



VANITY FAIR

UK Media Kit
1H 2023

CONDÉ NAST



VANITY FAIR

From entertainment to world affairs, business to style, art to society, Vanity Fair is a cultural catalyst.

Vanity Fair provokes and drives intelligent dialogue and debate and brings big ideas and unforgettable images to millions of modern, sophisticated consumers.

278K

TOTAL REACH

65.6K

SOCIAL FOLLOWERS

172K

READERSHIP

40.7K

DIGITAL UNIQUES

63K

PAGE VIEWS

73%

ABC1

£150K

AVERAGE HHI

38

AVERAGE AGE

Sources: PAMCo 4, 2020; Shareable Oct 2022; TGI Oct 2022; Conde Nast Luxury Survey 2021; Google Analytics (monthly average Aug-Oct 22)

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VANITY FAIR

BRAND HIGHLIGHTS

VANITY FAIR HOLLYWOOD ISSUE (on sale February)

One of the key issues of the year is the Hollywood issue, Vanity Fair's annual homage to all things Hollywood, featuring the iconic gatefold cover, deep dives into the glamour and glory of awards season and investigations into the latest Tinseltown scandals.

VANITY FAIR DYNASTY ISSUE is a classic issue of Vanity Fair featuring scandal, style, celebrity, politics and an inside look at one family's legacy, notoriously the Fall of Armie Hammer in the May edition.

THE TELEVISION ISSUE (June issue) – Vanity Fair's celebration of all things television. With the content streaming wars more intense than ever, TV has never been hotter.

SPECIALIST SUPPLEMENTS Within the UK we create three standalone supplements throughout the year. Vanity Fair On Time Spring, published with the May issue, and Vanity Fair On Time Autumn, published with the October issue, both edited by Nicholas Foulkes. Vanity Fair Jewellery, published with the July/August double edition, is edited by Annabel Davidson. Our expert guides appeal to the keen interests and passions of our readers.



VANITY FAIR

PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE	SUPPLEMENT
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FEBRUARY 2023

24 JAN 23	16 DEC 22	6 JAN 23	
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HOLLYWOOD 2023

28 FEB 23	27 JAN 23	10 FEB 23	
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APRIL 2023

4 APR 23	3 MAR 23	17 MAR 23	
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MAY 2023

2 MAY 23	31 MAR 23	14 APR 23	ON TIME
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JUNE 2023

30 MAY 23	28 APR 23	12 MAY 23	
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JULY/AUGUST 2023

4 JUL 23	2 JUN 23	16 JUN 23	ON JEWELLERY
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SEPTEMBER 2023

15 AUG 23	14 JUL 23	28 JUL 23	
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OCTOBER 2023

19 SEP 23	18 AUG 23	1 SEP 23	ON TIME
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NOVEMBER 2023

17 OCT 23	15 SEP 23	29 SEP 23	
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DECEMBER/HOLIDAY 2023

21 NOV 23	20 OCT 23	3 NOV 23	
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VANITY FAIR

PRINT, DIGITAL AND WEB RATE CARD

PRINT RATES

SIZE/POSITION	RATE (£)
Page facing matter	19,419
Page specified position	22,619
Inside back cover	23,336
Outside back cover	29,432
DPS run of magazine	31,478
DPS specified position	38,691
1st DPS specified position	46,099
Inside front cover DPS	64,165
Inside front cover gatefold	108,756

INSERTS

Loose single-sheet inserts	POA
Scent strips	POA
Bound-in inserts & other formats	POA

DIGITAL RATES

SPONSORSHIP	RATE (£)
Homepage takeover, VF London and Vanities	5,005/week
Vanities	4,795/week
The Hive	1,837.50/week
Hollywood	9,730/week

WEB RATES

STANDARD ADS		
Billboard	970x250	44-50 CPM
Doublesky	300x600	44-50 CPM
MPU	300x250	25-29 CPM
Native AD unit		60 CPM

CONTACT

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