

# CITIZEN FEMME

The Stylish Guide for the Influential Female

MEDIA PACK 2026



# What is Citizen Femme?

Created by women for women, Citizen Femme is the ultimate travel and lifestyle portal, specifically curated for the modern, globetrotting woman.

We offer our readers inspiration and insider intel at its best. Reaching a captive audience who seek indulgent experiences both at home and on their travels, and enjoy the finer things in life.

“The definition of “luxury” has changed, and for so many it is now associated with time. Citizen Femme was created to put women in charge of their travel and lifestyle choices, putting the best in front of them. We want to make sure they don’t waste a minute in the wrong place.”

Sheena Bhattessa, CEO & Founder.

A woman with long dark hair, wearing a patterned, long-sleeved dress, stands on a beach at sunset. The background shows the ocean and a hazy sky. The text is overlaid on the image.

## Our Purpose

Committed to providing a trusted,  
female-led platform that speaks directly  
to the modern woman.

TRAVEL

STYLE

WELLNESS

CULTURE

ENFANTS

Our Reach

1.5m

TOTAL REACH

500k

REACH ACROSS ALL SOCIAL PLATFORMS

120k

NEWSLETTER SUBSCRIBERS

130k

MONTHLY VIEWS AT CITIZEN-FEMME.COM

+135%

YOY INCREASE IN WEBSITE VISITS

60%

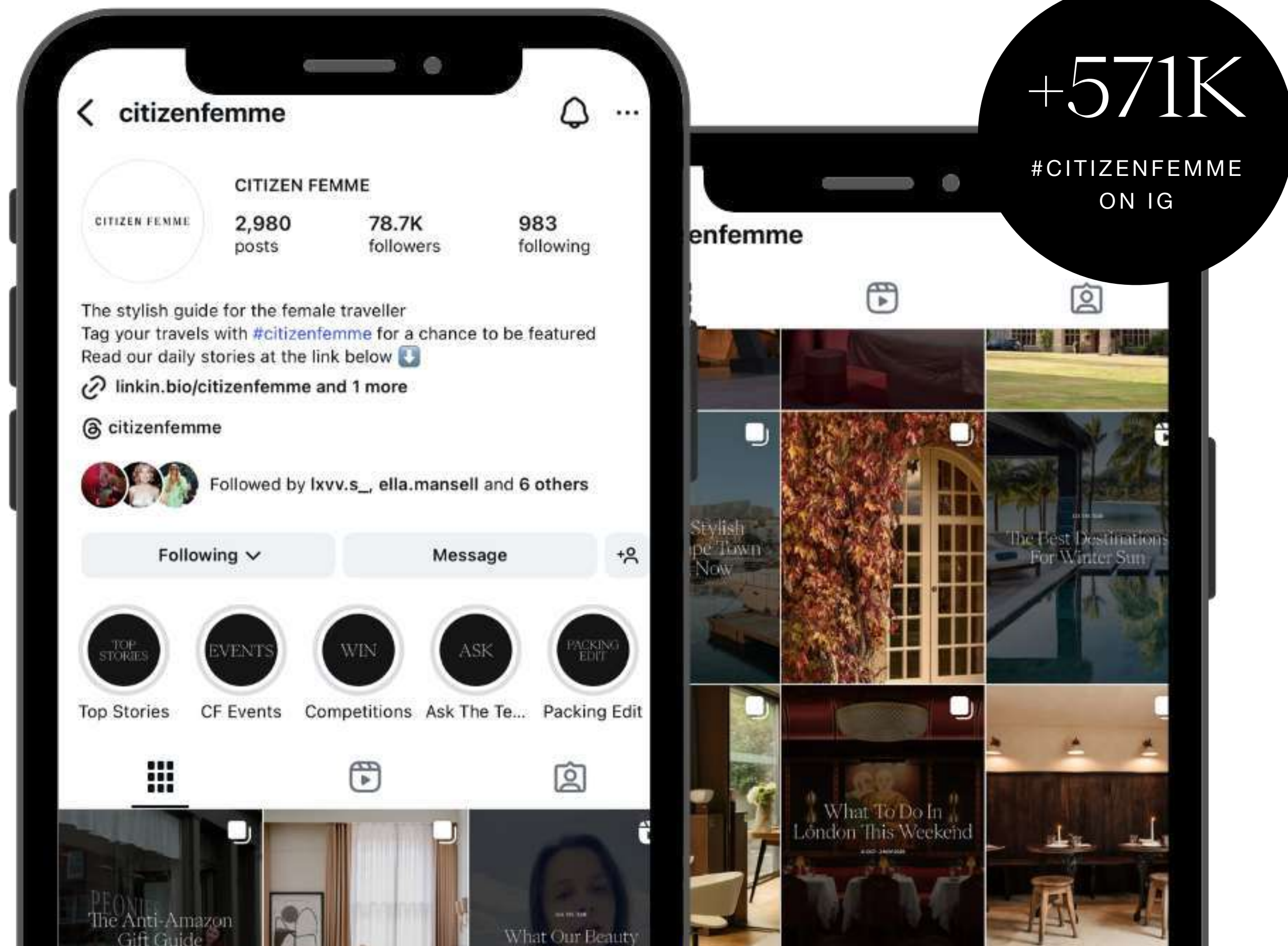
DESKTOP

36%

MOBILE

4%

TABLET



+571K

#CITIZENFEMME ON IG

329k

MONTHLY PINTEREST VIEWS

+116%

YOY INCREASE IN INSTAGRAM FOLLOWING

11.3k

REACHED PER DAY ON FACEBOOK

2.48

MINUTES SPENT ON SITE

2.11%

BOUNCE RATE



Our Audience

The only destination to reach *globetrotting* women.

ABC1

92%

FEMALE

25-45

AVERAGE AUDIENCE AGE

£200k

AVERAGE HHI

8-10

AVERAGE TRIPS  
PER YEAR

£3k

AVERAGE SPEND PER  
ONLINE SHOPPING SESSION

# The Power of the Female

Globally, women’s wealth has shown unprecedented growth over the last decade, now making up 85% of global consumer spending.

Women will be controlling the lion’s share of wealth, set to inherit 70% of global wealth over the next two generations. And that’s not just in the UK, it's happening globally.

## Why should this matter for women?

As women become wealthier, their influence is growing. They are beginning to redefine areas that have traditionally been focused on, and dominated by, men.

But 91% of women believe advertisers don't understand them.

Citizen Femme understands what women want. With a 92% female audience and a 100% female team, we are women speaking to women.



\$31

TRILLION SPEND A YEAR

82%

OF ALL TRAVEL DECISIONS

80%

OF HEALTHCARE SPENDING DECISIONS FOR THE WHOLE FAMILY

70%

OF WOMEN ARE MORE LIKELY TO BUY FROM BRANDS THAT REPRESENT THEM IN AN AUTHENTIC WAY

# The Power of Disruptor Brands

A disruptor brand doesn't play by the rules; it strays from the norm and pushes boundaries. These brands are continually diversifying; they want *new ideas, new approaches* and *new thought patterns*. Disruptors are *known for innovation and creativity* in how they bring products to market and deliver value for customers.

Welcome to Citizen Femme.

# International Reach

Comprehensive and agenda setting, our readers return to our platform again and again for trusted style and travel advice.

## Top 5 countries

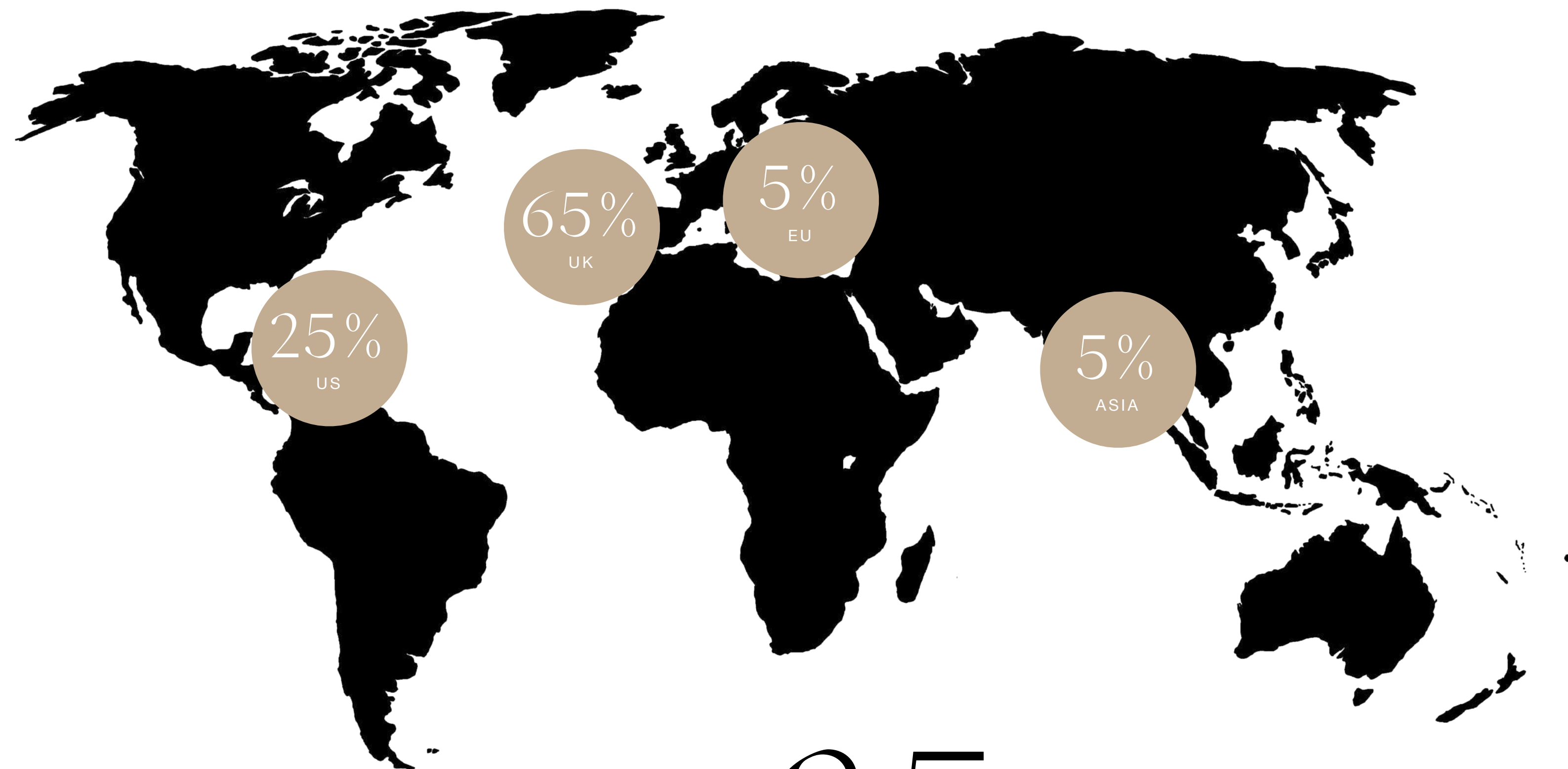
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UK, US/Canada, Germany, France, Italy

## Top 5 cities

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London, Chicago, Los Angeles, New York, Paris



35+  
*global countries*

# Access to an influential team

At Citizen Femme, we understand the power of real voices and faces when telling an authentic story. When you think about travel, fashion and beauty, seeing it through the eyes of someone you can relate to adds an extra level of endorsement.

Our team is made up of influential experts in their field, all of whom have built their own audiences across social.

Brands can have access to this level of influence, tapping into an extended, highly engaged audience and adding further value to their campaigns.



@SHEENABHATTESSA



@KATIESILCOX



@BECKIMURRAY



@RACHELASTORY



@ALEXANDRACARELLO



@ELLA\_ALEXANDER1



Rapidly Growing a Community of  
*Affluent Women*

# Why Citizen Femme?

## 1. WE REACH THE RIGHT PEOPLE

Women currently influence 85 percent of all purchasing, making female buying power the world's largest market opportunity.

## 2. WE ARE GLOBAL

Citizen Femme offers brands access to a global network of influential women.

## 3. WE TELL THE RIGHT STORIES

Our editorial-first team are masters in the art of storytelling.

## 4. WE DRIVE ENGAGEMENT

We foster authentic engagement between audience and brand – a connection driven by data and premium content.

## 5. WE DELIVER RESULTS

We approach every commercial brief individually and fine tune our proposals to deliver maximum results for our partners across all touch points.



# Citizen Enfants

45% of our audience are parents.

From travelling with little ones to the essentials (and little luxuries) every mum needs, Citizen Enfants has it covered.

With an audience of women who range from their late twenties to early fifties, we're speaking to an audience who are both starting and growing their own families.

We're bringing together a community of mums and celebrating how they can do it all because having kids doesn't mean you have to compromise on where and how you travel!

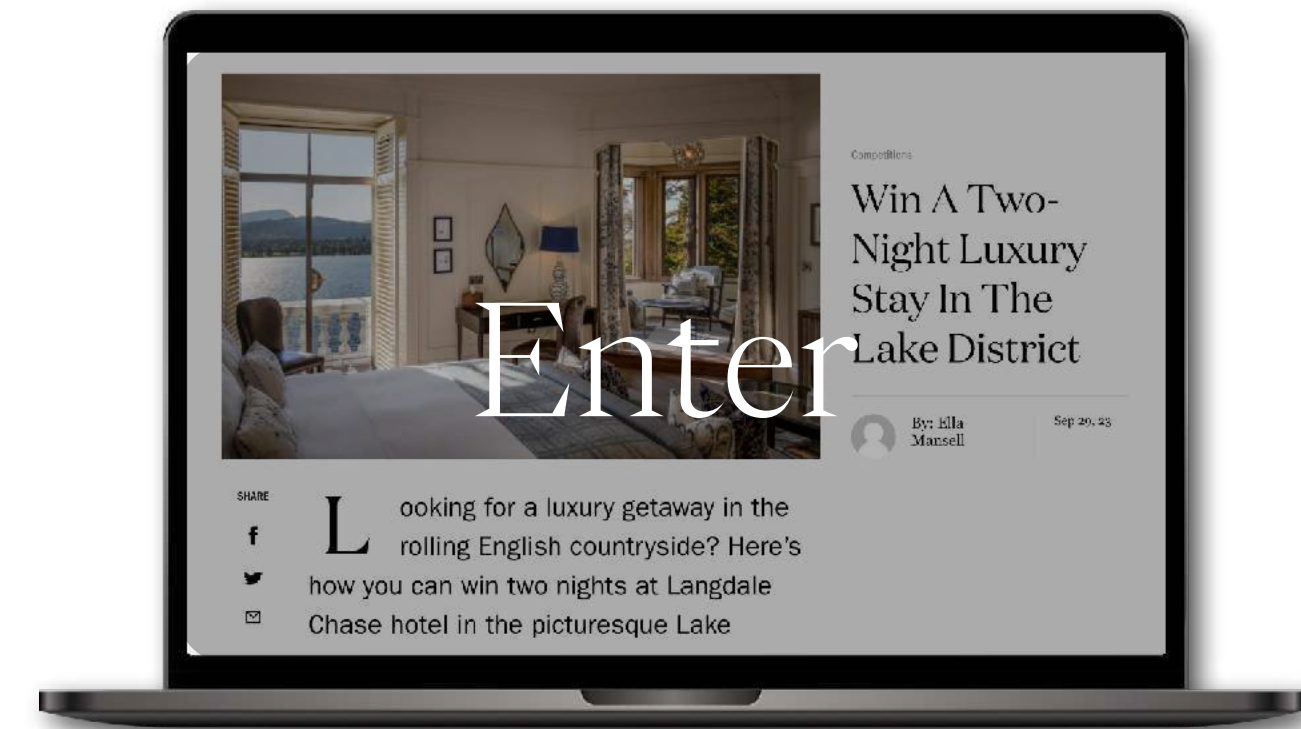
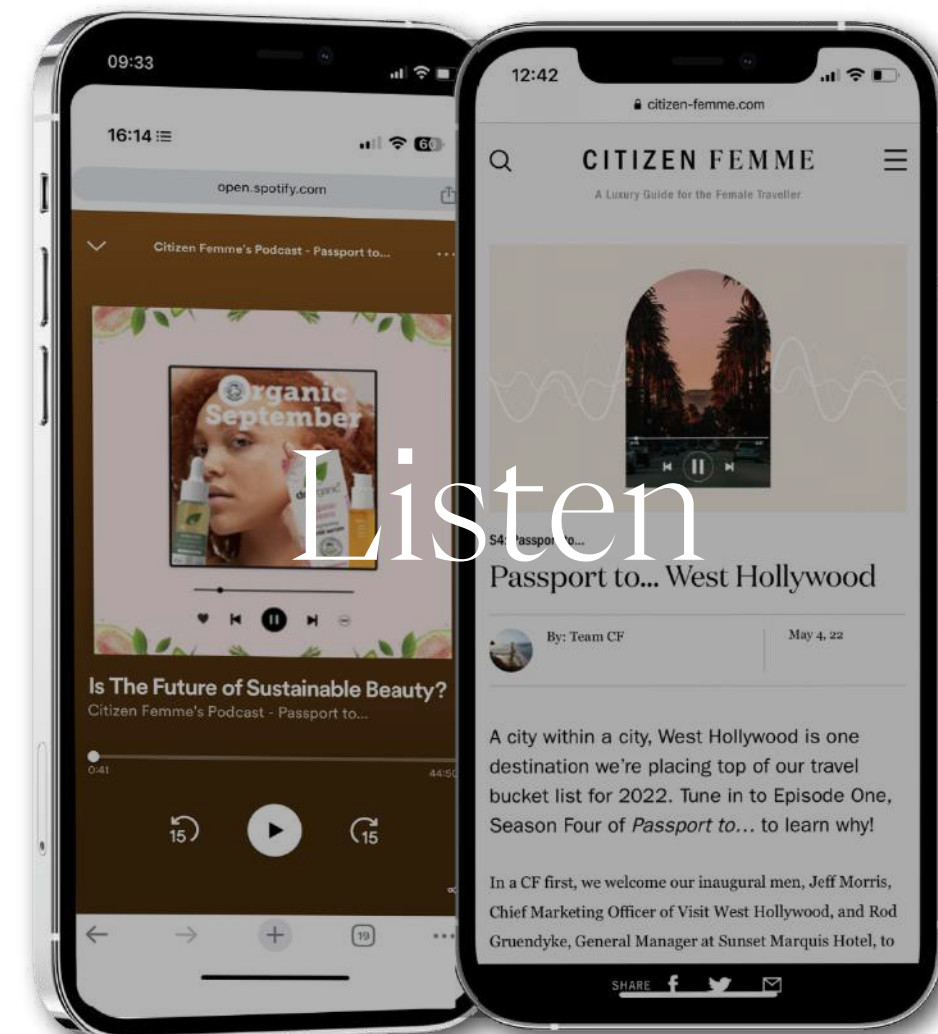
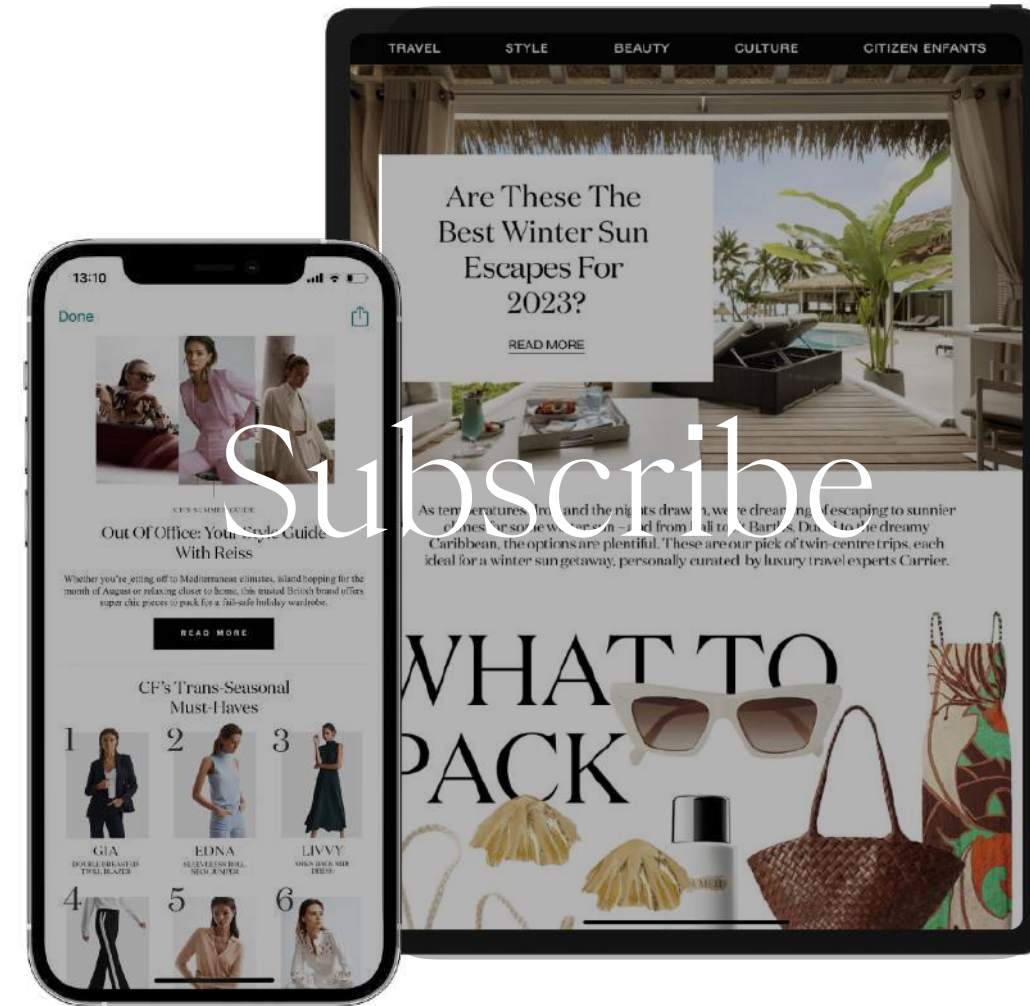
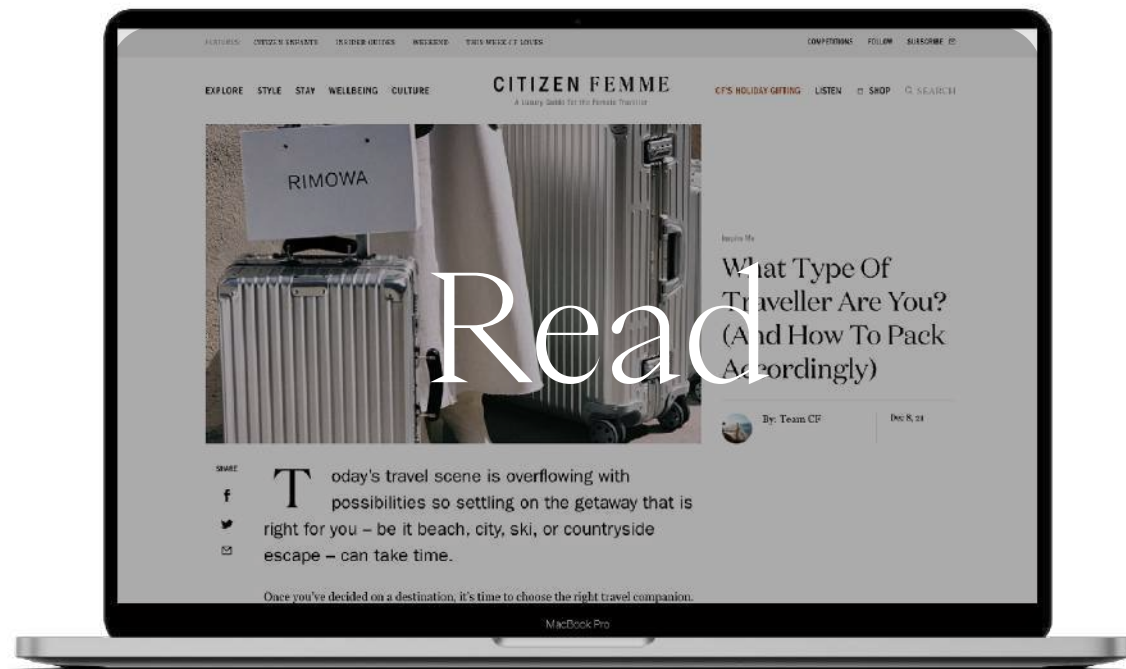
FAMILY TRAVEL

HOTLISTS

ENFANT ESSENTIALS

MAMAN

HOW YOU CAN WORK WITH US



# Branded Features

## Native Branded Content

Pure editorial, created in line with your brand's objectives. Authentic in style in order to drive maximum engagement.

- Branded custom article or sponsorship of existing article
- Amplified social promotion
- Newsletter feature

## What To Pack Sponsorship

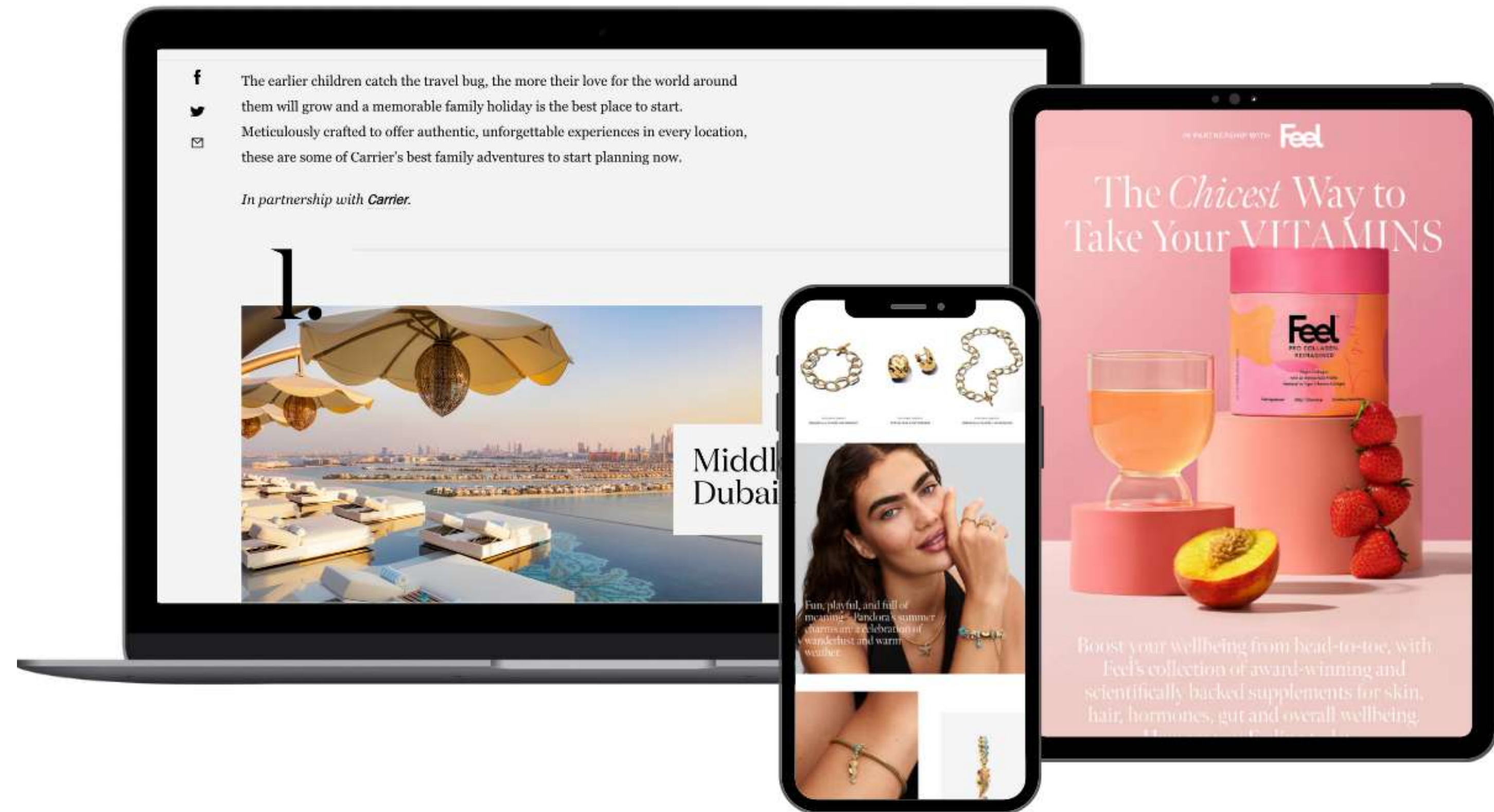
The popular What To Pack edit, showcases the latest fashion and beauty items, curated by our Fashion and Beauty Editors.

- Featuring 6+ shopping links
- Column sponsorship
- Newsletter feature
- Social promotion

## Hotlist Feature

Take the number one spot as the featured item in our much anticipated weekly hotlist.

- Newsletter feature
- Inclusion in Editor's Note
- Social promotion



# Newsletters

The Hotlist | Themes | Travel Guides | Shopping Edits

## Newsletter Feature

Speak to Citizen Femme’s loyal subscribers directly in their inbox.

- Feature in a branded slot in newsletter
- Direct link to your website or branded content

## Custom Solus Newsletter

Speak to Citizen Femme’s loyal subscribers directly in their inbox.

- Co-branded custom newsletter built with brand and Citizen Femme
- Ownership of all branded slots in newsletter
- Direct link to your website or branded content

120k

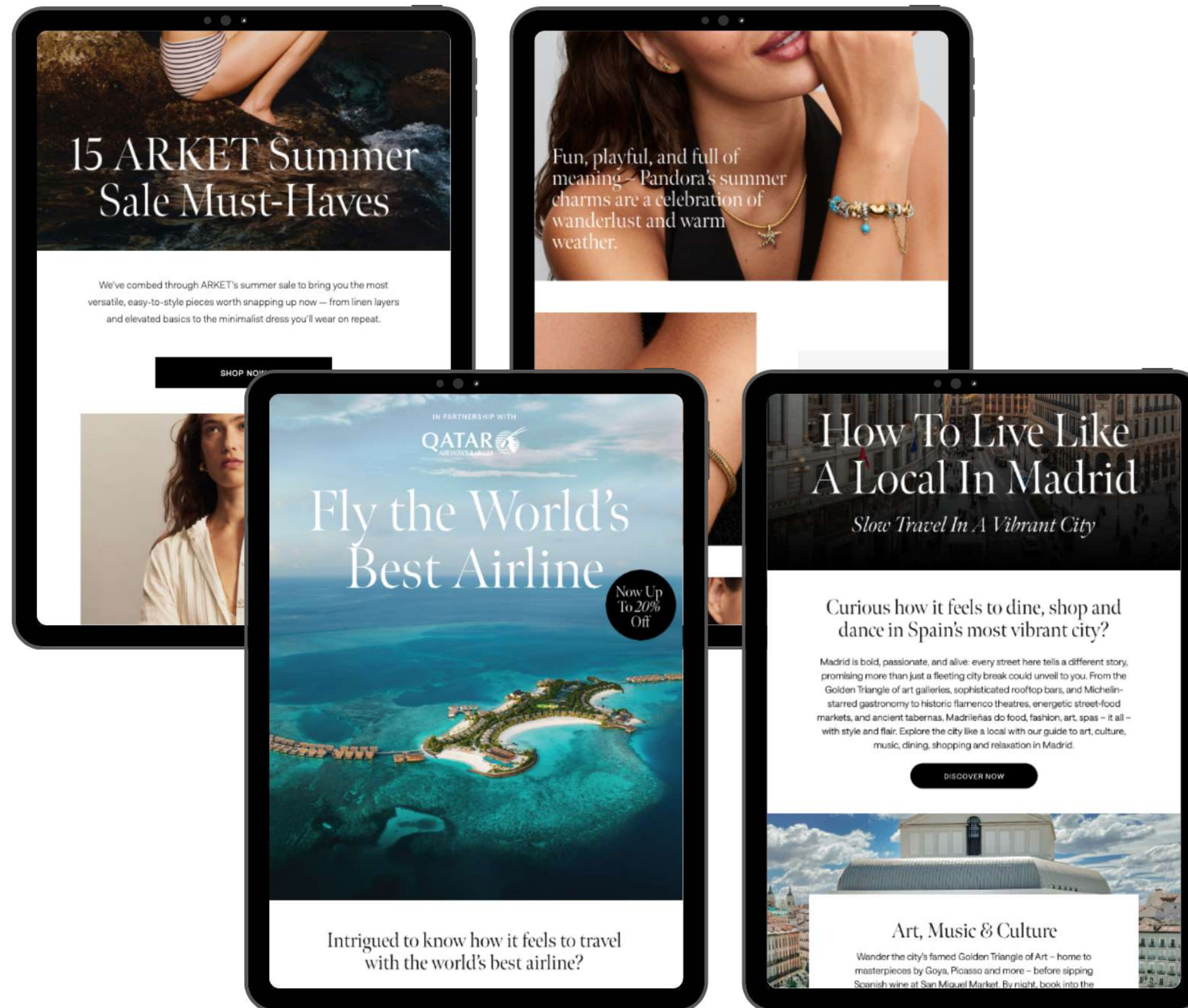
SUBSCRIBERS

36%

OPEN RATE

4.5%

AVG. CTR



# Video

## Social First Video

Editorial-style video, produced and adapted for social platforms

- 15-30 seconds in length
- Using either client-supplied footage, edited by Citizen Femme, or custom footage produced by Citizen Femme

## Curated Video

Editorial-style video, edited to align with Citizen Femme's native content

- 30-90 seconds in length
- Using client-supplied footage, edited by Citizen Femme
- Hosted on citizen-femme.com and social
- Additional cuts optimised for social promotion

## Bespoke Video

Editorial-style, custom videos created by Citizen Femme

- Series of 3-6 original videos (30-90s each)
- 1 x feature-length video story (6-8 mins each)
- Produced and edited by Citizen Femme
- Hosted on citizen-femme.com and social
- Additional cuts optimised for social promotion

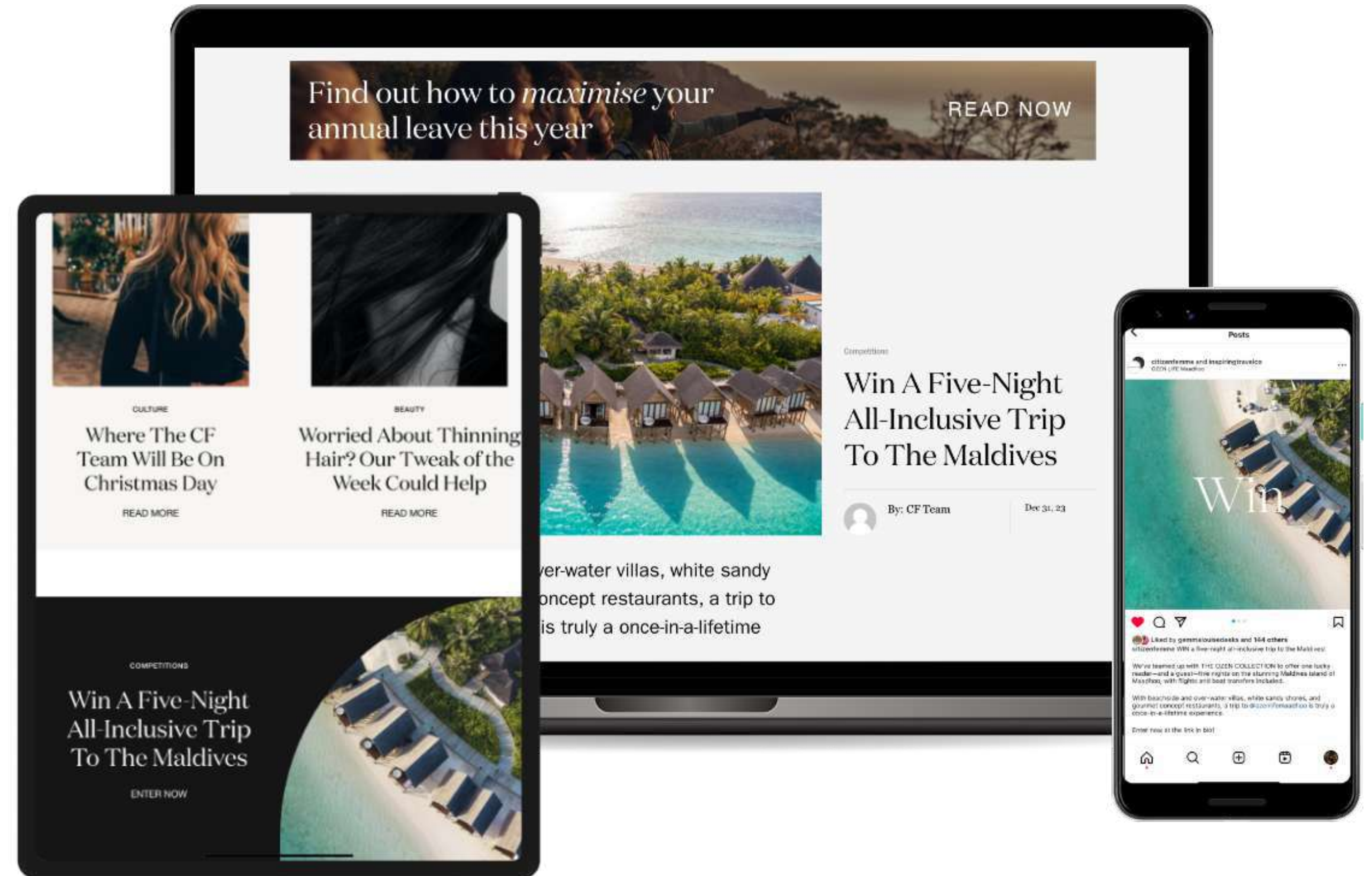


[View example.](#)

# Competitions

Drive direct engagement with your target audience with a high-end competition targeting a key demographic. Also the perfect addition to a wider campaign.

- Featured editorial
- Social promotion
- Hosted on homepage
- Running for 3 weeks
- Newsletter features
- Minimum prize value of £1,000
- Data capture



15k

AVG. ENTRIES

30%

INCREASE TRAFFIC TO CF

500k

AVG. REACH

# Events

Citizen Femme will curate a one-off event, or a series of events for your brand.

As ways of elevating storytelling, CF brings to life key voices and stories with invited audiences, perfect for delivering brand messaging, as well as attracting new customers, with direct exposure to a highly-engaged, core target audience.

## GOLD

Exclusive sponsorship of a Citizen Femme event

- Speaker at event
- Editorial feature
- Video content from event
- Custom newsletter
- Social promotion
- Branding across all event content
- Product in goodie bags
- Social coverage from attendees

## SILVER

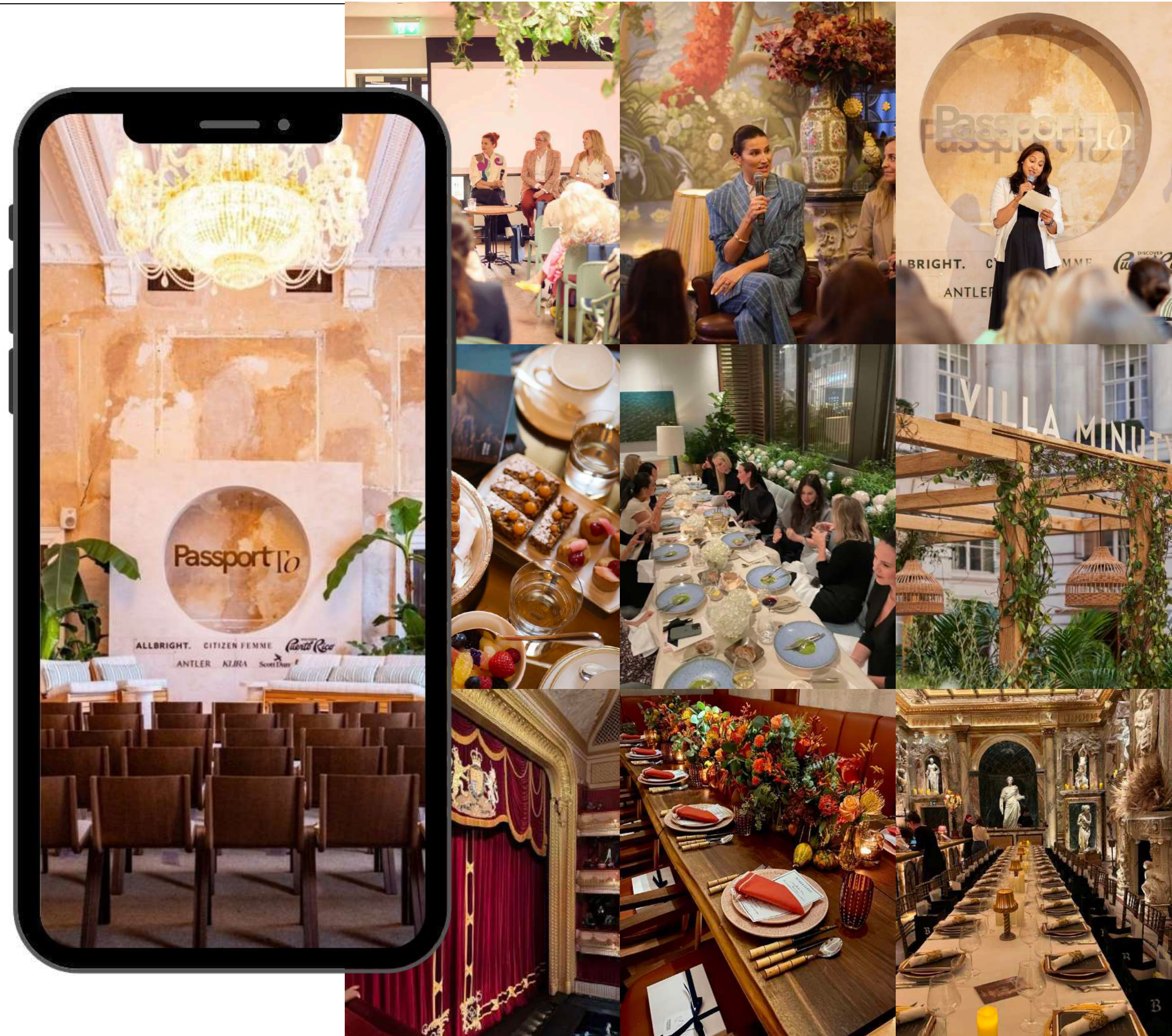
Featured sponsor of an exclusive Citizen Femme event

- Newsletter sponsorship
- Social promotion
- Branding across all event content
- Product in goodie bag
- Social coverage from attendees

## BRONZE

Branding inclusion in an exclusive Citizen Femme event

- Branding across all event content
- Product in goodie bag
- Social coverage from attendees





Brands we've partnered with...

**KLIRA**

ANTLER

DISCOVER  
*Puerto Rico*

**QATAR**  
AIRWAYS

Art Fund\_

AIRE  
ANCIENT BATHS  
L O N D O N

**CULT BEAUTY**

EDITION

MISELA

PANDORA

MADRID

GranCanaria

NET-A-PORTER

HONG KONG  
TOURISM BOARD

THE RITZ-CARLTON

Disney  
**FROZEN**

**VOLVO**

onefinestay

PAN PACIFIC  
Hotels and Resorts

**Scott Dunn**  
Travel that takes you further



# Case Studies & Results

# Passport To... Summit 2025

In 2025, we hosted Passport To... The Future of Female Led Travel, with AllBright.

In partnership with Discover Puerto Rico, Antler Luggage, Klira Skin, Intrepid Travel and Scott Dunn, the consumer-facing event took place at Old Sessions House on Thursday, 15th May 2025.

Our inspiring day of exploration featured exclusive industry insights, thought-provoking panels, and immersive brand experiences, enabling attendees to leave with fresh perspectives, new connections, and a bold vision for the future of travel. We gave the stage to some of the most inspiring voices in travel.

With almost 6 million reach across social platforms, 4 million engagement across editorial and almost 250 attendees, it was seen as one of the most engaging and successful travel events of the year.

Highlights included the launch of GlobeTrender Travel Trends Report at an exclusive breakfast with Scott Dunn and vibrant conversations spanning hospitality, design, fashion, beauty, and wellness all through a distinctly female lens.

Passport To... 2026 will take place on May 8th, 2026. Please request further details on ways to collaborate.



# Scott Dunn

Travel that takes you further

## THE GOAL

To highlight Scott Dunn as *the* go-to tour operator to curate your bespoke luxury holiday, targeting an affluent female demographic of key holidaymakers and decision makers.

## THE SOLUTION

Highlight Scott Dunn via all platforms using all touchpoints (editorial, social and in-person), showcasing the people behind it, the expertise, know-how and approachability. Our events were not only UK-based (Annabel's and Jaego's House), we took to New York to engage with a US-audience of influential women, with an event in partnership with Scott Dunn and Indre Rockerfeller.

## CONTENT EXAMPLES

- [Why Wait? Your Bucket List Travel Adventures Start Here](#)
- [These Are Six Of The Best Ski Chalets To Book This Season](#)
- [A New Way To Cruise: The Reinvention Of Life At Sea](#)
- [Discover Greece and Italy – Minus The Crowds](#)
- [Where We'll Be Travelling in 2025 - According To The Experts](#)
- [The Wellness Benefits Of Kids' Clubs For The Whole Family](#)

2.6m

OVERALL CAMPAIGN REACH

40k+

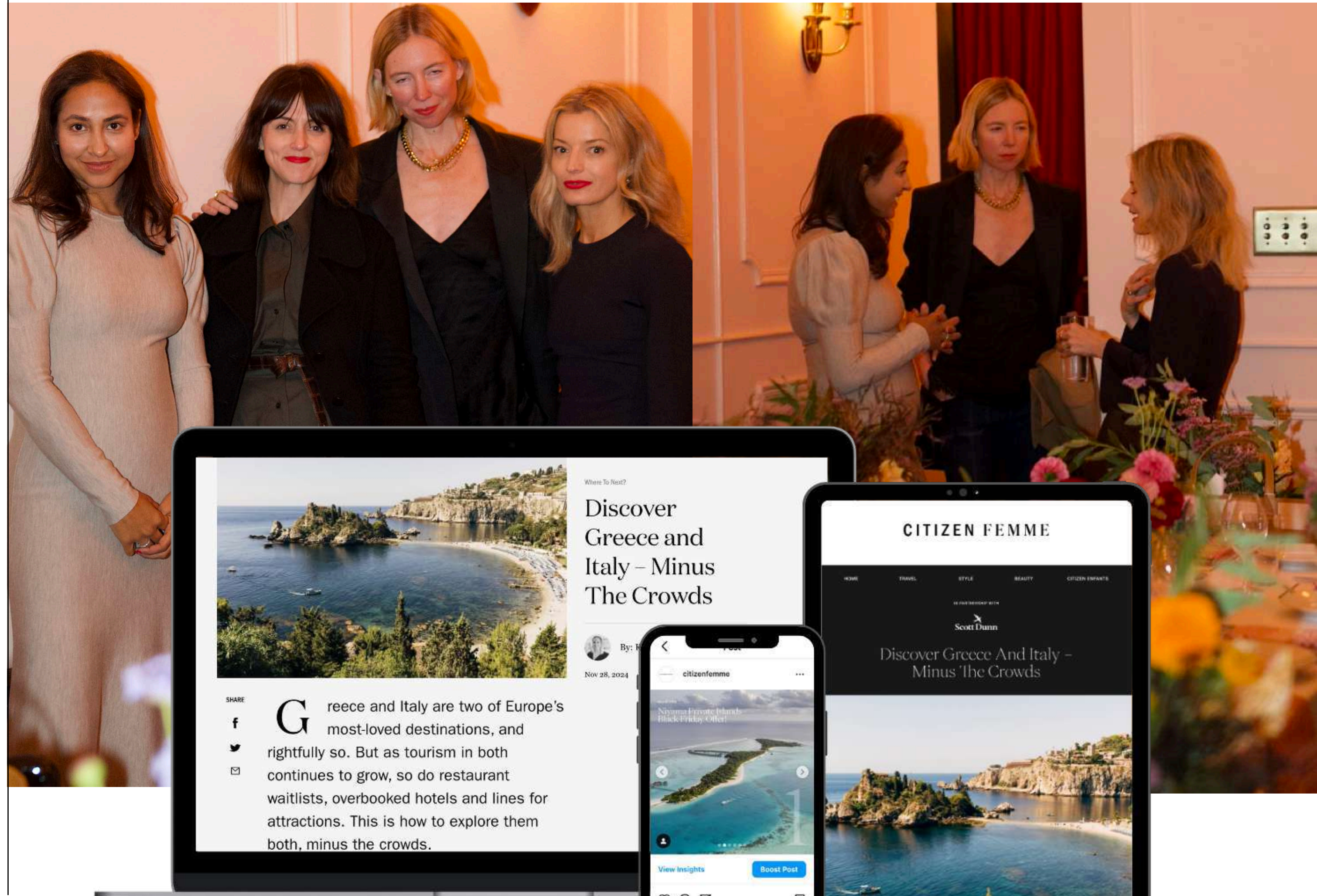
COMBINE REACH ACROSS  
INSTAGRAM REELS

1.6m

EST. TOTAL REACH ACROSS  
SOCIAL MEDIA

180k

EST. TOTAL REACH ACROSS  
EDITORIAL





### THE GOAL

With the ethos of 'The Only Destination To Visit', Discover Puerto Rico wanted to highlight the destination as the one to go to this year, tapping into a cool, trendy, independent audience of women looking for style, adventure, untapped excursions.

### THE SOLUTION

Citizen Femme created a series of editorial and dedicated newsletters. Alongside this, we took a select group of tastemakers on a once in a lifestyle trip to Puerto Rico creating content plus millions of views across all platforms. As a final part of the project, we filmed a 4 part mini series showcasing the women behind Puerto Rico pulling together a film crew over a 6 day shoot.

### CONTENT EXAMPLES

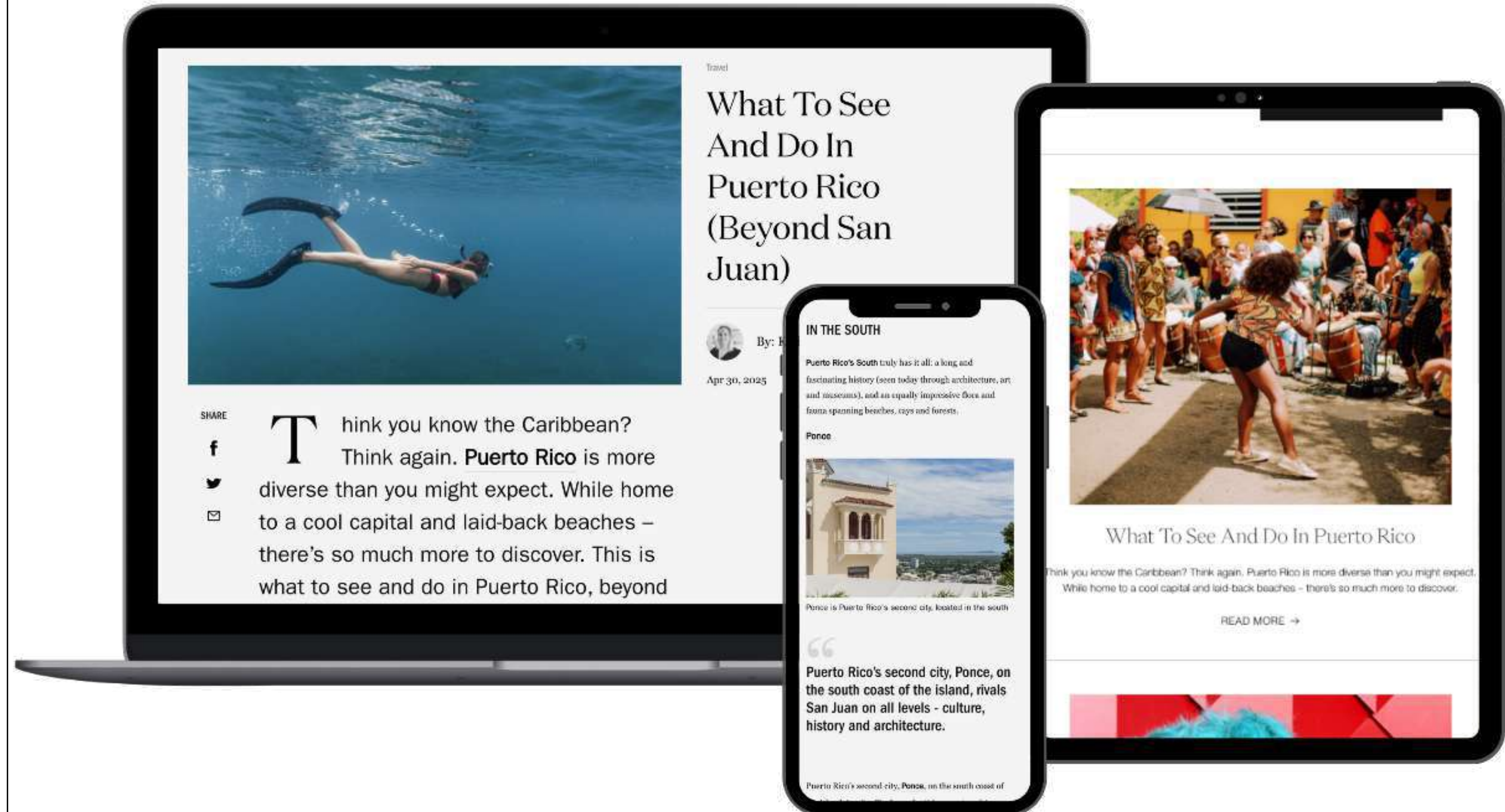
- [What To See And Do In Puerto Rico \(Beyond San Juan\)](#)
- [Five Reasons Why Puerto Rico Should Be On Your 2025 Travel Bucket List](#)
- [The Best Foodie Experiences In Puerto Rico](#)
- [Where Music And Culture Dance Together: The Best Music Experiences In Puerto Rico](#)

6.9m

OVERALL CAMPAIGN REACH  
(TO DATE)

34%

AVG. NEWSLETTER CLICK  
THROUGH RATE



# DISCOVER *Puerto Rico*

## Globetrotting Girls Getaway

In partnership with @discoverpuertorico | @citizenfemme

CF curated 5 tastemaker women on a bucketlist trip, exploring Puerto Rico in a way that was truly memorable. It garnered a huge amount of noise via social media, gathering excellent traction for the destination.

**+2.9M**

EST. TOTAL REACH ACROSS  
SOCIAL MEDIA

**20%**

COMBINED ENGAGEMENT  
RATES



# | MADRID

## THE GOAL

Showcase Madrid as a destination over and above weekends. Make the case for it as a top spotlight in Spain with a luxury + cultural offering with a vast range of options for a fulfilling getaway.

## THE SOLUTION

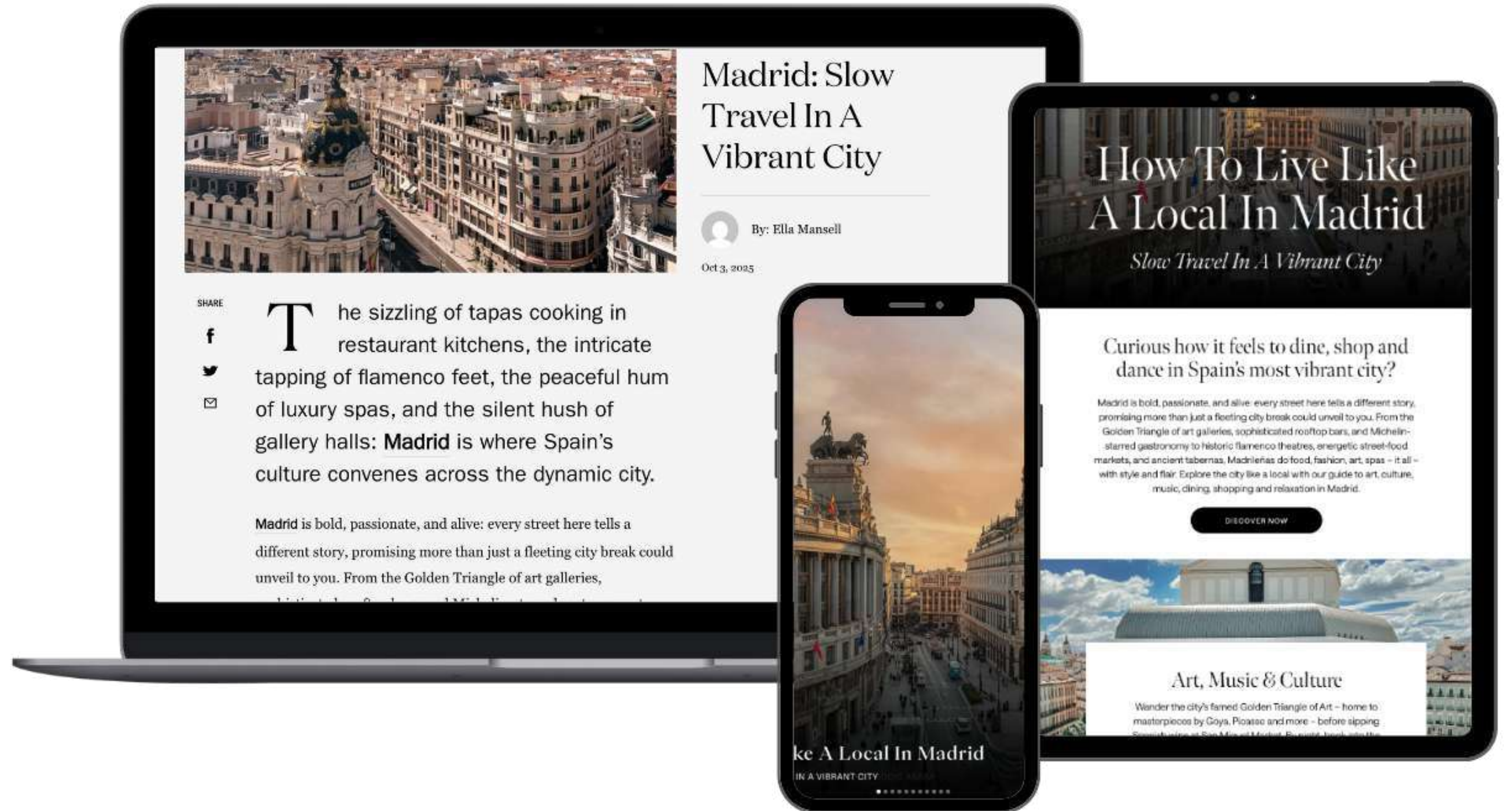
Use multi-platform coverage to encourage all touchpoints for Madrid. Focus our most popular column The CF Hotlist on the top 5 things to do in Madrid, create content around life like a local, providing authentic suggestions and bolster this with a dedicated newsletter and social offering.

## CONTENT EXAMPLES

- [How To Live Like A Local In Madrid: Slow Travel In A Vibrant City](#)
- [This Week CF Loves: Spotlight on Madrid](#)
- [Dedicated Destination Diary Newsletter](#)

# 600k

OVERALL CAMPAIGN REACH





### THE GOAL

Highlight the global destinations that are accessible via Qatar Airways, a current offer, plus emphasise the luxury journey that travellers can enjoy. After all, the journey is as important as the destination.

### THE SOLUTION

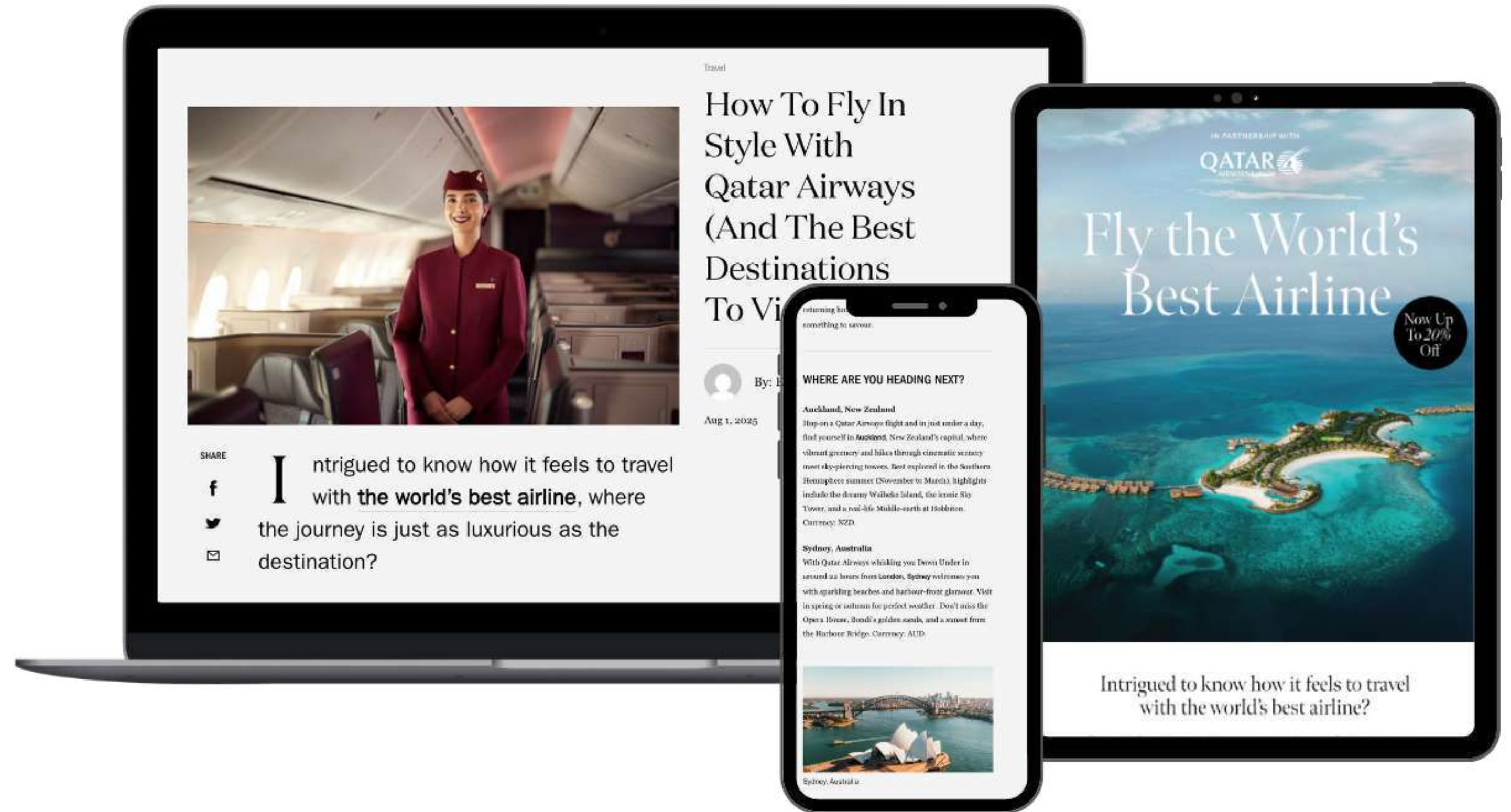
Break down an easily digestible piece of content showcasing the most exciting destinations to visit via Qatar Airlines + a dedicated eye-catching newsletter to our loyal database.

### CONTENT EXAMPLES

- [How To Fly In Style With Qatar Airways \(And The Best Destinations To Visit\)](#)
- [Dedicated Newsletter](#)

# 250k

OVERALL CAMPAIGN REACH



# THE RITZ-CARLTON® GRAND CAYMAN

## THE GOAL

Showcase how easy it is to reach Grand Cayman and why this property is so standout and a leading property in the Caribbean.

## THE SOLUTION

Make it an easy decision for readers to book their trip to stay at this spectacular property. Create custom editorial with reasons for them to confirm a trip, and push this through a dedicated newsletter and social media. Using the assets provided, use clear messaging with our authentic voice to share the story of the Ritz Carlton Grand Cayman via multiple touch points - editorial, newsletter and social media. We also created an event for 15 London tastemakers, hosted by CF and the property, bringing excellent coverage across social platforms with the key demographic.

## CONTENT EXAMPLES

Ten Reasons We Love This Standout Property In The Caribbean

300k

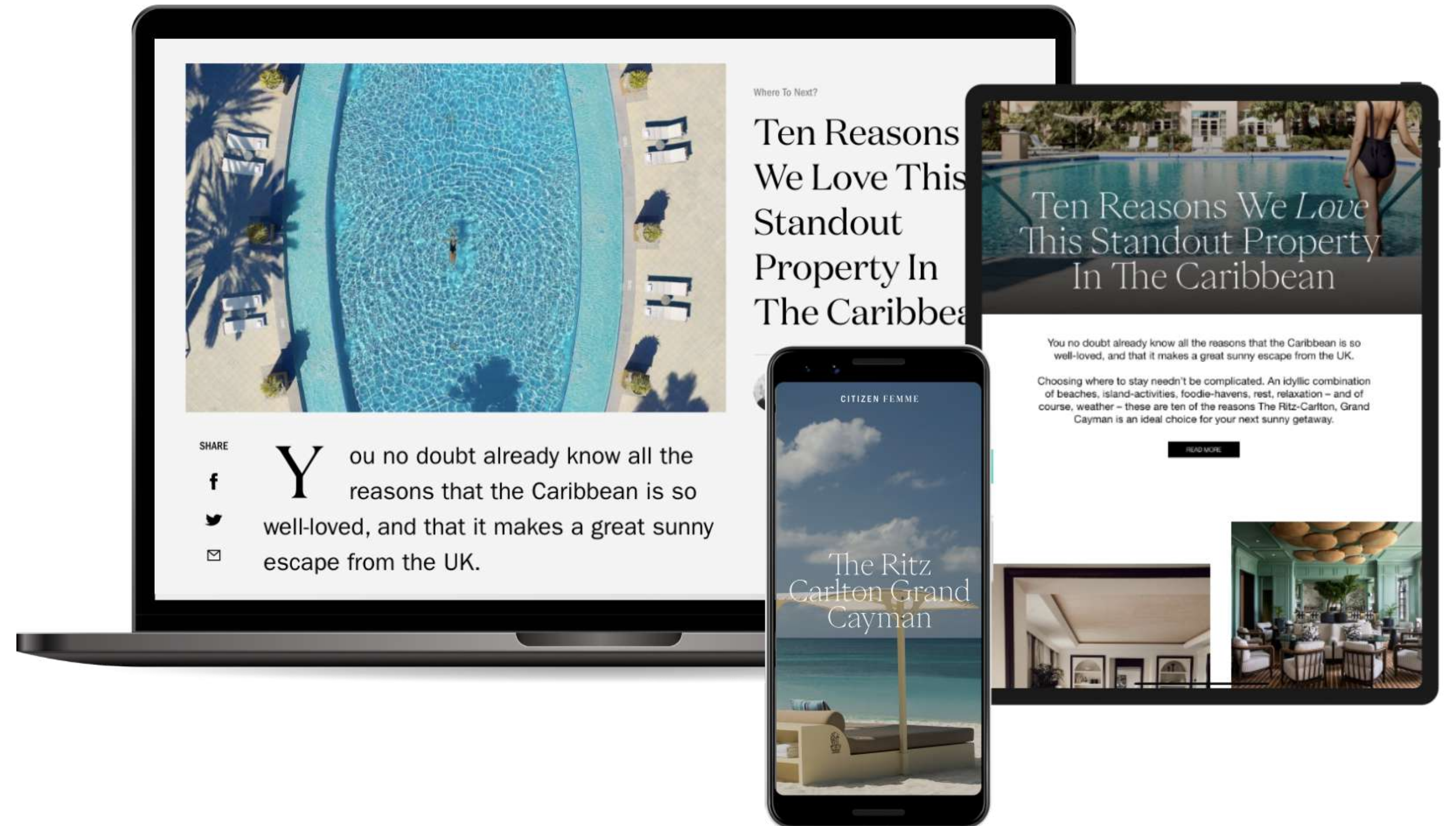
OVERALL CAMPAIGN REACH

37%

NEWSLETTER OPEN RATE

24k

ARTICLE VIEWS





### THE GOAL

To raise Hong Kong Tourism’s social media presence during Chinese New Year.

### THE SOLUTION

Working with 3 leading influencers in different sectors, we produced a series of Insider Guides to Hong Kong in the format of social first videos. All content was amplified across CF's social channels and newsletter.

### CONTENT EXAMPLES

- [Faye Tsui & Article](#)
- [Madeleine Thompson & Article](#)
- [Lindsay Jang & Article](#)

### THE HIGHLIGHTS

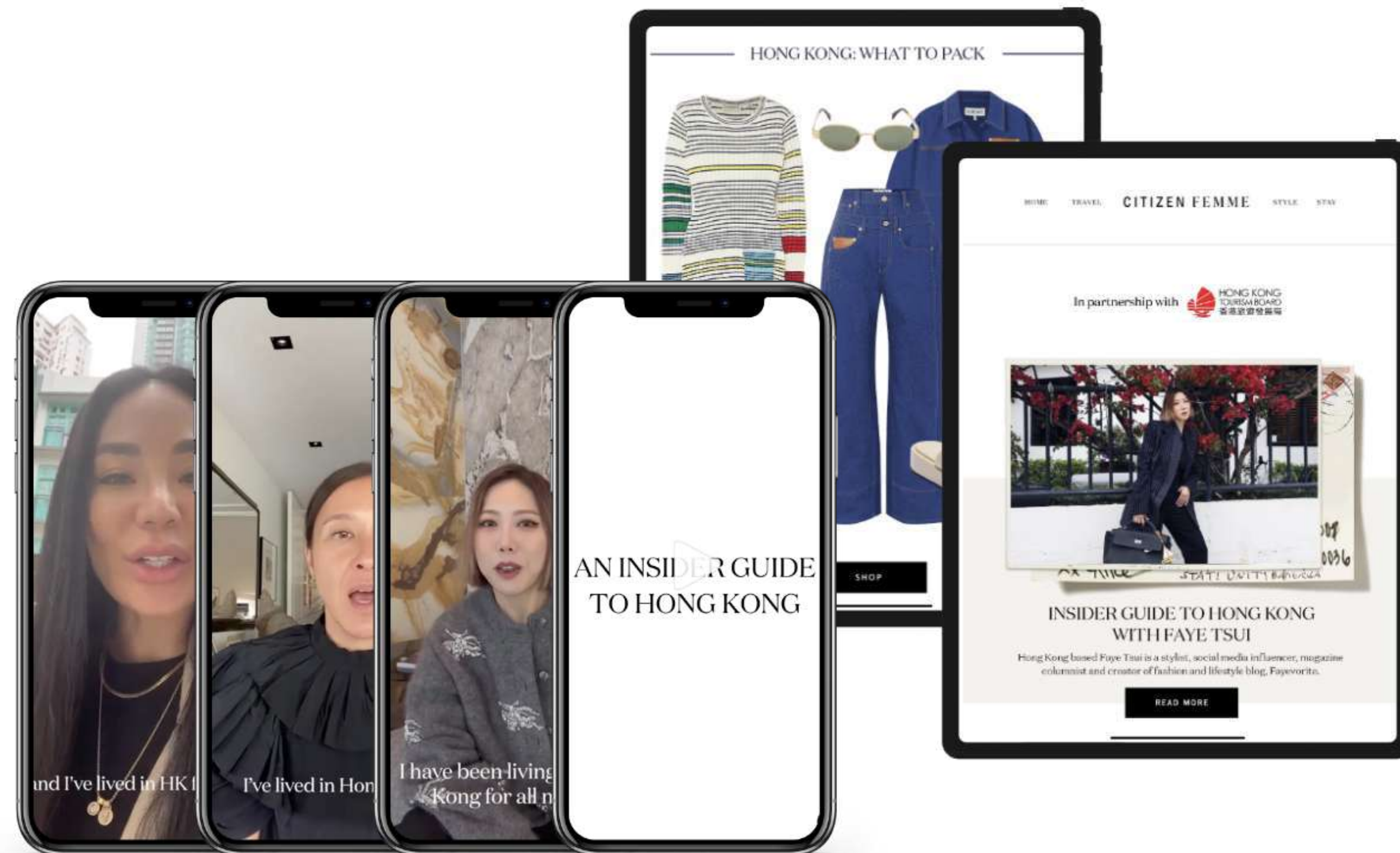
A highly engaging series that generated millions of views on Instagram alone. Successful alignment of three high-profile creators with Hong Kong Tourism.

2.5m

TOTAL VIEWS

31%

NEWSLETTER OPEN RATE



# MISELA

## THE GOAL

Highlight the Christmas offering to a lux premium audience looking for gifting for others, or themselves.

## THE SOLUTION

CF used the team to highlight each member's favourite product, for ownership and providing personality to the brand and more storytelling. This was delivered with a dedicated newsletter. From the success of this, CF is now curating a cultural weekend to Istanbul with 5 UK tastemakers to create more content and visibility for the brand to a key demographic.

## THE SOLUTION

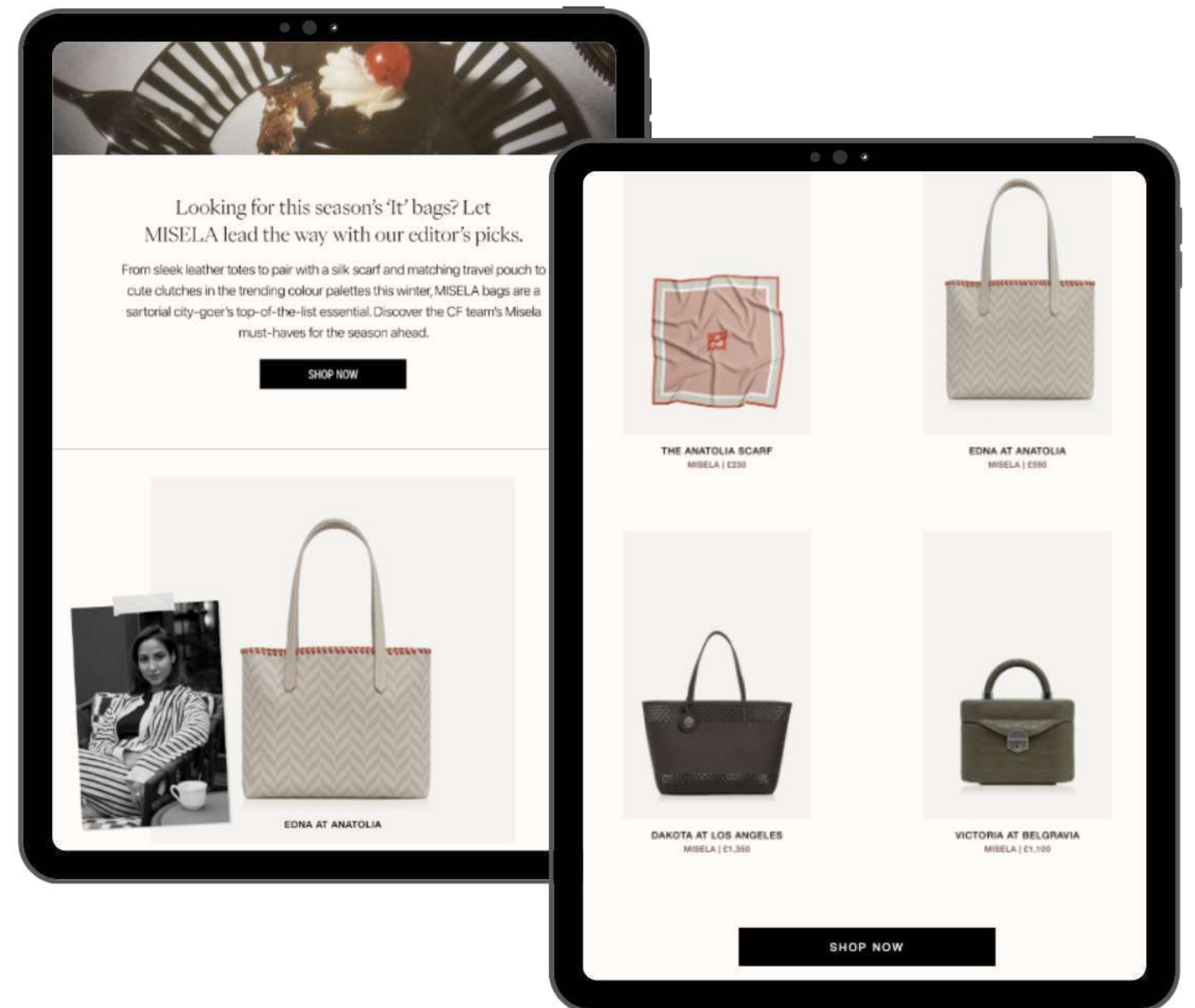
Due to the success of the Christmas campaign, we engaged in a curated tastemaker trip to Istanbul with 5 female KOLs from London on a 3 day trip to Misela's new atelier, arranging hosting by Ritz Carlton Istanbul.

23%

NEWSLETTER OPEN RATE

4.5%

NEWSLETTER CLICK RATE



# CULT BEAUTY

## THE GOAL

Highlight the conscious offering that Cult Beauty has to a key beauty buying female demographic.

## THE SOLUTION

Engage our Wellness Director to create a dedicated editorial with CF's favourite selected products with custom content across the magazine and a dedicated newsletter.

## CONTENT EXAMPLES

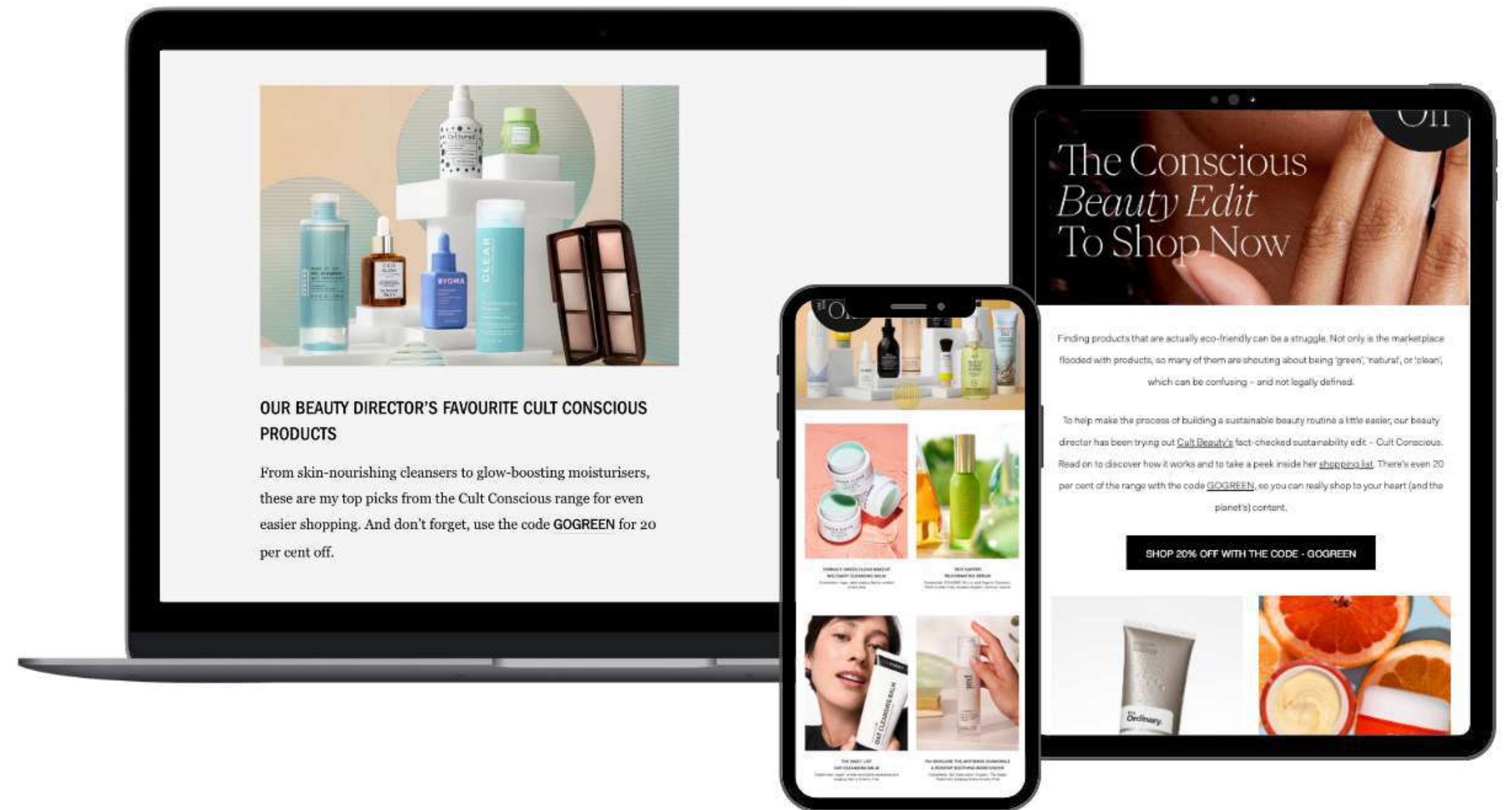
Cult Beauty Buys: This Free-To-Use Tool Helps Our Beauty Director Shop More Sustainably

30%

NEWSLETTER OPEN RATE

14k

ARTICLE VIEWS



## DR. DAVID JACK

LONDON

### THE GOAL

Promoting Dr David Jack's new Belgravia clinic and the launch of the facial bar.

### THE SOLUTION

We hosted an exclusive breakfast and skincare discussion with Citizen Femme's Beauty Editor Becki Murray, and leading dermatologist and author, Dr. David Jack. Influential guests included Rosie Lai, Yasmin Salmon and Vic Ceridono.

### CONTENT EXAMPLE

[Watch the video](#)

### THE HIGHLIGHTS

Extensive social coverage across both Citizen Femme's channels and the attendees' profiles. Video footage to ensure that the event had longevity.

975k

TOTAL REACH ON INSTAGRAM





### THE GOAL

To spotlight Disney's Frozen The Musical at Theatre Royale Drury Lane as a family-favourite activity for the summer holidays and emphasise the last chance to book the show before it leaves the UK after a successful three-year run.

### THE SOLUTION

Target Citizen Enfants' engaged community of families and wide network of affluent, influential mothers through a dedicated newsletter and a series of display banners running across the Citizen Femme site, each with a strong call to action.

### THE HIGHLIGHTS

Surpassed ROS display banner impressions by over 200% reaching 45,000, with an excellent open rate for the newsletter too.

Emphasised this summer as the last chance to book the family favourite show in the UK by placing Disney's Frozen The Musical at the front of this audience's mind.

22%

NEWSLETTER OPEN RATE

45k

TOTAL AD IMPRESSIONS

