



2025

# Media Kit

Your digital destination for  
style, beauty, and wellness  
in NYC & beyond.



# About

## Who We Are

Beauty News NYC was founded in 2003 as the first digital beauty magazine, and has been micro-targeting professional women ever since through our website, newsletters, and social media channels.

We've amassed a cult-like following of ardent beauty product and healthy lifestyle lovers who receive our newsletters and visit regularly. Having long established ourselves, we're a trusted beauty source in the media + fashion capital of the world, New York City.

## Mission

Our mission is to uncover intriguing products, places, and services and present our readers with reviews from writers whose tastes and experiences are as varied as those they serve. We revel in an unabashed celebration of all that is fun combined with that which is deeply impactful.



## Sections

### Beauty

Makeup  
Skin Care  
Nail Care  
Hair Care  
Fragrance  
Beauty Best Bet  
BeautyScopes

### Fashion

Apparel &  
Accessories  
Fashion Week

### Lifestyle

Health & Fitness  
Spa  
Food, Wine &  
Spirits  
Romance &  
Relationships

### BN Metro

Metro Parent &  
Baby  
Metro Home  
Metro Man  
Metro Pet

### Travel

#### City Pulse

Arts & Culture  
Drinks & Dining  
Nightlife

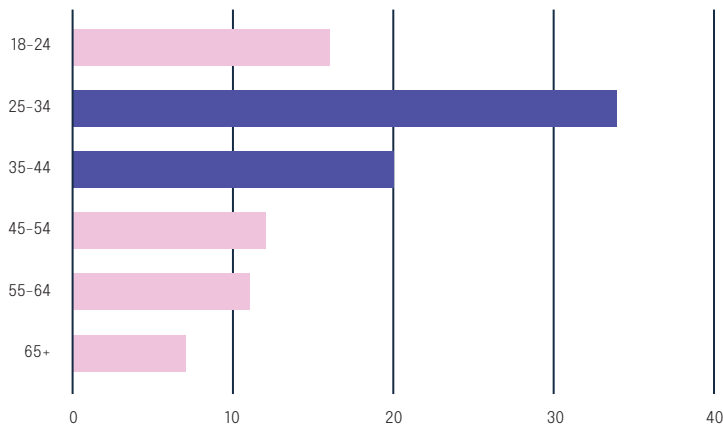


# Audience & Scope

## Top 20 Indie Beauty Blog Recognition

Proudly ranked as one of the top 20 indie beauty blogs in NYC, we're honored to be recognized for our passion, authenticity, and dedication to uncovering unique, under-the-radar beauty brands. This recognition reflects our commitment to delivering honest reviews, thoughtful content, and a fresh perspective.

## Age Breakdown



## Channels

We send a newsletter twice a month to longstanding subscribers and post to Pinterest, Twitter, Facebook, LinkedIn and Instagram.



**7.8K+**  
Subscribed



**3.7K + Average**  
Monthly Reach



**6.4k + average**  
monthly reach



**8.3k + average**  
monthly reach



**30K+ average**  
monthly reach



**28% YoY follower**  
growth

**25-44**

Primary  
Readership Age

**65/35**

Female / Male  
Readership

**\$100k**

Average Household  
Income

**88k+**

Average Monthly  
Reach

**45**

rank in domain  
authority

**#15**

Top Beauty Blogs  
in NYC

# Editorial Calendar

## January - February - March

New Year's Resolutions  
Dry January  
Holiday Detox  
NYC Broadway Week  
NYC Restaurant Week

Valentine's/Galentine's Day  
New York Fashion Week  
Black History Month  
St. Patrick's Day  
International Women's Day

Winter Fashion  
Cold weather skincare  
Lunar New Year  
Warm Weather Getaways /  
Spring Break

## April - May - June

Earth Day / 4/20  
Easter / Passover  
Spring Cleaning  
Earth Day  
Pre-Summer Fitness  
Mother's Day

Memorial Day  
National Women's Health  
Cinco de Mayo  
AAPI Heritage month  
Father's Day  
Graduation / Wedding

Season  
Spring/Summer Fashion  
Summer Travel Getaways  
Juneteenth / Pride Month

## July - August - September

Sun Protection  
Swim & Resortwear  
Summer Restaurant Week  
Summer Travel Black

Business Month  
Post-Summer Care  
Back To School  
New York Fashion Week End

of Summer Getaways  
National Hispanic Heritage  
Month  
NYC Broadway Week

## October - November - December

New York Comic Con  
NYC Wine + Food Festival  
World food day  
Halloween  
NYC Off-Broadway Week  
Men's Health Month

Thanksgiving  
Black Friday  
Small Business Saturday  
Cyber Monday  
Giving Tuesday  
Breast Cancer Awareness

Month  
Holiday Gift Guides  
Winter Skin Care  
Holiday Party Fashion  
New Years Eve  
Winter Getaways

# Advertisers & Testimonials

We've advertised for..

PRADA



miu miu



AVENOIR  
BEAUTIFUL SCIENCE

RODAN+FIELDS



dossier



Viviscal™



THE  
MAKEUP  
SHOW  
A Beauty Experience

LULLAGE

JÄSÖN  
GREEK FOR HEALER



DERMASKILL



lepetto  
PARIS



VIKING BEAUTY  
SECRETS™

NuLeaf  
NATURALS

trilipiderm  
HYDRATE + PROTECT + RENEW

## Testimonials

"For me, Beauty News NYC is a much needed institution. It's the only honest publication that I know of. I never feel like their favor is being bought, like some of the other beauty magazines. The information is current and unbiased and I have found it to be both informative and entertaining."

**Rachel Mathison, BeautyNewsNYC.com Subscriber and Children's Clothing Designer**

"Beauty News NYC always offers unique beauty items and interesting insider tips that I never see anywhere else. I'm addicted!"

**Samantha Dark, Dark PR**

"Beauty News NYC is definitely one of the most comprehensive, balanced, and enjoyable sites of its kind. I look forward to exploring more with the BN NYC team!"

**Kate Von Der Porten, Comptoir Sud Pacifique**

"Beauty News NYC is the one website that I go to find out about new product launches and products that are 'hot.' Their articles are extremely informative, yet fun to read."

**Arielle Cohen, Whisper PR**

"I'd like to thank you for the great in-depth article you wrote about Bond No. 9. Not only did I enjoy your very pertinent questions during our interview but, I'm enjoying even more the great response that I'm getting from the industry who really had never read such an interesting, precise and thorough article on our company. It certainly has helped our business and you should be proud of the power of your writing."

**Laurice Rahme, President and Founder, Bond No. 9**

"Beauty News NYC is a fantastic website I find myself checking quite regularly. It's full of interesting stories that keep me up-to-date with what's going on in the beauty world. I'm hooked!"

**Joel Warren, Owner, Warren Tricomi Salon**



# Contact



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