

A close-up photograph of two women's faces, positioned side-by-side and slightly overlapping. The woman on the left has dark eyes and is wearing shimmering gold eyeshadow. The woman on the right has light blue eyes. Both have visible freckles and are wearing red lipstick. The word "VOGUE" is superimposed in large, white, serif capital letters across the center of the image.

# VOGUE

*Vogue Luxury Beauty & Skincare  
Campaign Deck*



2.2x

more likely to  
buy brands  
they've seen  
advertised

**796,000**

average  
monthly  
readership

£64M

SPEND ON BEAUTY  
PRODUCTS EACH  
YEAR

96%

BUY BEAUTY &  
WELLNESS PRODUCTS  
MONTHLY

1 in 2

Like to be the  
first to try new  
things

83% have  
bought beauty  
and grooming  
products after  
seeing an  
advertisement  
in Vogue

**4 million**  
average  
monthly  
digital  
unique  
users

Reaches  
**1.9M**  
*Beauty  
Mavens  
across  
digital*

Source: DEMOGRAPHIX Conde Nast Consumer  
Survey 770 Responses 4 May - 7 May 2020. GWI Q4  
2022, Google Analytics November 22

CONDÉ NAST





This advertorial campaign will run across the following issues of British Vogue:

**OCTOBER ISSUE:** released 26th September '23

**NOVEMBER ISSUE:** released 24th October '23

**DECEMBER ISSUE:** released 21st November '23

These issues will be regarded as unmissable sources of inspiration by our readers as they not only inspire the trends for the remainder of the year, but include the entire run-up to Christmas and include our December issue. We have some hugely iconic cover stars gracing the front of these issues and this collection is therefore expected to receive high media coverage and of course a loyal and engaged readership too.

We work on a minimum three-issue campaign based on our client feedback, which allows you to connect with our readership frequently and build a strong relationship with Vogue.

VOGUE ADVERTISING FEATURE

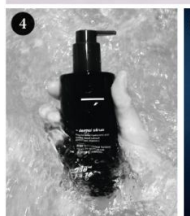
# Vogue's Summertime Glow



**1.** Explore nature-to-body skincare by **CEILÁN**. Their natural and Earth centric products bring together folk knowledge and age-old remedies to create indulgent serums. Indulge yourself and shop online at [www.ceilanskincare.com](http://www.ceilanskincare.com) and Instagram @ceilanskincare

**2.** Feel the Glow. **LILY MICHAEL**'s cosmetic is for the person who says, "Beauty begins with me". So, wake up to a new day full of possibilities starting with your skin. They care because you care. Ageless, timeless skin perfection always. Shop online at [LilyMichael.co.uk](http://LilyMichael.co.uk) and follow @LilyMichaelCo

**3.** Forget about shadows and bags under your eyes, even after a sleepless night. **AGE-DELAY EYE CONCENTRATE** by **D'ALCHÉMY**. The organic formula helps with the reduction of the appearance of wrinkles and fine lines. It aims to relax sensitive skin around the eyes, reduce signs of stress and fatigue and minimise the appearance of puffiness, leaving you with a youthful glow. The formula contains 99% ingredients of natural origin and is 100% vegan. Shop at [www.feelunique.com](http://www.feelunique.com) and [www.dalchemyskincare.uk](http://www.dalchemyskincare.uk) and follow @dalchemyskincare\_uk on Instagram.



**4.** **DERMAL SÉRUM** by **PROTEGÉ** designed for face+body. This lightweight, satiny serum delivers fractionated hyaluronic acid, (in other words: it's separated into multiple molecular weights). This works alongside 20% microencapsulated vitamin C, coffee seed extract, salicylic acid and vitamin E. Designed to leave your skin feeling radiant, bouncy and fortified. For more information visit [www.protegerdaily.com](http://www.protegerdaily.com) or follow on socials @protegerdaily

**5.** **SEA MAGIK** Pro Heavenly Body Lotion transforms body care routines into daily acts of self-care with sensory home spa treatments. This mineral-rich, pure and creamy spa body lotion absorbs into the skin, leaving dry skin feeling hydrated, soothed and smoother. Sea Magik products are 100% vegan, cruelty-free and kind to all skin types. At checkout, enter **VOGUE20** for 20% off seamagik.com (Expires 31/07/2022). Follow Sea Magik on Instagram @seamagikskincare



**6.** **AZIO BEAUTY**'s innovative Intense Firming Face Serum helps to target the appearance of wrinkles and fine lines. It is crafted with a powerful peptide blend. It aims to leave your skin feeling firmer while helping to restore the complexion's natural radiance. It's also cruelty-free and suitable for all skin types. Visit [www.aziobeauty.com](http://www.aziobeauty.com) and Instagram @azio.beauty

**7.** Discover radiant looking skin with **ROSAFA**'s clean, natural, cruelty-free and luxurious skincare products that will leave your skin feeling smooth and nourished with moisture. Shop the Timeless Reset Face Cream and Silky Pearlfection Face Serum that are infused with the almighty date fruit. Encouraging a silky and healthy looking complexion. Visit [www.rosafaskincare.com](http://www.rosafaskincare.com) and follow @rosafaskincare on Instagram.



**8.** **MARACUJÁ GLOW POTION** by **SKINBLOSSOM**® is a multitasking, 15% Vitamin C super serum formulated with a unique combination of popular ingredients, to meet all of your skincare needs. It helps you achieve the look of smooth and glowing skin in one step! Use code **GLOWUP** for 20% off (Expires 31/07/2022). Visit [www.skinblossomskincare.com](http://www.skinblossomskincare.com) and Instagram @skinblossom\_skincare

**9.** A must have item for any skincare enthusiast, **LOVE MY SKIN**'s Luxury Cleanse and Tone Device is dual-sided with a silicone cleanser to remove make-up and facial impurities, and a heated ion plate with in-built red LED which aims to increase collagen and help to reduce the appearance of fine lines. For more information visit [www.love-my-skin.co.uk](http://www.love-my-skin.co.uk) or follow on Instagram @lovemyskinuk

**10.** **NYL**'s Like Velvet Nourishing Face Oil. Pomegranate and Rosehip Oil head up a team of herb-infused oils. It is designed to make skin feel positively radiant – and literally velvety smooth. Best of all, NYL's founder, Carol, makes everything in extra small batches – always clean and fresh. NYL. No compromise. Find out more at [nylskincare.com](http://nylskincare.com) or on Instagram @nylskincare

**11.** More than a skincare routine: **HUUT** products aim to care for the skin, leaving it feeling its best. Especially formulated for young people, their Vitamin A & E + Zinc Serum aims to leave dry and irritated skin feeling moisturised. Their products are designed to leave the skin feeling healthy and appearing radiant. They contain plant-based ingredients and are developed and manufactured in Switzerland. Visit [www.huut-care.com](http://www.huut-care.com) and follow @huut.care on Instagram.

**12.** **MARICÉ** Luxury Multipurpose Balm – for Face, Lips & Body – With its signature ingredient turmeric oil. This balm can be used on dry, damaged and eczema-prone skin. A natural composition of fatty acids and vitamin A and E. It nourishes the skin with moisture and hydrates skin with water, leaving it feeling replenished and looking radiant. Take 15% off your first order at [www.maricibalm.co.uk](http://www.maricibalm.co.uk) (expires 31/07/2022) and follow on Instagram @maricé\_balm

**13.** **MOOHOO COSMETICS** new NOO YOO™ serum. This Epidermal Collagen Stimulant Serum is one of the first Premium Ayurvedic Skincare Ranges from South Africa. With over four years invested into research and development, their Brightening Saffron Elixir Serum aims to help with the appearance of hyperpigmentation and uneven skin tone. Visit [www.dewdropskincare.co.za](http://www.dewdropskincare.co.za) and follow @dewdrop\_skincare on Instagram.


**14.** **DEWDROP SKINCARE**™ is one of the first Premium Ayurvedic Skincare Ranges from South Africa. With over four years invested into research and development, their Brightening Saffron Elixir Serum aims to help with the appearance of hyperpigmentation and uneven skin tone. Visit [www.dewdropskincare.co.za](http://www.dewdropskincare.co.za) and follow @dewdrop\_skincare on Instagram.

**15.** Get glowing with **GLO24K** a luxury skincare brand enriched with 24K Gold. It aims to boost collagen and leave your skin appearing contoured. Vegan and cruelty-free. Enjoy 10% off with the code **"VOGUE10"** (expires 31/07/22). Shop online at [www.glo24k.co.uk](http://www.glo24k.co.uk) and follow @glo24k.uk on Instagram.

**16.** **AIMÉE**® is a high-quality cosmetic brand, based in Romania. Innovative in using ultimate actives in formulations, designed to create the perfect sensorial experience together with fantastic looking results. V-Age® is a collection of products specially tailored for mature skin, using advanced peptides and biotechnological ingredients. Their products aim to reduce the appearance of wrinkles and help to sculpt the look of your features. Inspired by nature, their Inspirations® range includes creams and serums with carefully selected actives from their origin environment, packed in a unique biophotonic glass. Shop the collection at [aimeeboutique.ro/en](http://aimeeboutique.ro/en) and follow @aimeeboutique.ro on Instagram.







**You would not be required to pay anything upfront.** Each issue is invoiced separately after the on-sale date, following which you have a period of 30 days to pay.

**5cm x 1 column** = **£490 +VAT** per issue for 3 months - **Usually £900+VAT**  
*(Illustrated above by numbers 1, 2, 4, 5, 6, 7, 8, 9, 12, 13, 14, 15)*

**6cm x 1 column** = **£590 +VAT** per issue for 3 months - **Usually £1,060 +VAT**  
*(Illustrated above by numbers 3, 10)*

**8cm x 1 column** = **£780 +VAT** per issue for 3 months - **Usually £1,430 +VAT**  
*(not illustrated on the example page)*

**5cm x 2 columns** = **£980 +VAT** per issue for 3 months - **Usually £1,800 +VAT**  
*(illustrated above by number 11)*

**8cm x 2 columns** = **£1,550 +VAT** per issue for 3 months - **Usually £2,860 +VAT**  
*(not illustrated on the example page)*

**12cm x 2 columns (1/4 page)** = **£2,330 +VAT** per issue for 3 months - **Usually £4,290 + VAT**  
*(illustrated above by number 16)*

*(1 column = 4.7cm approx.)*

*You are welcome to change your size between issues.*

PRINT  
CAMPAIGN  
PRICING AND  
SIZING



# VOGUE

DIGITAL  
CAMPAIGN:  
VOGUE RETAIL

## DIGITAL CAMPAIGN: VOGUE RETAIL

If you choose to proceed with the three month print campaign, you are then invited to opt for the digital package, Vogue Retail, on our website. This digital exposure is only available to those featuring in the print campaign, so advertisers can choose to take a print-only campaign, or a print & digital combined campaign. It is not possible to take a digital only campaign.

VOGUE RETAIL is our advertising platform on [vogue.co.uk](http://vogue.co.uk). There are three packages to choose from: [Single Slot](#), [Double Slot](#) or [Headline Slot](#). Written in the style of an online editorial article, each brand will feature between one and two images, a biography and hyperlinks to their website and Instagram page.

Featuring on our website also provides a very editorial-style way of connecting with our 4+ million monthly unique website users. With only a 7% cross-over between our print readers and website users, this digital add-on allows you to access almost an entirely different pool of our discerning, influential and highly engaged audience.

To drive continuous traffic to Vogue Retail each month, we promote our digital showcases to targeted audiences across our Instagram and Facebook social media channels, through sponsored dark posts and 'swipe up' stories. You must be featured on Vogue Retail during the same months for which you have been included in the magazine.





VOGUE

DIGITAL  
CAMPAIGN:  
VOGUE RETAIL

## VOGUE RETAIL CAMPAIGN OPTIONS

**SINGLE SLOT**= £300 +vat per month of our 3 month campaign

I.e. 3 x £300 +vat

1 image, 40-50 word write-up and hyperlinks to your website and Instagram.

**DOUBLE SLOT**= £500 +vat per month of our 3 month campaign

I.e. 3 x £500 +vat

2 images (portrait), 40-50 word write-up and hyperlinks to your website and Instagram.

The Double Slot is available for a maximum of 10 brands, and is allocated on a first-come-first-served basis.

**HEADLINE SLOT** = £750 +vat per month

Exclusive showcase in the carousel-style *Headline Slot* at the top of the gallery, in addition to premium positioning as one of the first 10 brands in the gallery. Your showcase will include 1 image (portrait), a 40-50 word write-up and hyperlinks to your website and Instagram. The Headline Slot is available for a maximum of 10 brands, and is allocated on a first-come-first-served basis.



You are invited to update the image and text for each issue in your three-month campaign. From you, we will require the following:

- One [high resolution image](#) per month. You are welcome to repeat the same image for each issue, or showcase a new photograph for each issue. If you are opting for the digital add-on in addition to the print campaign, you are welcome to submit an additional image per month for your digital showcase, so long as it features the same product as being advertised in the print campaign. Please ensure that you have the right/license to use any images supplied.
- Approximately [45 words of text](#) about your company including an Instagram handle and website address. We offer a complimentary copywriting service, and so we are more than happy to put the write-up together on your behalf. If this is the case, please send across two-three bullet points about your company.

Once we have received your artwork content, our in-house design team will put together a proof inclusive of your image and text, which we will send across to you for your amendments and approval prior to the issue going to print.

Please note that slight amendments to text may have to be made in order to keep up with advertising guidelines.





# VOGUE

## PAYMENT & INVOICING

### CONFIRMING YOUR SPACE

We reserve space on a first come, first served basis. So, if you would like to proceed, we would please require the following:

- Confirmation of the print campaign slot size you would like to secure
- Confirmation of whether you would like to purchase the digital campaign in addition to the print campaign, and if so which size you would like
- Full name and contact number
- A business postal address
- VAT code (if applicable)

### PAYMENT & INVOICING

If you are based in one of our main markets you would not be required to pay anything upfront. Each issue is invoiced separately shortly after the release date, following which you have a period of 30 days to pay. If you are based outside our main markets we would require a prepayment for the campaign which our credit control team can assist with.

### CAMPAIGN MATERIALS AND BRANDING

You are able to use the front cover of the issues that you are featured in alongside the advertorial page on which you showcased on your website and social media pages. We will send these over to you as scanned PDF pages on the day that the issue you are featured in is released. You are able to actively promote your showcase with us using these scanned PDF pages for up to six months after your final showcase with us.