



VOGUE

*British Vogue - Luxury Food,
Drink and Gifts*

CONDÉ NAST



VOGUE

VOGUE AUDIENCES

796,000
monthly
print
readers.

72%

ABC1

**90% SAY TRYING
NEW FOODS AND
DRINKS IS
SOMETHING THEY
ENJOY AND DO
REGULARLY**

3 IN 5

ARE
INTERESTED
IN FOOD &
DRINK

**91% of the
Vogue
audience
believe
quality
defines
luxury**

**4 million
monthly
digital
unique
users**

Source: DEMOGRAPHIX Conde Nast Consumer Survey 770 Responses 4 May - 7 May 2020.
Food & Drink Survey 2021, Google Analytics September 2022, GWI Q2 2022



Our 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 Summer Selection



8. HAND OF FATIMA brings you mystical flavours of Extra Virgin Olive Oil, sourced from the mountainous island of Crete. The Early Harvest Olive Oil overflows with nutrients and beautiful Mediterranean flavour. Find more infused flavours on www.handoffatima.org and follow @handoffatima.hof on Instagram.

9. LOVEDAY is a female-founded craft distillery on the Cornish coast. This team use two decades of combined culinary and design experience to make modern, award winning gin. Fresh and foraged botanicals are in every recipe, with no artificial colours or flavours, and all of their spirits come in sustainable packaging. Use code VOGUE10 for 10% off sitewide at lovedaydistilling.com (expires 01/07/2023) and @loveday_distilling_ on Instagram.

10. VOLZHENKA caviar is the ultimate luxury gift for foodies. Combining modernity and tradition, Volzhenka Caviar is a women-led company producing artisan caviar using leading sustainable practices and cruelty-free principles. Volzhenka preserves the centuries long expertise thanks to decades of experience breeding and producing world-class caviar. Using a farm to table approach, the brand produces 6 types of caviar including Sevruqa and Beluga. Explore the collection at volzhenka.com and @volzhenka on Instagram.

11. Forget what you think you know about mochi, this is The Real Mochi by YUUM. Authentic Japanese-crafted mochi, these bestselling bites are delicious, vegan, gluten-free taste sensations, and only the start of what this brand offers. Available in a range of fantastic flavours, these bites of joy are perfect to create an everyday celebration for yourself and your loved ones. Explore more at www.yuum.co.uk and @yuum.uk on Instagram.

12. MYTH DRINKS. Est 2002, have created a range of luxury drinks offerings that truly expands the horizons of non-alcoholic drinking. The award-winning, rich, rum-inspired flavours offer a taste of sunshine and smiles, providing a pleasurable experience at any occasion. Find out more about this extraordinary story at mythdrinks.co.uk and @myth.drinks on Instagram, also available at The Alcohol Free Co.

13. BOSLEY® PREMIUM LONDON DRY GIN - With its prestigious International Award-Winning status, Bosley Gin® embodies the essence of luxury and sophistication. An exquisite expression of craftsmanship and quality, meticulously crafted with a perfect balance of 13 botanicals. Experience the smooth, complex flavours of sweet honey, invigorating citrus, and a refined spice finish that make it truly exceptional. Limited first editions exclusively available at BosleyGins.com so use code VOGUE5 for \$5 off (expires 31/08/23) and follow @BosleyGins on Instagram.

14. KNIGHTOR WINERY blends White, Dry, Rosé and Rosso Vermouth using a crafted recipe of quality ingredients. Full of aromatic flavours, each Vermouth is created with their finest grapes and has the characteristics to compliment any taste. The perfect accompaniment to any classic cocktail, such as a Dry Martini or Negroni, with a Cornish twist! Follow them at @knightor_winery on Instagram or shop now at www.knightor.com and use VERMOUTH10 for a 10% discount on all Vermouth purchases (expires 30/06/2023).

15. DS TAYMAN Single Malt Scotch Whisky was developed by a passion for great wine and fabulous whisky. Matching some of the finest Scotch from choice distilleries with a complementary red wine finish, each dram has its own unique flavour that cannot be replicated. To explore some of these ultimate independent, luxury bottles visit dstayman.com and @ds_tayman on Instagram.

16. CANDOUR WINE offers a curated selection of sustainably-farmed, minimal-intervention wine from independent European winemakers in limited-edition aluminium cans for a more sustainable, more convenient and more casual drinking experience. Visit candourwine.com to shop and explore more @candour.wine on Instagram.

17. JULIENNE BRUNO® has launched a new plant-based cheese range that chefs are raving about. Their award-winning Burrella® provides a delightfully creamy texture and flavour. Discover their Collection 01 online at juliennebruno.com and follow @juliennebruno on Instagram. Available nationwide at Ocado & Whole Foods Market.

18. FEEL HUMAN Brain Bombs are adaptogenic truffles that aim to target your cognitive power. Functional snacks that are convenient, nutritious, and taste delicious. A once daily nutritional bite powered by functional mushrooms and adaptogens. Explore more at www.feel-human.com and @thefeelhumanclub on Instagram.

19. YIYIA AND FRIENDS is a multi-faceted design and gastronomy project that encompasses traditionally made food products of superior quality, as well as culinary and decorative objects. Through the story of "Yiyia," the Greek Grandmother, the arts of growing, cooking, and sharing food are reinterpreted and reintroduced through the prism of wellness and sustainability. Available at Selfridges or visit yiyiaandfriends.com and @yiyiaandfriends on Instagram.

20. Elevate your gifts and make a statement with **HAUTE FLORIST**, luxury flower delivery service. Their one-of-a-kind bouquets will impress those who receive their products, from beautiful bouquets to lavish hat boxes. There's something for everyone for every occasion. Visit their website hauteflorist.co.uk and follow @hauteflorist on Instagram.

21. WHITEHALL VINEYARD have created a brand new English Sparkling Rosé with a wonderful burst of flavour and celebration in every sip. It has been delicately hand crafted to bring you some of the best that English sparkling wine has to offer. Try this perfect summer must have for yourself; available to buy online at whitehallvineyard.co.uk. Follow @whitehallvineyard on Instagram.



VOGUE

PRINT CAMPAIGN PRICING AND SIZING

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)

Our rates have been reduced from the usual rate-card prices for this series of issues.



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. 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.

With only a 7% cross-over between our print readers and website users (PAMCo 4 2020), 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
PRICING AND
SIZING

DIGITAL CAMPAIGN PRICING AND SIZING:

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 of
our 3 month campaign
Exclusive showcase in the carousel-style
Headline Slot at the top of the gallery, in
addition to premium positioning as one of the
first five 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.

*Please note the size needs to be the same
across the 3 months of digital.*



VOGUE

ARTWORK PROCESS

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, we would require an additional lifestyle image per month for your digital showcase. Please ensure that you have the right/license to use any images supplied.
- Approximately **50 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 your text is subject to changes from our copywriting team to ensure that all showcases adhere to CAP regulations for advertising features.



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

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. This is the same for each issue, with three separate payments across three months.

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.