

A woman with dark hair pulled back, wearing a vibrant red, off-the-shoulder, puffy-sleeved dress and red high-heeled shoes, is seated on a white director's chair. She is looking directly at the camera with a slight smile. The setting is a dark studio with a large, bright studio light on a stand to her right, casting a strong light on her and the chair. A large black floor fan is visible in the lower-left corner. The background is dark with some vertical lines, possibly a window or a screen.

*teen*VOGUE

U.S. Media Kit
1H 2024

CONDÉ NAST

*teen*VOGUE



teenVOGUE

Brand Mission

The young person's guide to conquering (and saving) the world. Teen Vogue is the destination for the next generation of change-makers, arming young people with the information they need to shape the future. Across our website and social media channels, Teen Vogue educates, empowers, and enlightens a young audience with forward-thinking stories on culture, politics, identity, and style.

"My mission for Teen Vogue is to be as inclusive and representative as possible, to champion and celebrate all kinds of diversity, to be a guide and resource for young people who want to change the world for the better, and to remember to have fun and find joy while doing it."

VERSHA SHARMA, EDITOR IN CHIEF

\$173B

SPENDING POWER

1.8X

BEAUTY / FASHION /
ENTERTAINMENT / POLITICS
INFLUENTIALS

54%

UNDER 35

2 IN 5

DIVERSE

4.3M

AVG. MONTHLY
DIGITAL UNIQUES

16M

SOCIAL FOLLOWERS

23M

AVG. MONTHLY
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; Comscore Jul-Sep avg.; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (06-22/S22); 2022 Comscore Multi-Platform / MRI-Simmons Fusion (06-22/S22) (Gen Z 18+)

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Brand Highlights

NEW HOLLYWOOD | MARCH 2024 Teen Vogue's annual New Hollywood celebrates the next generation of stars who are rebuilding and remixing popular culture at large. Teen Vogue will showcase these visionaries with a unique editorial moment cross platform and a high-profile event in LA.

GUIDE TO ADULTING | MAY 2024 The launch of Teen Vogue's comprehensive guide for Gen Z. A robust digital hub of essential content to help a new generation navigate their first years of being independent. Featuring shoppable content guides on the things the next generation needs for building those first moments of adulthood.

COLLEGE COMPENDIUM | MAY 2024 Steering the college application process is tricky, and to cut through the noise Teen Vogue is launching their first guides to colleges and universities to help readers navigate their college journey. Highlighting lists of the top colleges and universities across the country.

GENERATION NEXT | SEPTEMBER 2024 Teen Vogue's annual celebration of the next wave of diverse and inclusive fashion designers returns this New York Fashion Week. As featured in the This talent incubator has an official application process with a board of judges and mentors to ensure these young student designers have the resources and connections to make it in an ever changing and challenging world.

TEEN VOGUE SUMMIT | NOVEMBER 2024 Teen Vogue's annual Summit returns to celebrate, as a community, our collective impact and full potential. Hosted both live and virtually in LA, Teen Vogue will convene the most inspirational speakers, high wattage talent, and immersive experiences for a day that includes everything from entertainment to education, career to climate, and all things stylishly in between.

21 UNDER 21 | DECEMBER 2024 Our annual list of changemakers, influencers, activists, and artists who have made a substantial impact in both their communities and the world. These exceptional young people are speaking out, standing up, and fighting back. From science to sports, all of Teen Vogue's 21 Under 21 honorees are solving some of our most pressing problems and encouraging others to join them.

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