





# Cosmetics: Magazines

Cosmetics & Media Literacy  
Magazines: Content Analysis

Teachers: Have your students conduct a “content analysis” of cosmetic advertisements in selected magazines targeting women.

To do this, create a chart similar to the one below, listing the magazines at the top, and the names of some common cosmetic manufacturers down the side. Students should count the number of ads found in each magazine and put in a number in the column under that magazine.

Content Analysis- # of cosmetic full page Advertisements from selected women’s magazines, August 2004 issues

Cosmetic Product Names/linked to homepage	More 	Elle 	Lucky 	Ladies Home Journal 
<a href="#">Cover Girl</a>				1
<a href="#">L'Oreal</a>	1	1	2	2
<a href="#">Estee Lauder</a>		1		
<a href="#">Lancome Paris</a>		1	1	
<a href="#">Chanel</a>		1	1	
<a href="#">Max Factor</a>				1
<a href="#">Olay</a>	1	2		1
<a href="#">Nivea</a>	1		1	

<a href="#">Neutrogena</a>	1		2	
<a href="#">Clinique</a>	1	1	1	
<a href="#">Roc</a>	1			
<a href="#">Aveeno</a>	1			1
<a href="#">Hydroderm</a>	1	1		2
<a href="#">StriVectin-SD</a>		1		
<a href="#">Lubriderm</a>			1	
TOTALS	9	9	9	8

Content Analysis- # of cosmetic full page Advertisements from selected women's magazines, Sept. 2004 issues

	Essence 	Latina 	Marie Claire 	O(prah)  Photo: Matthew Rolston	Self 	Seventeen 
<a href="#">Maybelline</a>	1	1	2			2
<a href="#">Revlon</a>		1				
<a href="#">Cover Girl</a>	1	1	2	1		2
<a href="#">L'Oreal</a>		1	1	1		1
<a href="#">Almay</a>				1	1	
<a href="#">Estee Lauder</a>			1	1	1	
<a href="#">Lancome Paris</a>	2	2			1	
<a href="#">Chanel</a>			1		1	
<a href="#">Max Factor</a>			1			
<a href="#">Nivea</a>	1					
<a href="#">Neutrogena</a>	1	1	3	1	2	
<a href="#">Clinique</a>	1	2	2	2	1	1
<a href="#">Aveeno</a>					1	
<a href="#">Sephora</a>	1	1				
<a href="#">Avon</a>	1	1	1	1	1	
<a href="#">Black Opal</a>	1					

Skin Success	1	1				
Black Radiance	1					
<a href="#">Clarins</a>		1	1	1	1	
Prestige		1				
Physician Formula			1			
<a href="#">Merle Norman</a>			1			
Shisedo			1		1	
Wet & Wild						1
NYC						1
TOTALS	12	14	18	9	11	8