

VOGUE  
MEDIA KIT 2018



# VOGUE UNIVERSE

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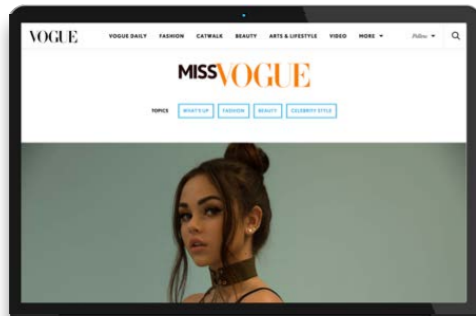
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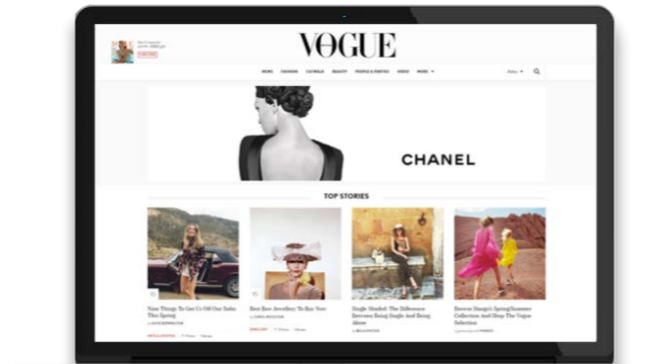
Print



Mobile



Miss Vogue



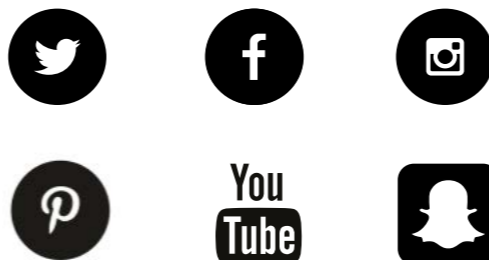
Vogue.co.uk



Vogue Video



Vogue Events



Vogue Social Reach



Vogue Insights

VOGUE MAGAZINE



# PRINT INFORMATION

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EDITOR: EDWARD ENNINFUL OBE

PUBLISHING DIRECTOR: STEPHEN QUINN

**1,210,000**  
READERSHIP

**190,021**  
CIRCULATION

38: AVERAGE AGE OF READER

35% AB / 67% ABC1

## THE FASHION BIBLE

VOGUE is over 11 times more likely than Elle or Harper's Bazaar to be chosen as The Fashion Bible

## LUXURY CONSUMERS

93% buy designer fashion / 92% buy premium beauty

## ENGAGED READERS

90% of VOGUE readers pay attention to the advertising they see in print

## A UNIQUE AUDIENCE

69% of VOGUE readers do not read Elle or Harper's Bazaar



VOGUE ONLINE

VOGUE



# VOGUE.CO.UK

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**2.7 MILLION**  
MONTHLY UNIQUE USERS

**57 MILLION**  
MONTHLY PAGEVIEWS

Google Analytics Jul - Sept 2017

## UK AUDIENCE PROFILE

**96%** Female

**78%** ABC1

**43%** London-based

**33** Average Age | **60%** Millennials (18-34)

## UK AUDIENCE CROSSOVER

**25%** Web and Print

## TRAFFIC BY PLATFORM

**55%** Mobile | **37%** Desktop | **8%** Tablet

## AVERAGE PAGEVIEWS PER SESSION

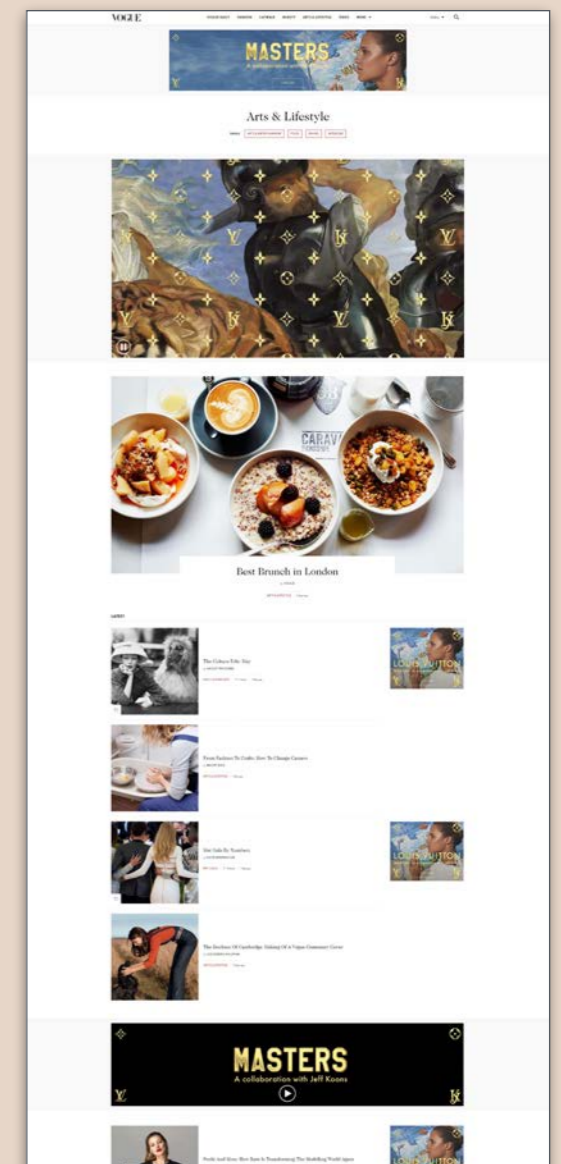
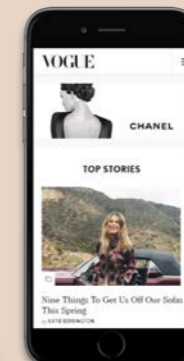
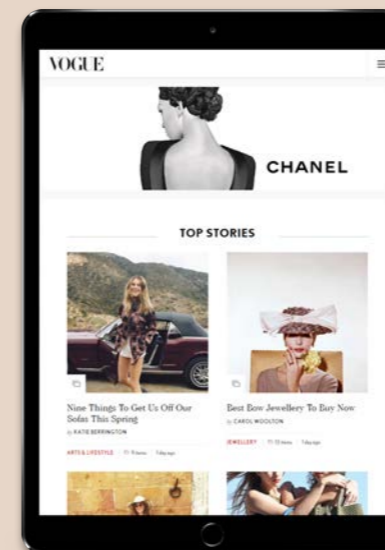
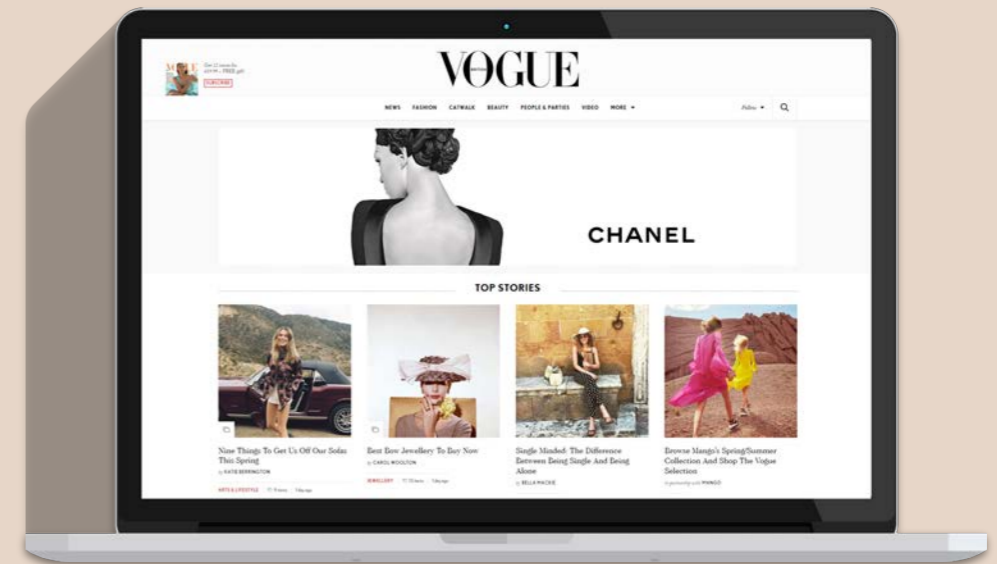
**18**

## SOCIAL FOLLOWING **+9% YOY**

Facebook **3.6 M** | Twitter **3.5 M**

Instagram **2.2 M** | Pinterest **809k** | YouTube **450k**

# VOGUE



# VOGUE VIDEO

- - -

The Vogue Video channel continues to flourish, offering various tiers of sponsorship opportunities, partner series, franchises and content creation.

## CHANNEL GROWTH

**450K SUBSCRIBERS** on YouTube **+35% YOY** (Sept 2017)

**51.6 MILLION VIEWS** and counting

More subscribers than Elle, Harper's Bazaar, InStyle, Marie Claire and Stylist combined.

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# VOGUE SOCIAL REACH

- - -

Vogue is everywhere our users are throughout the day, including Facebook, Instagram, Twitter, and more. We have embraced new social platforms as an extension of the Vogue brand and to inspire closer relationships with our audience.



**3.6**  
million  
followers



**3.5**  
million  
followers



**2.2**  
million  
followers



**809k**  
followers



**450k**  
followers



VOGUE PARTNERSHIPS





# CREATIVE PARTNERSHIPS



Creative Partnerships allow advertisers to create bespoke campaigns which sit seamlessly within Vogue's editorial environment. Our team can propose creative concepts involving shoots or using imagery provided by a brand.

## PRINT ADVERTORIAL SHOOTS

Art directed by Vogue, these striking and beautiful shoots relay a brand's unique DNA to the Vogue audience and sit alongside our editorial pages.

## SUPPLEMENT SPONSORSHIP

Vogue publishes a number of editorial supplements every year, each with its own sponsorship opportunity. These packages are tailor-made to fit the partner's brief.

## VIDEO

Using the best directors in the business, we offer bespoke commercial videos, a partner series or sponsorship of an editorial video.

## NATIVE ARTICLES

These campaigns include copy written by Vogue, video content, image galleries and the creation of supporting media.

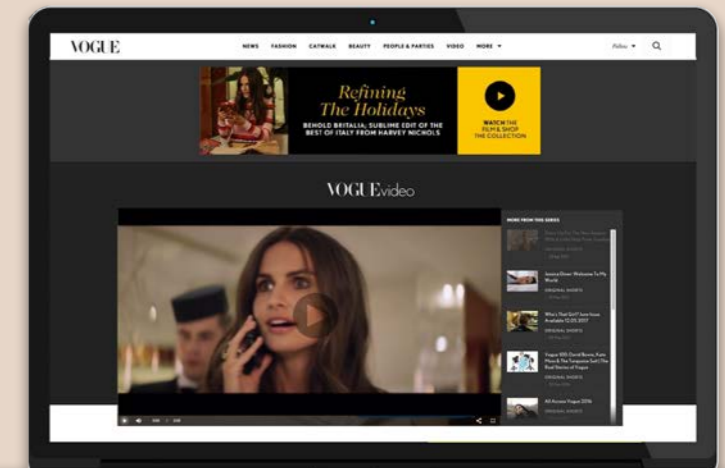
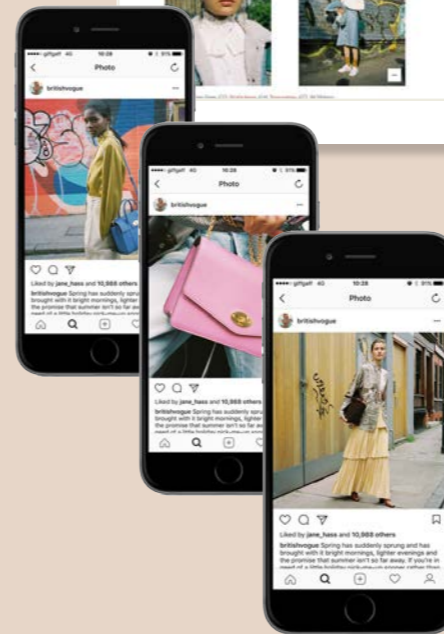
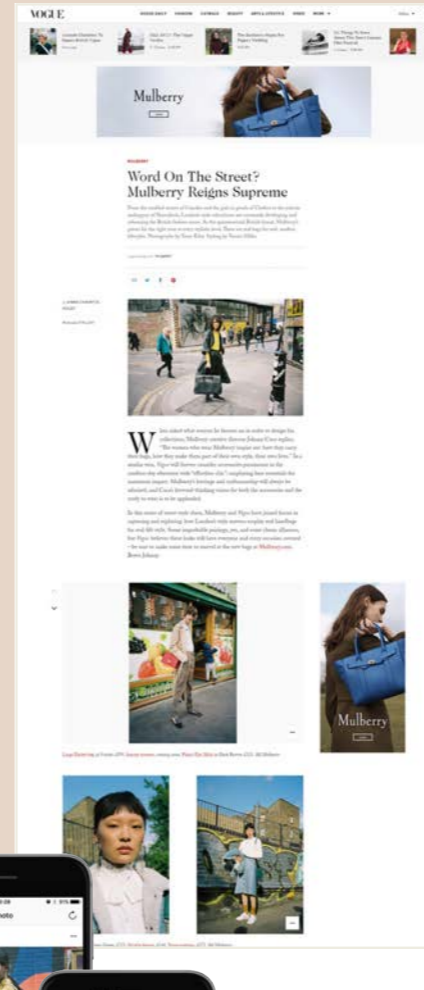
## BESPOKE DIGITAL BUILDS

For a more interactive digital experience, Vogue can create a bespoke digital page built to a sponsor's brief.

## SOCIAL CAMPAIGNS

Social-only packages give brands access to Vogue's ever-growing social media followers.

# VOGUE



## VOGUE EVENTS

- - -

Vogue can now offer partners the opportunity to collaborate with us in hosting commercial or editorial events. These vary from small reader events - in-store or at counter - to larger scale parties, hosted by our editorial team.

All partnership opportunities are considered on a case-by-case basis and proposals will be created in response to a client brief or specific editorial requirement.

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## VOGUE INSIGHTS

- - -

The Vogue Business Report is a biannual report undertaken by YouGov and commissioned by Vogue. The research findings allow us to offer our partners greater insight into the behavioural patterns of our audience and your client-base.

Where appropriate, we can also work with brands to create bespoke research insights.



FURTHER INFORMATION



# VOGUE BRAND REACH

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VOGUE



MARIE CLAIRE



ELLE



HARPER'S BAZAAR



VANITY FAIR



TATLER

<b>CIRCULATION COMBINED PRINT &amp; DIGITAL</b> ABC Jan - Jun 2017	190,021	155,723	172,193	111,424	72,012	80,035
<b>ACTIVELY PURCHASED UK &amp; INTERNATIONAL</b> ABC Jan - Jun 2017	85%	78%	55%	44%	78%	58%
<b>READERSHIP</b> NRS Jan - Jun 2017	1,147,000	490,000	621,000	154,000*	247,000*	163,000*
<b>ADVERTISING PAGES</b> Feb - Nov 2017	1,208	855	968	1,072	674	760
<b>UNIQUE USERS</b> Google Analytics Jul - Sept 2017	2,726,153	2,100,000 (Google Analytics June 2017)	2,120,000 (Google Analytics August 2017)	993,000 (Google Analytics August 2017)	1,160,796** (UK only - Omniture Jul - Sep 2017)	329,246
<b>PAGE IMPRESSIONS</b> Google Analytics Jul - Sept 2017	56,995,670	11,000,000 (Publisher's Statement)	13,934,000 (Google Analytics August 2017)	5,000,000 (Google Analytics August 2017)	3,406,969** (UK only - Omniture Jul - Sep 2017)	3,407,628

\*Readership: NRS Jul 2016 - June 2017, Harper's Bazaar measured over two years (Jan 2015 - Dec 2016)\*\*Vanity Fair website traffic = UK only.

# ADVERTISING RATECARD 2018

# VOGUE

## PRINT

### PAGE RUN OF PAPER

£28,830

### PAGE FACING MATTER

£35,420

### PAGE SPECIFIED POSITION

£37,180

### CONTENTS / MASTHEAD

£40,000

### INSIDE BACK COVER

£43,360

### OUTSIDE BACK COVER

£46,220

### INSIDE FRONT COVER GATEFOLD - 4 PAGES

£153,330

### BARN DOOR

£153,330

### STANDARD 4 PAGE GATEFOLD

£105,650

### 1st DPS

£73,360

### DPS SOLUS/SPECIFIED POSITION

£65,520

### DPS RUN OF PAPER

£56,550

### 1/2 MASTHEAD

£19,790

### 1/2 PAGE

£14,950

## BOUND IN / SCENT STRIPS

### NATIONAL

#### 2 SIDES

£34,330

#### 4 SIDES

£61,630

#### 8 SIDES

£122,770

#### 16 SIDES

£229,780

## LOOSE INSERTS / TIP ONS

Costs are based on media space taken and quantity.  
Accepted by arrangement only. For more information please call  
Honor Pheysey on 020 7152 3201

## CREATIVE PARTNERSHIPS

Costs are made up of a space rate as above plus a net production  
charge from £4,500 per page for a Vogue shoot or £1,500 per  
page with supplied assets. Special terms and conditions apply.

For individual costings and creative ideas, please contact  
Vogue Creative Partnerships on 020 7152 3078

## ONLINE

### VOGUE SPONSORSHIPS

**HOMEPAGE** £5k per day | £21k per week

**VOGUE DAILY** £5k per day | £30k per week

**CATWALK** £5k per day | £30k per week

**BEAUTY** £2.5k per day | £16k per week

**PEOPLE & PARTIES** £10k per week

**TRENDS** £7.5k per week

**ARTS & LIFESTYLE** £7.5 per week

**STREET STYLE** £7.5k per week

**VOGUE SHOPS** £5k per week

**MISS VOGUE** £10k per week

**MINI VOGUE** £3.5k per week

**VOGUE WEDDINGS** £3.5K per week

**VOGUE JEWELLERY** £3.5k per week

Please note that Fashion Week Premium Rates may apply.

### STANDARD ADS

Standard ad units can be targeted by section, geo-region, device and more

**970x250** £53 CPM | **300x600** £53 CPM | **728x90** £19 CPM | **300x250** £32 CPM

### EMAIL

Partners can sponsor the **Vogue Daily Newsletter** (£3,885 / 77,704 subscribers) or  
send a dedicated **Solus Email** to our database (£11,765 / 58,827 subscribers)

### CREATIVE PARTNERSHIPS

Vogue offers bespoke partnerships featuring custom content, videos, social, events and  
much more. Minimum Investment £40k.

### NATIVE ARTICLES & SOCIAL

Social packages are available to promote partnerships:  
£4k Facebook & Twitter Post | £3k Instagram Post

Minimum Investment: £25k (with client-supplied assets)

# PRODUCTION SCHEDULE 2018

ISSUE 2018	BOOKING DEADLINE	COPY DEADLINE	INSERT DEADLINE	ON SALE DATE
FEBRUARY	14th November	21st November	8th December	5th January
MARCH	15th December	2nd January	12th January	2nd February
APRIL	23rd January	30th January	16th February	9th March
MAY	20th February	27th February	14th March	6th April
JUNE	27th March	3rd April	19th April	11th May
JULY	24th April	1st May	17th May	8th June
AUGUST	22nd May	29th May	15th June	6th July
SEPTEMBER	19th June	26th June	13th July	3rd August
OCTOBER	24th July	31st July	16th August	7th September
NOVEMBER	21st August	28th August	14th September	5th October
DECEMBER	25th September	2nd October	19th October	9th November
JANUARY 2019	23rd October	30th October	16th November	7th December

# ADVERTISING CONTACTS

VOGUE

## PUBLISHING DIRECTOR

Stephen Quinn

## ASSOCIATE PUBLISHER

Sallie Berkerey

## DISPLAY

ADVERTISEMENT DIRECTOR

Sophie Markwick

ACCOUNT MANAGER

Charlotte Slebos

## DISPLAY (EUROPE)

ADVERTISEMENT DIRECTOR

Susannah Coe

ACCOUNT MANAGER

Honor Pheysey

## DISPLAY (DIGITAL)

SENIOR DIGITAL ACCOUNT MANAGER

Rachel Jansen

ACTING DIGITAL ACCOUNT EXECUTIVE

Lucinda Taylor

PA TO THE PUBLISHING DIRECTOR

Rosie Cave

BUSINESS MANAGER

Jess Firmston-Williams

SENIOR PRODUCTION COORDINATOR

Sappho Barkla

## RETAIL

EXECUTIVE RETAIL EDITOR

Virginia Chadwyck-Healey

RETAIL & CREATIVE PARTNERSHIPS COORDINATOR

Charlotte Sutherland-Hawes

## SATELLITE OFFICES

HEAD OF PARIS OFFICE

Helena Kawalec

ASSOCIATE PUBLISHER (US)

Shannon Tolar

ACCOUNT MANAGER (US)

Keryn Howarth

REGIONAL SALES DIRECTOR (UK)

Karen Allgood

## CREATIVE PARTNERSHIPS

CREATIVE PARTNERSHIPS MANAGER

Jess Purdue

CREATIVE PARTNERSHIPS

ACCOUNT MANAGER

Georgia Brunt

ART DIRECTORS

Dorit Pollard

Abigail Volks

DIGITAL DESIGNER

Dom Kelly

PROJECT MANAGER

Georgie Parvin

DIGITAL PROJECT MANAGER

Rebecca Walden

VOGUE

THANK YOU

