



**MEDIA KIT 2025**

**COSMOPOLITAN**

SRI LANKA





# Re-Introducing Cosmopolitan Sri Lanka

Cosmopolitan is the ultimate guide for the island girl who's always in the know—whether she's hunting for the best skincare to survive the tropical heat or discovering ways to support local brands that make a difference, we've got her covered.

The #1 young women's brand in the world, Cosmopolitan Sri Lanka, connects with its audience at every turn. In print, on the web, across social media, and at our groovy, on-brand events, Cosmo serves up fun, fresh, and thought-provoking content that's made for today's confident, go-getting women who juggle it all with style.

Beyond fashion and beauty, Cosmo also tackles important conversations on gender equality, equal pay, harassment, and other critical issues that matter to women everywhere.





# Who is the Cosmo Girl?

She's a Gen Z or Millennial woman who knows what she wants and lives life on her own terms.

## Expanding Our Reach

At Cosmopolitan Sri Lanka, we've got our sights set on reaching women across the island. This includes the hustle and bustle of Colombo, the cultural heart of Kandy, and the coastal charm of Galle...to start with. We want to connect with women across every corner of Sri Lanka and build a thriving community nationwide.

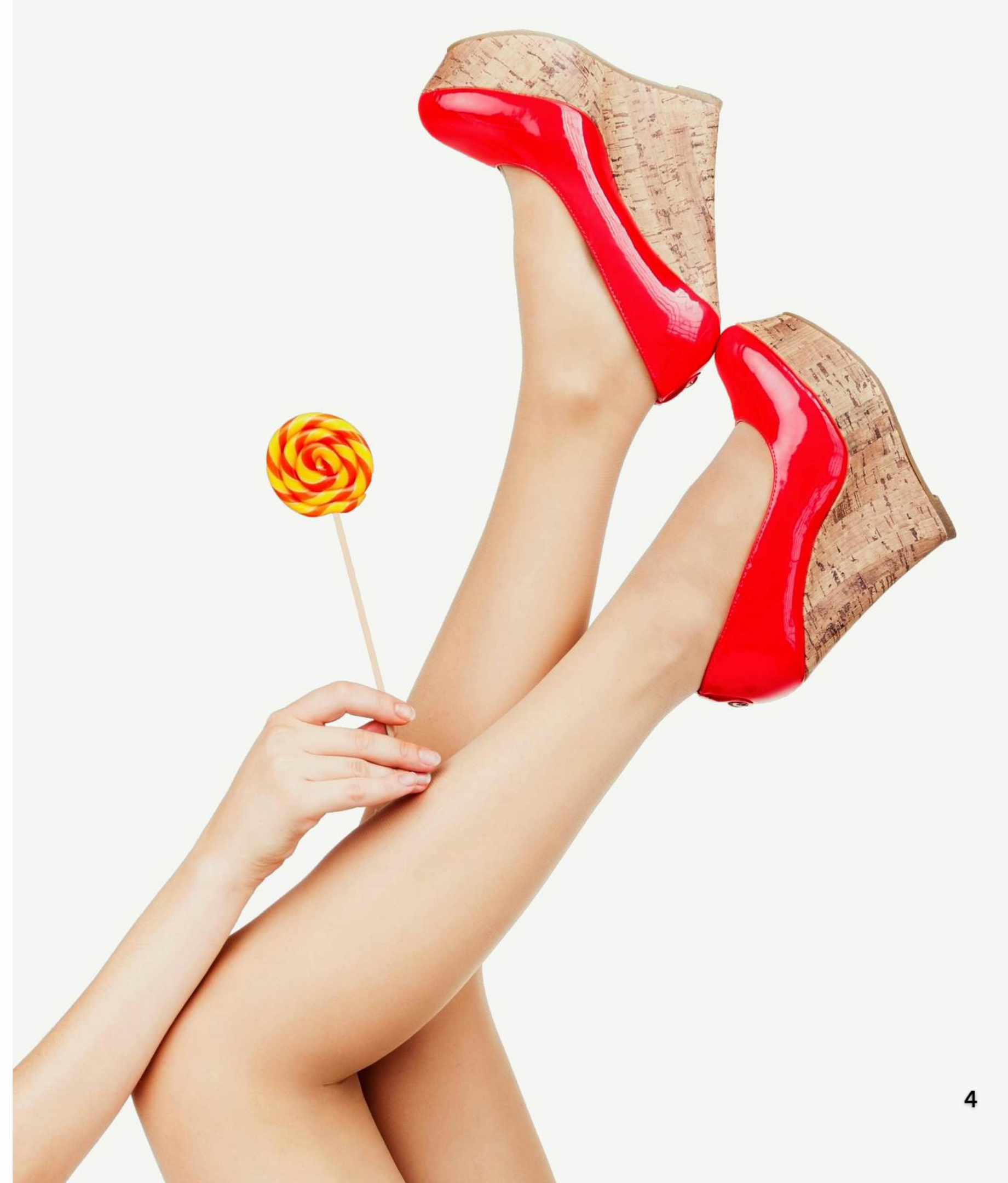






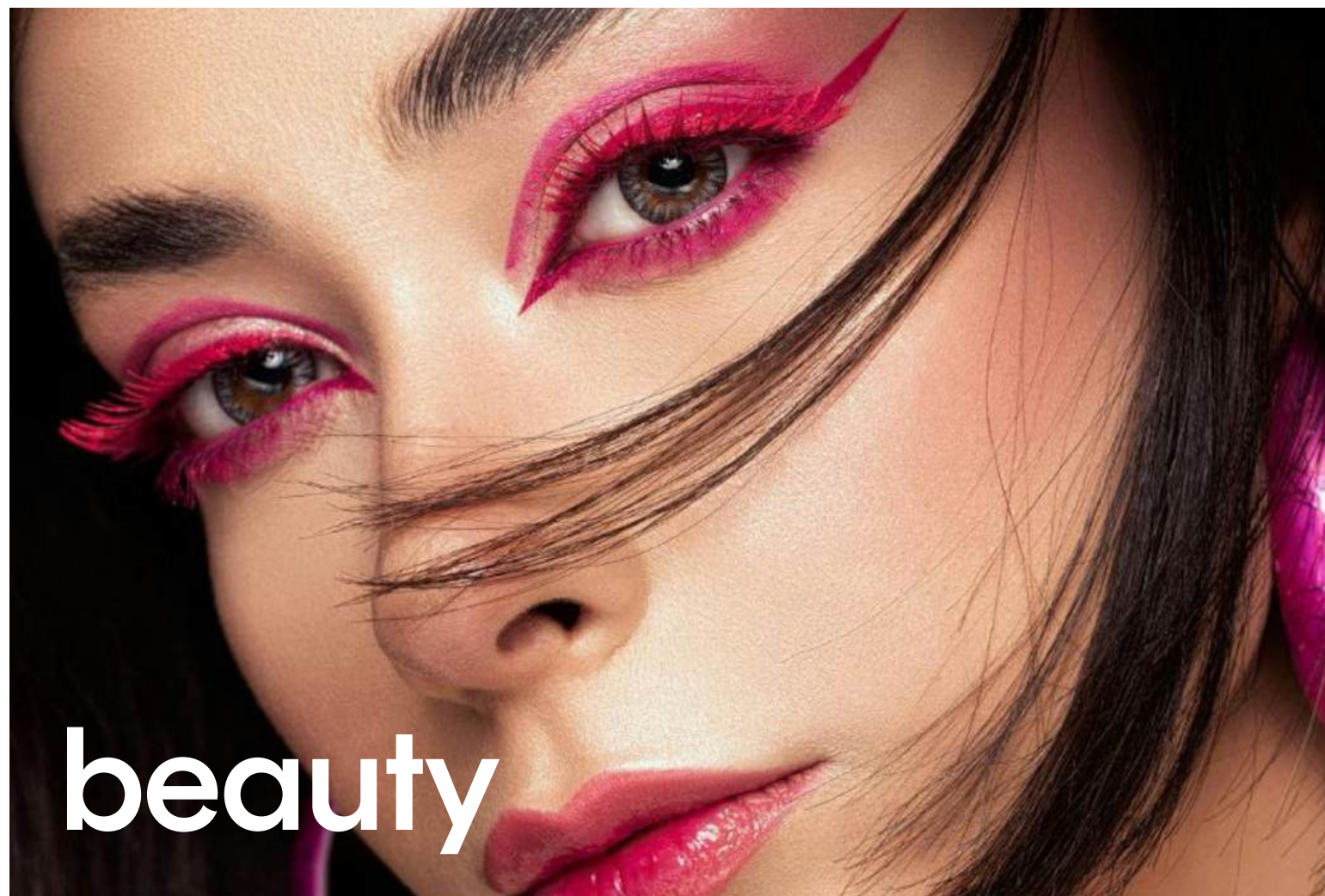
# Cosmo Verticals

From love and beauty to style and culture, our editorial lineup has everything the Cosmo girl needs to know.





The expert skin tips,  
hottest trends and  
beauty deep dives  
every young woman  
needs to know.



beauty

We'll be covering dating,  
love, friendships, breakups  
and everything in between.



love



style

The best style inspo that's  
perfect for every girl's budget,  
life, and overall vibe.



The focus stays on you  
through thought-  
provoking and fun food,  
beverage, and travel  
content.



**lifestyle**

The latest on exciting  
moments in pop culture,  
movies, music, and books.



**entertainment**



**mind  
and  
body**

Cosmo dives deep into movement, health, and  
overall mindfulness in achieving balance.





technology

From power moves to money tips to side hustles, Cosmo will explore everything you need to get ahead without burning out.

We want our audience to be on the ball with the latest in apps, gadgets, and new trends.



career and finance





# Brand Ecosystem

## digital

Cosmo is the destination every girl needs to head to for the best in love, beauty, style, travel, hard-hitting features, and so much more. As her digital go-to bestie, Cosmo will deliver sharp, engaging and shareable content.

## print

Expect a quarterly print edition that has high-impact, long-form articles, plus the latest in lifestyle, tech, style, beauty and more. It'll be packed with everything our readers will need to stay informed, inspired and ahead of the game.

## social

Our social platforms are bold, insightful and irresistibly fun! They'll bring together entrepreneurs, medical professionals, athletes, community game-changers and more!

## events

We don't just want to build an audience. We want to cultivate a movement. Through impactful, immersive, and high-energy events, we will curate events that connect brands with Cosmo's engaged community of women.



# Circulation Projections

These circulation projections show how quickly Cosmo hopes to grow and reach more readers who are engaged, excited, and keen to connect with brands that speak to them.



Print Circulation:  
Quarterly  
Print Editions



5,000  
copies  
in **SRI LANKA**  
per print run

500  
copies  
in **MALDIVES**  
per print run





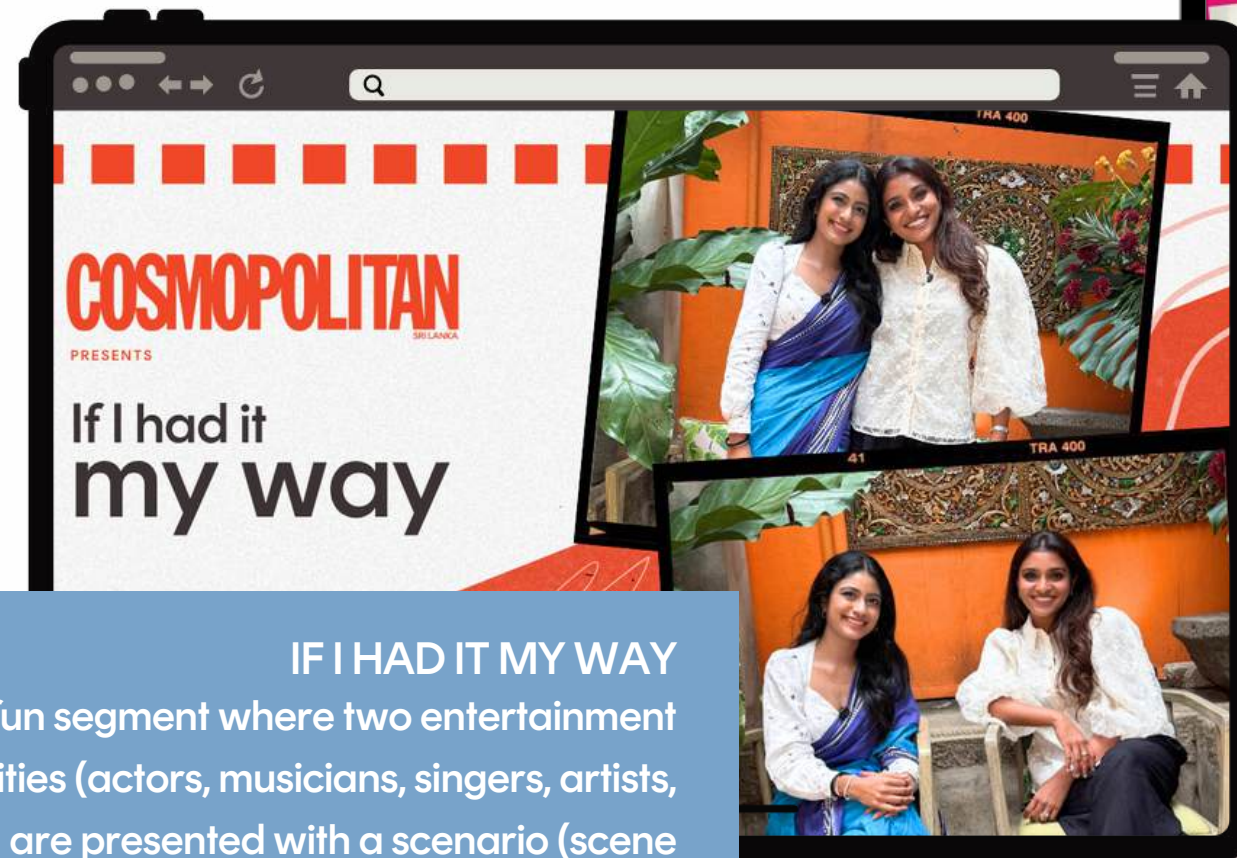


**We're entering the market bigger, bolder, and better than ever. Our very first issue, launching this September, unveils a striking new look and dives into the theme of reinvention — because today's woman isn't just turning the page, she's ripping up the old script and writing her own.**





# What's Next? DIGITAL



## IF I HAD IT MY WAY

A light and fun segment where two entertainment personalities (actors, musicians, singers, artists, performers) are presented with a scenario (scene from a movie, work of art, or piece of music) and have to interpret it their way. Cue entertaining and Insta-worthy moments for all Cosmo girls.

[Watch full video here.](#)



## WHAT'S IN MY BAG?

A lifestyle video series where standout personalities let us peek inside their handbags — mixing real talk, favourite finds, and a touch of curated product placement, all with that signature Cosmopolitan flair.

[Watch full video here.](#)



## HOT GIRL WALKS

Turning up the heat...with a 5km walk curated just for Cosmo girls. An engaging way to bring together subscribers and invitees to create a dialogue around health and wellness, ending with some relaxing options for cooling off, be it sipping on some refreshing thirst quenchers, enjoying a relaxing foot rub, or finding your zen with some light yoga. Oh and walk away with some fab goodies too!



## CAFE BEATS

A chance for the ladies to level up their daytime entertainment with a super fun café experience - featuring two female DJs, games with a dash of spice, and lots of caffeine. Loads of fun, the Cosmo way!



# What's Next? EVENTS



# Cosmopolitan Sri Lanka Management Team



Today, we are excited to expand our journey into publishing, staying true to our passion for sharing stories that inspire and connect.

Our mission remains simple yet profound: to bring unique voices to life, empowering people and brands to discover, shape, and share their stories in meaningful ways.



TRIBAL is a creative house founded on the belief that every story deserves to be told with authenticity, integrity, and exclusivity. Since 2018, we have embraced this ethos across industries, including retail, content creation, marketing, and education.

## Rule of Three

Publisher:  
**Kishani Vethavinayakam**

Editor-at-Large:  
**Shihaam Hassanali**

Editor-in-Chief:  
**Keshini Dunusinghe**



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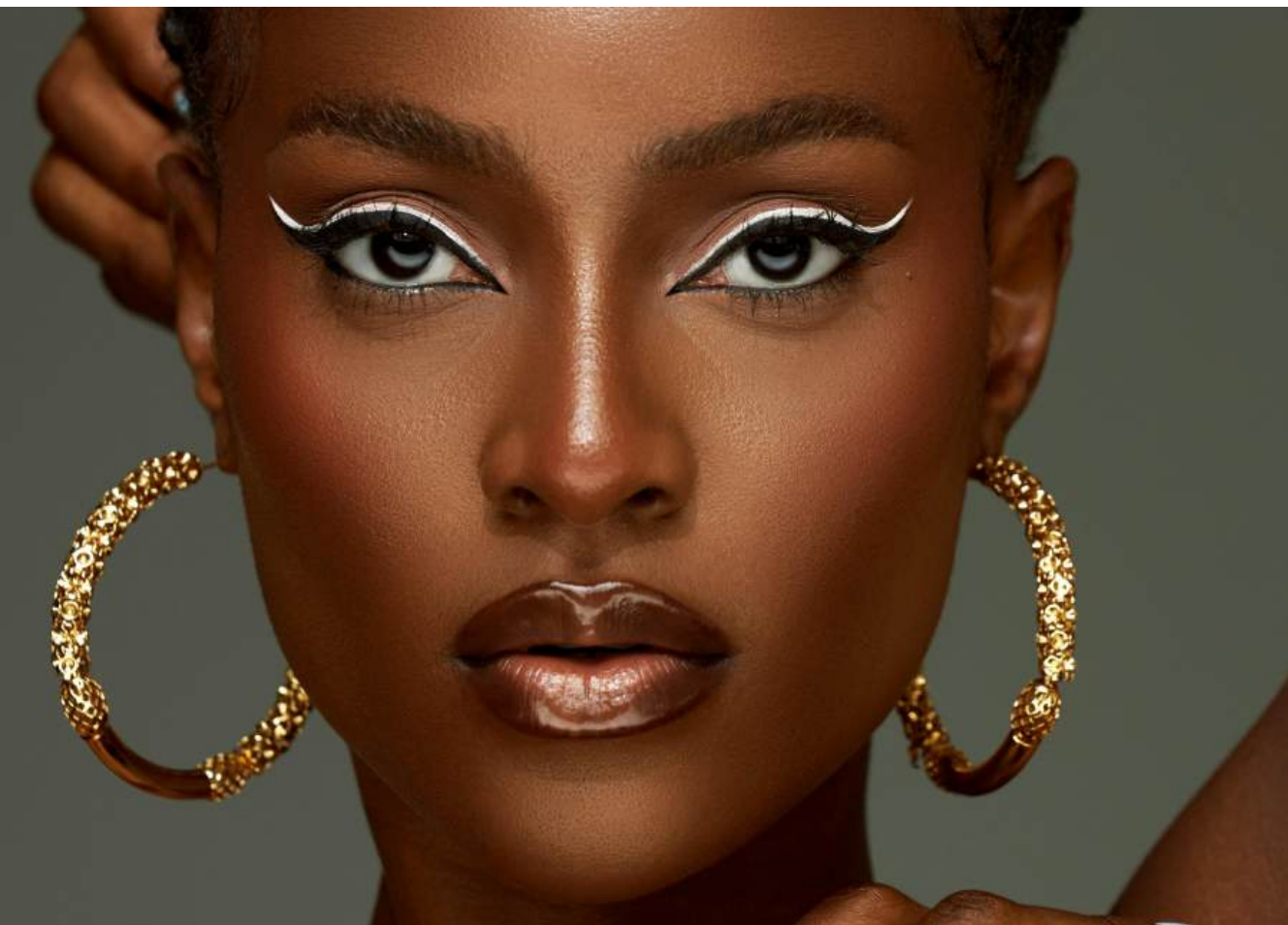
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