VANITY FAIR

MEDIA PACK 2020
BRAND FOOTPRINT

17 MILLION +
READERS PER MONTH

PRINT, TABLET, MOBILE
199K

ONLINE
1.2M

SOCIAL
15.4M

VF LDN Newsletter
5K+
CIRCULATION

12,741,775
TOTAL SOCIAL FOLLOWERS

PRINT
Circulation 70,087
Readership 159,000
Average HHI £180,000
Female 81%
ABC1 69%
AB 42%
Average age 38
London/SE 56%

ONLINE
Unique Users 792,338
Page impressions 1,150,560
Average HHI £174,000
Female 57%
ABC1 75%
AB 40%
Average age 39
London/SE 40%
61% of readers agree:
“I often buy fashion products after seeing things advertised in magazines”

• £1.3 billion spent on fashion in the past year

• 94% of *Vanity Fair* readers and 95% of *Vanityfair.com* users own designer fashion

• 78% of *Vanity Fair* readers and 77% of *Vanityfair.com* users own designer shoes and accessories

• 1,410 fashion editorial credits every year*

Source: Conde Nast Luxury Survey 2018 (spend figure based on current PAMCo readership); Vogue Business Report 2017; *DMR 2016*
WATCHES & JEWELLERY

71% of readers agree:
“It’s important to complete my fashion look with a beautiful piece of jewellery or a great watch”

• £682 million spent on watches and jewellery in the past year

• 73% own high-end watches or jewellery

• 57% have bought watches or jewellery in the past year

• 541 watches and jewellery editorial credits every year*

Source: Condé Nast Luxury Survey 2018 (spend figure based on current PAMCo readership); Vogue Business Report 2017; *DMR 2016
74% of readers agree:
“It’s important to keep young-looking”

- £558 million spent on beauty products in the past year
- 94% of VF readers and 92% of Vanityfair.com users own premium beauty products
- Twice as likely to say: ‘I am prepared to pay more for luxury toiletries and cosmetics’
- Two-and-a-half times more likely to have had cosmetic surgery
- 349 beauty editorial credits every year*

*DMR 2016
84% of readers agree:
“I have sought out further information about a hotel and destination after seeing it in a magazine”

• £1.7 billion on holidays and short breaks in the past 12 months*

• On average they take 7 trips in the UK and 7 trips abroad each year

• Three times more likely to usually travel first or business class on any last three trips

• 96% consider themselves luxury travellers

• 116 travel editorial pages every year*

Source: Condé Nast Luxury Survey 2018 (spend figure based on current PAMCo readership); Vogue Business Report 2017; *DMR 2016
### 2020 ON SALE/COPY DUE DATES

<table>
<thead>
<tr>
<th>2020 ISSUE</th>
<th>ON SALE</th>
<th>AD COPY DUE</th>
<th>PROMO SIGN-OFF</th>
<th>INSERTS DUE</th>
<th>THEMED ISSUES &amp; SPECIAL EDITIONS</th>
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<tbody>
<tr>
<td>HOLLYWOOD</td>
<td>24 JAN</td>
<td>20 DEC</td>
<td>13 DEC</td>
<td>10 JAN</td>
<td>HOLLYWOOD + TRAVEL SPECIAL</td>
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<tr>
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<td>21 FEB</td>
<td>24 JAN</td>
<td>17 JAN</td>
<td>7 FEB</td>
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<td>MAY</td>
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<td>17 APR</td>
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<td>EN ROUTE</td>
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<tr>
<td>OCTOBER</td>
<td>11 SEP</td>
<td>13 AUG</td>
<td>13 AUG</td>
<td>27 AUG</td>
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<tr>
<td>NOVEMBER</td>
<td>9 OCT</td>
<td>11 SEP</td>
<td>4 SEP</td>
<td>25 OCT</td>
<td>ON ART AND TRAVEL SPECIAL</td>
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<td>9 OCT</td>
<td>2 OCT</td>
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<tr>
<td>HOLIDAY 2021</td>
<td>4 DEC</td>
<td>6 NOV</td>
<td>30 OCT</td>
<td>20 NOV</td>
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MEDIA RATES

SPONSORSHIP RATES*

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<td>Homepage takeover and VF LONDON</td>
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<td>The Hive</td>
<td>£4,100</td>
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<td>Hollywood</td>
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*All rates are for 7-day sponsorship

DIGITAL UNITS*

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*Per 1000 CPM

MECHANICAL DATA

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ADVERTISING COPY REQUIREMENTS

Full Technical Information and Insert Specifications can also be found here under the Tech Specs tab. Digital proofs should be sent to the Production Department (Vanity Fair), Vogue House, Hanover Square, London W1S 1JU.

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* Cancellations: two months prior to the on-sale date. T&C’s can be found at http://tinyurl.com/CondeTC

CONTACT US

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