It’s a time of firsts—voting, college, internships, dating, and new friendships. When you turn 17, it feels like the first time you are truly an adult and setting the stage for what will be the rest of your life.

You’re discovering yourself, your brand preferences, passions and what you want to dedicate your time and energy to as you seek to make a difference, both in your personal world and for the greater good.

Serving this generation of socially savvy go-getters, Seventeen is there for Gen Z as they’re entering this first chapter of young adulthood with content on all of their favorite platforms around what really matters to them at this moment in time.
Seventeen

Total Audience: 21.7 MM

Digital & Snapchat
5.7 Million
Unique Visitors

Social
16 Million
Across Platforms

COMSCORE Multiplatform Sept 2022; Social Following as of 10/1/22
## Audience Profile

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>2,331,000</td>
</tr>
<tr>
<td>Females</td>
<td>4,189,000</td>
</tr>
</tbody>
</table>

### HHI

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75K+</td>
<td>3,742,000</td>
</tr>
<tr>
<td>$100K+</td>
<td>2,886,000</td>
</tr>
<tr>
<td>Median</td>
<td>$100,379</td>
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</tbody>
</table>

### Other

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African-American</td>
<td>333,000</td>
</tr>
<tr>
<td>Hispanic</td>
<td>476,000</td>
</tr>
</tbody>
</table>

**Total unique visitors:** 5,684,000

*Source: Comscore September 2022*
TIKTOK IS ON

3.4MM Followers  24.2MM Likes

Beauty Bestie
Seventeen editors put viral beauty hacks to the test! Our resident beauty experts serve makeup application tutorials, give product recommendations, test out the latest viral trends and more.

ICYMI
Whether it’s a new couple alert or shake-ups in the TikTok world, ICYMI makes sure that no stan is left behind when it comes to what’s happening in the celeb space.

Seventeen Seconds
Seventeen editors share their favorite beauty products, trends, fashion choices and more—in 17 seconds!

Seventeen Capsule Closet
Outfit ideas for all your occasions and fun events! Our Seventeen editors show off their style with a simple and creative capsule wardrobe. This seasonal series is a way for our audience to get the best style inspo + find the best places to shop!

How To With Seventeen
Tutorials that are quick and easy!

Seventeen Snack Break
We whip up quick, dorm room-friendly snacks that include fan-favorite ingredients and minimal steps, along with viral food trends and seasonal favorites.

Slayed In
Seventeen Slayed It ranks celeb outfits based on level of slay—from fashion moments from our winning shows and movies to our favorite celebs.
Always On:

Editorial Franchises

PROM | MARCH
This spring, we’re counting down to the biggest day of the year with the ultimate Prom Get-Ready Guide—Seventeen #PromTok. We’re creating an easy-to-follow, super fun countdown on social that gives her all the inspo to nail her prom look and have the best night ever. Our first-ever countdown to Prom on TikTok will include style advice, prom party ideas, trendy beauty looks to try and more!

ON MY WAY: SEVENTEEN’S GRADUATION GUIDE | MAY
Featuring everything from grad gift guides and inspiring commencement speeches to post grad bucket lists, On My Way will commemorate the past four years while looking forward to the next four and beyond.

BACK-TO-SCHOOL | AUGUST
Seventeen’s Back To School digital issue will give readers everything they need to feel confident for the start of the new school year with fashion stories like how to upcycle your sweatpants, and service pieces like how to feel less anxious about school work. This package will also include homecoming content, like proposal ideas, dress galleries, theme ideas, and more.

MAKING CENTS | YEAR-ROUND
Seventeen is setting her up for future financial success with our first-ever financial package on-site and on social. We’ll provide education, expert-based and service-oriented financial content for Gen Z, including how to make and save money in college, creative ways to make money as a teen, highest paying college majors, investing for Gen Z and a “Gen Z Spends” series on TikTok with real teens and young people sharing their honest spending habits.

VOICES OF THE YEAR | YEAR-ROUND
Each month, Seventeen honors one young person as a Voice of the Year—one who is making a difference in their community and the world at large. It all culminates with an end-of-the-year celebration, spotlighting all of our year’s change-makers, along with bigger notables and influencers who are using their platforms to create a brighter future.
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