

1.7

UNIQUE USER*

647<

SOCIAL FOLLOWER**

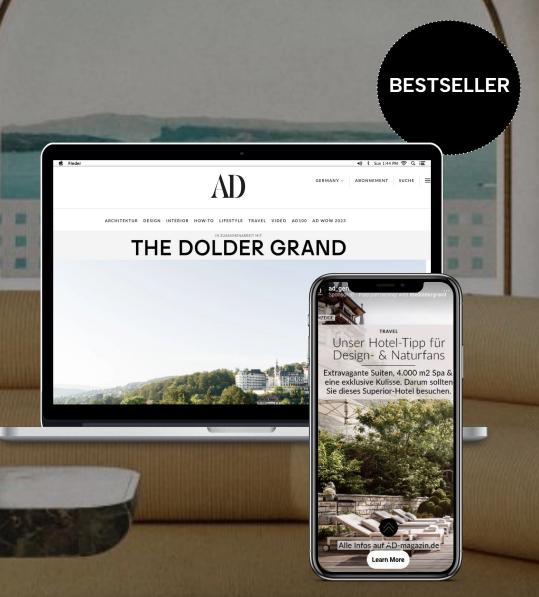


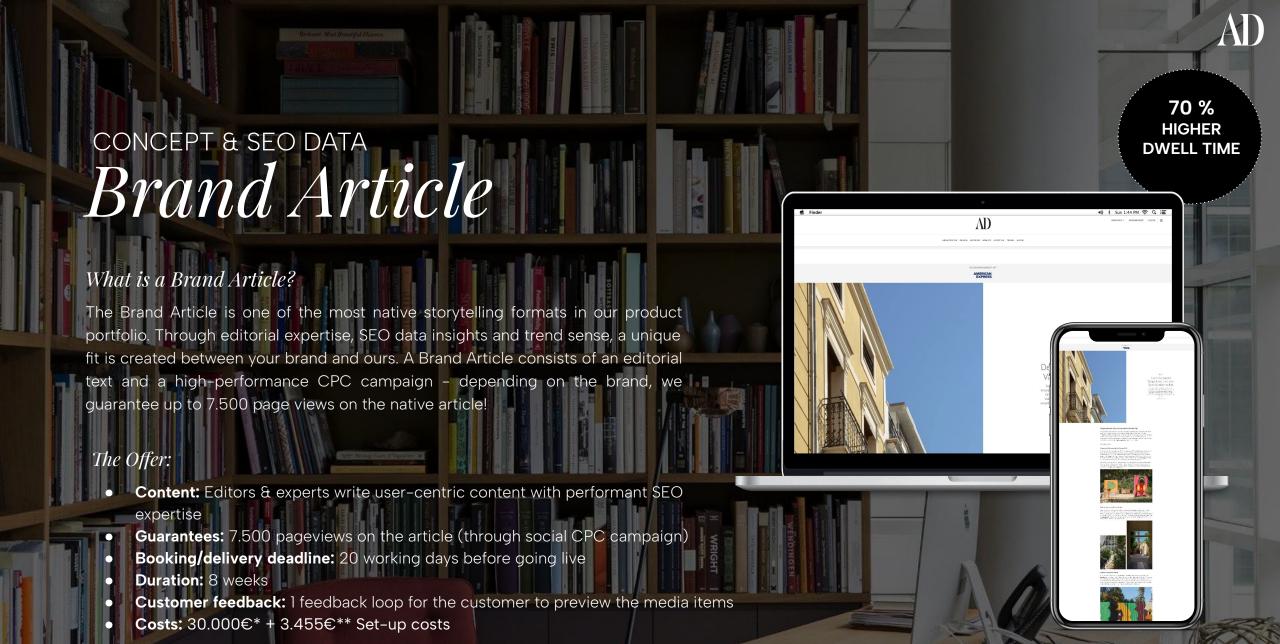
Classic Advertorial

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.

- 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







HIGHLY ENGAGING

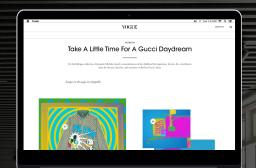
Interactive Modules

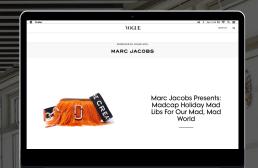
What is an Interactive Module?

The Interactive Module opens up a completely new perspective for branded content implementations. Through a variety of creative integration possibilities 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.

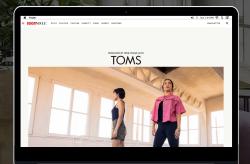
The Offer:

- 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





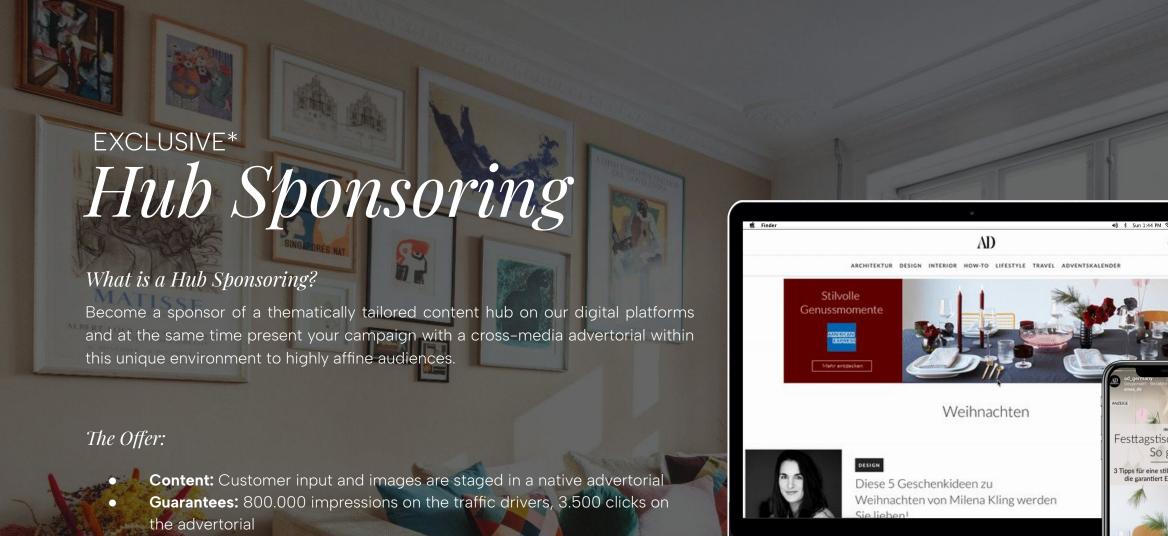
SHOP NOW



Annual of Hillian

<u>PERSONALIZATION</u>

MAP



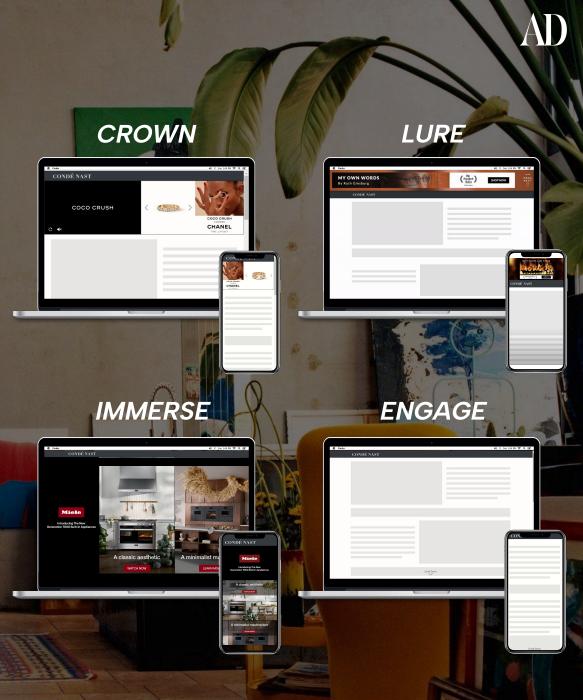
- Booking/delivery deadline: At least 25 days before going live
- **Duration:** 4 weeks
- Feedback loops: 2 feedback loops for the client
- **Costs:** 30.022€** + 4.605€*** Set-up costs

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: Shop, Interact, Awareness & Curate.

- Content: High-Quality Display Ads
- Guarantees: Individual (upon request)
- Booking/delivery deadline: At least 12 working days before going live
- Campaign duration: Min. I week
- Feedback loop: I feedback loop for the customer on the preview of the media components
- Costs: 120€* CPM + 720€** Set-up costs





BASIC TAKEOVER

Multidevice Takeover

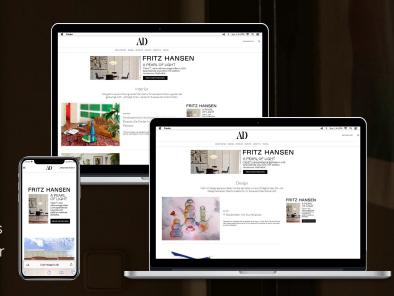
What is a Multidevice Takeover?

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.

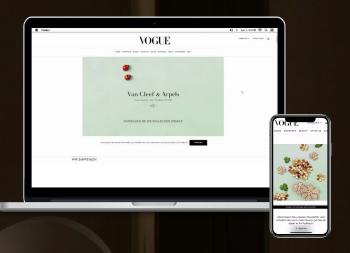
The Offer:

DISPLAY

- 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 180€* CPM + 720€** Set-up costs



PREMIUM TAKEOVER





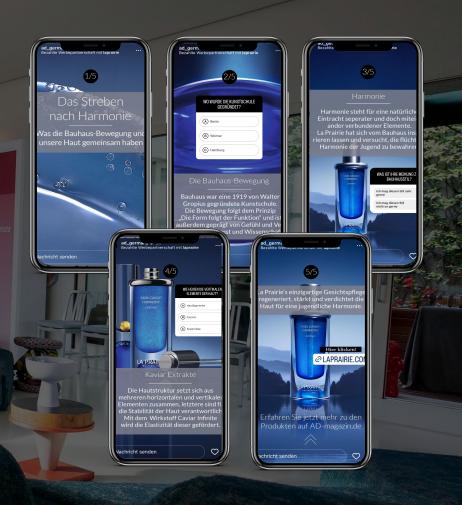
INSTAGRAM

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.

- 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: 11.000€* + 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.

- 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





DISPLAY

Roadolock 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.

- **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: I feedback loop for the customer on the preview of the media components
- **Costs:** 125€* CPM



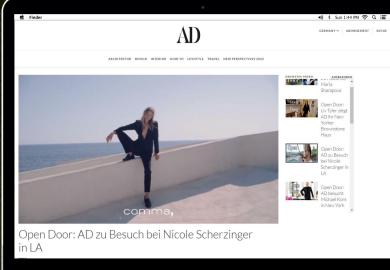
instream $Website \ ext{Preroll}$

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.

- 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: I feedback loop for the client on the preview of the media components
- **Costs:** 60€* CPM











100 % SHARE OF VOICE

ADVERTISING FORM

TAKEOVER PREMIUM*

TAKEOVER BASIC

ROADBLOCK EXKLUSIV

BOOKING UNIT

Rubric (e.g. Home)

Rubric (e.g. Home)

Run of Site (Targeting possible)

KPI GUARANTEE

depending on daily range

depending on daily range

Volume Booking (Als)

CPM Q1-Q3**

depending on daily range Base-CPM: 220 €

depending on daily range Base-CPM: 180 €

125 € CPM

CPM Q4**

depending on daily range Base-CPM: 220 €

depending on daily range Base-CPM: 198 €

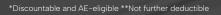
125 € CPM

Display Placements AWARENESS & BRANDING

ADVERTISING FORM	PLAYOUT	BOOKING UNITS*	CPM Q1-Q3**	CPM Q4**
AD STUDIO***	Multiscreen	Run of Site	120 €	120 €
PREMIUM BILLBOARD***	Multiscreen	Run of Site	120 €	120 €
INTERSCROLLER***	Multiscreen	Run of Site	120 €	120 €
BILLBOARD AD	Desktop	Run of Site	75 €	75 €
HALFPAGE AD	Multiscreen	Run of Site	70 €	70 €
MOBILE BILLBOARD AD (2:1)	Mobile	Run of Site	75 €	75 €
BILLBOARD AD & MOBILE BILLBOARD AD (2:1)	Multiscreen	Run of Site	70 €	70 €
AD BUNDLE	Multiscreen	Run of Site	40 €	40 €
MEDIUM RECTANGLE	Multiscreen	Run of Site	40 €	40 €

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	30.000 €	30.000	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 Clicks on Advertorial	30.022 €	30.022 €	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 €



ADVERTISING FORM

CUSTOMIZED NEWSLETTER

NEWSLETTER SPONSORING

PRICE Q1-Q3 2024*

12.200 €

4.000€

PRICE Q4 2024*

12.200 €

4.000 €

SET-UP COSTS**

1.200 €

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	11.000 €	11.000 €	1.760 €
SOCIAL AMPLIFY REACH	Als	14 € TKP	14 € TKP	1.320 €
SOCIAL AMPLIFY TRAFFIC	Clicks	3,50 € CPC	4,00 € CPC	1.320 €
SOCIAL AMPLIFY EXTENDED VIDEO VIEWS	Video Views min. 15 Sek.	0,30 € CPVV	0,50 € CPVV	1.320 €
SOCIAL AMPLIFY VIDEO VIEWS***	Video Views min. 2 Sek.	0,16 € CPVV	0,16 € CPVV	1.320 €
TIK TOK AMPLIFY TRAFFIC	Clicks	3,00 € CPC	3,00 € 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 EXTENDED	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 € CMP	20 € CMP	1.320 €
PINTEREST AMPLIFY VIDEO VIEWS	Video Views	0,16 € CPVV	0,16 € CPVV	1.320 €

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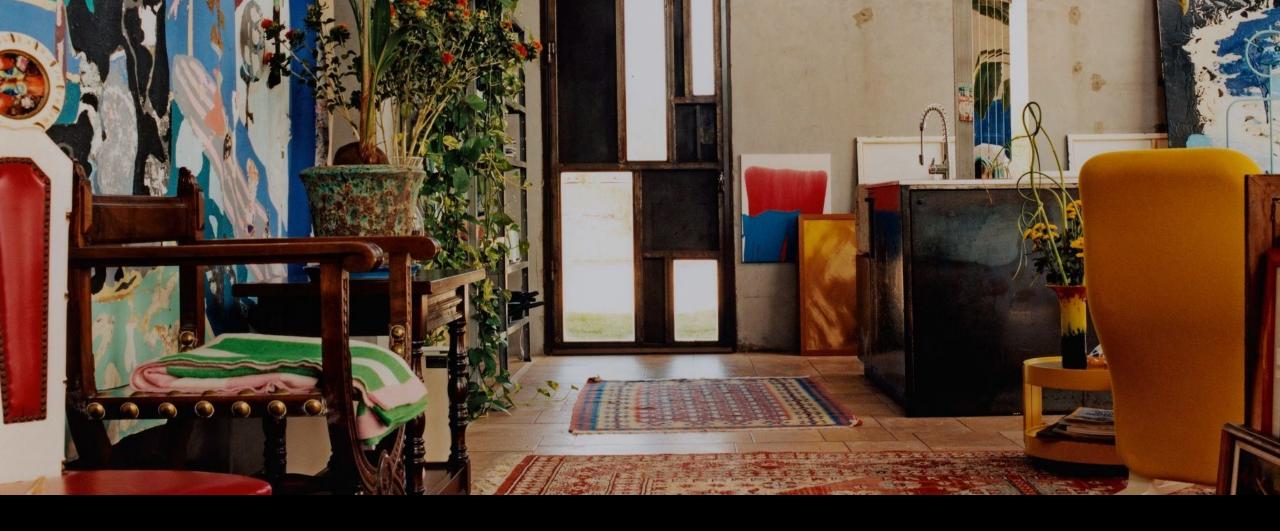
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