“COSMOPOLITAN inspires a new generation of young women, starting conversations and pressing the issues that matter to her. Curating her wardrobe, championing great sex and encouraging her to shop, laugh, think, love and dream, COSMOPOLITAN propels her into the future as the best version of herself”.

KESHNEE KEMP, EDITOR
COSMOPOLITAN is the biggest magazine brand in the world, with 46 editions, in 79 countries. COSMO is the world’s largest young women’s media brand, with more than 111 million brand touch points across print, digital & social platforms.

**COSMO GIVES HER SKILLS & CONFIDENCE, ENCOURAGES HER TO TRY NEW THINGS, CONNECTS HER TO BRANDS, AND GIVES HER A CLEAR PATH TO PURCHASE**

An alignment with COSMO can enrich awareness, extend knowledge, & help brands be understood. COSMO tells rich, engaging stories across multiple platforms helping consumers visualise experiences & interactions with brands.

COSMO can endorse & normalise brands by creating relevance & brand acceptance to drive desire & excitement. COSMO directly fosters advocates & embeds brands into the mindsets of millennials.

WHAT CAN COSMO DO FOR YOUR BRAND
KESHNEE KEMP
EDITOR
Keshnee has an innate understanding of the millennial woman and the issues that matter to her today. With over 10 years’ experience in the media industry, she has a wealth of multi-platform experience across print, digital, television and video production and takes the editor’s chair at COSMOPOLITAN after a period of consulting with various publishers and advertisers, on digital and audience strategies. Prior to that she was editor of Famous and has held senior roles at Channel Nine including chief of staff of live television program Mornings. Keshnee is commercially focused and passionate about creating content that connects and engages with women across all channels.

LEISA MAAIT
CREATIVE DIRECTOR
With 13 years of design and publishing experience, Leisa worked as a graphic designer across teen titles before joining COSMOPOLITAN. She has managed creative teams for most of her career and has worked closely with editors to deliver innovative and relevant redesigns. Leisa is extremely passionate about this iconic brand - the magazine, the website, the events, the socials, the podcast and executing creative concepts that can help drive sales.

SHARI NEMENTZIK
FEATURES DIRECTOR
South-African born Shari spent her teenage years in Singapore, Malaysia and Thailand and that’s where her love affair with COSMOPOLITAN began. She studied journalism at university in England before completing a master’s degree in Sydney, where she landed her first job in magazines as an entertainment writer. Fast forward five years and her dream of working for COSMOPOLITAN came true. Heading up the features department, she’s passionate about women’s issues and is the best contact for stories on relationships, careers, healthy fitness and celebrities.

CASSIDY LOANE
BEAUTY WRITER
Cassidy grew up with a passion for all things magazines and found her way into the glossy world of beauty after studying psychology at the University of Sydney. She has worked on titles like ELLE, OK! and NW before finding her way to her dream role at COSMOPOLITAN where you can find her lost in the latest launches as Beauty & Lifestyle Editor. To Cassidy, beauty is more than just playing with makeup, it’s a way for women to feel confident and powerful, while having fun with their look. She aims to inspire women to be their best selves, whether that’s thanks to the newest lipstick shade, a life changing skincare ingredient or a dry shampoo that gets you out the door in five seconds flat.

CHARL emma BACKlund
FASHION DIRECTOR
Charlotta has worked in magazines as a stylist for over a decade. Starting out as a fashion assistant, she has worked her way up to be at the helm of fashion at Cosmopolitan. With such extensive experience behind her belt, she knows how to interpret trends and style for the Australian woman, making fashion easy yet aspirational. Her experience ranges from domestic and international editorial shoots to celebrity styling, advertising campaigns and catwalk shows. She also teaches styling to students in her spare time to encourage them to enter the industry she herself loves.

ALEXIS TEASDALE
BEAUTY & LIFESTYLE DIRECTOR
Alexis first stepped through the COSMO doors in 2004 on a week’s work experience, and landed a job! Since then she’s worked for some of the biggest magazine brands in the country including DOLLY, InStyle and SHOP Til You Drop, and has appeared as an expert on TV shows such as The Today Show, A Current Affair, Mornings and more. In 2013 Alexis came full circle, back to where it all began. Her 14 years’ writing, styling and editing has given her a unique understanding of women’s lifestyle magazines, especially the global powerhouse that is COSMO.
I'M MEANT TO BE LISTENING TO INSPIRING PODCASTS about how to be the boss, instead, I've got Drake's new album on repeat and I'm planning my next TV binge session after polishing off the OA (for a second time).

I'M OBSESSED WITH MY HAIR. Like, really obsessed. Lara Bingle, Robyn Lawley, Miranda Kerr, Khloe Kardashian... Hair goals for days.

MY LIFE
The minute I wake up, it goes something like this:
6:30am: Check Instagram stories and then scroll my feed. Watch hilarious videos my best friend sent late last night, who it would appear carried on after I left her at the bar and proceeded to have one hell of a Sunday session.
6:32am: Check Facebook & Snapcha. Eight Notifications. Post two ‘happy birthday’ messages, Like an adorable picture of my baby niece, read about whether Kim’s Paris heist WAS or WASN’T faked on Cosmo AU, share feature from New Yorker, ‘Why Stranger Things is actually based on reality’, tagging in two workmates who share my Netflix obsession, read article on a family living on opposite sides of the world because of Trump’s new anti-refugee policy and share in disgust!
6:40am: check back in on Instagram. Like posts from @kayla_itsines, @kyliejenner, @lozcurtis and regram @Hotdudeswithdogs tagging in my newly single mate #yourwelcome.
Finally, speak actual human words to my new BF and start hoping my housemate won’t hear we’re about to do...

A COPY OF COSMO FOR MY 40 MINUTES COMMUTE TO WORK. It's my little indulgence and nice to take time out instead of being glued to my phone. I love flicking through, planning my next shopping trip, getting lost in an inspiring story about a girl who made a million from a business she started in her garage, getting up to speed on what’s happening in the world, earmarking a beauty look for dinner with the girls and, although I don’t always admit it, I love reading about threesomes and affairs. I don’t trust anyone but Cosmo to tell me that kind of stuff.

THIS BAG! I may still be paying it off on my credit card but it’s my first love.

GYM FAIL
Totally meant to go to a 7am F45 class, but overslept (read: morning quickie with my new man #quickienotsoquick). I’ll hit up a class after work instead.

A LITTLE SATURDAY TREAT
Under $60 in the Zara sale. AKA practically free.


COSMOPOLITAN takes a look at the readers' life using everyone from REAL WOMEN to experts and celebs in our stories.

**EDITORIAL PILLARS**

**ONLY IN COSMO** news, trends and opinions

**BEAUTY & STYLE EDIT** Fast, bite sized bits of fashion & beauty. Accessible price points. How to's on the latest beauty and fashion.

**FEATURES** We talk to our readers in a friendly, engaging and fun tone

**COSMO WORK** Tips and tricks to get you ahead in your career and work life.

**LOVE & LUST** A no-nonsense guide to romance

**COSMO BODY** It's about feeling good and celebrating who you are! Not about losing weight or crazy diets, we talk about loving your body: being healthy and toned.

**LIFESTYLIST** A number of ways to make your life cooler. We edit your life, travel, movies, music, gadgets, books, homewares and DIY.
COSMO WORK
Forget starting a family or getting married, the Cosmo readers number one goal is to be financially secure. Her 9-to-5 is a huge priority for her. But she’s not after pie-in-the-sky ‘one day’ dreams, this woman wants advice, tips and expert insight that she can use now. That will actually make a difference. And this is where the Cosmo Work section is unique. It gets her and her work life. Cosmo delivers tips on how to deal with difficult bosses, advice on what to do if she doesn’t have her dream job, how to stick up for herself in meetings, what’s keeping her from making more money, how to win at the LinkedIn game. Real, smart, clever expert advice she can only get in the pages of Cosmo. And she can put into action tomorrow at 9am.

COSMO INFLUENCER TAKEOVERS
Cosmo has hand-selected collaborators from a new breed of influencers, the social media stars, who have parlayed their social feeds into new media empires. These female entrepreneurs are smart, confident, ambitious and SO Cosmo. They live and breathe their own goals. Like Cosmo, they influence the #goals generation & for this special issue, they guest edit sections relevant to them.

COSMO BODY
As the fitness and “healthspo” obsession continues to boom in Australia, in 2018 Cosmopolitan will be placing more emphasis on its health and body content and properties. In-mag, the section will be given greater prominence towards the front of the book with an increased page count. Following the success of the Cosmo Body bonus magazine in 2015, Cosmo will look to publish another Cosmo Body edition in the second half of 2018, offering a practical “real life” guide to food and fitness for busy women.

COSMO TRAVEL
Our audience are always on the hunt for the next best travel experience. By pairing inspiration from their favourite influencers with the COSMOPOLITAN voice that they trust, we will create the ultimate go to travel guide that helps our audiences find the unique, Instagram-worthy destinations that they desire. Each month in partnership with a new influencer, COSMOPOLITAN will find off-the-beaten track spots, inspiring readers through top lists and snackable pieces of information that arm them with the confidence to book their next memorable trip.

COSMO OWNS SUMMER
Previously Cleo had a long history of being the go-to brand for Australian beach culture. With Cleo no longer in market, Cosmo can dominate summer. In-mag we’re planning a four-part summer beauty series covering tanning, makeup, hair and skin to run over Nov-Feb issues and will offer huge new advertising environments and sponsorship potential. Further establishing our stamp on summer, Cosmo will launch the biggest magazine swimsuit guide featuring bikinis for women of every shape and size along with the brands, tips and places to shop. Cosmo will be known as the go-to for summer swimwear. Opportunity to extend this to an event. E.g. Longest swim catwalk.

COSMO OWNS THE CONVO
COSMO INFLUENCER TAKEOVERS
Cosmo has hand-selected collaborators from a new breed of influencers, the social media stars, who have parlayed their social feeds into new media empires. These female entrepreneurs are smart, confident, ambitious and SO Cosmo. They live and breathe their own goals. Like Cosmo, they influence the #goals generation & for this special issue, they guest edit sections relevant to them.
KEY PROPERTIES

COSMOPOLITAN BACHELOR OF THE YEAR

In 2018, COSMO has taken the reins of this iconic Australian property and make it our own. With over a 30-year history in Australia, Bachelor of the Year is a household name and one that Cosmo can take to the next level.

COSMOPOLITAN PRIDE

Here at COSMO HQ we truly believe every human being has the right to make their OWN choices in love and in life. Off the back of the 2017 inaugural pride issue, COSMOPOLITAN is proud to be doing it all again in 2018 as an official media partner of The Sydney Gay & Lesbian Mardi Gras! COSMO will have a COSMO Quickie tent at Fair Day in Victoria Park, dishing out lots of freebies and happy glittery vibes!

COSMO Curve

COSMO launches a nationwide search for the face of the COSMO Curve Collective. More than just a beautiful face, we're looking for the ultimate COSMO girls—unashamedly bold & body proud.

2016 marks the 12th year Cosmo has run its annual search for the most successful, inspiring, thought-provoking women in Australia. Completely reader-nominated, this is a stand-out event that not only celebrates women in the public eye (from social media stars to actresses) but also the everyday women achieving incredible things, from trail-blazing entrepreneurs to game-changing campaigners.

2016’s event saw Australia’s first female Prime Minister, Julia Gillard, inducted into the Cosmo FFF Hall of Fame – her attendance and keynote speech were live streamed across Cosmopolitan.com.au and garnered publicity for the event across print, TV and radio. In 2017 we inducted much loved Australian TV personality Kerri-Anne Kennerley into the Hall of Fame after a huge year for her as she faced one of the most difficult personal tragedies of all time, showing young Australian women the true meaning of resilience.

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## Editorial Calendar 2018

### On Sale
- **JAN**: 4/12/18
- **FEB**: 1/01/18
- **MAR**: 5/02/18
- **APR**: 5/03/18
- **MAY**: 2/04/18
- **JUN**: 7/05/18
- **JUL**: 4/06/18
- **AUG**: 2/07/18
- **SEP**: 6/08/18
- **OCT**: 3/09/18
- **NOV**: 1/10/18
- **DEC**: 5/10/18

### Issue Theme
- **JAN**: Fresh starts
- **FEB**: Love
- **MAR**: Pride
- **APR**: Power
- **MAY**: The me issue
- **JUNE**: Sex
- **JUL**: Travel
- **AUG**: Influencers
- **SEP**: Everything under $100
- **OCT**: Back to basics
- **NOV**: Swim
- **DEC**: Body

### Special Content
- **WOTY Wrap up**
- **TOP 30 Bachelor shoot**
- **Pia Fox travel takeover**
- **Portugal - COSMO Travel**
- **Hair Special - Fresh cuts for the new year**
- **Drug special - Cosmo talks about the drug problem in Australia**
- **Crime series - Young Writer Search across 3 issues**
- **Steph Clare Smith takes over Morocco - COSMO Travel**
- **Georgia Love Beauty Takeover**
- **LGBTQI readers and celebs share their stories**
- **Rainbow beauty special**
- **LGBTQI friendly travel destinations**
- **Love is love main fashion shoot**
- **Power looks across fashion & beauty + Power moves to get ahead in your career**
- **The Power List - The who's who that are #KillingItLife**
- **My Mentor Special + Win a Mentor**
- **Steph Claire Smith takes over Morocco - COSMO Travel**
- **Georgia Love Beauty Takeover**
- **The accessories special**
- **Selfie man fashion shoot** (me, me, me)
- **WOTY 2018 Launch**
- **Travel**
- **Influencers take over our Fashion, Beauty and Travel pages**
- **Fashion, Beauty and lifestyle all under $100**
- **Budget Beauty Awards - COSMO reviews the best of the best beauty products available in supermarkets and pharmacies**
- **Bachelor of the Year 2019 Launch**
- **Spring Racing Fashion and Beauty Looks**
- **Feel a lump in every issue - Breast cancer awareness initiative**
- **COSMO explores 8 of the best beaches in Australia**
- **Christmas Gift Guide + entertaining story**

### Events
- **VINO COSMO MARDI GRAS FAIR DAY**
- **COSMO BACHELOR & COSMO CURVE COLLECTIVE**
- **WOTY WOMAN OF THE YEAR**
- **COSMO TRAVEL SEE, WATCH, DO**

### Digital Calendar
- **AWARDS SEASON + VALENTINES DAY GIFT GUIDE**
- **PRIDE CONTENT**
- **INT. WOMEN’S DAY**
- **COSMO BACHELOR OF THE YEAR**
- **SEX SPECIAL**
- **WOTY CONTENT**
- **MONEY SPECIAL**
- **SPRING SKIN SPECIAL**
- **SPRING RACING + SUMMER BODY SPECIAL + COSMO SWIM**
- **SPRING RACING + PARTY SEASON**
- **PARTY SEASON + XMAS GIFT GUIDES**

### Year-Round Sponsorship Opportunities
- **COSMO TRAVEL**
- **SEE, WATCH, DO**
- **BEAUTY HOW-TO**
- **COSMO SWIM**
- **COSMO BODY TAKEOVERS**
- **INFLUENCER GUEST EDITS**
- **COCKTAILS WITH COSMO**

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**EDITORIAL CALENDAR 2018**

**JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC**

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<th>ON SALE</th>
<th>4/12/18</th>
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<td>WOTY Wrap up</td>
<td>COSMO explores love in all its forms</td>
<td>Fragrance Celebs LOVE</td>
<td>Celebs tell us what they LOVE in their wardrobe</td>
<td>LGBTQI readers and celebs share their stories</td>
<td>Rainbow beauty special</td>
<td>LGBTQI friendly travel destinations</td>
<td>Love is love main fashion shoot</td>
<td>Power looks across fashion &amp; beauty + Power moves to get ahead in your career</td>
<td>When I took charge of my own life feature</td>
<td>Bachelor round up</td>
<td>Winter wardrobe special - 500 pieces that won't break the bank</td>
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