VOGUE
MEDIA KIT 2018
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

Sources: ABC Jan - Jun 2017, NRS Jan - Dec 2016, The Vogue Business Report 2017
VOGUE.CO.UK

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

Sources: CN Fashion & Beauty Survey 2015, Comscore Jan-Jun 2017, Google Analytics Jul - Sept 2017, Social Media as of 1st Sept
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.

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
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 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.

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

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<tbody>
<tr>
<td>VOGUE</td>
<td>190,021</td>
<td>85%</td>
<td>1,147,000</td>
<td>1,208</td>
<td>2,726,153</td>
<td>56,995,670</td>
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<tr>
<td>MARIE CLAIRE</td>
<td>155,723</td>
<td>78%</td>
<td>490,000</td>
<td>855</td>
<td>2,100,000</td>
<td>11,000,000</td>
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<tr>
<td>ELLE</td>
<td>172,193</td>
<td>55%</td>
<td>621,000</td>
<td>968</td>
<td>2,120,000</td>
<td>13,934,000</td>
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<tr>
<td>HARPER'S BAZAAR</td>
<td>111,424</td>
<td>44%</td>
<td>154,000*</td>
<td>1,072</td>
<td>993,000</td>
<td>5,000,000</td>
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<tr>
<td>VANITY FAIR</td>
<td>72,012</td>
<td>78%</td>
<td>247,000*</td>
<td>674</td>
<td>1,160,796**</td>
<td>3,406,969**</td>
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<tr>
<td>TATLER</td>
<td>80,035</td>
<td>58%</td>
<td>163,000*</td>
<td>760</td>
<td>329,246</td>
<td>3,407,628</td>
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*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

## Print

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Page Run of Paper</td>
<td>£28,830</td>
</tr>
<tr>
<td>Page Facing Matter</td>
<td>£35,420</td>
</tr>
<tr>
<td>Page Specified Position</td>
<td>£37,180</td>
</tr>
<tr>
<td>Contents / Masthead</td>
<td>£40,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£43,360</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£46,220</td>
</tr>
<tr>
<td>Inside Front Cover Gatefold - 4 Pages</td>
<td>£153,330</td>
</tr>
<tr>
<td>Barn Door</td>
<td>£153,330</td>
</tr>
<tr>
<td>Standard 4 Page Gatefold</td>
<td>£105,650</td>
</tr>
<tr>
<td>1st DPS</td>
<td>£73,360</td>
</tr>
<tr>
<td>DPS Solus/Specified Position</td>
<td>£65,520</td>
</tr>
<tr>
<td>DPS Run of Paper</td>
<td>£56,550</td>
</tr>
<tr>
<td>1/2 Masthead</td>
<td>£19,790</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>£14,950</td>
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</table>

## Bound in / Scents Strips

### National

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>2 Sides</td>
<td>£34,330</td>
</tr>
<tr>
<td>4 Sides</td>
<td>£61,630</td>
</tr>
<tr>
<td>8 Sides</td>
<td>£122,770</td>
</tr>
<tr>
<td>16 Sides</td>
<td>£229,780</td>
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</tbody>
</table>

## 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**: £7.5k 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. Prices are based on media space taken and quantity. Accepted by arrangement only. For more information please call Honor Pheysey on 020 7152 3201.

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>970×250</td>
<td>£53 CPM</td>
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<tr>
<td>300×600</td>
<td>£53 CPM</td>
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<tr>
<td>728×90</td>
<td>£19 CPM</td>
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<tr>
<td>300×250</td>
<td>£32 CPM</td>
</tr>
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</table>

### Email

Partners can sponsor the Vogue Daily Newsletter (£3,885 / 77,704 subscribers) or send a dedicated Solus Email to our database (£11765 / 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

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

PUBLISHING DIRECTOR
Stephen Quinn

ASSOCIATE PUBLISHER
Sallie Berkerey

PA TO THE PUBLISHING DIRECTOR
Rosie Cave

BUSINESS MANAGER
Jess Firmston-Williams

SENIOR PRODUCTION COORDINATOR
Sappho Barkla

CREATIVE PARTNERSHIPS

CREATIVE PARTNERSHIPS MANAGER
Jess Purdue

ACCOUNT MANAGER
Georgia Brunt

ART DIRECTORS
Dorit Pollard
Abigail Volks

DIGITAL DESIGNER
Dom Kelly

PROJECT MANAGER
Georgie Parvin

DIGITAL PROJECT MANAGER
Rebecca Walden

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

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
VOGUE
THANK YOU