



CONDÉ NAST

2020/2021 MEDIA KIT

A woman with long brown hair, wearing a light-colored button-down shirt and trousers, is playing a dark red electric guitar on a stage. She is positioned in the lower right quadrant of the frame. The stage is filled with smoke or fog, and the background is dark with numerous stage lights and spotlights creating a dramatic, high-contrast atmosphere. A microphone stand is visible to the left of the woman.

CONDÉ NAST

OVERVIEW

BRANDS

MARKETS

GLOBAL PRODUCTS

CONDÉ NAST IS A GLOBAL MEDIA COMPANY

**CREATING THE HIGHEST QUALITY
CONTENT ACROSS DIGITAL, SOCIAL,
VIDEO, PRINT AND EXPERIENCES.**



1
BILLION
FANS

32
MARKETS

37
DISTINCT
BRANDS

26
PUBLISHED
LANGUAGES

80
PLATFORMS
WORLDWIDE

Source: June 2020 Internal Estimates

CONDÉ NAST



75M

MONTHLY PRINT READERS

363M

MONTHLY WEB VIEWS

435M

SOCIAL FOLLOWERS

CONDÉ NAST

Source: June 2020 Internal Estimates



OVERVIEW

INFLUENCE EVERYWHERE

Condé Nast's global influence network does more than just break through, we drive real business results with 3x more influence.

INNOVATION-LED

Condé Nast has developed an innovative suite of products across data, social, video and commerce that enable partners to directly connect influential content with a sought-after audience to drive business outcomes.

PERFORMANCE-DRIVEN

We deliver true performance and real results for our partners through first-party data and the one source of truth everyone needs at the moment: actual sales.

CONDÉ NAST

CONDÉ NAST

BRANDS

Condé Nast is home to some of the world's most influential brands. From the iconic brands we cultivate, to the world-leading talents we engage, we are committed to the best of the best.

allure

AD

ars technica

bon appétit

CONDÉ NAST
johansens
Luxury Hotels • Spas • Venues

Condé Nast
Traveler

epicurious

GLAMOUR

GQ

GQStyle

HOUSE
& GARDEN

LA CUCINA
ITALIANA

LOVE

L'UOMO

THE
NEW YORKER

Pitchfork

SELF

TATLER

teenVOGUE

them.

VANITY FAIR

VOGUE

VOGUE
GLOBAL NETWORK

VOGUEBUSINESS

WIRED

THE WORLD OF
INTERIORS



MARKETS

HEADQUARTERED IN NEW YORK
AND LONDON, CONDÉ NAST
OPERATES IN 32 MARKETS.

THE AMERICAS: 523M

Brazil
Mexico & Latin America
U.S.

ASIA-PACIFIC: 116M

Australia
China
Hong Kong
Japan
Taiwan
Thailand
Russia

Singapore
South Korea

EUROPE, MIDDLE EAST, AFRICA, INDIA: 233M

Bulgaria
Czech Republic
France
Germany
Greece
Hungary
India
Italy
Middle East

Netherlands
Poland
Portugal
Romania
Scandinavia
Serbia
Spain
South Africa
Turkey
U.K.
Ukraine

*Gross reach including
Print, Digital and Social*

CONDÉ NAST

Source: Google Analytics (Sept 19), Adobe (Sept 19)



GLOBAL PRODUCTS

PREMIUM CONTENT

Condé Nast's content has an extraordinary influence that moves our culture. Our colleagues and collaborators bring big ideas to life, through intelligent storytelling and a diverse point of view that underscores all we do.

This world-renowned content wins recognition of the highest honors across Pulitzer Prize, Agents Club, Emmy, James Beard and Academy Awards.

Each month, our video content generates more than 1 billion views. We reach 75 million consumers in print, 363 million in digital, and 435 million across social platforms.

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GLOBAL PRODUCTS

GLOBAL ENTERPRISE ADVERTISING SOLUTIONS

Condé Nast's suite of innovative advertising solutions powered by Spire, our proprietary smart data platform, make the influence of Condé Nast's world-renowned brands actionable, providing advanced targeting and complex consumer insights on a global scale.

SPIRE GLOBAL SEGMENTS: Carefully-calibrated targeting segments built from our proprietary first-party data & key data partnerships, empowering Advertisers to reach specific high-value audiences across markets and channels.

CONDÉ NAST PRIME VIDEO: Expanding the reach of Global Advertisers' local market video campaigns with the global viewership of Condé Nast's premium original video programming from the United States; providing access to US-based website & YouTube video inventory viewed by international IPs.

PRIME SHOPPABLE VIDEO: Creates an innovative layer of commerce-centric interactivity on top of video content to shorten the path to purchase for fans.

GLOBAL AMPLIFY: Capable of generating awareness, consideration, and conversion through the unparalleled influence of our Brands' social handles to drive business outcomes.

CONDÉ NAST



GLOBAL PRODUCTS

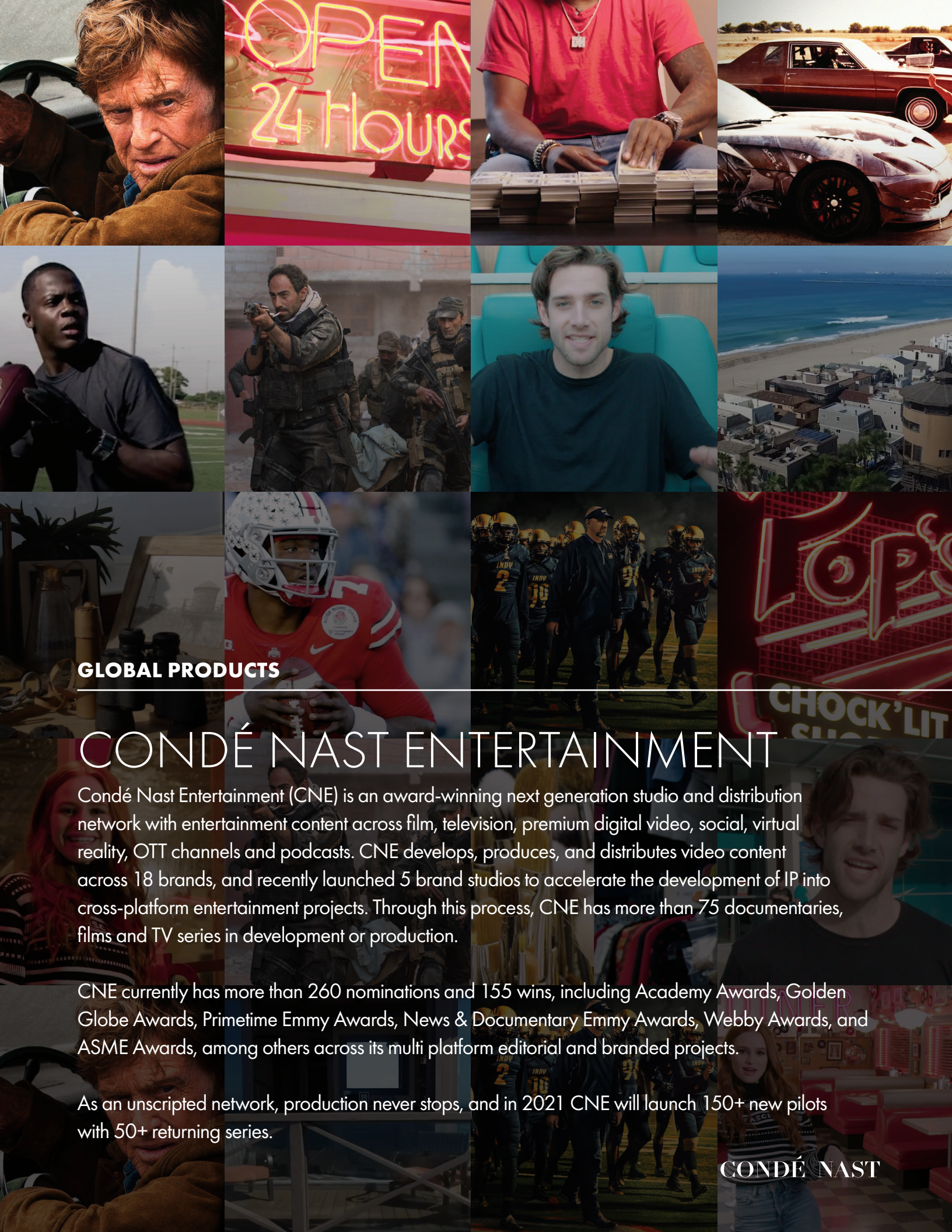
CNX CREATIVE SOLUTIONS

CNX is a full-service global creative agency uniquely positioned to leverage the unparalleled influence and editorial expertise of Condé Nast. The agency's industry-leading talent turns this access, insight and foresight into work that permeates culture to the core through advertising, brand strategy, casting and experiential capabilities.

CNX operates across our 32 markets and in collaboration with our world-leading brands, enabling the agency to bring brands to life in spectacular ways and ensure clients always receive innovative solutions utilizing global and local knowledge.

This truly global creative network provides a wide range of creative services, including content creation, white label, consulting and experiential. With expert storytellers and a global footprint, CNX creates relevant and compelling content that resonates locally and worldwide.

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GLOBAL PRODUCTS

CONDÉ NAST ENTERTAINMENT

Condé Nast Entertainment (CNE) is an award-winning next generation studio and distribution network with entertainment content across film, television, premium digital video, social, virtual reality, OTT channels and podcasts. CNE develops, produces, and distributes video content across 18 brands, and recently launched 5 brand studios to accelerate the development of IP into cross-platform entertainment projects. Through this process, CNE has more than 75 documentaries, films and TV series in development or production.

CNE currently has more than 260 nominations and 155 wins, including Academy Awards, Golden Globe Awards, Primetime Emmy Awards, News & Documentary Emmy Awards, Webby Awards, and ASME Awards, among others across its multi platform editorial and branded projects.

As an unscripted network, production never stops, and in 2021 CNE will launch 150+ new pilots with 50+ returning series.

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GLOBAL PRODUCTS

EVENTS AND EXPERIENCES

Condé Nast creates authentic, brand-safe virtual and live experiences fueled by our unrivaled cultural influence that consumers trust, including AD100 in India, China and the U.S., Glamour Shopping Week in Russia and Germany, GQ Men of the Year in China, Russia, U.K., U.S., Germany, Japan and Mexico, the GQ Suit Walk Taiwan, the Metropolitan Museum of Arts Costume Institute Gala in the U.S., The New Yorker Festival in the U.S., the Vanity Fair Oscar Party in the U.S., the Vogue India Wedding Show, Vogue Forces of Fashion in the U.S., Vogue Fashion's Night Out in Japan, Taiwan, and Russia, and Wired Next Fest Italy.

Condé Nast expertly targets audiences, executes on innovative virtual platforms and amplifies your brand's participation via enterprise products in video, data and social in three ways:

BRAND-LED EVENTS

Editorially driven events anchored by our brands, with strategic partner integrations

PARTNER-LED EVENTS

Co-created experiences with the partner's brand at the center

WHITE LABEL EXPERIENCES

Custom events produced on behalf of our partners

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