

BEAUTY **NEWS** *nyc*



MEDIA KIT
2025

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.



our 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

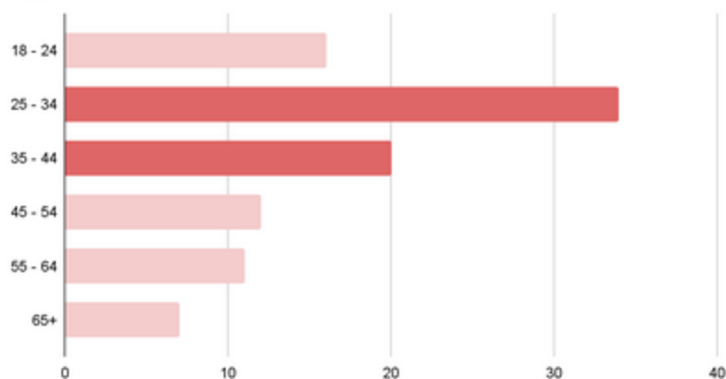
Arts & Culture
Drinks & Dining
Nightlife

AUDIENCE & SCOPE

channels

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

age breakdown



25-44

PRIMARY
READERSHIP AGE

65/35

FEMALE / MALE
READERSHIP
IDENTIFICATION

\$100K

AVERAGE
HOUSEHOLD
INCOME

35K+

UNIQUE
MONTHLY
REACH

Editorial Calendar

JANUARY - FEBRUARY - MARCH

New Year's Resolutions	Valentine's/Galentine's Day	Winter Fashion
Dry January	New York Fashion Week	Cold weather skincare
Holiday Detox	Black History Month	Lunar New Year
NYC Broadway Week	St. Patrick's Day	Warm Weather Getaways / Spring Break
NYC Restaurant Week	International Women's Day	

APRIL - MAY - JUNE

Earth Day / 4/20	Mother's Day	Father's Day
Easter / Passover	Memorial Day	Graduation / Wedding Season
Spring Cleaning	National Women's Health	Spring/Summer Fashion
Earth Day	Cinco de Mayo	Summer Travel Getaways
Pre-Summer Fitness	AAPL Heritage month	Juneteenth / Pride Month

JULY - AUGUST - SEPTEMBER

Sun Protection	Black Business Month	End of Summer Getaways
Swim & Resortwear	Post-Summer Care	National Hispanic Heritage Month
Summer Restaurant Week	Back To School	NYC Broadway Week
Summer Travel	New York Fashion Week	

OCTOBER - NOVEMBER - DECEMBER

New York Comic Con	Men's Health Month	Breast Cancer Awareness Month
NYC Wine + Food Festival	Thanksgiving	Holiday Gift Guides
World food day	Black Friday	Winter Skin Care
Halloween	Small Business Saturday	Holiday Party Fashion
NYC Off-Broadway Week	Cyber Monday	New Years Eve
	Giving Tuesday	Winter Getaways

brands who have advertised with us



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 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

"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 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

"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 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



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