



# VOGUE

British Media Kit

**2H 2023**

CONDÉ NAST





British Vogue is the authority on fashion, beauty and lifestyle and is a destination for women to learn, be challenged, inspired and empowered. Under Edward Enninful's unmatched global editorial status, British Vogue has become the undisputed Fashion Bible in the United Kingdom and is leading the cultural zeitgeist worldwide, powered by purpose.

21.8M

TOTAL REACH

796k

READERSHIP

15.3M

SOCIAL FOLLOWERS

5.7M

DIGITAL UNIQUES

£118K

AVERAGE HHI

69%

ABC1

£8.1K

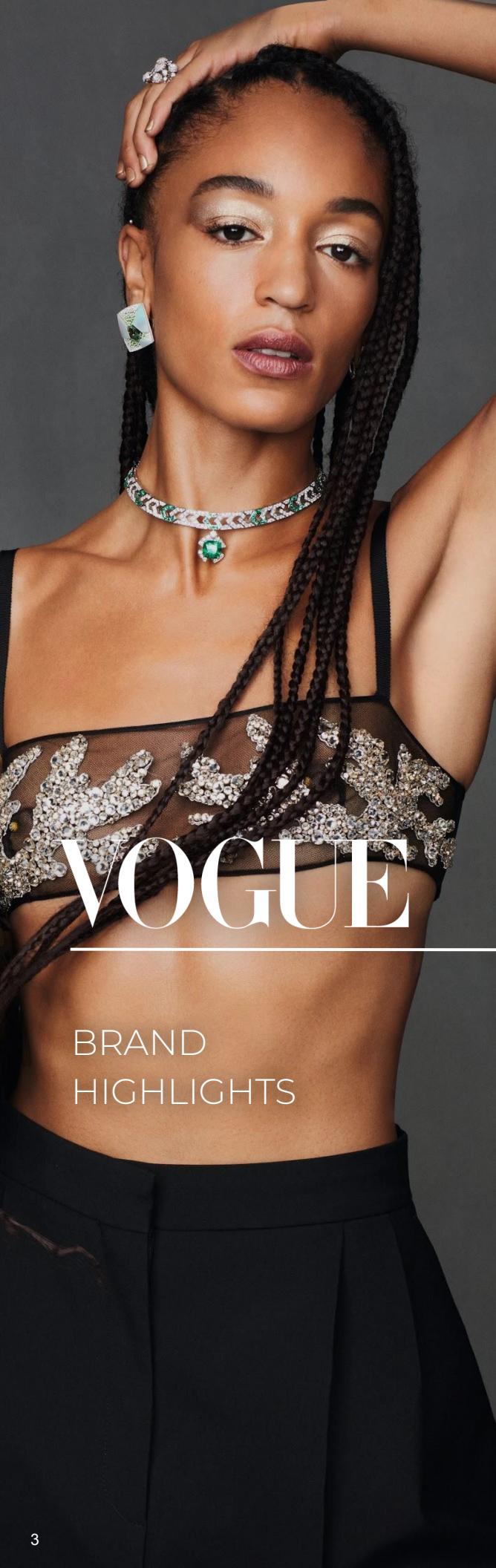
AVERAGE ANNUAL  
SPEND ON FASHION

£1.6K

AVERAGE ANNUAL  
SPEND ON BEAUTY

Sources: PAMCo 1, 2021; Shareable Oct 2022; TGI Oct 2022; Conde Nast Luxury Survey 2021; Google Analytics (monthly average Aug-Oct 22)

CONDÉ NAST



**DECEMBER 2020** Condé Nast appoints Enninful OBE as the first Vogue European editorial director across the UK, France, Germany, Spain and Italy.

**BSME AWARDS 2021** Edward Enninful OBE was honoured with the prestigious Editors' Editor of the Year Award, which recognises extraordinary individuals for their dedication and outstanding editorial contribution to magazines. **THE 2020 PPA AWARDS** saw Edward Enninful OBE named Editor of the Year and British Vogue receive the Diversity Initiative of the Year award for the Forces For Change initiative.

**FORCES FOR CHANGE** First launched in 2020 with BMW and Nike as headline sponsors, this is an important editorial initiative that has been integrated into all Vogue platforms and events. In 2021, we also welcomed YouTube and all three partners continued to support the initiative throughout 2022. As part of this initiative, we worked closely with YouTube to create 'British Vogue and YouTube's Vogue Visionaries' – a series of masterclasses that give our readers unrivalled opportunities to learn from the UK's most brilliant creative minds.

**VOGUE FORCES FOR CHANGE DINNER** in December 2022 was British Vogue's first large-scale Forces for Change event. Hosted by Edward Enninful OBE and Vanessa Kingori MBE, and presented by Clara Amfo, the event put a spotlight on the activists and changemakers using their voices for good, including the women of Iran, fashion designer Priya Ahluwalia and Girls United FA founder Romina Calatayud. Presenters included Malala Yousafzai, Jodie Turner-Smith and Leah Williamson, with guests in attendance including Victoria Beckham OBE, Eva Longoria and Naomi Campbell.

**VOGUE.CO.UK'S HIGHEST TRAFFICKING DAY** of the year saw just shy of 1M global users on Vogue.co.uk in one single day for the exclusive coverage of Brooklyn and Nicola Peltz-Beckham's wedding. This is the joint-highest trafficking day of all time along with the Billie Eilish cover launch in 2021.

**VOGUE'S 'REDEFINING THE BODY' EXHIBITION** in partnership with Snapchat was a groundbreaking moment on the Cannes Lions calendar. Edward Enninful OBE curated an exhibition using cutting-edge augmented reality to amplify and enhance the designs of some of the world's leading fashion designers, including Dior, Gucci, Versace and Stella McCartney.

**VOGUE INSIDERS** launched as an exclusive premium beauty membership for our dedicated Vogue audience, with a product-testing community that provides data and feedback on products from British Vogue's audience.

**VOGUE'S FIVE DAYS OF...** events franchise is an experimental programme of masterclasses and tutorials that started with Beauty and has now grown to include editions dedicated to Wellness and Supper Clubs.

**VOGUE'S FORCES OF FASHION** conference was a global affair for the first time, taking place in four countries: United Kingdom, United States, India, and Mexico, with UK speakers in London including global pop star Dua Lipa, Valentino Creative Director Pierpaolo Piccioli and makeup artist and entrepreneur Charlotte Tilbury.

**VOGUE 25** returned for its fifth annual line-up of the most influential and visionary women leading Britain, including Nenshi Dojaka, Baroness Amos, Deborah James, Emma Raducanu and Alex Mahon.

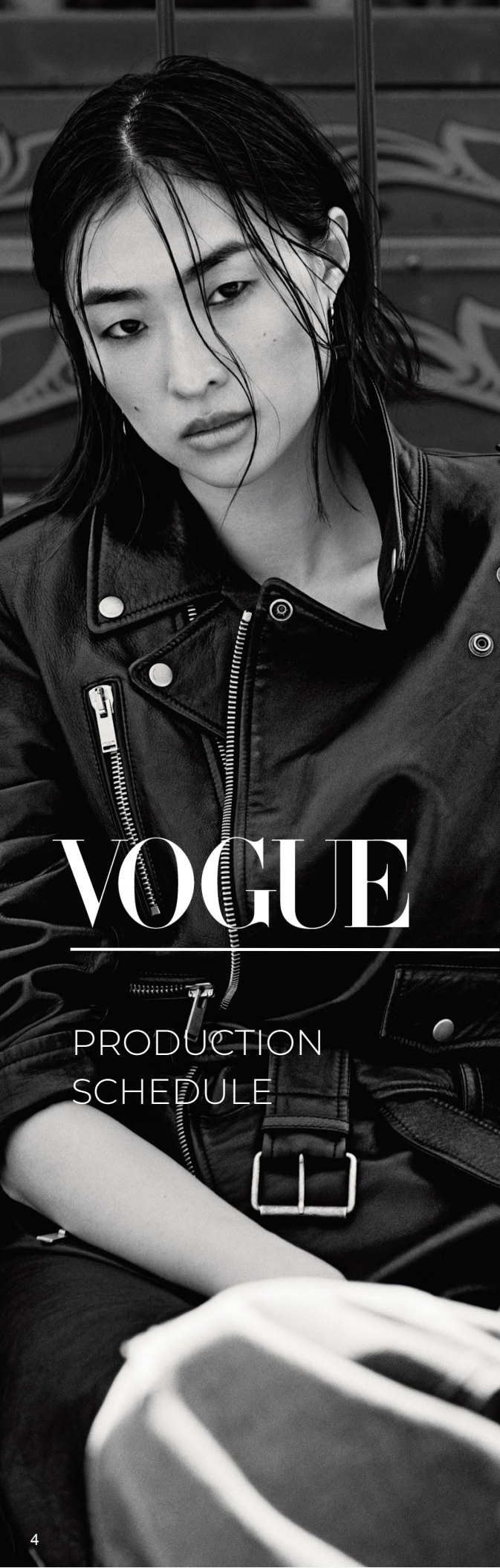
**VOGUE SHOPPING WEEKEND** renewed for its third year, generating shopping excitement for our audience across British Vogue platforms.

**VOGUE'S JUNE 2022 ISSUE** broke the internet with cover star Beyoncé creating high-performing moments across social media and press globally, and the cover reveal seeing over 430,000 readers on Vogue.co.uk.

**BRITISH VOGUE'S TIKTOK CHANNEL** launched in 2022 and within weeks started to amass over 1M views.

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# VOGUE

## PRODUCTION SCHEDULE

ON SALE DATE	DISPLAY BOOKING DEADLINE	COPY DEADLINE	INSERTS DUE
<b>FEBRUARY 2023</b>			
24 JAN 23	5 DEC 22	7 DEC 22	3 JAN 23
<b>MARCH 2023</b>			
21 FEB 23	9 JAN 23	11 JAN 23	31 JAN 23
<b>APRIL 2023</b>			
21 MAR 23	6 FEB 23	8 FEB 23	28 FEB 23
<b>MAY 2023</b>			
25 APR 23	13 MAR 23	15 MAR 23	31 MAR 23
<b>JUNE 2023</b>			
23 MAY 23	11 APR 23	12 APR 23	2 MAY 23
<b>JULY 2023</b>			
20 JUN 23	8 MAY 23	10 MAY 23	30 MAY 23
<b>AUGUST 2023</b>			
18 JUL 23	5 JUN 23	7 JUN 23	27 JUN 23
<b>SEPTEMBER 2023</b>			
22 AUG 23	10 JUL 23	12 JUL 23	1 AUG 23
<b>OCTOBER 2023</b>			
26 SEP 23	14 AUG 23	16 AUG 23	5 SEP 23
<b>NOVEMBER 2023</b>			
24 OCT 23	11 SEP 23	13 SEP 23	3 OCT 23
<b>DECEMBER 2023</b>			
21 NOV 23	9 OCT 23	11 OCT 23	31 OCT 23
<b>JANUARY 2024</b>			
19 DEC 23	6 NOV 23	8 NOV 23	28 NOV 23



# VOGUE

## PRINT RATE CARD

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SIZE/POSITION	RATE (£)
Page run of paper	30,290
Page facing matter	37,210
Page specified position	39,070
Contents / masthead	42,020
Inside back cover	45,550
Outside back cover	48,560
Inside front cover gatefold	161,090
Barn door	161,090
Standard 4 page gatefold	111,000
1st DPS	77,070
DPS solus / specified position	68,840
DPS run of paper	59,420
Half page masthead	19,790
Half page	14,950

### BOUND IN / SCENT STRIPS

National	
2 sides	37,090
4 sides	64,750
8 sides	128,980
16 slides	241,400

### BRANDED CONTENT

Costs are made up of a space rate as above plus a net production charge from £4,500 per page for a Vogue shoot or £2,000 per page with supplied assets. Special terms and conditions apply.

For individual costings and creative ideas, please contact Vogue Branded Content on 020 7152 3078.

### CONTACT

#### Fashion and Beauty enquiries:

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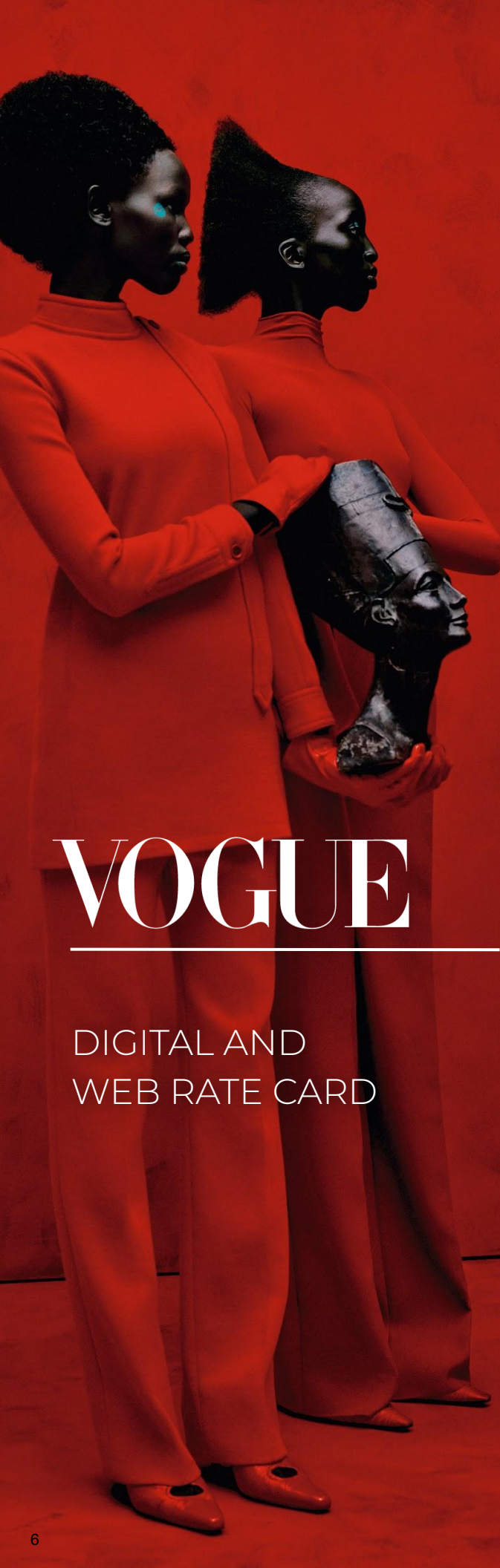
#### Travel & Lifestyle enquiries:

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# VOGUE

## DIGITAL AND WEB RATE CARD

### DIGITAL RATE CARD

#### SECTION SPONSORSHIPS

	TIMING	STANDARD TIMING	PREMIUM TIMING
Vogue Homepage	7 days	£19,200	£28,900
	1 day	£4,110	£6,180
News	7 days	£16,000	£18,475
	1 day	£2,440	£2,800
Runway	7 days	£35,877	£41,260
Beauty	7 days	£29,300	£33,700
	1 day	£4,460	£5,100
Arts & Lifestyle	7 days	£32,500	£37,390
	1 day	£4,950	£5,600
Fashion Homepage	7 days	£5,900	£6,780
Fashion Trends	7 days	£4,270	£4,900
People & Parties	7 days	£3,400	£3,930
Miss Vogue	7 days	£6,100	£7,000
Vogue Shops	7 days	£8,500	£9,800
Street Style	7 days	£2,550	£2,950
Jewellery & Watches	7 days	£12,740	£14,650
Vogue Weddings	7 days	£9,400	£10,800
Mini Vogue	7 days	£1,280	£1,480

Premium timing: February, March, September, October, November, December.

#### STANDARD ADS

970x250 £65 CPM | 300x600 £65 CPM | 728x90 £24 CPM |  
300x250 £38 CPM

British Vogue is pleased to present a new audience targeting tool, SPIRE, now available with standard ad formats. SPIRE accesses Condé Nast's unique **1st party audience data** across print, online, email, and social, identifying highly valuable audience segments. These audience segments are loyal readers of Vogue across various passion pillars. A premium of 25% applies to standard CPM rates.

#### EMAIL

Partners can sponsor the Vogue Daily Newsletter (£6,226 / 178k subscribers) or send a dedicated Solus Email to our database (£150 CPM / 83k subscribers)

#### APPLE NEWS

7-day sponsorship: £25,986 / 288,738 estimated impressions

#### CREATIVE PARTNERSHIPS

Vogue offers bespoke partnerships featuring custom content, videos, social, events and much more.

#### ORGANIC & TARGETED SOCIAL

Social packages are available to promote partnerships; or utilise client assets.

Minimum spend applies.

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