

A studio photograph of four women against a solid blue background. The women are posed around black stools. From left to right: a woman with long, wavy brown hair in a white tank top; a woman with long dark hair in a light blue denim shirt and matching wide-leg pants; a woman with short blonde hair in a white button-down shirt and blue jeans; and a woman with long brown hair in a tan blazer over a white shirt and blue jeans. The word "VOGUE" is printed in large, white, serif capital letters across the center of the image.

VOGUE

U.S. Media Kit
1H 2024

CONDÉ NAST



VOGUE

Brand Mission

The foundation of Vogue's leadership and authority is the brand's unique role as a cultural barometer for a global audience. Vogue places fashion in the context of culture and the world we live in—how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Vogue immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, Vogue defines the culture of fashion.

"Vogue empowers and embraces creativity and craftsmanship; celebrates fashion, and shines a light on the critical issues of the time. Vogue has long been a symbol for creativity and optimism. We are committed to practices that celebrate cultures and preserve our planet for future generations. Now—more than ever—we must stand up for what we believe in, listen openly to as many views as possible, shine a light on critical issues, empower those that inspire us, and lead by example by creating positive change in the world."

ANNA WINTOUR – GLOBAL EDITORIAL DIRECTOR; CHIEF CONTENT OFFICER, CONDÉ NAST

\$20B

SPENT ON FASHION

7M

MILLENNIALS

2X

WOMEN'S FASHION
SUPER INFLUENTIALS

2X

AFFLUENT MILLENNIAL
WOMEN

10.5M

PRINT READERS

15.8M

AVG. MONTHLY DIGITAL
UNIQUES

81M

SOCIAL FOLLOWERS

226M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2022; 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; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (10-22/S22)

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VOGUE

Brand Highlights

LOVE STORIES | FEBRUARY

This winter, Vogue features several stars that will have all eyes on them and their loves. From one's choice between career and motherhood, to others' milestone life moments, the Winter Issue is about what and who our cultural icons hold most dear to them.

FASHION MONTH | FEBRUARY – MARCH

Vogue Runway is the #1 destination across the globe for fashion shows. Our trusted up-to-the-minute reviews, trend reports and brand, designer and model profiles are highly coveted by industry professionals and fashion lovers alike. Fall 2024 can expect even more fanfare, as our audiences can stay in-the-know on-the-go with Vogue Runway's App relaunch – featuring new capabilities that allow for even more engagement and community connection.

GLOBAL ISSUE: WOMEN IN POWER | MARCH

This global feature will be a multi-profile editorial on the legendary female creatives of our time, as well as up-and-coming ones to watch. Vogue's March issue is a celebration and reflection of female designers around the world, featuring portraits and fashion images that capture each brand's ethos.

MET GALA | MAY

Spanning 400 years of fashion history, The Met's 2024 theme, "Sleeping Beauties: Reawakening Fashion," showcases pieces from the Costume Institute's rarely-seen collection alongside contemporary masterworks, bringing them to life through cutting-edge curation and technology. On the heels of the best performing Met Gala to date, Vogue is expanding its livestream and content platforms to bring audiences even closer to all the star-studded action.

BEAUTY AND WELLNESS | JUNE – JULY

Coming to life in our Summer issue as well as our new Vogue.com vertical, and meeting the consumer interest for all things health and longevity, Vogue will highlight the buzzy treatments, spas, and wellness trends from our unique, thoroughly-researched and trusted perspective.

VOGUE WORLD: PARIS | JUNE

The third-annual fashion-as-entertainment experience takes Paris on International Olympic Day – ceremoniously raising the curtain to the 2024 Games and celebrating 100 years of fashion and sport since the last Paris Olympiad.

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WINTER | LOVE STORIES

CLOSE DATE: 12/01/23 ON SALE DATE: 01/24/24

MARCH | WOMEN IN POWER

CLOSE DATE: 01/02/24 ON SALE DATE: 2/20/24

APRIL | NEW VOICES

CLOSE DATE: 02/01/24 ON SALE DATE: 03/19/24

MAY | THE MET GALA

SLEEPING BEAUTIES: REAWAKENING FASHION

CLOSE DATE: 03/04/24 ON SALE DATE: 04/23/24

SUMMER | BEAUTY + WELLNESS

CLOSE DATE: 04/01/24 ON SALE DATE: 05/21/24

AUGUST | THE OLYMPICS

CLOSE DATE: 05/28/24 ON SALE DATE: 07/16/24

SEPTEMBER | FORCES OF FASHION

CLOSE DATE: 06/28/24 ON SALE DATE: 08/20/24

OCTOBER | FALL FASHION

CLOSE DATE: 08/05/24 ON SALE DATE: 9/24/24

NOVEMBER | FUTURE FORCES

CLOSE DATE: 09/02/24 ON SALE DATE: 10/22/24

DECEMBER | FESTIVE FASHION

CLOSE DATE: 09/30/24 ON SALE DATE: 11/19/24

PRINT OPEN GENERAL RATE CARD

Page: \$206,957.33

Cover 2: \$248,376.88

Cover 3: \$217,323.92

Cover 4: \$258,743.47

*All rates are net

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