COSMOPOLITAN
DON’T FOLLOW THE HYPE
FOLLOW THE PEOPLE
TRENDS
2017

MEDIALANDSCAPE
ON THE Move
It is becoming increasingly important that consumers respond to the brand message (from penetration to impact)

Success of message characterised by degree of interaction with target group

Millennials are becoming more critical due to the quantity of content, shift from revaluation to quality
TARGET GROUP
THE COSMOPOLITAN MILLENNIAL

WHO ARE THEY?

Need to know for Millennial campaigns

- Young women, between 18-35 years
- Important themes in life: love, appearance, health, lifestyle (source: Motivaction research)
- Digital natives; 87% carry their smartphone with them day and night
- Millennials are sensitive to a sincere and personal approach
- Source of inspiration are real women that they perceive as an role model
- Friends and family, followed by brands, media brands, influentials, and celebrities have the greatest influence on purchasing behaviour
- Experience for a brand is a must
- Not impressed by authority (autonomous generation)
- Especially: They are looking for help in taking decisions and achieving their goals

MILLENNIALS ARE THE BIGGEST GENERATION IN HISTORY

IMPORTANT:
MILLENNIALS LIKE TO HAVE CONTROL OF THE INFORMATION THEY CONSUME
Cosmopolitan wants to become the biggest life improvement platform for the Millennial woman.

It is our goal to make a difference in the lives of young women.

Our Motto
Don’t follow the hype, follow the people.
**User Inspired Content is central**

Content creation based on reader requirement 360 degree distribution: Content distributed through 9 channels

**Reach**

With more than 2.8 million touch points in print, online and on social, Cosmopolitan is the No. 1 Millennial magazine brand

**Impact**

Cosmopolitan creates impact on the lives of Millennials

- Unique Interactions Per Mille (IPM) = 9 versus 4 market average (small)
- 360 degree cross-media content specialist
- Thanks to intensive research into channels and demands, Cosmopolitan knows what works and what doesn’t
STARTING POINT REMAINS:

DON’T FOLLOW THE HYPE,
FOLLOW THE PEOPLE
Carefully balanced mix of service and content

Most important domains Beauty, Health, Fashion and Lifestyle that are solution oriented

We will have 6 Trending Topics that together form the Cosmo Strong Project (e.g. higher energy level)

An Influential Editor will be linked to every Trending Topic. Goal: provide readers with solutions

For each domain 360° content with existing and new channels:

Newsletters
Video
Ebooks
Podcasts
Digital masterclasses

With partners and experts offering a helping hand
Creative Hub for domain with *mix of creatives*

- User Inspired Content
- Content projects performed by *creative trainees*
- **Goal:** helping talents to become more widely known, providing creatives with a platform
- Collaboration with *partners*

**COSMOPOLITAN PERSONAL BODY PLATFORM**

- Video platform with focus personal *fashion advice*
- Video with e-commerce
- Video insertion *body type, smart shopping, opportunity*
BEAUTY 360-FIVE

Beauty content on all our channels every day
Launch: Personal Beauty Platform

LIFESTYLE PLATFORM

Influentials platform with content for and by Millennials

COSMO CELEBRATES ITS BIRTHDAY

35 years: Biggest Birthday Bash
Big party
Cosmopolitan goes live

LAST BUT NOT LEAST:

TO BE CONTINUED..
WHAT CAN WE OFFER PARTNERS

- Broad experience in partnerships
- Expert on Millennials through annual intensive target group research (25,000 women participated)
- Cosmopolitan generates penetration and impact
- Cosmopolitan is successfully active on 9 platforms and has broad experience in new social channels
- Successful 360 degree cases in the field of: channel partnerships, video, snapchat, instagram, review collaborations and retail
- Broad experience of working with influentials

‘In addition to what’s in it for the reader? we also consider what’s in it for the brands?’
OUR LATEST 360°-CASES
SALLY HANSEN
COMPLETE SALON MANICURE @ HOME
Focus Instagram, video and online
USP campaign: social takeover influential

Results:
23,000 views per article, 22,000 views Instagram
Online Call to Action

Snapchat Call to Action

Video Response

Win a wenkbrauw make-over van de make-up artist van Maybelline

Maybelline
Perfect Brow

Focus snapchat and video

USP call to action snapchat, response video

With link for direct shopping
HOW TO'S IN MAGAZINE

3x beauty in a minute

DOUBLE WEAR CUSHION STICK FOUNDATION

Focus print, facebook live, video

All how-to's answered by an expert

DE PERFECTE BASIS

DE GEVORMDE BROWS

FABRIEK

FACEBOOK LIVE

All how-to's answered by an expert
SAMSUNG
SAMSUNG GEAR FIT + ICON X

Focus video and print
USP in collaboration with Women’s Health

VIDEO
Fit for the holidays
3 influentials

PRINT
Healthy 2017 section
FACTS & FIGURES

Cosmopolitan NL
WINNER OF THE
HEARST EDITORIAL EXCELLENCE AWARD FOR BEST INTERNATIONAL DIGITAL BRAND

2 MILLION UNIQUE VISITORS PER MONTH

238.000 FACEBOOK FANS

50.000 INSTAGRAM FANS

72.000 CIRCULATION

TOTAL REACH 2,5 MILLION

SOURCES: NOM DGM & PM/ NOM OPLAGE
GOOGLE ANALYTICS
COSMOPOLITAN
EDITORIAL PLANNING 2017

COSMOPOLITAN 2
LOVE

DEADLINE MATERIAL: DECEMBER 9 2016
PUBLICATION: JANUARY 10

BEAUTY
Skincare
Skincare tools
Detox

FASHION
Get, keep & wear
Clothes for different body types
Lingerie

COSMOPOLITAN 3
FASHION/ELECTIONS

DEADLINE MATERIAL: JANUARY 5
PUBLICATION: FEBRUARY 7

BEAUTY
Newest beauty trends

FASHION
It-pieces
Spring
Body type trends
4x trends

COSMOPOLITAN 4
TALENT/EXTRA: TRAVEL

DEADLINE MATERIAL: FEBRUARY 9
PUBLICATION: MARCH 14

BEAUTY
All about hair
Newest parfums

FASHION
Jewellery
Denim

COSMOPOLITAN 5
BIG BEAUTY

DEADLINE MATERIAL: MARCH 9
PUBLICATION: APRIL 11

BEAUTY
XL Beauty issue

FASHION
Bikinis
Shopping for each weather type
COSMOPOLITAN 10
WHO'S THE BOSS? / NO TABOOS

DEADLINE MATERIAL: AUGUST 10
PUBLICATION: SEPTEMBER 12

BEAUTY
Skincare for autumn
Hair

FASHION
Jewellery
Accessories
Looks for different occasions

COSMOPOLITAN 11
BEAUTY + ENERGY

DEADLINE MATERIAL: SEPTEMBER 7
PUBLICATION: OCTOBER 10

BEAUTY
XL Beauty issue

FASHION
Lingerie
Winter coats
Accessories

COSMOPOLITAN 12
LIVING RICH AND SMART

DEADLINE MATERIAL: OCTOBER 12
PUBLICATION: NOVEMBER 14

BEAUTY
Party make-up
Party parfums
Luxury December gifts

FASHION
Party it-pieces
Party items
Hearst
Netherlands
Your Shortcut to High-End