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.

20M
TOTAL REACH

796K
READERSHIP

190K
CIRCULATION

14M
SOCIAL FOLLOWERS

6M
DIGITAL UNIQUES

72%
ABC1

£130K
AVERAGE HHI

59%
LONDON / SE

95%
SEE JEWELLERY AS GOOD INVESTMENT

87%
VALUE TRAVELLING ABROAD HIGHLY

£7.9K
AVERAGE ANNUAL SPEND ON FASHION

£2.9K
AVERAGE ANNUAL SPEND ON BEAUTY & WELLNESS

Sources: ABC Jan-Dec 2020; Pamco 4, 2020; GA Nov-Jan 2020/2021; Conde Nast Luxury Survey 2019; Conde Nast Beauty Survey 2020
“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.”

EDWARD ENNINFUL, OBE
BRITISH VOGUE EDITOR-IN-CHIEF & VOGUE’S EUROPEAN EDITORIAL DIRECTOR
“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.”

VANESSA KINGORI, MBE
BRITISH VOGUE PUBLISHING DIRECTOR
ACHIEVEMENTS AND AWARDS

BRITISH SOCIETY OF MAGAZINE EDITORS AWARDS 2020
Editor’s Editor of the Year - Edward Enninful OBE

THE BRITISH FASHION AWARDS 2020
Services to Diversity Award - Edward Enninful OBE

THE 2020 PPA AWARDS
Consumer Editor of the Year - Edward Enninful OBE
Diversity Initiative of the Year - British Vogue ‘The September Issue’

CAMPAIGN’S THE LISTS 2020
Top 10 Trailblazers - Edward Enninful OBE & Vanessa Kingori MBE

TIME MAGAZINE COVER SEPTEMBER 2020
Fashioning Change - Edward Enninful OBE

BUSINESS OF FASHION AWARDS 2019
BOF Global Voices Award - Edward Enninful OBE

SPOTLIGHT AWARDS 2019
Most Creative Print Winner - British Vogue ‘The Non Issue’
Best Content Partnership Nomination - British Vogue ‘The Non Issue’

EVENING STANDARD: PROGRESS 100 2019
Media: Print & Digital - Edward Enninful OBE & Vanessa Kingori MBE
Cream of the Capital - Edward Enninful OBE

THE CANNES LIONS 2019
Gold Lion - British Vogue ‘The Non Issue’
Silver Lion - British Vogue ‘The Non Issue’

DAILY FRONT ROW 2019 FASHION MEDIA AWARDS
Magazine of the Year - British Vogue

STRATEGIES MAGAZINE 2019
Luxury Grand Prix 2019 - British Vogue ‘The Non Issue’

GOLDSMITH’S, UNIVERSITY OF LONDON
Honorary Fellowship - Edward Enninful OBE

UNIVERSITY OF ARTS LONDON
Honorary Doctorate - Vanessa Kingori MBE

CFDA FASHION AWARDS 2018
Media Award - Edward Enninful OBE

THE 2018 PPA AWARDS
PPA Chairman’s Award - Edward Enninful OBE

ATTITUDE AWARDS 2018
Man of the Year - Edward Enninful OBE

FINANCIAL TIMES EMPOWER FUTURE LEADERS 2018
EMpower 100 Ethnic Minority Leaders - Vanessa Kingori

THE FEMALE FTSE BOARD REPORT 2018
100 Women To Watch - Vanessa Kingori

BEST OF AFRICA AWARDS 2018
Special Award - Vanessa Kingori
Edward Enninful OBE was honoured with the prestigious Editors’ Editor 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**, launching with BMW and Nike as headline sponsors for 2020, is an important editorial initiative that has been integrated into all Vogue platforms and saw its first live event at the Women Of The World Festival - hosted by Edward Enninful OBE, featuring Salma Hayek Pinault, Paris Lees and Fatima Bhutto.

**VOGUE’S SEPTEMBER COVER** was a special fold-out featuring Marcus Rashford and Adwoa Aboah alongside 18 other “faces of hope” in an issue dedicated to activism.

**VOGUE INSIDERS LAUNCHES** with premium beauty, a product-testing community that provides data and feedback on products from British Vogue’s audience.

**THREE ESSENTIAL WORKERS** are celebrated on the July issue covers as the “New Front Line.”

**VOGUE’S FIVE DAYS OF...** events franchise, an experimental programme of masterclasses and tutorials, expands into ‘Wellness’ after hosting successful third and second years of ‘Beauty’ and ‘Supper Club’.

**VOGUE’S RESET COVERS** for the August issue see Edward Enninful OBE commission 14 breathtaking British landscape artworks created by Britain’s greatest living artists.

**THE VOGUE 25** returns for its third annual line-up of the most influential and visionary women leading Britain including The Queen, BBC journalist Emily Maitlis, Scientist Prof Sarah Gilbert and Deputy Chief Medical Officer Dr Jenny Harries.

**THE VOGUE SHOPPING WEEKEND** initiative is launched, generating shopping excitement for our audience across British Vogue platforms.
20 remarkable activists cover British Vogue’s September 2020 issue, as the 26 editions of Vogue worldwide united under the theme of hope.

British Vogue uses its platform to discuss the Irish abortion referendum.

Contributing Editor Steve McQueen discussed how appearances can shape lives and perceptions with guests in Vogue’s first podcast; ‘Appearances’

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

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

The Vogue 25: Meet the women shaping 2020, including Rihanna, Emily Maitlis, Dawn Butler and the Queen. Sparks discussion in mainstream press.

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

Dame Judi Dench covers the June 2020 issue at 85 years old, British Vogue’s oldest cover star. Every issue of British Vogue celebrates older women.

3 key workers are July 2020’s cover stars in an issue dedicated to the UK’s front line staff.

Rihanna became the first woman of colour to cover a September issue in British Vogue’s history, prompting many other magazines to follow suit.

British Vogue regularly shows diversity in body shape, such as a 10-page September issue fashion shoot featuring plus-size model Tess McMillan.

British Vogue columnist Adwoa Aboah discusses the #metoo movement.

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

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

Irish influencer and activist Sinéad Burke becomes British Vogue contributor.
EDITORIAL PILLARS

FASHION British Vogue has the most impactful and inspiring fashion images and stories in the media industry, shooting with a whole raft of prestigious photographers including Steven Meisel, Nick Knight, Mert & Marcus, Juergen Teller and Inez & Vinoodh.

BEAUTY British Vogue’s first class beauty editorial team is supported by a stellar line-up of contributing beauty experts including Sam McKnight, Kathleen Baird-Murray and Funmi Fetto. Exciting initiatives such as the Vogue Beauty Awards, 5 Days of Vogue Beauty and Vogue Insiders are central to the British Vogue calendar.

WATCHES & JEWELLERY British Vogue now produces more watches and jewellery editorial than ever before within coverage in this sector up 90% YoY. In addition to at least 4 pages in every issue, watches and jewellery is shot on covers and in the main fashion stories.

ARTS & CULTURE British Vogue routinely shines a light on esteemed and upcoming talent in the arts by interviewing and showcasing the work of a diverse range of creatives.

INTERIORS Featuring interviews and visuals, Vogue Living showcases classic and innovative perspectives on interior design and decoration.

TECHNOLOGY British Vogue showcases the latest in new technologies, from cutting-edge products to innovative apps, whilst profiling leaders within the industry.

TRAVEL British Vogue continues to shine a light on new and popular travel trends. The annual Vogue Travel Guide, published in the February issue, features a diverse range of holiday destinations and activities.

FOOD & DRINK Food and Drink content in print and online continues to be an important focus for Vogue, capitalising on the success of 5 Days of Vogue Supper Club and the first-ever Food and Drink special in the November 2020 issue.

AUTOMOTIVE British Vogue explores the world of mobility through its luxury, sustainable and innovative lens and publishes the dedicated ‘On The Road’ franchise that explores the freedom of driving coupled with breathtaking scenery of the UK.
SPECIAL SECTIONS

FEBRUARY Vogue Travel Guide
APRIL Shop The Season
MAY Watches
JUNE Vogue Weddings
JULY Arts & Culture, Mini Vogue
AUGUST Jewellery, Wellness
SEPTEMBER Clean Beauty
OCTOBER Shop The Season
NOVEMBER Food & Drink, Vogue Skincare
DECEMBER The Vogue Wish List
JANUARY Vogue Living
Vogue Branded Content 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 supporting native, standard and social media

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

AR FILTERS
Vogue is delighted to now be able to offer partners the creation of bespoke AR Filters with a supporting media plan to promote the filter and associated products/initiative

EVENTS
British Vogue’s experiential partnership opportunities include sponsorship of events franchises, consumer-facing events and industry events with a bespoke amplification plan across British Vogue platforms
<table>
<thead>
<tr>
<th>PRODUCTION SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ON SALE DATE</strong></td>
</tr>
<tr>
<td><strong>FEBRUARY 2021</strong></td>
</tr>
<tr>
<td>8 JAN 21</td>
</tr>
<tr>
<td><strong>MARCH 2021</strong></td>
</tr>
<tr>
<td>5 FEB 21</td>
</tr>
<tr>
<td><strong>APRIL 2021</strong></td>
</tr>
<tr>
<td>12 MAR 21</td>
</tr>
<tr>
<td><strong>MAY 2021</strong></td>
</tr>
<tr>
<td>9 APR 21</td>
</tr>
<tr>
<td><strong>JUNE 2021</strong></td>
</tr>
<tr>
<td>7 MAY 21</td>
</tr>
<tr>
<td><strong>JULY 2021</strong></td>
</tr>
<tr>
<td>4 JUN 21</td>
</tr>
<tr>
<td><strong>AUGUST 2021</strong></td>
</tr>
<tr>
<td>2 JUL 21</td>
</tr>
<tr>
<td><strong>SEPTEMBER 2021</strong></td>
</tr>
<tr>
<td>6 AUG 21</td>
</tr>
<tr>
<td><strong>OCTOBER 2021</strong></td>
</tr>
<tr>
<td>10 SEP 21</td>
</tr>
<tr>
<td><strong>NOVEMBER 2021</strong></td>
</tr>
<tr>
<td>8 OCT 21</td>
</tr>
<tr>
<td><strong>DECEMBER 2021</strong></td>
</tr>
<tr>
<td>5 NOV 21</td>
</tr>
<tr>
<td><strong>JANUARY 2022</strong></td>
</tr>
<tr>
<td>3 DEC 21</td>
</tr>
</tbody>
</table>
# PRINT RATE CARD

## SIZE/POSITION

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>Rate (£)</th>
</tr>
</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>45,550</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>48,560</td>
</tr>
<tr>
<td>Inside front cover gatefold</td>
<td>161,090</td>
</tr>
<tr>
<td>Barn door</td>
<td>161,090</td>
</tr>
<tr>
<td>Standard 4 page gatefold</td>
<td>111,000</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>59,420</td>
</tr>
<tr>
<td>Half page masthead</td>
<td>19,790</td>
</tr>
<tr>
<td>Half page</td>
<td>14,950</td>
</tr>
</tbody>
</table>

## BOUND IN / SCENT TRIPS

| National                            | 37,090   |
| 2 sides                             | 64,750   |
| 4 sides                             | 128,980  |
| 8 sides                             | 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

**CHLOE HAGGERTY** chloe.haggerty@condenast.co.uk
Digital Rate Card

SECTION SPONSORSHIPS

<table>
<thead>
<tr>
<th>SECTION</th>
<th>TIMING</th>
<th>STANDARD TIMING</th>
<th>PREMIUM TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vogue Homepage</td>
<td>7 days</td>
<td>£26,000</td>
<td>£39,000</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
<td>£7,410</td>
<td>£11,115</td>
</tr>
<tr>
<td>News</td>
<td>7 days</td>
<td>£27,000</td>
<td>£31,050</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
<td>£4,124</td>
<td>£4,743</td>
</tr>
<tr>
<td>Catwalk</td>
<td>7 days</td>
<td>£17,745</td>
<td>£20,407</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
<td>£2,700</td>
<td>£3,105</td>
</tr>
<tr>
<td>Beauty</td>
<td>7 days</td>
<td>£31,500</td>
<td>£36,225</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
<td>£4,773</td>
<td>£5,489</td>
</tr>
<tr>
<td>Arts &amp; Lifestyle</td>
<td>7 days</td>
<td>£29,700</td>
<td>£34,155</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
<td>£4,455</td>
<td>£5,123</td>
</tr>
<tr>
<td>Fashion Homepage</td>
<td>7 days</td>
<td>£5,340</td>
<td>£6,141</td>
</tr>
<tr>
<td>Fashion Trends</td>
<td>7 days</td>
<td>£13,000</td>
<td>£14,950</td>
</tr>
<tr>
<td>People &amp; Parties</td>
<td>7 days</td>
<td>£2,500</td>
<td>£2,875</td>
</tr>
<tr>
<td>Miss Vogue</td>
<td>7 days</td>
<td>£11,250</td>
<td>£12,938</td>
</tr>
<tr>
<td>Vogue Shops</td>
<td>7 days</td>
<td>£6,400</td>
<td>£7,360</td>
</tr>
<tr>
<td>Street Style</td>
<td>7 days</td>
<td>£1,800</td>
<td>£2,070</td>
</tr>
<tr>
<td>Jewellery</td>
<td>7 days</td>
<td>£8,000</td>
<td>£9,200</td>
</tr>
<tr>
<td>Vogue Weddings</td>
<td>7 days</td>
<td>£3,600</td>
<td>£4,140</td>
</tr>
<tr>
<td>Mini Vogue</td>
<td>7 days</td>
<td>£1,000</td>
<td>£1,150</td>
</tr>
</tbody>
</table>

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

STANDARD ADS

<table>
<thead>
<tr>
<th>Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x250</td>
<td>£65</td>
</tr>
<tr>
<td>300x600</td>
<td>£65</td>
</tr>
<tr>
<td>728x90</td>
<td>£24</td>
</tr>
<tr>
<td>300x250</td>
<td>£38</td>
</tr>
</tbody>
</table>

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 (£4,300 / 79,491 subscribers) or send a dedicated Solus Email to our database (£11,023 / 73,492 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.
COMMERCIAL TEAM

VANESSA KINGORI MBE
Publishing Director

EMMA COX
EA to the Publishing Director
Support Team Lead

SALES TEAM

SOPHIE MARKWICK
Associate Publisher

MICHEL STEUR
Acting Associate Publisher

ALEXIS WILLIAMS
International Fashion Advertising Director

ANA-KARINA DE PAULA ALLEN
Watches & Jewellery Advertising Director

OTTILIE CHICHESTER
Senior Account Director

CHARLOTTE SLEBOS
Senior Account Director

HONOR PHEYSEY
Account Manager

SPECIALISTS

CLAIRE SINGER
Executive Head of Corporate Partnerships

HOLLY TOMALIN
Retail & Events Editor

ITUNU OKE
Acting Retail & Events Editor

CHLOE HAGGERTY
Business Manager
Key Account Support

AALIYAH W AIS-POMPEY
Advertising Assistant

CREATIVE TEAM

MADELEINE CHURCHILL
Creative Partnerships Director

DOM KELLY
Creative Partnerships Art Director

BOATEMA AMANKWAH
Creative Partnerships Associate Art Director

NICOLA BUTLER
Creative Production Manager

KIRSTY BRADY
Production Assistant

JASMINE DAY
Project Manager

ELLA NOBAY
Creative Partnerships Coordinator

PRODUCTION TEAM

EMILY BENTLEY
SAPPHO BARKLA

SATELLITE OFFICES

SHANNON TOLAR TCHKOTOUA
Associate Publisher (US)

ITALIAN OFFICE
MIA Srl

CONTACT
CHLOE HAGGERTY
chloe.haggerty@condenast.co.uk

CONDÉ NAST