldof, Boy George and Claudia Schiffer, Madonna and Yasmin Le Bon, Beyoncé and J.Lo.**

1972	2002	2004	2006	2008	2009
British Cosmopolitan launches with an issue price of 20p. The first issue – supported by Saatchi & Saatchi – sells out in three hours.	Cosmo introduces a travel-size format, offering consumers more choice.	Cosmo appoints London ad agency CHI for the first above the line campaign since launch.	The Cosmo website launches – cosmopolitan.co.uk. The following year Louise Court is appointed as editor and Cosmopolitan celebrates 35 years.	The Cosmo Online Fashion Awards are launched and cosmopolitan.co.uk is redesigned.	The Cosmo Fragrance Awards are launched.