



GLAMOUR

Media Kit

Digital

VALID FROM 01.01.2024



Our *Market Position*

4.1M

UNIQUE
PAGE
VIEWS*

3.6M

UNIQUE USER*

540K

SOCIAL
FOLLOWER*

AFFINITIES

FASHION

76% are very interested in fashion (index 142)

BEAUTY

76% are open to new cosmetic products (index 156)

TRAVEL

56% have taken at least one trip this year (index 115)

STIL

83% it is important to be well dressed (Index 106)

CULTURE

73% consider cultural life to be as important (Index 114)

GLAMOUR AUDIENCE

DEMOGRAPHY

AGE

47% are between 14 and 39 years old

INCOME

With an Ø-HHNE of Euro 3.413,-.

EMPLOYED

66% are employed full or part time

TRENDSETTER

73% like to try out new products (index 122)

SHOPPING

78% go shopping at least once a month (Index 131)



Digital Highlights

DIGITAL BESTSELLER

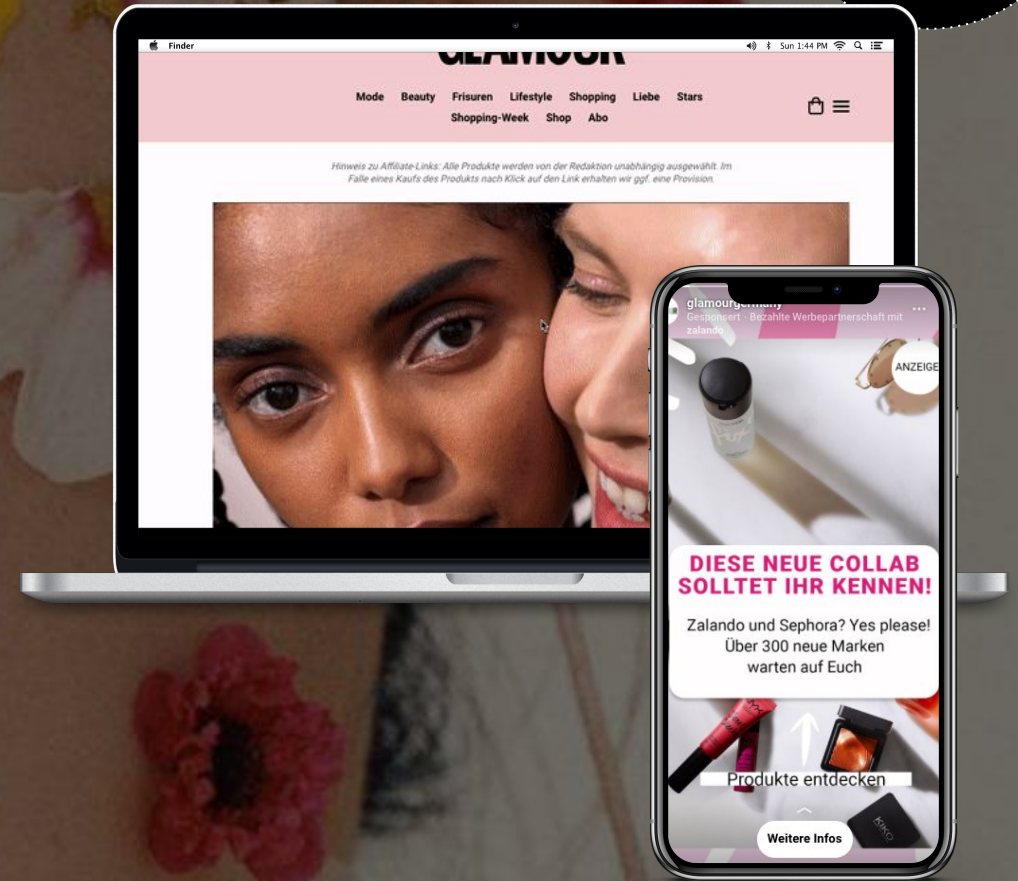
Classic Advertorial

What is a Classic Advertorial?

The Classic Advertorial is one of our bestselling digital products. The benefits are versatility, flexibility, speed and a high-quality representation of your content. It consists of a native article on our website and cross-media traffic driver with a reach assurance on three different platforms

The Offer:

- **Content:** Customer input and images are staged in a native advertorial.
- **Guarantees:** 500.000 impressions on the traffic driver
- **Booking/delivery deadline:** At least 15 business days before going live
- **Duration:** 4 weeks
- **Feedback loops:** 2 feedback loops for client to preview media assets
- **Costs:** 15.000€*+ 2.285€** Set-up costs



70 %
HIGHER
DWELL TIME

CONCEPT & SEO DATA

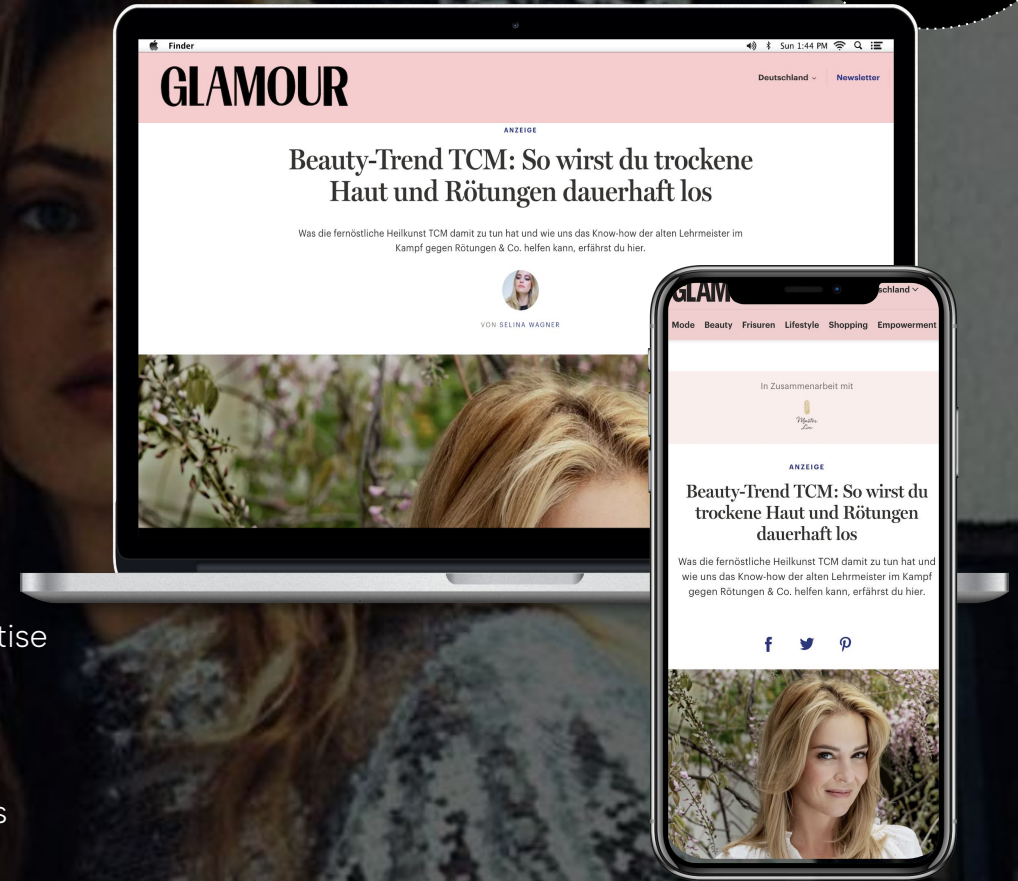
Brand Article

What is a Brand Article?

The Brand Article is one of the most native storytelling formats in our product portfolio. Through editorial expertise, SEO data insights and trend sense, a unique fit is created between your brand and ours. A Brand Article consists of an editorial text and a high-performance CPC campaign – depending on the brand, we guarantee up to 10,000 page views on the native article!

The Offer:

- **Content:** Editors & experts write user-centric content with performant SEO expertise
- **Guarantees:** 10.000 pageviews on the article (through social CPC campaign)
- **Booking/delivery deadline:** 20 working days before going live
- **Duration:** 8 weeks
- **Customer feedback:** 1 feedback loop for the customer to preview the media items
- **Costs:** 25.000€* + 3.455€** Set-up costs



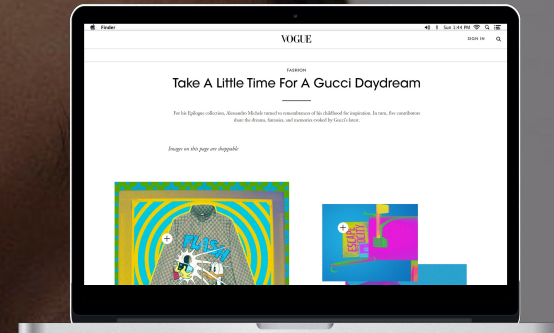
HIGHLY ENGAGING *Interactive* Modules

What is an Interactive Module?

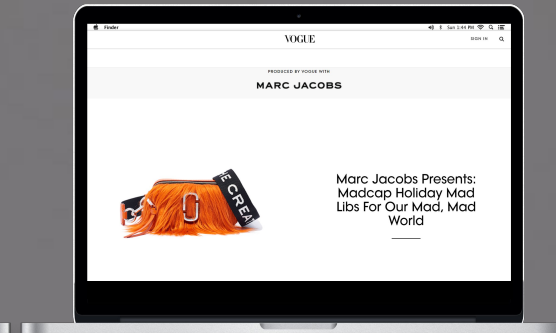
The Interactive Module opens up a completely new perspective for branded content implementations. Through a variety of creative integration options in a classic advertorial or brand article, Interactive Modules create a very native user experience for the campaign in order to be able to interact with the content. Due to the interactive possibilities within the storytelling, a high advertising impact and dwell time can be realized.

The Offer:

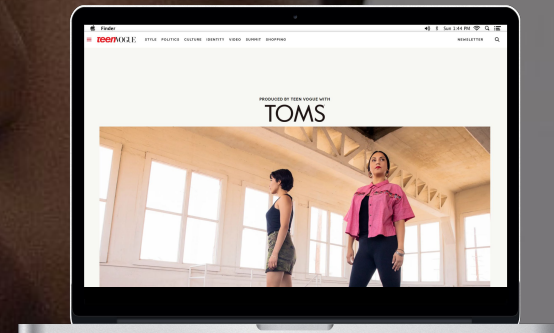
- **Content:** Exciting interactive module
- **Booking / delivery deadline:** At least 25 days before going live
- Campaign duration: 4-8 weeks
- **Feedback loops:** 2 feedback loops for the client on the preview of the media components
- **Costs:** From 3.500€* + from 1.320€** Set-up costs



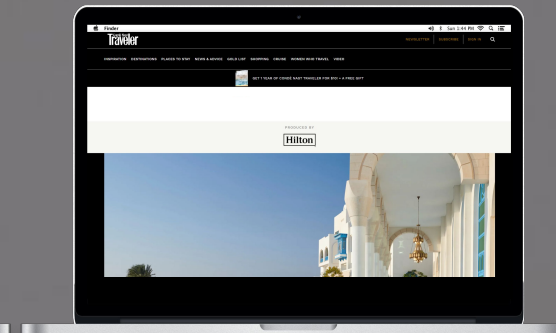
SHOP NOW



QUIZ



PERSONALIZATION



MAP

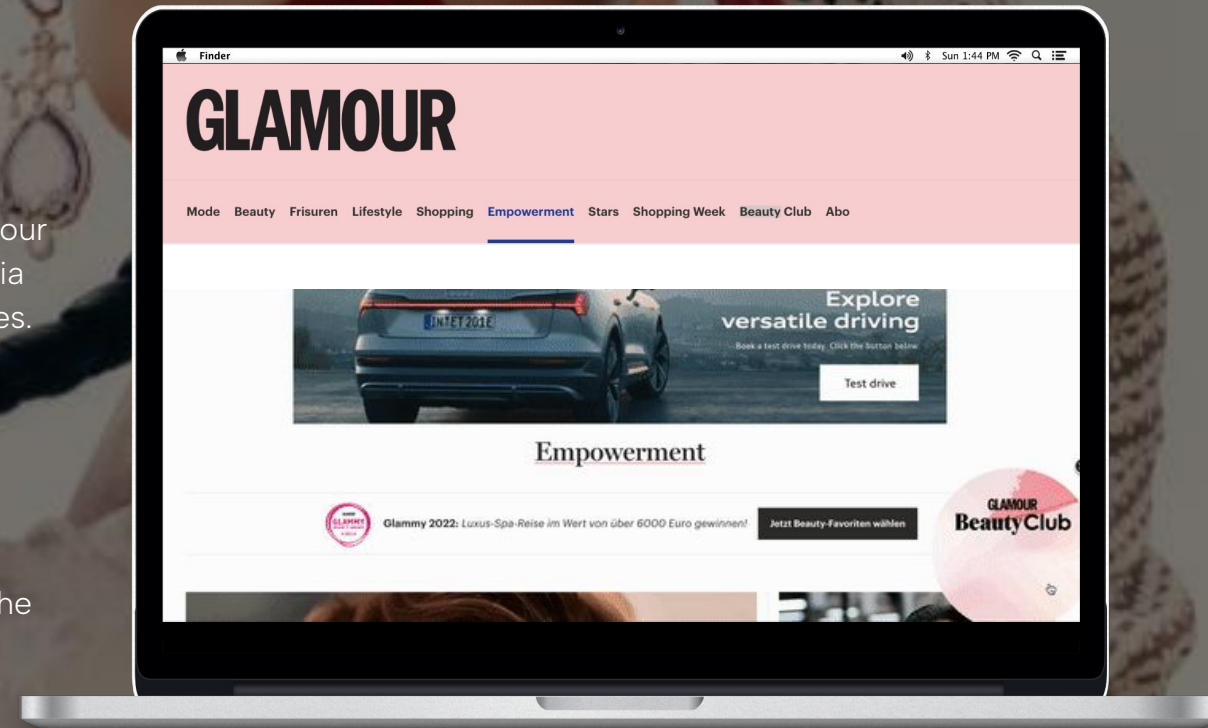
EXCLUSIVE* *Hub Sponsoring*

What is a Hub Sponsoring?

Become a sponsor of a content hub on our digital platforms that is tailored to your topic platforms and at the same time present your campaign with a cross-media advertorial within this unique environment to highly affine highly affine audiences.

The Offer:

- **Content:** Customer input and images are staged in a native advertorial
- **Guarantees:** 800.000 impressions on the traffic drivers, 3,500 clicks on the advertorial
- **Booking/delivery deadline:** At least 25 days before going live
- **Duration:** 4 weeks
- **Feedback loops:** 2 feedback loops for the client
- **Costs:** 28.393€* + 4.605€**Set-up costs



DISPLAY

CN *Ad Studio*

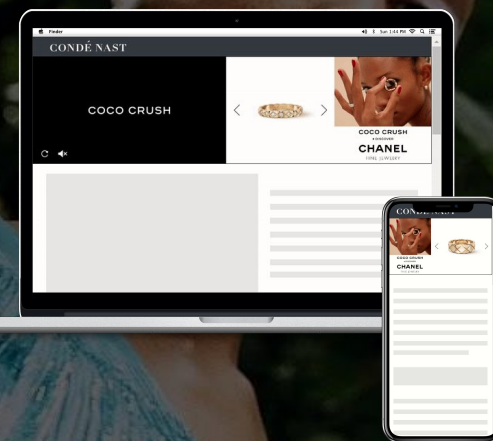
What are Ad Studio Formats?

CN Ad Studio is Condé Nast's premium display offering. Our High Impact Units build on the effectiveness of standard display media, offering advertisers larger and more awareness-boosting advertising spaces to deliver key brand messages. The formats offered (Crown, Lure, Immerse and Engage) come in four categories: Store, Interact, Awareness & Curate.

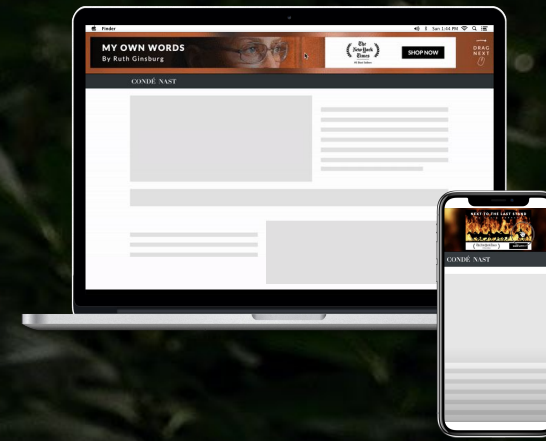
The Offer:

- **Content:** High-Quality Display Ads
- **Guarantees:** Individual (upon request)
- **Booking/delivery deadline:** At least 12 working days before going live
- **Campaign duration:** Min. 1 week
- **Feedback loop:** 1 feedback loop for the customer on the preview of the media components
- **Costs:** 100€* CPM + 720€** Set-up costs

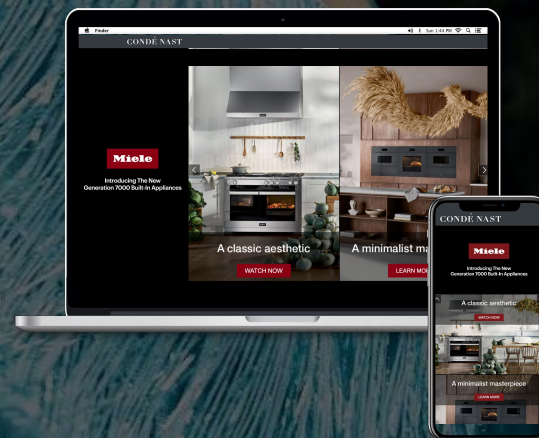
CROWN



LURE



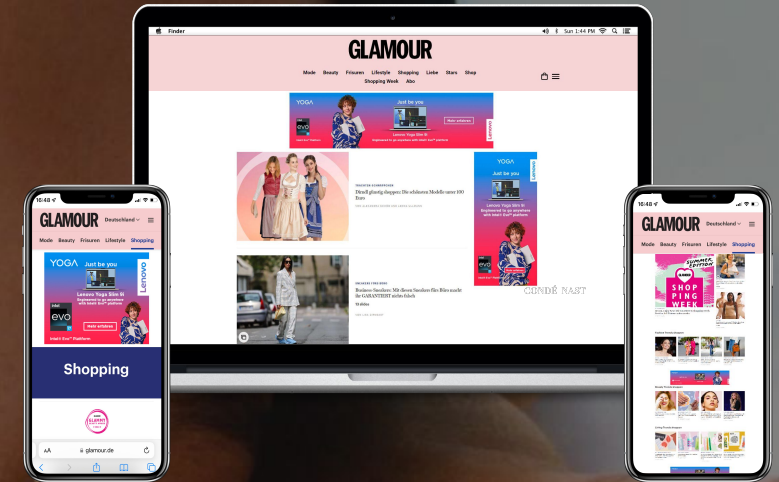
IMMERSE



ENGAGE



BASIC TAKEOVER



PREMIUM TAKEOVER



DISPLAY *Multidevice* Takeover

What is a Multidevice Takeover?

If you want your digital campaign to get the most attention on certain days, the Multidevice Takeover is the perfect choice within our portfolio. Get 100% SOV on the exclusively booked environment within our high-quality portfolio on the booked days. Choose between the placement of delivered advertising media with the Basic Takeover or higher-quality placement incl. advertising media production by Condé Nast with the Premium Takeover.

The Offer:

- **Content:** Advertising media (multiscreen): Billboard Ad, Halfpage Ad, Medium Rectangle, Interscroller
- **Guarantee:** Individual (upon request)
- **Booking / delivery deadline:** At least 15 working days before going live
- **Campaign duration:** At least 1 day
- **Feedback loops:** 1 feedback loop for the customer on the preview of the media components
- **Costs:** From 160€* CPM + 720€** Set-up costs

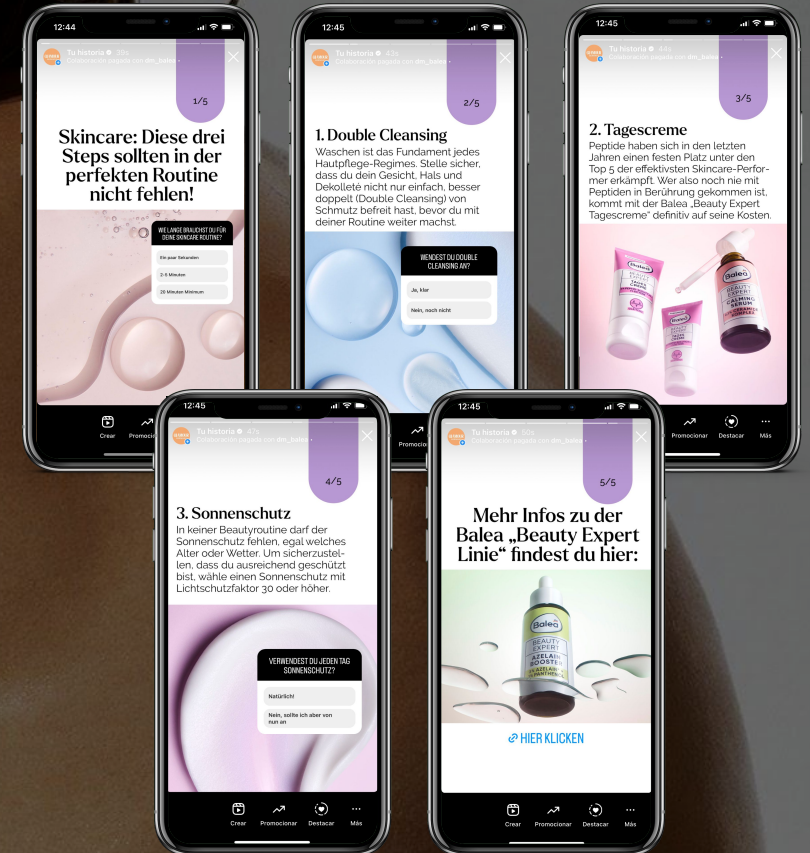
INSTAGRAM Insta *Story* Read

What is an Insta Story Read?

The Insta Story Read is the storytelling format with the highest user engagement of all products in our portfolio. Your brand/product is developed in a native Instagram story format with five slides in the look & feel of our brands and posted on the Instagram account. The Insta Story Read convinces with a high engagement rate and deep advertising impact. On top, we guarantee 500,000 impressions with a Social Amplify campaign.

The Offer:

- **Content:** Native concept with editorial focus (listicals, tips & engagement tools)
- **Guarantees:** 500.000 impressions on the traffic drivers (through organic posting + CPM campaign)
- **Booking/delivery deadline:** Min. 3 weeks before going live
- **Duration:** 24 h on Instagram account | 14 days Social Amplify CPM campaign
- **Feedback loops:** 2 feedback loops for client to preview media assets
- **Costs:** 9.000€* + 1.760€** Set-up costs



NATIVE BRAND ENVIRONMENT

TikTok, Instagram & Pinterest *Darkpost*

Darkpost with supplied assets

Have your self-produced material published exclusively under a Condé Nast handle. Darkposts are the perfect solution for customers who have their own video material and want to implement campaigns with supplied assets. Image collages with supplied stills are also possible on request. Benefit from our scalable guarantees and performance-oriented social wordings.

The Offer:

- **Content:** Social darkposts on Facebook, Instagram, meta & Pinterest placements
- **Guarantees:** Individual (upon request)
- **Booking/delivery deadline:** Min. 5 business days before going live
- **Campaign duration:** Min. 1 week
- **Feedback loop:** 2 feedback loops for the client on the preview of the media components
- **Costs:** see Social Amplify Products



NATIVE BRAND ENVIRONMENT

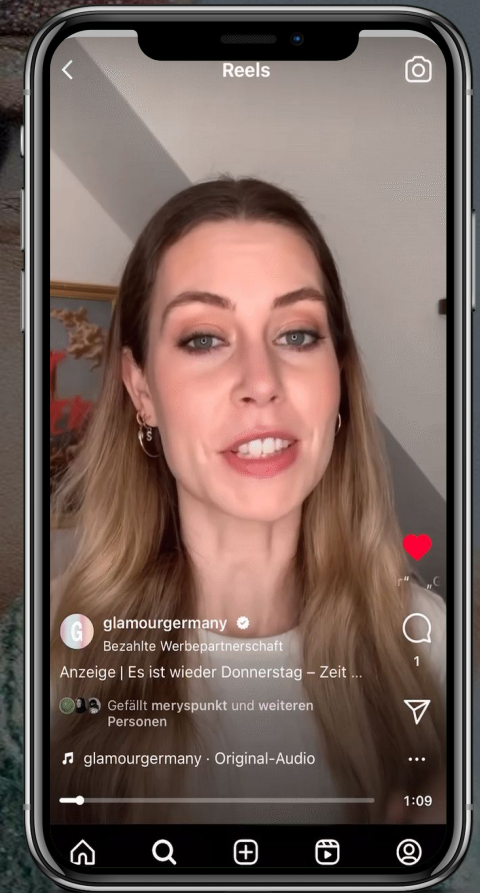
GLAMOUR *Tries*

What is a GLAMOUR Tries?

GLAMOUR Tries is the storytelling format with the highest proximity to our beauty editorial team. Your brand/product is staged and tested in a native Reel/TikTok. The editors speak directly into the camera and report on their experiences with the product. This native component is accompanied by a video campaign with a guaranteed 40,000 video views extended.

The Offer:

- **Content:** Native concept with recommendation focus
- **Guarantees:** 40.000 video views (through organic posting + video campaign)
- **Posting/delivery deadline:** At least four weeks before going live
- **Duration:** Organic video permanent | video campaign 2 weeks
- **Feedback loop:** 1 feedback loop for the client for the script, pre-booking
- **Cost:** 14.000€* + 2.640€** Set-up costs



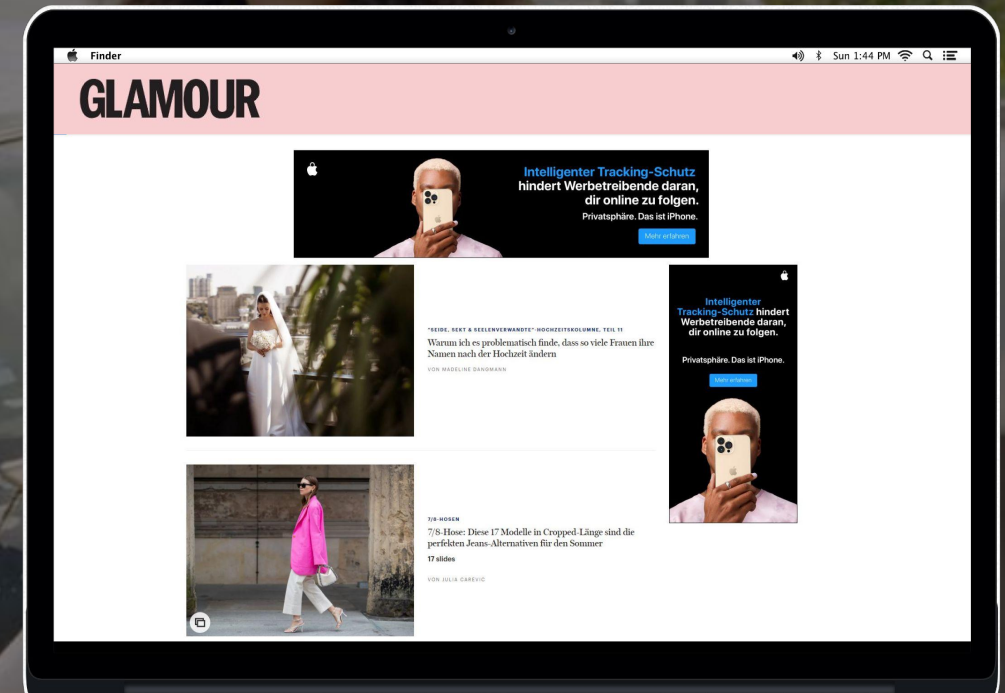
DISPLAY

Roadblock *RoS**What is a Roadblock?*

If you are planning an exclusive display campaign, place your ads as Roadblock Takeover with 100% share of voice on each page impression. Thanks to the individual plannability and scalability, you benefit from high-quality branding tailored to your campaign needs.

The Offer:

- **Content:** Exclusive display placement (billboard, half page ad, medium rectangle in parallel playout)
- **Guarantees:** Individual (on request)
- **Booking/delivery deadline:** At least 5 working days before going live
- **Campaign duration:** Individual (on request)
- **Feedback loop:** 1 feedback loop for the customer on the preview of the media components
- **Costs:** 115€* CPM



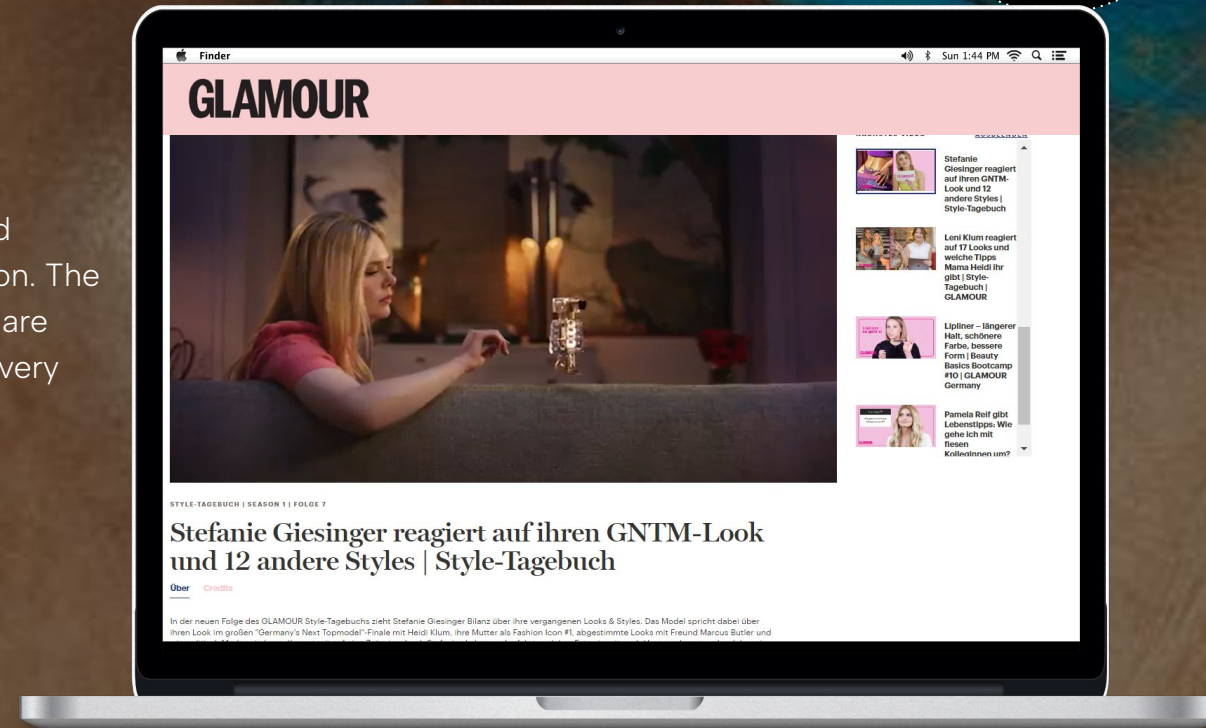
INSTREAM *Website* Preroll


What is a Website Preroll?

Brand safety, affine audiences and visibility: A preroll ad on the respective brand website is the ideal branding product in the area of instream and video activation. The customer's spot is played non-skippable before the editorial video. Campaigns are implemented with supplied advertising materials and can therefore be booked very flexibly.

The Offer:

- **Content:** Prerolls before the editorial video of the websites
- **Guarantees:** Individual (upon request)
- **Booking/delivery deadline:** At least 5 working days before going live
- **Campaign duration:** Individual (on request)
- **Feedback loop:** 1 feedback loop for the client on the preview of the media components
- **Costs:** 60€* CPM



A woman with voluminous, dark brown curly hair is lying down, her head resting on her hand. She is wearing a white, off-the-shoulder top with a pearl trim. A large, vibrant feather boa in shades of red, pink, yellow, and green is draped over her. The background is a neutral, light gray.

Rate Card

Takeover Placements

100% SHARE OF VOICE

ADVERTISING FORM	BOOKING UNIT	KPI GUARANTEE	CPM Q1-Q3**	CPM Q4**
TAKEOVER PREMIUM*	Rubric (e.g. <i>Beauty</i>)	depending on daily range	depending on daily range Basis-CPM: 200 €	depending on daily range Basis-CPM: 200 €
TAKEOVER BASIC	Rubric (e.g. <i>Beauty</i>)	depending on daily range	depending on daily range Basis-CPM: 160 €	depending on daily range Basis-CPM: 160 €
ROADBLOCK EXKLUSIV	Run of Site (<i>Targeting possible</i>)	Volume Booking (<i>Als</i>)	115 € CPM	115 € CPM

Display Placements

AWARENESS & BRANDING

ADVERTISING FORM	PLAYOUT	BOOKING UNITS*	CPM Q1-Q3**	CPM Q4**
AD STUDIO***	Multiscreen	Run of Site	100 €	100 €
INTERSCROLLER***	Multiscreen	Run of Site	100 €	100 €
BILLBOARD AD	Desktop	Run of Site	60 €	60 €
HALFPAGE AD	Multiscreen	Run of Site	55 €	55 €
MOBILE BILLBOARD AD (2:1)	Mobile	Run of Site	60 €	60 €
BILLBOARD AD & MOBILE BILLBOARD AD (2:1)	Multiscreen	Run of Site	55 €	55 €
AD BUNDLE	Multiscreen	Run of Site	40 €	40 €
MEDIUM RECTANGLE	Multiscreen	Run of Site	30 €	30 €

Special Productions

AWARENESS & ENGAGEMENT

ADVERTISING FORM	RUNTIME	KPI GUARANTEE	FIXED PRICE Q1-Q3*	FIXED PRICE Q4*	SET-UP COSTS**
BRAND ARTICLE	8 Weeks	10.000 Visits	25.000 €	25.000 €	3.455 €
CLASSIC ADVERTORIAL	4 Weeks	500.000 Als on Traffic-Driver	15.000 €	15.000 €	2.285 €
HUB SPONSORING	4 Weeks	800.000 Als on Traffic-Driver 3.500 Klicks on Advertorial	28.393 €	28.393 €	4.605 €

Video Placements

STAGE YOUR BRAND WITH MOVING IMAGES

ADVERTISING FORM	BOOKING UNITS	CPM Q1-Q3*	CPM Q4*
30 SEC. NON-SKIPPABLE PREROLL	Run of Site	60 €	60 €
15 SEC. NON-SKIPPABLE PREROLL	VOGUE YouTube US with DE-Targeting**	60 €	60 €
30 SEC. SKIPPABLE PREROLL	VOGUE YouTube US with DE-Targeting**	45 €	45 €
20 SEC. SKIPPABLE PREROLL	VOGUE YouTube US with DE-Targeting**	35 €	35 €
6 SEC. NON-SKIPPABLE PREROLL	VOGUE YouTube US with DE-Targeting**	30 €	30 €
INREAD	Run of Site	45 €	45 €

Newsletter

HIGH ENGAGEMENT DUE TO DIRECT APPROACH

ADVERTISING FORM	PRICE Q1-Q3 2024*	PRICE Q4 2024*	SET-UP COSTS**
CUSTOMIZED NEWSLETTER	12.200 €	12.200 €	1.200 €
NEWSLETTER SPONSORING	4.000 €	4.000 €	250 €

Social Media

INDIVIDUAL STAGING FOR YOUR CAMPAIGN GOALS

ADVERTISING FORM	KPI GUARANTEE	PRICE Q1-Q3*	PRICE Q4*	SET-UP COSTS**
INSTA STORY READ BUNDLE	500.000 Als	9.000 €	9.000 €	1.760 €
INSTAGRAM GLAMOUR TRIES	Video Views Extended	14.000 €	14.000 €	2.640 €
INSTAGRAM GLAMOUR STYLED	Video Views Extended	18.125 €	18.125 €	3.520 €
AMPLIFY AD REACH	Als	14 € CPM	14 € TKP	1.320 €
AMPLIFY AD TRAFFIC	Clicks	2,50 € CPC	2,50 € CPC	1.320 €
AMPLIFY EXTENDED VIDEO VIEWS	Video Views min. 15 Sek.	0,25 € CPVV	0,25 € CPVV	1.320 €
AMPLIFY VIDEO VIEWS***	Video Views min. 2 Sek.	0,16 € CPVV	0,16 € CPVV	1.320 €
TIK TOK AMPLIFY TRAFFIC	Clicks	3 € CPC	3 € CPC	1.320 €
TIK TOK AMPLIFY REACH	Als	10 € CPM	10 € CPM	1.320 €
TIK TOK AMPLIFY VIDEO VIEWS	Video Views min. 6 Sek.	0,16 € CPVV	0,20 € CPVV	1.320 €
TIK TOK AMPLIFY VIDEO VIEWS	Video Views min. 15 Sek.	0,25 € CPVV	0,30 € CPVV	1.320 €
PINTEREST AMPLIFY TRAFFIC	Clicks	3,50 € CPC	3,50 € CPC	1.320 €
PINTEREST AMPLIFY REACH	Als	20 € CPM	20 € CPM	1.320 €
PINTEREST AMPLIFY VIDEO VIEWS	Video Views	0,16 € CPVV	0,16 € CPVV	1.320 €

*Eligible for discount and AE **Not further deductible ***Applies to META & YouTube Shorts.

CONTACT PERSON OVERVIEW

Condé Nast Germany GmbH – Oskar-von-Miller-Ring 20 – 80333 Munich – Telephone: +49 (0) 89 3 81 04 – 0 – Fax: +49 (0) 89 3 81 04 – 230
E-Mail Address: Sales@condenast.de

Andrea Latten | Chief Business Officer
Andrea.Latten@condenast.de
Tel. +49 89 38 104276

Beauty & Pharmacy, Food & Beverage
Verena Flammersfeld
Verena.Flammersfeld@condenast.de
Tel. +49 160 3623196
Teresa Müller
Teresa.Mueller@condenast.de
Tel. +49 151 17639786
Jantina Schnittger
Tina.Schnittger@condenast.de
Tel. +49 89 38 104-570

Home & Travel
Maik Homeyer | Commercial Director
Home & Travel
Maik.Homeyer@condenast.de
Tel. +49 160 99082195

Jürgen Warter
Juergen.Warter@condenast.de
Tel. +49 89 38104502
Kim Langenfeld
Kim.Langenfeld@condenast.de
Tel. +49 89 38104525

Fashion, Accessories, Retail
Dorina Geilenkirchen | Commercial
Director Fashion & Luxury
Dorina.Geilenkirchen@condenast.de
Tel. +49 160 5339197
Kai Frölich | Deputy Commercial
Director Fashion
Kai.Froelich@condenast.de
Tel. +49 (0) 89 38104-463

Jule Silbernagel
Jule.Silbernagel@condenast.de
Tel. +49 (0) 160 90549111
Annabell Häußler
Annabell.Haeussler@condenast.de
Tel. +49 (0) 89 38104-332
Dijana Kröll
Dijana.Kroell@condenast.de
Tel. +49 (0) 89 38104-238

**Automotive, Media & Entertainment,
Finance, Tech**
Susanne Pfeiffer | Head of
Commercial Automotive, Media &
Entertainment / Finance / Tech
Susanne.Pfeiffer@condenast.de
Tel. +49 89 38 104-621

Vivien Mühlfellner
Vivien.Muehlfellner@condenast.de
Tel. +49 (0) 157 8716547
Luisa Gattwinkel
luisa.gattwinkel@condenast.de
Tel. +49 (0) 1719481318

Valerie Jost
valerie.jost@condenast.de
Tel. +49170 7142014

[SWITZERLAND, BADEN-WÜRTTEMBERG
\(JEWELRY & WATCHES\)](#)
Christian Keller
Christian@kellermedia.eu
Boulevard de la Promenade 46
F-11220 Lagrasse
M. +49 (0) 162 2015013

[SWITZERLAND \(FASHION\) / FRANCE /
SPAIN](#)
Nina Neuhaus
Nina.Neuhaus@condenast.de
48 rue Henri Cloppet,
F-78110 Le Vésinet
Tel. +33 6 88 58 71 74

[USA](#)
Alessandro Cremona
Alessandro.Cremona@condenast.com
New York
Tel. 917-2079005



GLAMOUR