“Before I got the job I spoke to certain women and they felt they were not represented by the magazine, so I wanted to create a magazine that was open and friendly. A bit like a shop that you are not scared to walk into. You are going to see all different colours, shapes, ages, genders, religions. That I am very excited about.”

- Editor In Chief, Edward Enninful, OBE

The first issue under Enninful was The December 2017 issue.
“I’m excited to assume this highly-coveted role. In a moment when continuous change across the communications; fashion and luxury industries creates dynamic and exhilarating opportunities for the strongest media brands, Vogue’s unrivalled equity sets it apart as the best of the best.”

- Publishing Director, Vanessa Kingori, MBE

Vanessa is the first new Publishing Director at British Vogue in a quarter of a century. Having begun her tenure in January 2018, she ushers in a new direction in Vogue’s business strategy.
BRITISH VOGUE LEADERSHIP TEAM

ACHIEVEMENTS & AWARDS 2019/2020

Edward Enninful OBE

PPA Consumer Editor of the Year Award 2020
The PPA Awards celebrate and recognise the inspiring and tireless work that our publishers, agencies and partners do to ensure that this wonderful industry continues to thrive.

BOF Global VOICES Award 2019
“Edward represents many things. His position at British Vogue has given an entire world of black people (and other marginalised communities) that they have a seat at the table... reminding us our dreams are achievable.”
Evening Standard: Progress 100 2019 | Media: Print & Digital & Cream of the Capital
“He became Vogue’s first black male editor in chief in 2017 and has overhauled the title with a dedication to improving diversity in fashion.”

Goldsmith’s, University of London | Honorary Fellowship
“Enninful’s trailblazing work on Italian and American Vogue and W Magazine led to his appointment at British Vogue – where he has continued to innovate and inspire.”

CFDA Fashion Awards 2018 | Media Award
“Recognising his outstanding contribution to the industry throughout his prolific career and, most recently, since taking the helm of the publication in 2017.”

PPA Awards 2018 | PPA Chairman’s Award
“Through his pioneering work on diversity in Vogue he has put his unique stamp on a truly iconic title, making a remarkable impact in such a short period of time.”

Attitude Awards 2018 | Man of the Year
“Edward has built a reputation for generating excitement, creativity and dynamism, which is just what the fashion world needs.”

British Vogue

PPA Awards 2020 | The September Issue | PPA Diversity Initiative of the Year
“I’m honored to have this very special issue recognized. Creating Forces for Change with Edward was an opportunity to have the September issue of Vogue reflect the world as we see it – beautiful and strong in its diversity. Huge congratulations to Edward who helped bring this to light, and for his additional honor of being awarded ‘best editor’ by PPA.”
The Duchess of Sussex

Spotlight Awards 2019 | The Non Issue | Most Creative Use of Print Winners
“Everyone who contributed was over 50, demonstrating that talent doesn’t age. It’s important to understand that older women are the fastest growing demographic in the whole world. It’s time to recognise our value.”

Spotlight Awards 2019 | The Non Issue | Best Content Partnership Nomination
A vision shared by British Vogue and L’Oreal Paris: a belief that age should no longer be an issue. As well as the 250,000 printed copies, digital engagement spread across social channels and Vogue.co.uk 19 million impressions online.

Daily Front Row 2019 Fashion Media Awards | Magazine of the Year
“When I started at British Vogue two years ago, the industry said that a Vogue that championed diversity and activism wouldn’t succeed,” said Enninful. “But the passionate way that readers have reacted to British Vogue have shown not only has the world changed, but that it was ready for a whole new kind of Vogue too.”

The Cannes Lions
The first time in Conde Nast Britain’s history, British Vogue’s “Non-Issue” issue received a Gold Lion and an additional Silver Lion at the Cannes Lions International Festival of Creativity.

Luxury Grand Prix 2019 | The Non Issue | Strategies Magazine
In December, the Non Issue picked up it’s latest award, this time for the “Luxury Grand Prix” award by Strategies Magazine as we continue to be acknowledged for this body of work, a first of its kind.

Vanessa Kingori MBE

Evening Standard: Progress 100 2019 | Media: Print & Digital
Kingori has won numerous awards, including an MBE in the Queen’s 90th Birthday Honours List in 2016.

University of the Arts London | Honorary Doctorate
“The first female publisher in British Vogue’s 102 year-long history, Vanessa Kingori MBE is instrumental to the creative vision and emphasis on diversity the team have made their mantra.”

Empower 100 Ethnic Minority Leaders 2018
“In recognition of business leaders making British workplaces more diverse; Vanessa regards it as a personal responsibility to ensure a welcoming and inclusive workplace.”

The Female FTSE Board Report 2018 | 100 Women To Watch
“She has grown her titles whilst embracing digital and branded content in a way that resonates with a new generation of consumers and clients.”

Best of Africa Awards 2018 | Special Award
“In celebration of Africa’s key philanthropic contributors, bringing together the primary figures who support ethnical socio-economic development causes across the continent.”
THE MARKET LEADER

PRINT

CIRCULATION: 192,242 (71% actively purchased)

AVERAGE AGE OF READER: 39

READERSHIP: 1,105,000

ONLINE

In June 2020, Vogue celebrated a digital milestone with its biggest month in our online history, seeing over 5 million unique users.

3.2 MILLION MONTHLY UNIQUE USERS

AVERAGE PAGE VIEWS PER SESSION 11

AVERAGE AGE OF USER: 44

SOCIAL FOLLOWING

Instagram: 4.2 M | Twitter: 3.6 M | LinkedIn: 903K

Facebook: 3.4M | Pinterest: 1m

Sources: ABO: Aud Dec 20, PAMCo 2 2020, Google Analytics July 2020. Social media figures correct as of July 20
BRITISH VOGUE PRESS COVERAGE
DIVERSITY OF PERSPECTIVE

Engaging a broader spectrum of different types of intelligent women to create content which has sparked zeitgeist conversation like no other media brand globally.

First time Oprah featured on the cover of British Vogue in her 40-year career at 64 years old. Every issue of British Vogue celebrates older women.


British Vogue discusses the legalisation of cannabis and cannabis infused beauty products.

British Vogue columnist Adwoa Aboah discusses the #metoo movement.

British Vogue discusses the pain behind a late miscarriage, resulting in large scale press discussion.

British Vogue discusses the Irish abortion referendum.

Halima, Aden becomes the first hijab wearing model to star on the cover of any Vogue globally, receiving worldwide press.

Model and British Vogue cover star Selena Forrest on fluid sexuality.

British Vogue discusses the female executives triumphing the City of London.

Irish influencer and activist Sinéad Burke becomes British Vogue contributor.

British Vogue on Polyamory: investigating the art of loving more than one person and exploring modern love.

Halima Aden becomes the first woman of colour on a September issue in British Vogue’s history, sparking many other British and international magazines to do the same.

The Vogue 25: Meet the women shaping 2019. This sparked a wider discussion in mainstream press.

British Vogue’s first ever podcast ‘Appearances’ sees Contributing Editor Steve McQueen discussing with guests how their appearance has shaped their lives and their perception of themselves.

HRH The Duchess Of Sussex Guest Edits The September Issue Of British Vogue.

Irish influencer and activist Sinéad Burke becomes British Vogue contributor.

HRH The Duchess Of Sussex Guest Edits The September Issue Of British Vogue.

Engaging a broader spectrum of different types of intelligent women to create content which has sparked zeitgeist conversation like no other media brand globally.
EDITORIAL VOGUE TEAM

Contributors

Ensuring the British Vogue team have unrivalled access of expertise across areas of interest

Alexa Chung  Nigella Lawson  Naomi Campbell  Kate Moss  Adwoa Aboah
Laura Bailey  Hikari Yokoyama  Michaela Coel  Duro Olowu  Julia Brenard
Max Pearmain  Laura Cavendish  Vassi Chamberlain  Ronnie Cooke Newhouse  Claudia Croft
EDITORIAL VOGUE TEAM

Edward Enninful has shaped a team of experts across fields, diverse in perspectives & experiences. Digital has been bolstered and brought to the core.

Deputy Editor
Sarah Harris

Having worked at Vogue for 15 years, Sarah was awarded her most significant promotion from Fashion Features Director to Deputy Editor under Edward Enninful in 2018. Sarah’s promotion was given just before her return from maternity leave.

"I am delighted to return to British Vogue as deputy editor, and to work alongside Edward Enninful, who has masterfully set out his vision for the next chapter of the Vogue brand."

Edward comments, "Sarah brings a wealth of fashion journalism experience to the newly created role, which alongside her key relationships within the fashion industry ensures British Vogue remains at the forefront of bold and glamorous content."

Digital Director
Ellie Pithers

Having worked at Vogue for four and a half years, working closely with Edward Enninful on the September 2019 Forces For Change issue in particular, Ellie was promoted from fashion features editor to digital director in February 2020. Ellie leads the digital team, overseeing the website, as well as the brand’s video and social media output, and ensuring synergy between the print and digital products.

Jewellery & Watch Director
Rachel Garrahan

Appointed in October 2018, Rachel is a previous contributor to The New York Times and Financial Times across watches, jewellery and luxury.

Fashion & Accessories Editor
Donna Wallace

Appointed in November 2018, Donna joins British Vogue from her position at ELLE as Accessories Editor.

Social Media Editor
Lexxi Duffy

Covered by Niamh O’Donoghue. British Vogue continues to see huge social engagement and this is a vital role.

Executive Digital Editor
Kerry McDermott

Formerly Deputy Editor of Femail at MailOnline, Kerry works closely with the Digital Director on leading daily digital content production.

Planning & Weekend Editor
Hayley Maitland

Hayley heads up the weekend coverage and manages forward planning for events, fashion weeks, exclusives and more.

Audience Growth Manager
Alyson Lowe

Alyson tracks all engagement figures and manages audience growth strategy.
EDITORIAL OVERVIEW

FASHION

- The most impactful and inspiring fashion images in the media industry.
- British Vogue are shooting with a whole raft of prestigious photographers including Steven Meisel, Nick Knight, Mert & Marcus, Juergen Teller and Inez & Vinoodh.
- Now featuring regular innovative print executions with multiple & exclusive covers e.g. The groundbreaking September 2019 issue.
• Beauty is now a key and integral focus for Edward Enninful and team
• In print, beauty & lifestyle has moved front of book
• British Vogue has it’s regular editorial team, plus a stellar line-up of contributing beauty experts with global appeal
• 2019 has seen more exciting initiatives such as the Vogue Beauty Awards and Five Days of Vogue Beauty
• More digital & video beauty content than ever before
EDITORIAL OVERVIEW
Watches & Jewellery

- Watches & jewellery shot on covers and main fashion for first time
- Editorial coverage in this sector is up 90% YoY
- British Vogue now produces more watches & jewellery editorial than ever before - 4 pages every issue and over 50 pages in a year
- Dedicated digital coverage
- New editorial hires to bolster coverage
- Carol Woolton (Jewellery Editor), Rachel Garrahan (Jewellery & Watch Director) & Donna Wallace (Fashion & Accessories Editor)
VOGUE NEW BUSINESS EXAMPLES

THE LARGEST ADVERTISING SHARE IN THE WOMEN’S PREMIUM FASHION MARKET
BRANDED CONTENT

Under the new direction of the Publishing Director, Vogue Branded Content now allows advertisers to create world class bespoke campaigns and projects which sit seamlessly within Vogue’s editorial environment across multiple platforms.

PRINT BRANDED CONTENT
Art directed by Vogue, these striking and beautiful shoots relay a brand’s unique DNA to the Vogue audience and sit alongside our editorial pages.

SUPPLEMENT SPONSORSHIP
Vogue publishes a number of editorial supplements every year, each with its own sponsorship opportunity. These packages are tailored in collaboration with our partners with editorial lead throughout to fit the partner’s brief.

VIDEO
Using the best directors in the business, we offer bespoke commercial videos, a partner series or sponsorship of editorial video.

NATIVE ARTICLES
These campaigns include copy written by Vogue, video content, image galleries and the creation of supporting media.

BESPOKE DIGITAL BUILDS
For a more interactive digital experience, Vogue can create a bespoke digital page built to a sponsor’s brief.

SOCIAL CAMPAIGNS
Social-only packages give brands access to Vogue’s ever-growing social media following, tailored specifically for each social platform.

PODCASTS
Following the success of Vogue’s groundbreaking podcast series with Film Director Steve McQueen, we are excited to announce our newest opportunity of co-branded podcast creation.
PARTNERSHIPS
SOCIAL MEDIA

TARGETED POSTS
JIMMY CHOO

IGTV
VICTORIA BECKHAM

INSTAGRAM STORIES
DELVAUX

SOCIAL INSTALLATIONS
TIFFANY

YOUTUBE VIDEOS
YSL BEAUTY

SNAPCHAT TAKEOVER
CRAZY RICH ASIANS

AUDIENCE TARGETING
SOCIAL MEDIA INTEGRATED TARGETING

British Vogue Custom Audience

Metrics: Demographics, Location, Interests, Website Visitors, Browsing Behaviour; Fans and Followers
EVENTS

British Vogue now offers even more experiential partnership opportunities

Fashion & Film Party
Tiffany & Co.

Beauty Awards
Harvey Nichols

Vogue Darlings
Cartier

5 Days of Vogue Supper Club

5 Days of Vogue Beauty
MAGIC MOMENTS

Vogue’s ‘Magic Moments’ attract a highly engaging millennial audience, mostly falling in between 16 and 24 years in age and are very active on social media. Readers love the opportunity to interact with Vogue and feel these moments make the brand more accessible, relatable and inclusive.

British Vogue is now offering its core partners sponsorship packages to be involved in its ‘Magic Moments’

Vogue x Versace

Karlie Kloss
British Vogue Signing

Naomi Campbell
British Vogue Signing
# Advertising Ratecard 2020

## Print

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Page Run of Paper</td>
<td>£30,290</td>
</tr>
<tr>
<td>Page Facing Matter</td>
<td>£37,210</td>
</tr>
<tr>
<td>Page Specified Position</td>
<td>£39,070</td>
</tr>
<tr>
<td>Contents / Masthead</td>
<td>£42,020</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£65,530</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£48,560</td>
</tr>
<tr>
<td>Inside Front Cover Gatefold - 4 Pages</td>
<td>£161,090</td>
</tr>
<tr>
<td>Barn Door</td>
<td>£161,090</td>
</tr>
<tr>
<td>Standard 4 page Gatefold</td>
<td>£110,000</td>
</tr>
<tr>
<td>1st DPS</td>
<td>£77,070</td>
</tr>
<tr>
<td>DPS Solus / Specified Position</td>
<td>£68,840</td>
</tr>
<tr>
<td>DPS Run of Paper</td>
<td>£59,820</td>
</tr>
<tr>
<td>1/2 Masthead</td>
<td>£19,790</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>£14,950</td>
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</table>

## Bound In / Scent Strips

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Nationwide</td>
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</tr>
<tr>
<td>2 Sides</td>
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<td>4 Sides</td>
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</tr>
<tr>
<td>8 Sides</td>
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</tr>
<tr>
<td>16 Sides</td>
<td>£241,400</td>
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## Online

### Vogue Sponsorships

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Premium Timing</th>
<th>Standard Timing</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vogue Homepage</td>
<td>£26,600</td>
<td>£39,900</td>
<td>7 days</td>
</tr>
<tr>
<td>News</td>
<td>£7,550</td>
<td>£11,325</td>
<td>1 day</td>
</tr>
<tr>
<td>Catwalk</td>
<td>£31,000</td>
<td>£35,650</td>
<td>7 days</td>
</tr>
<tr>
<td>Beauty</td>
<td>£6,870</td>
<td>£7,570</td>
<td>1 day</td>
</tr>
<tr>
<td>Arts &amp; Lifestyle</td>
<td>£36,500</td>
<td>£39,000</td>
<td>7 days</td>
</tr>
<tr>
<td>Fashion Homepage</td>
<td>£14,000</td>
<td>£17,800</td>
<td>7 days</td>
</tr>
<tr>
<td>Fashion Trends</td>
<td>£7,750</td>
<td>£9,931</td>
<td>7 days</td>
</tr>
<tr>
<td>People &amp; Parties</td>
<td>£8,800</td>
<td>£10,600</td>
<td>7 days</td>
</tr>
<tr>
<td>Miss Vogue</td>
<td>£10,000</td>
<td>£11,500</td>
<td>7 days</td>
</tr>
<tr>
<td>Vogue Shops</td>
<td>£3,000</td>
<td>£3,150</td>
<td>7 days</td>
</tr>
<tr>
<td>Street Style</td>
<td>£2,000</td>
<td>£2,300</td>
<td>7 days</td>
</tr>
<tr>
<td>Jewellery</td>
<td>£2,000</td>
<td>£2,300</td>
<td>7 days</td>
</tr>
<tr>
<td>Vogue Weddings</td>
<td>£2,000</td>
<td>£2,300</td>
<td>7 days</td>
</tr>
<tr>
<td>Mini Vogue</td>
<td>£1,065</td>
<td>£1,225</td>
<td>7 days</td>
</tr>
</tbody>
</table>

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

## Standard Ads

Standard ad units can be targeted by section, geo-region, device and more.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>970x250</td>
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<td>300x600</td>
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<td>728x90</td>
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<tr>
<td>300x250</td>
<td>£38 CPM</td>
</tr>
</tbody>
</table>

## Email

Partners can sponsor the Vogue Daily Newsletter (£4,300 - 98,295 subscribers) or send a dedicated Solus Email to our database (£10,943 - 72,953 subscribers).

## Apple News

7 day sponsorship: £16,740 - 186,000 estimated impressions.

## Creative Partnerships

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

## Organic & Targeted

Social packages are available to promote partnerships, or utilise client assets. Minimum spend applies.

---

LOOSE INSERTS / TIP ONS

Costs are based on media space taken and quantity. Accepted by arrangement only. For more information please call Honor Phaysey 020 7152 3581.

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.

---

**PRINT**

- Page Run of Paper: £30,290
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- Beauty: £6,870 (1 day), £7,570 (Premium)
- Arts & Lifestyle: £36,500 (7 days), £39,000 (Premium)
- Fashion Homepage: £14,000 (7 days), £17,800 (Premium)
- Fashion Trends: £7,750 (7 days), £9,931 (Premium)
- People & Parties: £8,800 (7 days), £10,600 (Premium)
- Miss Vogue: £10,000 (7 days), £11,500 (Premium)
- Vogue Shops: £3,000 (7 days), £3,150 (Premium)
- Street Style: £2,000 (7 days), £2,300 (Premium)
- Jewellery: £2,000 (7 days), £2,300 (Premium)
- Vogue Weddings: £2,000 (7 days), £2,300 (Premium)
- Mini Vogue: £1,065 (7 days), £1,225 (Premium)

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

**Standard Ads**

Standard ad units can be targeted by section, geo-region, device and more.

- 970x250: £65 CPM
- 300x600: £65 CPM
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# PRODUCTION SCHEDULE 2020

<table>
<thead>
<tr>
<th>ISSUE 2020</th>
<th>BOOKING DEADLINE</th>
<th>COPY DEADLINE</th>
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<td>30th June</td>
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<td>OCTOBER</td>
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<td>9th October</td>
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<td>NOVEMBER</td>
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<td>6th November</td>
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<td>DECEMBER</td>
<td>18th September</td>
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<td>4th December</td>
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<td>JANUARY</td>
<td>23rd October</td>
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<td>13th November</td>
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</tr>
</tbody>
</table>
ADVERTISING CONTACTS

SALES TEAM

ASSOCIATE PUBLISHER
Sophie Markwick

ADVERTISEMENT MANAGER
Rachel Jansen

ACCOUNT DIRECTOR WATCHES & JEWELLERY
Ana Karina de Paula Allen

ACCOUNT DIRECTOR
Ottilie Chichester

ACCOUNT DIRECTOR
Charlotte Slebos

ACCOUNT MANAGER
Honor Pheysey

ACTING CREATIVE PARTNERSHIPS DIRECTOR
Madeleine Churchill

PUBLISHING DIRECTOR
Vanessa Kingori MBE

EA TO THE PUBLISHING DIRECTOR & SUPPORT TEAM LEAD
Emma Cox

SPECIALISTS

EXECUTIVE HEAD OF CORPORATE PARTNERSHIPS
Claire Singer

HEAD OF SPECIAL PROJECTS
Michiel Steur

RETAIL & EVENTS EDITOR
Holly Roberts

BUSINESS MANAGER
Chloe Haggerty

ADVERTISING EXECUTIVE
Ella Nobay

PRODUCTION TEAM
Emily Bentley
Sappho Barkla

CREATIVE TEAM

CREATIVE PARTNERSHIPS ART DIRECTOR
Dom Kelly

CREATIVE PARTNERSHIPS ASSOCIATE ART DIRECTOR
Boatema Amankwah

CREATIVE PRODUCTION MANAGER
Nicola Butler

DIGITAL & PRINT PROJECT MANAGER
Rebecca Walden (Mat Leave)

DIGITAL PROJECT MANAGER & SOCIAL MEDIA SPECIALIST
Lucile Tranzer Hugo

DIGITAL & EVENTS PROJECT MANAGER
Sharna Lee Heir

SATELLITE OFFICES

HEAD OF PARIS OFFICE
Helena Kawalec

ASSOCIATE PUBLISHER (US)
Shannon Tolar

ITALIAN OFFICE
MIA Srl
THANK YOU