

Glitter

sœurs media group

soeurs media group

Premium Content Provider



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Magazines you know and love,  
available digitally.



# DIGITAL PLATFORMS

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Glitter Magazine is a premiere lifestyle magazine for **millennials**, published by Soeurs Media Group Inc. We were founded on the ideas of diversity and empowerment in **2006**.

Glitter Magazine features informative digital content which includes entertainment, fashion and beauty news, plus hundreds of **celebrity interviews**.

Glitter features original photoshoots and interviews with stars like Cody Simpson, the Kardashians, Zendaya & Demi Lovato. Glitter Magazine also highlights **real people** who are pursuing their dreams.

The Glitter brand is a **storyteller** for **millennials**, creating premium digital and video content to reach one of the fastest growing groups of consumers.





diverse + empowering media



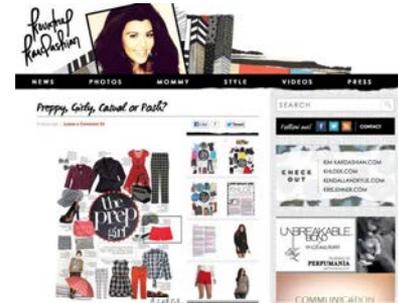
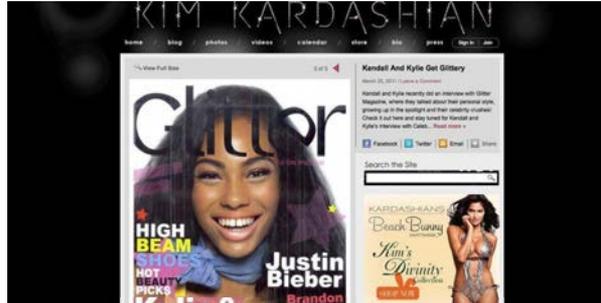
Glitter is an iconic brand that is maintaining its relevance to a new generation of digital consumers, storytelling via professional digital and video assets.



Glitter is supported and endorsed by hundreds of celebrities that we feature daily.



# KARDASHIANS



Official websites for Kim, Khloe and Kourtney Kardashian



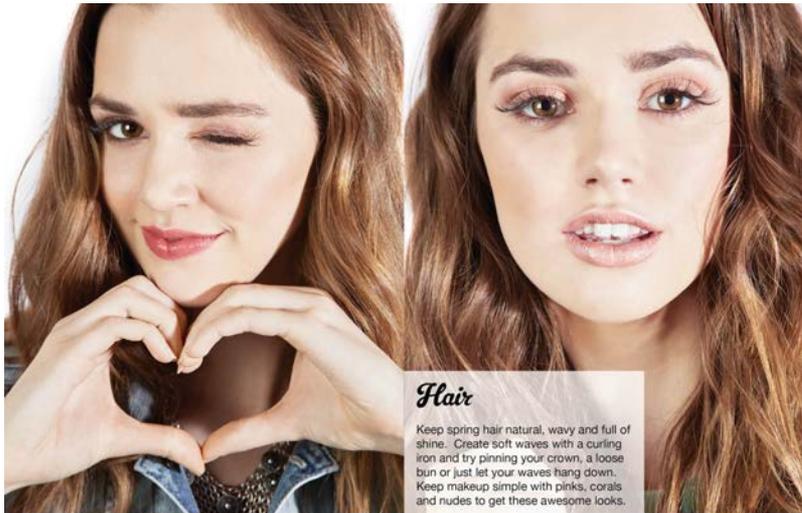
- Glitter is an entertainment digital platform that features the same quality celebrity + lifestyle content that our print edition has featured for over ten years.
- In addition to influencers, the entertainment industry still requires quality content from publishers, like Glitter, who are experts at storytelling across the digital landscape.



# Glitter

Glitter has a reach of **10 million impressions** across all networks each month.





*Flair*  
Keep spring hair natural, wavy and full of shine. Create soft waves with a curling iron and try pinning your crown, a loose bun or just let your waves hang down. Keep makeup simple with pinks, corals and nudes to get these awesome looks.



# Our reader age demo

18-24 50%

25+ 35%

content

Glitter features the latest celebrity interviews and news, beauty and fashion trends daily.  
 We publish 300 stories each week, as well as video + digital issue content.





“

Sometimes the conversation gets heated because we all have different opinions. However, even though we may not agree, we respect each other's beliefs.

”



**GLITTER:** What are you into?  
**GLITTER:** I'm into being out there. Being out there is what I'm doing. It's all about me. I'm not doing it for anyone else. I'm doing it for me.

**GLITTER:** Are you involved in any charity work?  
**GLITTER:** I'm involved in a lot of charity work. I'm involved in a lot of charity work. I'm involved in a lot of charity work.

**GLITTER:** What are your favorite things to do?  
**GLITTER:** I love to travel. I love to travel. I love to travel. I love to travel. I love to travel.

**GLITTER:** How do you feel about your fans?  
**GLITTER:** I love my fans. I love my fans. I love my fans. I love my fans. I love my fans.

**GLITTER:** Do you have a crush?  
**GLITTER:** I don't have a crush. I don't have a crush.

Exclusive



**GLITTER:** What advice do you have for other girls who want to be like you?  
**GLITTER:** This is a huge industry. It's a huge industry. It's a huge industry. It's a huge industry. It's a huge industry.

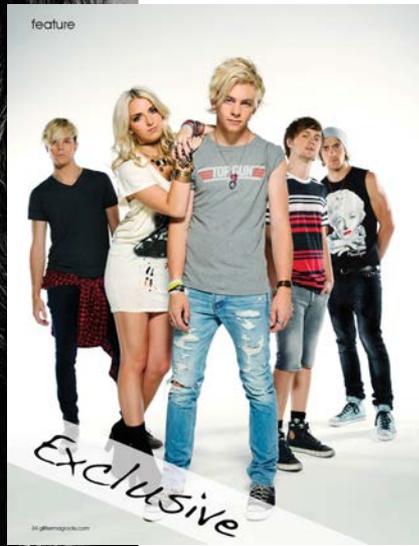
- Ciara Jones

Exclusive



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glittermag.com 51



feature

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Exclusive



feature

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Exclusive



feature

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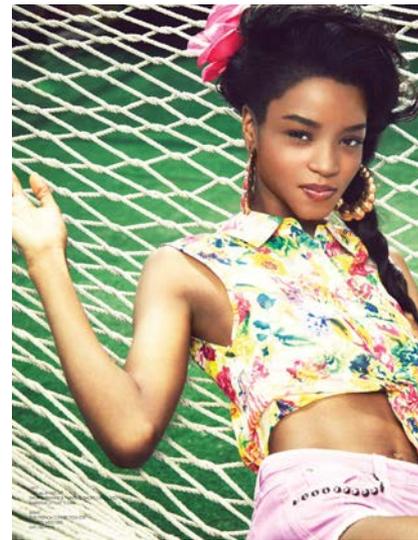
Exclusive

glittermag.com 51

Glitter partners with **influencers** like Lele Pons, Teala Dunn and Caspar Lee.



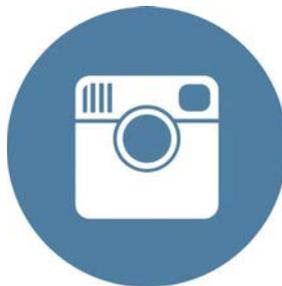
social platforms



350K Followers  
3-5 Million  
impressions per month



50K Followers  
1-2 Million  
impressions per month



150K Followers



35K Followers  
2-5 Million +  
impressions per month



1 Million views



# twitter

**Glitter has trended worldwide...**



You're worldwide trending...

Worldwide Trends - change

- #TeDoyUnCorajejo
- #RoadBetweenChat
- WYkiddogdunkerembursin
- #OnuBunuBosverde
- #glittermagazine**
- Brazil 4-0 Panama
- Hello Manchester
- Karl Harris
- Mr Bradbury
- Hulk y Willian

Sharrin Summers  
 Executive Director, Publicity  
 Hollywood Records  
 500 South Buena Vista St., Burbank, CA 91521

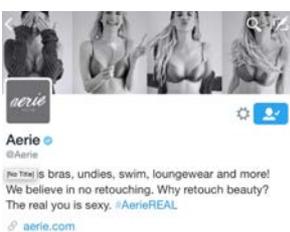
Trending #1 in LA.

Los Angeles Trends - change

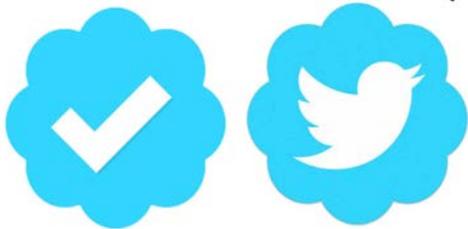
- #glittermagazine**
- Starbucks
- Rihanna
- World Cup
- The Fault in Our Stars
- Texas
- Walmart
- California
- Thot
- #readysetweekend

Sharrin Summers  
 Executive Director, Publicity  
 Hollywood Records  
 500 South Buena Vista St., Burbank, CA 91521





VERIFIED FOLLOWERS  
We reach millions daily.



Glitter is followed by 1000's of verified celebrities + followers, plus engaged with on over 90% of posts on social platforms.  
Our 300 stories per week, highlight the best in lifestyle, celebrity, entertainment, beauty and fashion news.



Everyone's favorite kid brother, @HaydenByerly, talks #selflove to @GlitterMagazine: bit.ly/1KNA98I



**Dylan Dauzat**  
 @dylандаuzeit FOLLOWS YOU  
 Hey :) I'm Dylan Dauzat & I Make YouTube Videos!  
 Watch my new video! - [youtu.be/PCbDW\\_LpEc8](https://youtu.be/PCbDW_LpEc8)  
 Matt@ScaleManagement.co  
 YouTube.Com/DylanDauzat

5,405 FOLLOWING 425.2K FOLLOWERS

Tweets Media Favorites

Dylan Dauzat Retweeted  
**Glitter Magazine** @glittermagazine  
 Coming in December... @dylандаuzeit  
 #GlitterBestOfMe #GlitterBestOfYou  
 #exclusive cover issue #dylандаuzeit




TWEETS 7,715 FOLLOWING 958 FOLLOWERS 7.77M FAVORITES 1,107

**JOE JONAS**  
 @joejonas  
 Lead Singer in DNCE  
[youtu.be/wEF0X0o0](https://youtu.be/wEF0X0o0)  
 Joined January 2010

1,330 Photos and videos



Tweets Tweets & replies Photos & videos

**Glitter Magazine** @glittermagazine · 11m  
 Listen To @joejonas' New Band! It's dnce Your #NewFavoriteBand? Check Them Out Here! #music buff.ly/1FLHkX0



Who to follow · Refresh · View all

- eleventhgorgeous @11NGor · Follow
- SanJuanPaddleboarding @SJP · Follow
- Nicole Quintero @ingus · Follow

United States Trends · Change

#g90 Promoted by g90  
 #BandWithAPlan iOS 9  
 #TheNewBrokenScore

**Favorited**  
 by Cameron Dallas

**Glitter Magazine** @glittermagazine 2h  
 @camerondallas Releases New #FanMail #Video! YouTuber News: [buff.ly/1Qj7dUb](https://buff.ly/1Qj7dUb)  
 #camerondallas #youtuber



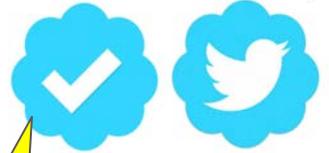
**Cameron Dallas** @camerondallas  
 Hello (: my name is Cam, I like making people smile & all my success goes to God & ALL my Amazing Fans Business - CamDallasWork@Gmail.com

**13M**

**2M**



VERIFIED FOLLOWERS  
 We reach millions daily.



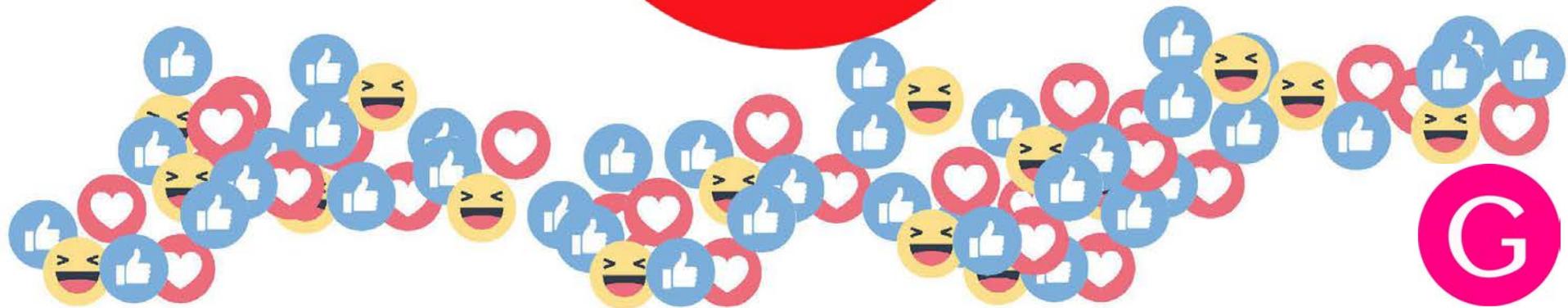
**8M**

# INSTAGRAM + SNAPCHAT STORY FEATURED PLACEMENT



celebrity live

Glitter partners with celebrities for live experiences on all platforms reaching millions.



# Chat with Rydel

@glittermagazine!

## Glitter Takeover

For Girls Who Rock!

Rydel is taking over GLITTER MAGAZINE!

 **Instagram**  
on 6/7 at 4pm (PST)

 **Twitter**  
on 6/9 at 4pm (PST)  
Q and A with  
Girls Who Rock!  
Ask Questions with  
#RydelLynch  
#glittermagazine

## Glitter Takeover

For Girls Who Rock!

Normani Kordei of Fifth Harmony is taking over GLITTER MAGAZINE  
**FACEBOOK LIVE TODAY**  
7/12 at 5:30pm (PST)  
Video Chat with Normani + see what she's up to in Australia!

### facebook Live



## Glitter Takeover

For Girls Who Rock!

NIA is taking over GLITTER MAGAZINE  
**FACEBOOK LIVE 9/1 at 4PM (PDT)** for a LIVE chat Q and A!

### facebook Live



## Glitter Takeover

For Girls Who Rock!

PARIS BERELC is taking over GLITTER MAGAZINE  
**FACEBOOK LIVE THURSDAY 5/4 at 3pm (PST)**  
Video Chat with Paris for a Q and A!

### facebook Live



## Chat with NORMANI KORDEI

at *glittermagazine*

Like us + tune in:  
Facebook.com/GlitterMagazine

## Chat with NIA SIOUX

at *glittermagazine!*

Like us + tune in:  
Facebook.com/GlitterMagazine

## Chat with PARIS BERELC

at *glittermagazine*

Like us + tune in:  
Facebook.com/GlitterMagazine

## Glitter Takeover

For Girls Who Rock!

Skylar is taking over GLITTER MAGAZINE  
**FACEBOOK LIVE 8/14 at 7PM (PDT)**  
Go LIVE with Skylar + find out about her new video for #LetItShow!

### facebook Live

## Glitter Takeover

For Girls Who Rock!

NOVA MILLER is taking over GLITTER MAGAZINE  
**FACEBOOK LIVE TODAY 7/13 at 4pm (PST)**  
Video Chat with Nova + see what she's up to!

### facebook Live

## Chat with Cody Simpson

Twitter Takeover @glittermagazine

**Glitter**

**Live**

**Like + Tune in:**  
[Facebook.com/GlitterMagazine](https://www.facebook.com/GlitterMagazine)  
 2/20 at 5pm (PDT)

**Alexi Blue**

**Glitter**  
 For Girls Who Rock!

**Takeover**

FAARROW is taking over  
 GLITTER MAGAZINE

**FACEBOOK LIVE**  
 8/23 at 2PM (PDT)  
 for a LIVE chat  
 Q and A!

**facebook Live**

**Chat with FAARROW**  
 at [glittermagazine!](https://www.glittermagazine.com)

**Like us + tune in:**  
[Facebook.com/GlitterMagazine](https://www.facebook.com/GlitterMagazine)

**Live**

**Like us + tune in:**  
[Facebook.com/GlitterMagazine](https://www.facebook.com/GlitterMagazine)

**Live**

**Like us + tune in:**  
[Facebook.com/GlitterMagazine](https://www.facebook.com/GlitterMagazine)

They are taking over our **Twitter** on 6/3 at 5pm (EST) for a Q and A with Girls Who Rock! #R5 #glittermagazine

**Chat with R5**

**Twitter Takeover**  
 @glittermagazine



GlitterMagflocks.com was live.  
 Published by Nina Fowler · 11 July 3 at 11:00am · 18  
 Hey babes! Alli Simpson here, taking over for a Q&A! Hang out with meee & shoot me questions! Mwahh @ XOX



- Emmy Alvarado · 11:36  
Hi
  - Diyony Weston · 11:36  
Who is your favourite singer xx
  - Elea Degros · 11:42  
can you said hello in french
  - Yaz Kitcherside · 11:44  
if you had a girl squad who would you have in it???
  - Edin Brady · 11:46  
Can you make more YouTube videos in the future?
- Write a comment...

848,783 people reached



# Glitter

1 MILLION TUNED IN....

facebook Live

WATCH ALLI'S CHAT AT FACEBOOK.COM/GLITTERMAGAZINE

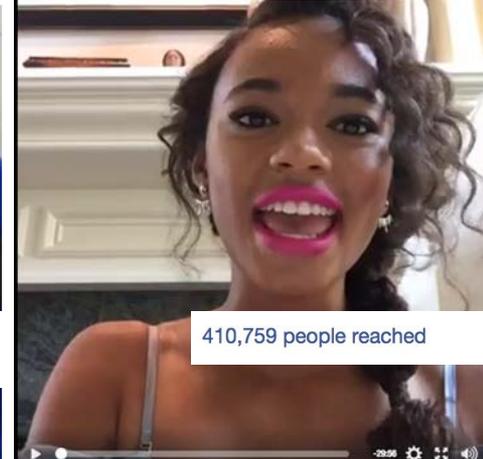
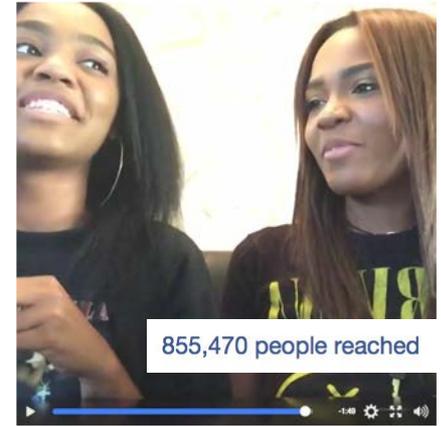
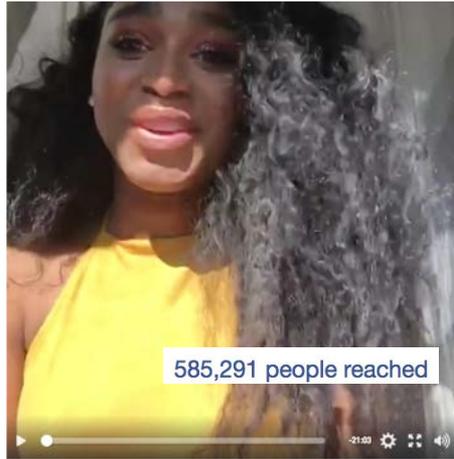
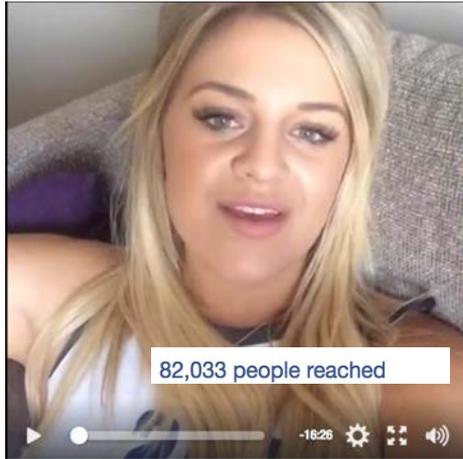


07/03/2016 11:00 am Hey babes! Alli Simpson here, taking over for a Q&A! Hang out

853.3K

video

Glitter creates exclusive video content including celebrity live, Glitter TV news and BTS photoshoots.

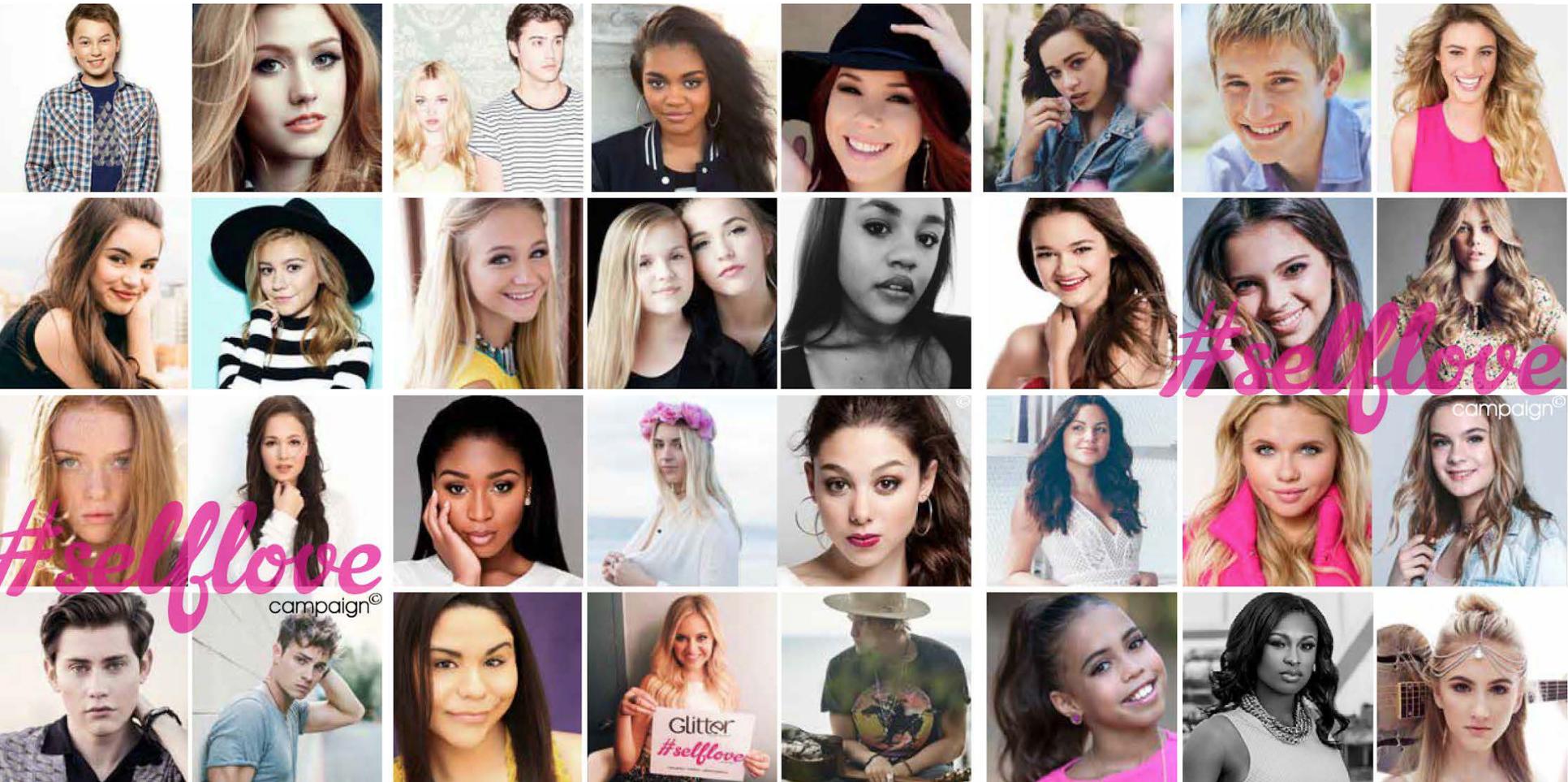


#selflovecampaign

Glitter  
For Girls Who Rock!

#selflove  
campaign

Glitter gives your brand access to our STAR POWER + aligns you with a viral celebrity driven brand.



# #selflove campaign®



Lele Pons is one of the "30 Influential Teens" of Time Magazine and the #1 Viner in the world with **one billion loops**. This social media queen has joined our campaign and shared our message with her millions of fans!

Lele Pons

### Celebrity #SelfLoveCampaign Mission Statement:

In an effort to spread awareness about the importance of a positive self image, Glitter Magazine launched a global campaign called #SelfLoveCampaign©. Glitter has invited celebrities and real people to join the movement by sharing what self-love means to them. #SelfLoveCampaign© is raising money for various charities including I AM THAT GIRL and partnered with Breaking the Chains to bring recovery from eating disorders, through the promotion of self-love.

#SelfLoveCampaign© has reached over 200 million people with hundreds of celebs included. Celebs on our campaign include talent from **ABC, NBC, MTV, FOX, Disney, Nickelodeon, Hollywood Records, Atlantic Records, Lifetime, CBS, + Freeform** to name a few.

Some celebs we have on the campaign include **Kat McNamara, Rydel Lynch, Kelli Berglund, Kelsea Ballerini, Cody Simpson, Alli Simpson, Sanaa Lathan, Bob Proctor, Arden Cho, Coco Jones, Mollee Gray, Dove Cameron, Ryan McCartan, Jillian Rose Reed, Normani Kordei of Fifth Harmony, Skylar Stecker, China Ann McClain, Asia Monet Ray + Jessica Maria Garcia, Nia Sioux**, the world's number #1 Viner with 100 BILLION LOOPS, **Lele Pons** and hundreds more that have requested to join in.

Glitter's #SelfloveCampaign© with all of our celebrities involved launched February 2015, has reached over 200 million combined and is now inspiring brands and celebs in entertainment to start talking about self worth, self love and a positive body image. Nine months after our launch, **Justin Bieber's Love Yourself** released and trended, as did **Hailee Steinfeld's Love Myself** single in September. This topic inspires the nation and connects brands to a successful celebrity campaign and promotion.



# #selflove campaign®



## SOCIAL MEDIA NUMBERS

Glitter has reached over 200 million people with the help of our celeb friends on our campaign from every major network.



Logos shown as examples of our member participation only.

|                          |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|
| ABC FAMILY               | 3990447   | 689,000   | 651,000   | 5330447   |
| ALEX AND ANI             | 1,129,483 | 194,000   | 701,000   | 2,024,483 |
| ALEXIS WILKINS           | 4119      | 3076      | 7891      | 14826     |
| ALEXX CALISE             |           | 36,300    | 1605      | 37905     |
| ALLI SIMPSON             | 1,151,201 | 1,470,000 | 1,700,000 | 4,321,201 |
| ALYSON STONER            | 238,585   | 328,000   | 171,000   | 737,585   |
| ARDEN CHO                | 730,183   | 581,000   | 1100000   | 2,411,183 |
| ASIA MONET               | 337,248   | 161,000   | 1,000,000 | 1,498,248 |
| ATTICUS SHAFFER          | 23130     | 16,000    | 1682      | 40812     |
| BAILEE MADISON           | 174,359   | 365,000   | 1000000   | 1,539,359 |
| BELLA WEEMS              | 11,468    | 15,700    | 7,209     | 34,377    |
| BEN STOCKHAM             | 1,318     | 7,213     | 5,253     | 13,784    |
| BOY MEETS GIRL           | 13053     | 20,500    | 13,000    | 46553     |
| CASEIFY                  | 362,690   | 23,500    | 302,000   | 688,190   |
| CHINA ANN MCCLAIN        | 4,515,823 | 1,520,000 | 1,300,000 | 7,335,823 |
| GIARA BRAVO              | 1,191,110 | 1,030,000 | 324,000   | 2,485,110 |
| CLAIRE FOLEY             | 2380      | 7487      | 15,600    | 25467     |
| COCO JONES               | 2,366,236 | 573,000   | 359000    | 3,298,236 |
| CODY SIMPSON             | 7460259   | 7,610,000 | 2,800,000 | 17866259  |
| COLONY HOUSE             | 45739     | 21,200    | 25,700    | 90639     |
| FIFTH HARMONY            | 5,870,909 | 2,740,000 | 2,900,000 | 8,770,909 |
| CREE CICCIO              | 1000      | 1451      | 55,500    | 58351     |
| DYLAN GARDENER           |           |           | 8288      | 8288      |
| Jillan Rose Reed         | 173,528   | 200,000   | 536,000   | 909,528   |
| Kelli Degland            | 1,115,295 | 230,000   | 1,100,000 | 2,450,295 |
| Kari Matchers            | 8843      | 8379      | 11,700    | 26922     |
| Kira Kozairi             | 80,935    | 96,200    | 793,000   | 950,135   |
| LANDRY BENDER            | 74,948    | 28,200    | 28,200    | 131,248   |
| LARSEN THOMAS            |           | 17,100    | 188,000   | 205,100   |
| Lele Pons                | 2,064,276 | 423,000   | 3,900,000 | 6,387,276 |
| Lennon and Masey         | 369523    | 200,000   | 376,000   | 971523    |
| Megan Nicole             | 2,711,629 | 476,000   | 506,000   | 3,693,629 |
| Normani of F 5th Harmony |           | 1,380,000 | 1,200,000 | 2580000   |
| ORIGAMI CIVIL            | 407,854   | 22800     | 68,500    | 498,154   |
| Peyton List              |           |           |           |           |
| SKECHERS                 | 1,783,984 | 27,800    | 94,400    | 1,886,184 |
| Styler Stocker           | 63,590    | 22,400    | 199,000   | 284,990   |

|                                 | FACEBOOK | TWITTER   | INSTAGRAM           |
|---------------------------------|----------|-----------|---------------------|
| Christian Collins /Weekly Chris |          | 5,261,527 | 1,550,000 2,600,000 |



partnerships

# Partnerships



Glitter works with the world's top brands on original content.



# ALEX AND ANI

Glitter  
for the girl who has it



ALEX AND ANI + GLITTER MAGAZINE'S #SELFLOVE  
CAMPAIGN© CONTEST

Alex and Ani + Glitter Magazine's #Selflove Campaign©  
Contest



#selflove  
campaign©

+ ALEX AND ANI

Enter to win jewelry from **Alex and Ani** + Glitter Magazine! Join Glitter Magazine's #Selflove Campaign© by posting what #Selflove means to you!

**CONTEST RULES:**

WHAT: Post the below hashtags or the hashtags + what #selflove means to you.

USE: #alexandani #glittermagazine #dearglitter #selflove

WHERE: Any Social Network or YouTube

WIN: (1) \$100 e-gift card for the grand prize winner and (2) \$50 e-gift cards for the runner ups

WHEN: Enter now through Jan 30th, 2016. USA only. [COMPLETE RULES](#)



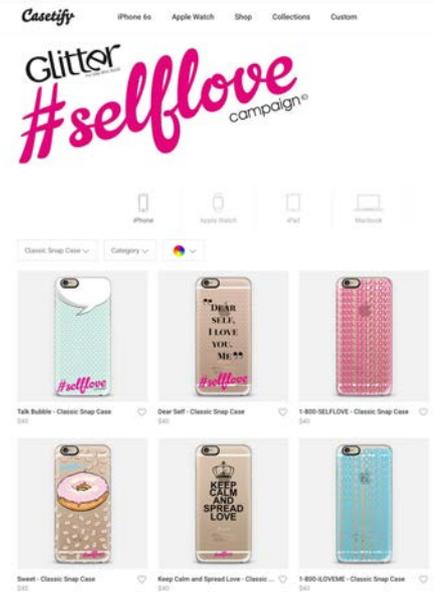
# Casetify

# #selflove campaign®



Our products are celebrity endorsed through photo and video. Yours can be used throughout our photoshoots and creative content.

## GLITTER CELEBRITY ENDORSED PRODUCTS



DATA +  
IMPRESSIONS



For the past 10 years, Glitter has reached millions of readers aged 17-30. The largest audience being 18-24 interested in music, celebrities, fashion, beauty + entertainment. We see 5 Million impressions per month on twitter + millions engage with each facebook post + live celebrity session each week. Take a peek at some of our interaction with celebrities and brands as well as the reach of our global celebrity #SelfLoveCampaign which has reached 200 million with hundreds of celebs joining in.

#### People

July 6 - August 2

#### Women 18-24

Largest Audience (40%)

#### Mobile Devices

Most Common Device (75%)

#### Post Engagements

July 6 - August 2

319,566

Post Engagement

#### Reach

July 6 - August 2

3,686,907

People Reached



facebook

Analytics for single post celebrity takeovers.



Hairband: Sybil Cox  
 Bow Tie: Ken  
 Shoes: J. Johnson \$40  
 Dress: French Connection \$71  
 Dress: All S, Ken \$11.99  
 Bag: Sybil Cox  
 Pink: Sybil Cox  
 White: Sybil Cox  
 Man: Sybil Cox  
 Man: \$24.99  
 Man: Sybil Cox  
 Man: Sybil Cox  
 Man: Sybil Cox  
 Man: Sybil Cox

|                        |  |   |  |  |        |  |                |  |  |
|------------------------|--|---|--|--|--------|--|----------------|--|--|
| 07/22/2016<br>8:17 pm  |  | GlitterMagRocks.com was live.                                   |  |  | 508.4K |  | 3.4K<br>5.6K   |  |  |
| 07/14/2016<br>3:00 pm  |  | Hey guys Rydel Lynch here! Ask me some awesome questions        |  |  | 604.5K |  | 46.4K<br>77K   |  |  |
| 07/13/2016<br>3:59 pm  |  | Hey guys! I'm Nova Miller, an artist and performer from Sweden. |  |  | 284.5K |  | 1.8K<br>1.7K   |  |  |
| 07/12/2016<br>5:51 pm  |  | GlitterMagRocks.com was live.                                   |  |  | 554.1K |  | 45.8K<br>71K   |  |  |
| 07/12/2016<br>3:00 pm  |  | Hey everyone! It's Lizzy! Come ask me some questions!           |  |  | 370.3K |  | 2.3K<br>4.3K   |  |  |
| 07/08/2016<br>11:00 am |  | Kelli Berglund here! Ask me some questions, can't wait to hang  |  |  | 440.8K |  | 13K<br>1K      |  |  |
| 07/03/2016<br>11:00 am |  | Hey babes! Alli Simpson here, taking over for a Q&A! Hang out   |  |  | 853.3K |  | 25.2K<br>12.5K |  |  |





LEFT: SHIRT: BUFFALO DAVID BITTON 206 JEANS: BUFFALO DAVID BITTON 209

RIGHT: DRESS: FRENCH CONNECTION SUNSHINE LEATHER: WHARF DRESS 5429 BUCKLES: MERCURY UPON REQUEST HAIR: STYLIST: DAWN SHOES: AD-1242 NECKLACE: FOREVER 21

facebook

11/22/2015 4:39 pm

Justin Bieber has arrived! American Music Awards #TheAMAs #just

534.9K

01/01/2016 9:56 am

Happy New Year from Ross Lynch and Glitter's cofounder Zoë Fo

51.8K

11/23/2015 10:09 am

Shop our 17 Sweet + Sugary phone cases from our Celebrity camp

47.4K

12/28/2015 3:00 pm

#KylieJenner gets a new tattoo! Here is what we think it means. #C

3.1K

12/28/2015 2:00 pm

Happy 18th Birthday to internet superstar, #NashGrier! Have a gre

2.5K

12/28/2015 12:03 pm

#JustinBieber and #HaileyBaldwin build a sandcastle together! #G

5.4K

12/26/2015 2:00 pm

Ziegler girls #MaddieZiegler & #MackenzieZiegler got matching sist

6.5K

12/26/2015 1:00 pm

#AustinNorth loves this time of year! What's your favorite season?

3.8K

12/26/2015 12:00 pm

Aw! #Zendaya's new puppy #Noo is so cute! You've got to see thi

3.7K

12/26/2015 12:00 pm

#ParisBereic's family photo in front of the #Christmas tree! #GLITT

6.3K

12/26/2015 11:30 am

We LOVED #PeytonList's bold red lip this #Christmas! What do yo

5.6K

12/26/2015 11:00 am

#RydelLynch and #EllingtonRatiff of #R5 had a #WhiteChristmas! Di

6.4K

12/26/2015 10:40 am

Check out the gifts #CarlyRaeJepsen got from her family this #Chri

7.6K

12/26/2015 10:30 am

The Hudgens sisters #VanessaHudgens & #StellaHudgens were t

6.5K

12/29/2015 10:30 am

#ShayMitchell's henna totally gives an island vibe. Have fun on va

2.4K

12/29/2015 9:30 am

Happy 19th Birthday #RossLynch! I have a great time celebrating! C

12.7K



R5 The Venetian Las Vegas Glitter Girls Will Travel #R5

7.8K



R5 The Venetian Las Vegas Glitter Girls Will Travel

8.7K



R5 The Venetian Las Vegas #R5 glittermagazine Glitter G

4.2K



R5 The Venetian Las Vegas #R5 glittermagazine Glitter G

7.6K



How cute are #DoveCameron and #RyanMcCartan under the #mis

5.3K

facebook





### Emmah

NECKLACE: Forever21 89  
 HAT: Asap from Bloom 568  
 SWEATER: Forever21 524  
 LEGGINGS: Victoria 537  
 SNEAKERS: Gucci Hart 533

### Ilona

VEST: Asap from Bloom 5148  
 TOP: Forever21 522  
 LEGGINGS: Softway moda 516  
 SHOES: Blachera 575  
 NECKLACE: Forever21 510  
 F21 gold tone necklace 56  
 F21 S chain necklace 57  
 HEADBAND: Forever21 52  
 BRACELETS: Forever21 56

|   |  |        |       |
|---|--|--------|-------|
| G | Glitter Magazine @glittermagazine · Jan 28<br>#BTS @rydelr5 @officialr5 for #glittermagazine<br>#rydelr5 #r5 #GlitterMagazine<br>pic.twitter.com/2RKG8HCA9s<br><a href="#">View Tweet activity</a>                                       | 59,180 | 6,591 |
| G | Glitter Magazine @glittermagazine · Jan 18<br>Get in style with @firrharmony this month! #FASHION<br>NEWS: buff.ly/1ZqWwmg pic.twitter.com/v8RROKGRNtu<br><a href="#">View Tweet activity</a>  | 56,151 | 4,249 |
| G | Glitter Magazine @glittermagazine · Jan 25<br>Oh snapppppp me next!! 🙄🙄🙄 - @rydelr5<br>pic.twitter.com/p5Zrpk87ts<br><a href="#">View Tweet activity</a>   | 56,004 | 7,787 |
| G | Glitter Magazine @glittermagazine · Jan 30<br>More sneak peeks of @rydelr5 @officialr5 rocking out on<br>our #glittermagazine set! Cover March 2016 #r5<br>#rydelr5 pic.twitter.com/GW96ZSYv3<br><a href="#">View Tweet activity</a>     | 57,878 | 5,984 |
| G | Glitter Magazine @glittermagazine · Jan 22<br>Glitter shoot w/@rydelr5 @officialr5 1/25 Tweet your<br>Q's + wait for A's! Use #Rydel #RS #GlitterTV<br>#GlitterMagazine pic.twitter.com/mSaklorES<br><a href="#">View Tweet activity</a> | 55,805 | 5,579 |
| G | Glitter Magazine @glittermagazine · Jan 25<br>Behind the scenes #GlitterTV WOOHOO! - @rydelr5<br>#glittermagazine pic.twitter.com/jwKWMLJ<br><a href="#">View Tweet activity</a>   | 54,530 | 6,451 |
| G | Glitter Magazine @glittermagazine · Jan 18<br>@rydelr5 joins our @GlitterSelfLove Campaign! Use<br>#ideaglitter #selflove #glittermagazine to join in!<br>youFu.be/9ew_4DwTzoc @officialr5<br><a href="#">View Tweet activity</a>        | 50,208 | 3,832 |

facebook

| Tweets | Top Tweets  | Tweets and replies | Promoted | Impressions | Engagements |
|--------|---|--------------------|----------|-------------|-------------|
| G      | Glitter Magazine @glittermagazine · Jan 16<br>We can't wait to see @ChloeGMoretz in @5thWaveMovie<br>next week! #CELEB NEWS: buff.ly/1Q3TB05<br>pic.twitter.com/YyKa2AwYs<br><a href="#">View Tweet activity</a>                      |                    |          | 164,631     | 16,334      |
| G      | Glitter Magazine @glittermagazine · Jan 15<br>What did you think of the new @PLLTVSeries premiere?<br>#TELEVISION NEWS: buff.ly/202z0V<br>pic.twitter.com/3f3Wbclhxo<br><a href="#">View Tweet activity</a>                           |                    |          | 119,426     | 5,817       |
| G      | Glitter Magazine @glittermagazine · Jan 19<br>@lucyhale showed off her classy style while promoting<br>@PLLTVSeries! #CELEB NEWS: buff.ly/1ZxOyr<br>pic.twitter.com/hP7EulJNq<br><a href="#">View Tweet activity</a>                  |                    |          | 118,842     | 3,635       |
| G      | Glitter Magazine @glittermagazine · Jan 18<br>We sat down w/@weekklychris + found out 7 things we<br>didn't know about him! WATCH buff.ly/1JbBXbj<br>#weekklychris pic.twitter.com/NYTsbrm2bEu<br><a href="#">View Tweet activity</a> |                    |          | 83,440      | 7,772       |
| G      | Glitter Magazine @glittermagazine · Jan 10<br>We love this pic of @Meghan_Trainor and<br>@FrankieJGrande from the PCA's. Congrats Meghan!<br>buff.ly/1KSProC pic.twitter.com/Qv7zJy85m<br><a href="#">View Tweet activity</a>         |                    |          | 72,881      | 3,867       |
| G      | Glitter Magazine @glittermagazine · Jan 31<br>Can't get enough of @DoveCameron and<br>@ryanmccartan in their new music video! #GLITTER<br>NEWS: buff.ly/1Sueaou pic.twitter.com/QAS9hwY4f4<br><a href="#">View Tweet activity</a>     |                    |          | 61,473      | 6,057       |

facebook





**Top Tweet** earned 190K impressions  
#Showrunner of @ABCfpII Says "A's"  
Identity Was Revealed Years Ago! TV  
NEWS: buff.ly/1Mu99cy #PLL  
#FaceToFace pic.twitter.com/ZR7LsAuT8y



8 336 1077

[View Tweet activity](#)

[View all Tweet activity](#)

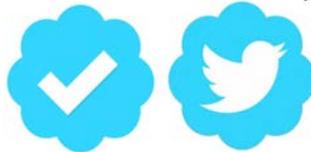
**Top Follower** followed by 13M people



@MTV FOLLOWS YOU

The official Twitter account for MTV, USA! Tweets by @Kaitiii | Snapchat/KIK: MTV

VERIFIED FOLLOWERS  
We reach millions daily.



**Top mention** earned 12.5K engagements



**Ally Brooke Hernandez**

@AllyBrooke · Aug 19

Awwww thanks 🥰 @glittermagazine

487 3167 4825

[View Tweet](#)

**Top media Tweet** earned 179K impressions

OMG! @shaymitch's Dressing Room Is SOO CUTE! @ABCfpII CELEB PIC: buff.ly/1PIVDrx #PLL #ShayMitchell #BTS pic.twitter.com/VZL7SFOBg



1 127 445

[View Tweet activity](#)

[View all Tweet activity](#)

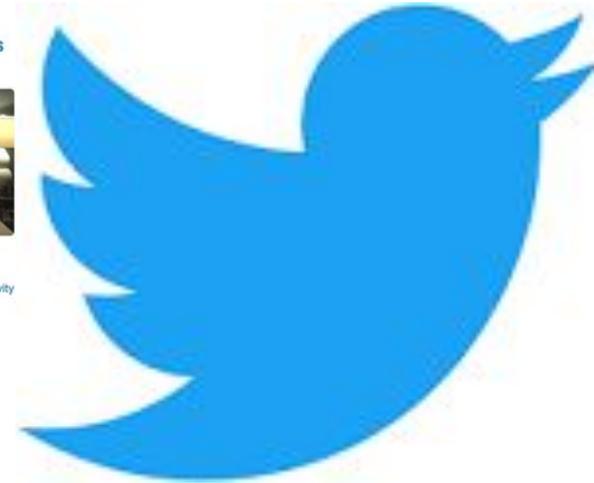
Tweets  
**911**

Profile visits  
**25.8K**

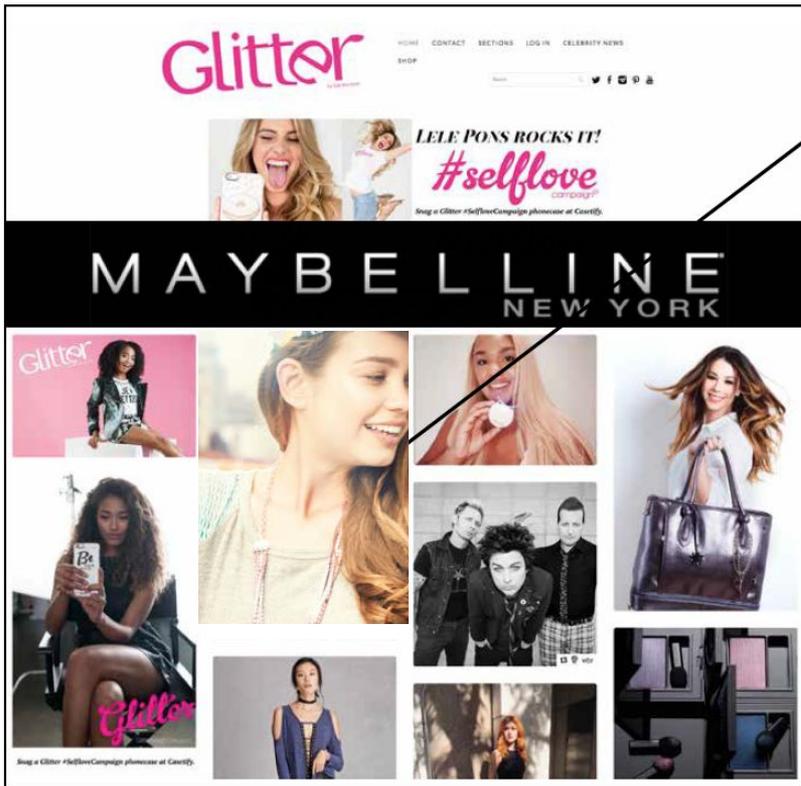
New followers  
**2,495**

Tweet impressions  
**4.47M**

Mentions  
**862**



advertising landscape



Home Page Placement for 28 days



Glitter  
For Girls Who Rock!



# 5 MILLION TWITTER IMPRESSIONS PER MONTH

## TWITTER FEATURED PLACEMENT

**G** Glitter Magazine @glittermagazine · Oct 13  
 #StandUpToCancer with @More4Seasonal Get involved by entering her contest! buff.ly/98AqQ7  
 pic.twitter.com/DHLndGQJag

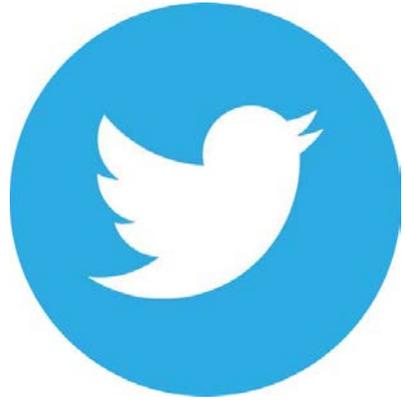
|                |       |                   |       |
|----------------|-------|-------------------|-------|
| Tweets         | 911   | Tweet impressions | 4.69M |
| Profile visits | 25.8K | Mentions          | 862   |

**Top Tweet** earned 1.06M impressions

@meriahtorres chills by the pool and rocks a @nuovostyles bikini! #GLITTER NEWS: buff.ly/29zJOjL  
 pic.twitter.com/ZmbJZcx4QL

**Top Tweet** earned 283K impressions

Did you dig the @austinmahone track, "Dirty Work"? Now there's a #dance version! MUSIC NEWS: buff.ly/1j1wR5n  
 pic.twitter.com/Zzywdtmz

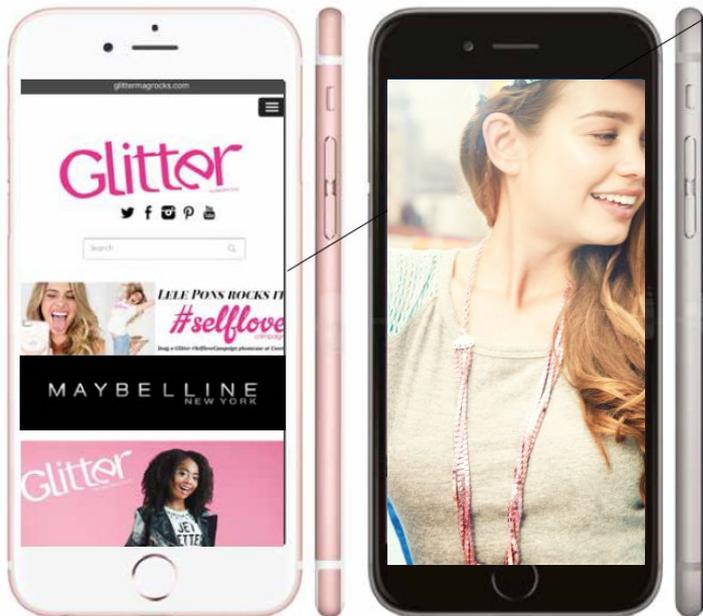


**Glitter**  
 For Girls Who Rock!



# MOBILE FEATURED PLACEMENT

Placement for featured story appears on mobile ready platform.



**Glitter**  
For Girls Who Rock!



# 500K - 1M FACEBOOK IMPRESSIONS PER POST

## MOBILE FEATURED PLACEMENT

Placement for featured facebook posts.

The screenshot shows the Facebook profile for GlitterMagRock.com. The profile picture is a large pink 'G'. The cover photo is a collage of magazine covers featuring celebrities like Anne McLain, Ross Lynch, Cody Simpson, and Zendaya. The page has 354,961 likes. A table titled 'Analytics for single post celebrity takeovers' is overlaid on the page, showing engagement metrics for various posts.

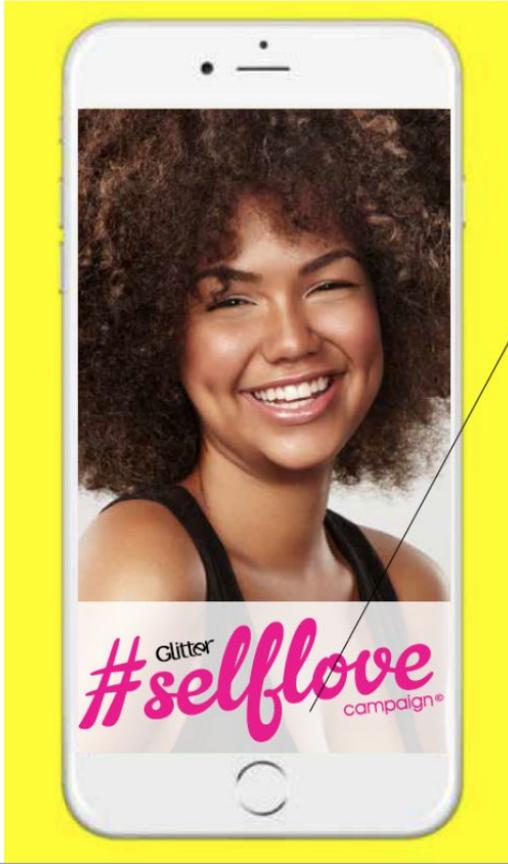
| Date       | Post Content   | Impressions | Engagement |
|------------|--|-------------|------------|
| 07/22/2016 | GlitterMagRocks.com was live.                                    | 508.4K      | 3.4K       |
| 07/14/2016 | Hey guys! Ryder Lynch here! Ask me some awesome questions        | 604.5K      | 46.4K      |
| 07/13/2016 | Hey guys! I'm Nova Miller, artist set and performer from Sweden. | 284.4K      | 1.8K       |
| 07/12/2016 | GlitterMagRocks.com was live.                                    | 504.1K      | 45.8K      |
| 07/12/2016 | Hey everyone! It's Lizzy! Come ask me some questions!            | 370.3K      | 2.3K       |
| 07/06/2016 | Kelli Berglund here! Ask me so me questions, can't wait to hang  | 440.8K      | 13K        |
| 07/03/2016 | Hey babes! All Simpson here, taking over for a Q&A! Hang out     | 853.3K      | 25.2K      |



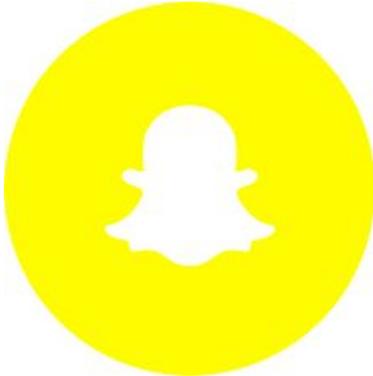
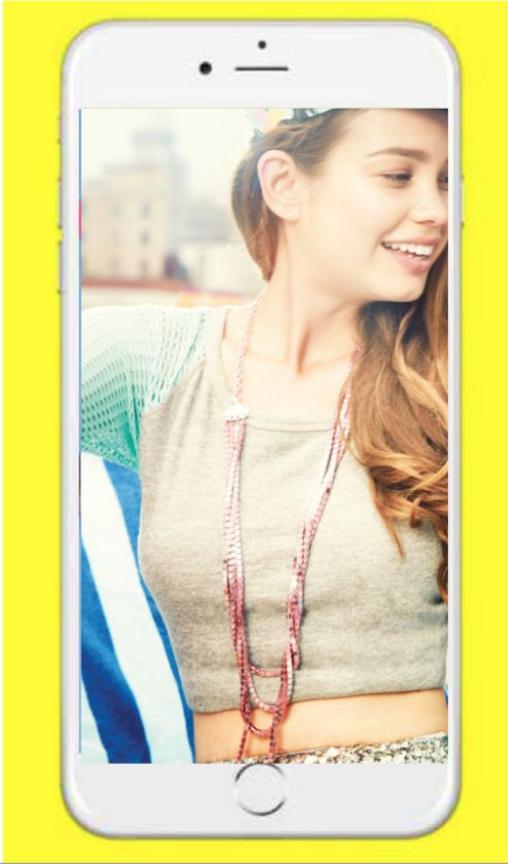
**Glitter**  
For Girls Who Rock!



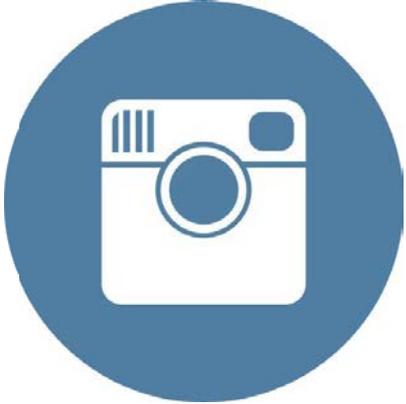
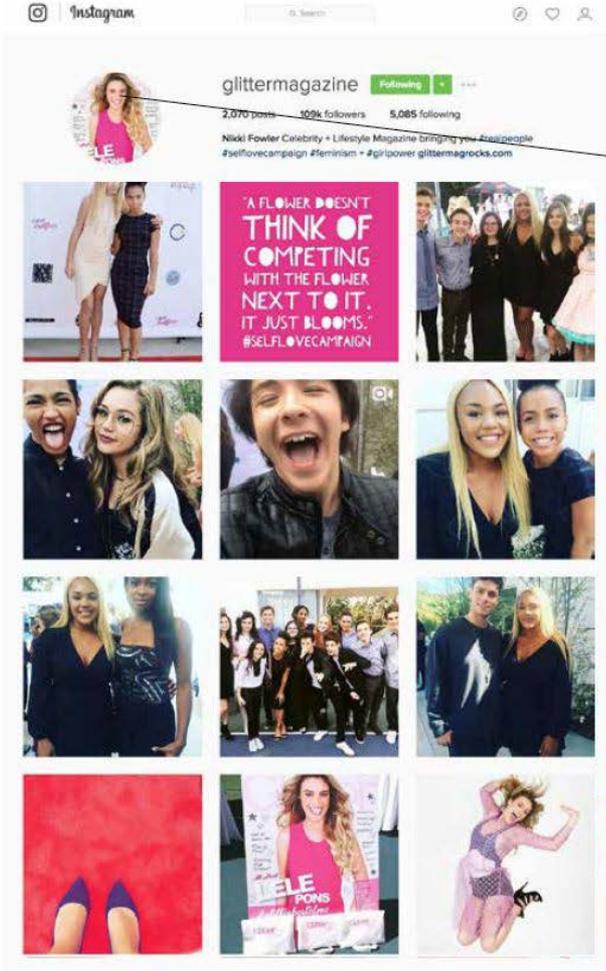
# SNAPCHAT STORY FEATURED PLACEMENT



Glitter  
**#selflove**  
campaign



# INSTAGRAM STORY FEATURED PLACEMENT



**ONE MONTH  
VERIFIED BLUE CHECK  
ENGAGEMENT**

# ONE MONTH OF VERIFIED BRAND + INFLUENCER ENGAGEMENT

**Gabriela Lopez** liked your Tweet  
Jan 21 · @glttermagazine from @GloriaMolinaDobos all about her vids, yep's and much more! buff.ly/1Q3ma6d

**Gabriela Lopez** Retweeted you  
Jan 21 · @glttermagazine from @GloriaMolinaDobos all about her vids, yep's and much more! buff.ly/1Q3ma6d

**Sioane Morgan Siegel** Retweeted you  
Jan 21 · Thank you once again, @glttermagazine for the awesome interview. The reason you have for young women is great.

**Gltter Magazine** @glttermagazine  
@GloriaMolinaDobos of *Gloria: A Life on Normal Street* shares on the new season and more! buff.ly/1Q3ma6d

**Sioane Morgan Siegel** followed you  
Jan 21

**Rhyel Lynch** Retweeted you  
Jan 20 · Here comes great all @glttermagazine! I can't wait to see our @glttermagazine Jan Cover March 2016! #GltterLynch pic.twitter.com/GW9nZ3YvG

**Jasmin Savoy Brown** Retweeted you  
Jan 20 · Catch @VanessaHudgens in @GoGreen, January 31st on FOX! @CELEB NEWS buff.ly/1Q3ma6d pic.twitter.com/3Z5a8hH

**Jasmin Savoy Brown** liked your Tweet  
Jan 20 · Catch @VanessaHudgens in @GoGreen, January 31st on FOX! @CELEB NEWS buff.ly/1Q3ma6d pic.twitter.com/3Z5a8hH

**David Bloom** liked a Tweet you were mentioned in  
Jan 20 · @glttermagazine.com is performing a great service by promoting it's Self Love Campaign. It's great to be yourself.

**David Bloom** Retweeted a Tweet you were mentioned in  
Jan 20 · @glttermagazine.com is performing a great service by promoting it's Self Love Campaign. It's great to be yourself.

**SEDAH GARRETT** and 4 others followed you  
Jan 20

**Sioane Morgan Siegel** liked some Tweets you were mentioned in  
Jan 20 · @glttermagazine @glttermagazine associated

**Sioane Morgan Siegel** Retweeted you  
Jan 20 · @glttermagazine.com is performing a great service by promoting it's Self Love Campaign. It's great to be yourself.

**Alex and Ani** Retweeted you  
Jan 20 · Great you could be @VanessaHudgens! Use #glttermagazine #vanessahudgens W!W buff.ly/1Q3ma6d

**Alex and Ani** liked your Tweet  
Jan 20 · Enter our contest @VanessaHudgens! Use #glttermagazine #vanessahudgens W!W buff.ly/1Q3ma6d

**5 Hennig** liked your Tweet  
Jan 2 · Happy Birthday @MTV! Thank you for @glttermagazine! Hope you have a great day! From @GLITTER buff.ly/1YKLU7u pic.twitter.com/1KQ1N8v9S

**Shannara on MTV** liked your Tweet  
Jan 1 · Pumped for @Shannara The @Shannara Chronicles to premiere on MTV in 4 days! @GLITTER NEWS buff.ly/1Q6E389 pic.twitter.com/82j1K9Q0qg

**Terry Brooks** Retweeted you  
Jan 1 · Pumped for @Shannara The @Shannara Chronicles to premiere on MTV in 4 days! @GLITTER NEWS buff.ly/1Q6E389 pic.twitter.com/82j1K9Q0qg

**Degrassi** Retweeted you  
Jan 1 · School's back in session! @Degrassi @NextGen is coming soon to @Netflix! @GLITTER NEWS buff.ly/1YVU5T0 pic.twitter.com/4p2Z2D004

**Gabriela Douglas** liked your Tweet  
Dec 31 · @Gltter wishes @GabyDouglas a very happy birthday! @CELEB NEWS buff.ly/1YVAVW9 pic.twitter.com/Mf2Zy208

**Us The Duo** liked your Tweet  
20 Dec 2015 · Listen to the top hits of 2015 in under 4 minutes thanks to @LISTEN2THIS @MUSIC buff.ly/1YDWPW pic.twitter.com/GED8BQF0

**Gabriela Lopez** @glttermagazine · 24 Dec 2015  
I joined @glttermagazine's selfie campaign!  
youtu.be/w8w7w3gqz2...

**Felina Placek** liked your Tweet  
23 Dec 2015 · @ChinaMcClain supports natural beauty. Check it out here. @CELEB NEWS buff.ly/1TICUJK pic.twitter.com/4240T0

**Gabriela Lopez** and 3 others followed you  
22 Dec 2015

**JASMINE V** Retweeted you  
17 Dec 2015 · So happy to see @JASMINEVILLEGAS back in the @twit! @CELEB NEWS buff.ly/1Q3Pw9R pic.twitter.com/5mZK3Wtp

**Kennedy Lea Blouck** liked your Tweet  
17 Dec 2015 · Happy New Year! @ChinaMcClain @GltterMagazine @glttermagazine #NewYear!  
@glttermagazine Yay! Congrats Aubrey

**Gabe Eggering** liked a Tweet you were mentioned in  
18 Dec 2015 · REPLY to @Gabe Eggering @GltterMagazine @glttermagazine #NewYear!  
@glttermagazine Yay! Congrats Aubrey

**Gabe Eggering** liked a Tweet you were mentioned in  
18 Dec 2015 · REPLY to @Gabe Eggering @GltterMagazine @glttermagazine #NewYear!  
@glttermagazine Yay! Congrats Aubrey

**Jillian Rose Reed** @JillianRoseReed · Jan 19  
@GltterMagazine @glttermagazine of yay

**Monly Geer** @monlygeer · Jan 19  
Super proud to be in the issue of @glttermagazine where the cover girl is @glttermagazine @glttermagazine



**Emily Robinson** @EmilyRobinson · Jan 18  
@Gltter Magazine @glttermagazine  
@EmilyRobinson joins our @glttermagazine Campaign/Courtly /1OnXV6 #glttermagazine #follow @glttermagazine

**Jillian Rose Reed** @JillianRoseReed · Jan 18  
In honor of my avoc, get your @glttermagazine magazine collection case by @looneyand@\_inspiration.com/SAM18RQ262

**Tommy Hilliger** liked your Tweet  
Jan 16 · There is @GltterMagazine @TommyHilliger collaboration coming in Feb 2016! @CELEB NEWS buff.ly/1Q3QAM pic.twitter.com/133778vdy

**JAX Digital Trends** and **Zach Boychuk** followed you

**AlliCatt**, **Cynthia Johnson** and **UndSynchProft0015** followed you

**Anthony Quintano** liked your Tweet  
Jan 16 · @glttermagazine @glttermagazine is having a blast on Oahu Hawaii! Happy New Year! @CELEB NEWS buff.ly/1Q3PQAM pic.twitter.com/Qgg2j0Yk

**BOOTY GOD** liked your Tweet  
16 Dec 2015 · This you @VanessaHudgens for all awesome feat right w/ @VanessaHudgens! Get your tickets all week @VanessaHudgens.com @glttermagazine @glttermagazine

**The 5th Wave** liked your Tweet  
Jan 8 · Can't wait to see @ChinaMcClain in @ShannaraTheChronicles! @GLITTER NEWS buff.ly/1YKLU7u pic.twitter.com/82j1K9Q0qg

**Verified Accounts**  
@verified  
Accounts verified by Twitter.  
San Francisco · <http://twitter.com/help/verify>



**Lennon and M...**  
Jan 21 · Too cute your new case. Can't wait to see it! pic.twitter.com/...

**Lennon and M...**  
Jan 21 · Too cute your new case. Can't wait to see it! pic.twitter.com/...

**Lennon and M...**  
creating *Real*



**Coco Jones and Liene V** followed you  
Jan 21

**China Anne McClain** liked a photo you were tagged in  
Jan 20 · 1/20 of the night also is my girl @dramachick @BrendhaBloom.com! soon @TheBorge pic.twitter.com/UM6d87K2

**China Anne McClain** Retweeted a photo you were tagged in  
Jan 20 · 1/20 of the night also is my girl @dramachick @BrendhaBloom.com! soon @TheBorge pic.twitter.com/UM6d87K2

**Roger James Hamilton** added you to list **rogerhamilton/coo-americans**  
Jan 21

**Liene V** followed you  
Jan 20

**Dylan Dauszt** liked your Tweet  
Jan 20 · @dylan\_dauszt is an ice skater! Check him out on the rink! @CELEB NEWS buff.ly/1PQV9R pic.twitter.com/ADMJ1SL8P

**Disney Channel PR** Retweeted you  
Jan 20 · The cast of *Higglyboson* have had a 10 year reunion! @CELEB NEWS buff.ly/1PQV9R pic.twitter.com/W9b3W4q

**Maria Quezada** liked a Tweet you were mentioned in  
Jan 19 · Did I know new special U are? THANK YOU @glttermagazine! So proud to be part of your @GltterBeLove campaign! I love twitter.com/glttermagazine...

**Pretty Little Liars** Retweeted you  
Jan 19 · New updates of @PLLTVSeries are tonight! Do you think Aria is really evil? @TV NEWS buff.ly/1Q3ma6d



# ONE MONTH OF VERIFIED BRAND + INFLUENCER ENGAGEMENT



The image displays five screenshots of a Twitter account's 'Verified' list, showing a variety of verified users and their tweets. The tweets are arranged in a grid-like fashion, with each screenshot showing a different set of verified users and their recent activity.

- Screen 1 (Left):** Shows a list of verified users including Olivia Serbelli, Thomas Baraback, Blake Morgan Singer, Kennedy Lee Blount, Frankie James Grady, Luca Blake, Hollywood Records, LORAC Cosmetics, Creativity, Creativity, Ben Phillips, Nydia Lynch, Marly Deer, and Creativity.
- Screen 2 (Top Left):** Shows a tweet from Cole Eppinger (@coleep) dated 11 Dec 2015, mentioning the Republican National Congress Assembly.
- Screen 2 (Top Middle):** Shows a tweet from Dunder Donitz (@dunderdonitz) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 2 (Top Right):** Shows a tweet from Princess Pia Mia (@princesspiamia) dated 11 Dec 2015, mentioning a new EP 'Princess Pia Mia'.
- Screen 2 (Middle):** Shows a tweet from Account G (@accountg) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 2 (Bottom):** Shows a tweet from Feline Plank (@felineplank) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 3 (Left):** Shows a tweet from jma (@jma) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 3 (Middle):** Shows a tweet from Feline Plank (@felineplank) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 3 (Right):** Shows a tweet from Jessica Serra (@jessicaserra) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 4 (Left):** Shows a tweet from JCherry (@jcherry) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 4 (Middle):** Shows a tweet from Concessions (@concessions) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 4 (Right):** Shows a tweet from Oneshot (@oneshot) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 5 (Left):** Shows a tweet from Aser (@aser) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 5 (Middle):** Shows a tweet from MMA PR (@mma\_pr) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.
- Screen 5 (Right):** Shows a tweet from Amy Vachal (@amyvachal) dated 11 Dec 2015, mentioning a new book 'DUNDER MIBS'.

Glitter

søeurs media group