

Part 1: Media Outlet Profile:

COSMOPOLITAN

Cosmopolitan magazine is known as the largest young women's media brand worldwide that covers everything from fashion, sex and politics. This pop-culture publication was first published by Schlicht & Field in 1886 as a "family" magazine, but now focuses on transparency and "being real" with their audience. There is no filter when it comes to Cosmopolitan. They cover topics ranging from stylebooks, trending celebrity fashion, beauty, and controversial opinion pieces that will grasp the reader's attention. With their website articles being posted weekly, their large magazine issues only are featured around 8 times a year. They tend to include fashion in every aspect of their magazine and online publications with women being the core focus of their brand.

Those who read Cosmopolitan seem to be hungry for gossip, culturally up-to-date and rebellious Gen Z and Millennials. While their target audience is mainly women, there seems to be a theme of inclusivity and woke mindset that the team has created, allowing for anyone to enjoy the majority women-run magazine. They tend to cater towards the "unfiltered" and authentic personalities of their readers and try to find young women as their main stakeholders. With a fair split between readers 18-34 who are located in rural or city locations, Cosmopolitan reaches audiences far and wide.

Cosmopolitan likes to take [niche topics](#) and somehow tie them back to fashion or anything relatable to their younger audience. For my article, I'm going to write a piece titled "Top 5 Revenge Dresses to Make Your Ex Want You Back." It's going to be describing all the revenge outfits that you should be wearing out in order to catch someone's attention. This is a perfect article for the brand because it's something you won't see anywhere else and it's honest about its intentions. This is something that a lot of single, young women can relate to, especially since it's getting closer to the holidays and this time of year makes single women go crazy due to their lack of a partner. This is a good addition to my resume because as someone who wants to pursue a field in PR, this article is able to show my expertise in writing and capturing the audience's attention effectively.

Top 5 Revenge Dresses to Make Your Ex Want You Back

Picture this: You're out on the town and suddenly you and your ex lock eyes. After some prolonged stares, you look down to realize you're wearing the same black top and blue jean combo you've been wearing ever since you broke up. Well, listen up. That's no longer. Here are our top picks of revenge outfits you should definitely be strutting this fall.

1. THELMA MIDI DRESS - \$128



Whether you're itching for a backless moment, or just want that "How to Lose a Guy in 10 Days" satin moment, this is the dress for you. This piece will turn a situationship into a wife in no time. With the built-in scarf halter and the ruffled details towards the waist, there is nothing holding you back from being cuffed after they see you in this dress. What makes this dress is the low cut. The hidden class with the hint of young and revealing makes the dress seductively innocent. It comes with an invisible zipper and elastic waist so your figure will be shown off from all the way across the old dive bar. Trust your gut and always go with a classic because you never know, you may even be able to wear it at the wedding.

2. MIDI HALTER DRESS - \$49



Nothing screams revenge like a piercing blood red. This dress is everything but low-key. If you are going to an outing where you know someone you cannot see is going to be there, this is the dress for you. Not only is it giving Carrie Bradshaw on a Friday night, but it also shows your ex that you are not scared to see them again. The polyester finish and high neckline gives you the confidence you need to walk that red carpet. The invisible zipper and stretch fabric will cinch your waist like no other. Paired with a nice boot and black heel will go perfect with this dress. This daring look will not only catch the eye of your past love, but will pave the way of your future without that bloody ex.

3. BRAELYN STRAPLESS BOW MINI DRESS - \$76



Everyone needs a little black dress moment, and this, this is the moment. Although it's simple, it ties in a trendy touch with a white bow in the back. Bows are so in. This fitted dress will pair perfectly with a night out with the girls. The matte finish and satin bow go perfectly together to form an elegant touch to the well-known little black dress moment. It cinches in every curve in the right spots and has a seamless zipper to get you right. Whether you're recently single or searching for the one, this dress will turn heads like no one's business. There is nothing better than a black dress to tell an ex that you're the one that got away. I mean, cute and class amiright?

4. EZGI FLOWER HALTER TOP MINI SKIRT SET - \$102



This set is at the top of our list for any party that you are attending this year. The rose detailing is to die for. The light blush pink is giving the attention that it deserves. Although this is not your typical dress, this set deserves to be on our list because of the absolute baddie energy that it gives when worn. The ruffled roses paired with a slick halter rose top makes this piece an even greater success. It shows enough skin to make an ex crawl in their skin, but it also shows off all the best features. Shoulders are winning in this dress. There are no accessories needed for an outfit like this because it speaks for itself. Flaunt what you got with this set at your next birthday, bachelorette, or even baby shower to get all the craze about your bomb sense of fashion.

5. WEAR ME OUT DRESS - \$258



This dress is for that girl who just wants to have fun. It's not all about showing skin around here to be a confident queen. This is the best revenge dress to show them who can confidently rock a statement piece. With the colorful nature of the mini dress to the sequins, this is something that people will never forget. With the built-in belt, this dress is able to give you that small-waist effect, but have a flowy feel everywhere else. Modesty is key to this dress because it speaks for itself what the body can't. This is your go-to night on the town, party with the girls, "I don't chase I attract," kind of dress. The best part about this look is that it can be flattering on anyone. Don't sweat the small stuff and just go out rocking your inner rainbow (if that's what you're into of course).

Notable Sources:

[Cosmopolitan Magazine: Audience and Brand Consideration](#)

[Hearst Magazines: Cosmopolitan](#)

[Hey You, Meet the Cosmo Team](#)

[Britannica - Cosmopolitan](#)