



FROM ENTERTAINMENT TO WORLD AFFAIRS, BUSINESS TO STYLE, DESIGN TO SOCIETY,

***VANITY FAIR*** IS A CULTURAL CATALYST

***VANITY FAIR*** PROVOKES AND DRIVES INTELLIGENT DIALOGUE AND DEBATE

***VANITY FAIR*** BRINGS BIG IDEAS AND UNFORGETTABLE IMAGES TO  
THOUSANDS OF MODERN, SOPHISTICATED CONSUMERS

**READERSHIP**  
**264,000**

**WOMEN**  
**206,000**

**MEN**  
**58,000**

**CIRCULATION**  
**105,089**

	ALL ADULTS	WOMEN	MEN
AB	115,000 (44%)	83,000 (40%)	32,000 (55%)
ABCI	213,000 (81%)	168,000 (82%)	45,000 (78%)
C2DE	52,000 (20%)	38,000 (18%)	13,000 (22%)
AGED 15-24	83,000 (31%)	65,000 (32%)	18,000 (31%)
AGED 25-34	50,000 (19%)	43,000 (21%)	7,000 (12%)
AGED 35-44	47,000 (18%)	34,000 (17%)	13,000 (22%)
AGED 45+	84,000 (32%)	64,000 (31%)	20,000 (34%)

**MEDIAN AGE 34**

**AVERAGE AGE 38**

**CIRCULATION**  
**READERSHIP INFO**

Sources: Print ABC Jul-Dec 2011 102,585 + digital sales 2,504; NRS Jul-Jun 2011 / Jul-Jun 2010

2012 ISSUE	ON SALE	PROMO SIGN OFF	PRINT & IPAD	INSERTS DUE	SPECIAL ISSUES & SUPPLEMENTS
JANUARY	2 DEC	21 OCT	4 NOV	18 NOV	
FEBRUARY	6 JAN	17 NOV	1 DEC	22 DEC	
MARCH	3 FEB	22 DEC	6 JAN	23 JAN	HOLLYWOOD ISSUE
APRIL	2 MAR	20 JAN	3 FEB	20 FEB	TRAVEL SUPPLEMENT
MAY	6 APR	24 FEB	9 MAR	26 MAR	SPRING ON TIME WATCH SUPP
JUNE	4 MAY	23 MAR	6 APR	23 APR	
JULY	8 JUN	27 APR	11 MAY	28 MAY	ART SUPPLEMENT ★NEW★
AUGUST	6 JUL	25 MAY	8 JUN	25 JUN	JEWELLERY SUPPLEMENT
SEPTEMBER	3 AUG	22 JUN	6 JUL	23 JUL	STYLE+ BEST-DRESSED LIST+ SPA GUIDE
OCTOBER	7 SEP	27 JUL	10 AUG	24 AUG	AUTUMN ON TIME WATCH SUPP
NOVEMBER	5 OCT	24 AUG	7 SEP	24 SEP	COUTURE SUPPLEMENT
DECEMBER	2 NOV	21 SEP	5 OCT	22 OCT	CHRISTMAS GIFT GUIDE
<b>2013 ISSUE</b>					
JANUARY	7 DEC	26 OCT	9 NOV	26 NOV	

**2012 ON-SALE  
COPY DATES**

VANITY FAIR

**ALL BLEED ADVERTISEMENTS  
10% EXTRA**

**SCENT STRIPS, BOUND-IN  
INSERTS AND OTHER FORMATS:  
PRICE ON APPLICATION**

**LOOSE INSERTS:  
FROM £120 PER '000 FOR A SINGLE SHEET**

**TO DISCUSS USING THE EDITORIAL  
STYLE OF VANITY FAIR TO  
PRODUCE A BESPOKE PROMOTION CONTACT  
OUR PROMOTIONS TEAM**

**2012 MEDIA RATES**

COLOUR	RUN OF MAG	FACING MATTER	SPECIFIED POSITION
SINGLE PAGE	N/A	£14,535	£16,925
DOUBLE-PAGE SPREAD	£23,570	N/A	£28,950
1ST DOUBLE-PAGE SPREAD	N/A	N/A	£34,565
INSIDE FRONT COVER GATEFOLD	N/A	N/A	£81,385
INSIDE BACK COVER	N/A	N/A	£17,460
OUTSIDE BACK COVER	N/A	N/A	£22,025
BOOKMARK (SUPPLIED)	£25,660 + PAGE OR DPS AD SPACE RATE		
INSERTS, PROMOS, SPECIALS	POA		
MECHANICAL DATA	BLEED (DXW)	TRIM (DXW)	TYPE (DXW)
FULL PAGE	282MM X 209MM	276MM X 203MM	254MM X 178MM
DOUBLE-PAGE SPREAD	282MM X 412MM	276MM X 406MM	254MM X 387MM

## FOR FURTHER INFORMATION CONTACT:

### VANITY FAIR ADVERTISING DEPARTMENT

Vogue House, Hanover Square

London W1S 1JU

Tel: 020 7152 3129 Fax: 020 7409 0783

### FASHION EDITORIAL ENQUIRIES

please contact Ashlea Hope-Dunn on 020 7152 3127

or email [ashlea\\_hope@condenast.com](mailto:ashlea_hope@condenast.com)

### TRAVEL EDITORIAL ENQUIRIES

please contact Victoria Mather on 020 7228 6384

or email [victoriamather.com](mailto:victoriamather.com)

### PRESS ENQUIRIES

please contact Annabel Davidson on 020 7152 3913

or email [annabel.davidson@condenast.co.uk](mailto:annabel.davidson@condenast.co.uk)

## CONTACTS

### ADVERTISING COPY REQUIREMENTS

Condé Nast has adopted fully digital workflows and no longer accepts film positives. We require PDF files, produced to accept 'pass4press' Version 2 specifications, supplied to the Condé Nast Production Department via Quickcut\*, Wam!net, or on CD-ROM or Zip, with a digital Cromalin proof on DPIOG board, produced from the PDF file supplied, produced to the Match Name DP EURO-Offset-Gloss-DPIO Curve (preferred option ENH Mode), with the following proof verification: DuPont installed 17 Step CIE Control Wedge, measured on DTP41/UV with no step greater than a Delta E variation 3. Proofs must display Match Name Image Label, 17 Step CIE Wedge and System Control Bar.

All files must be run through a flightchecking application before sending to ensure file and colour integrity; the Condé Nast Production Department recommends Quickcut or Pitstop flightchecking applications. Please note that the file content remains the responsibility of the sender. If a final PDF file and digital Cromalin proof are not supplied to our specifications NO responsibility will be accepted by Condé Nast Publications for the final printed result. Full details of our mechanical and technical specifications for this digital format are available from the Condé Nast Production Department on 020 7152 3182. Transparencies and artwork will continue to be accepted.

\* We prefer to receive ads via Quickcut; please telephone +44 02(0) 7566 7777 or email [info@quickcut.com](mailto:info@quickcut.com) for further details.

Details and specifications for this format are available on request from the Production Department on 020 7152 3182.

**Cancellations: three months prior to the on-sale date.**