









VG GUE

The *culture* of fashion.



VOGUE EDITORIAL TEAM

FASHION ACCESSORIES



SENIOR FASHION FEATURES EDITOR FASHION, ACCESSORIES, WATCHES & JEWELRY

BEAUTY **HEALTH**



SENIOR BEAUTY FEATURES EDITOR BEAUTY, WELLNESS, SPA, FITNESS, HEALTH

BEAUTY **HEALTH**



ZEITGEIST **CULTURE**



FEATURES DIRECTOR CULTURE, SOCIETY

SPECIAL PROJECTS



LEAD COORDINATING EDITOR LIFESTYLE & BUSINESS

SOCIAL. **MEDIA**

SOCIAL **MEDIA**



SOCIAL MEDIA MANAGER VOGUE

AFFILIATE EDITOR



SENIOR BEAUTY AFFILIATE EDITOR

AFFILIATE EDITOR



SENIOR FASHION AFFILIATE

ADAPTATION **EDITOR**



SENIOR ADAPTATION EDITOR

ADAPTATION **EDITOR**



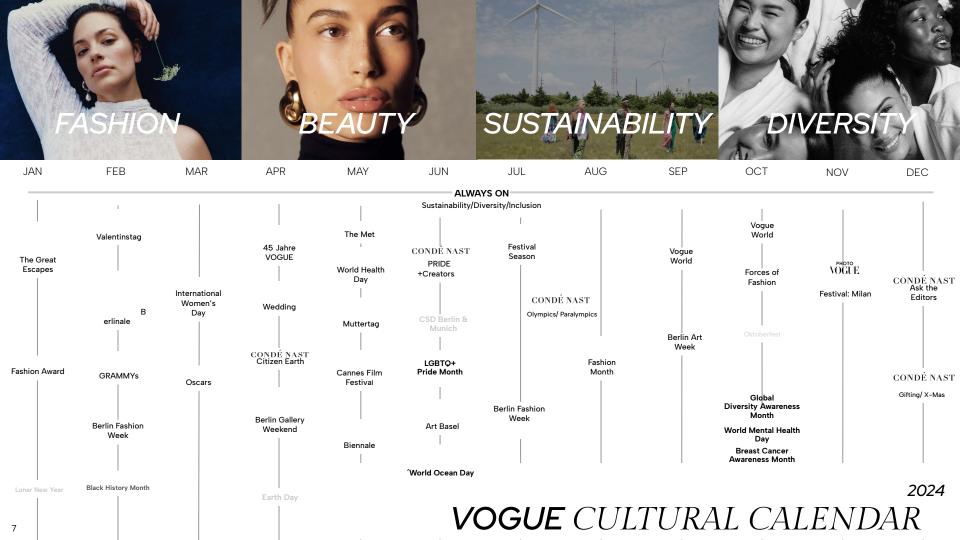
JUNIOR ADAPTATION EDITOR

CORDUL

FUNKE

SENIOR AUDIENCE







PRINT



VOGUE.DE



SOCIAL















VOGUE Channels



VIDEO



EXPERIENCES



ISSUES PER YEAR **COPY PRICE**

READERS PER ISSUE

TOTAL SALE

SUBSCRIPTION

SINGLE SALES



VOGLE AFFINITIES

FASHION

94 % ARE INTERESTED IN FASHION 44 % OF THEM GIVE TIPS AND ARE CONSIDERED EXPERTS (INDEX 232)

BEAUTY

55 % HAVE A HIGH WILLINGNESS TO SPEND ON **BEAUTY PRODUCTS** (INDEX 195)

DESIGN

68 % ARE INTERESTED IN MODERN DESIGN (INDEX 169)

TECHNOLOGY

47 % ARE PREPARED TO SPEND MORE MONEY ON TECHNICAL DEVICES (INDEX 141)

TRAVEL

56 % WOULD LIKE TO GET TO KNOW THE WORLD AND OTHER CULTURES (INDEX 136)

PRINT AUDIENCE

VOGLE DEMOGRAPHY

AGE

WITH AN AVERAGE AGE OF 43.2 YEARS

INCOME

WITH A Ø-WAGE OF EURO 4,144

AFFINITY FOR LUXURY

CONSUMERS WITH AN AFFINITY FOR LUXURY (INDEX 280)

BRAND AWARE

MAINLY BUY PRODUCTS FROM AN EXCLUSIVE COMPANY (INDEX 363)

TRENDSETTER

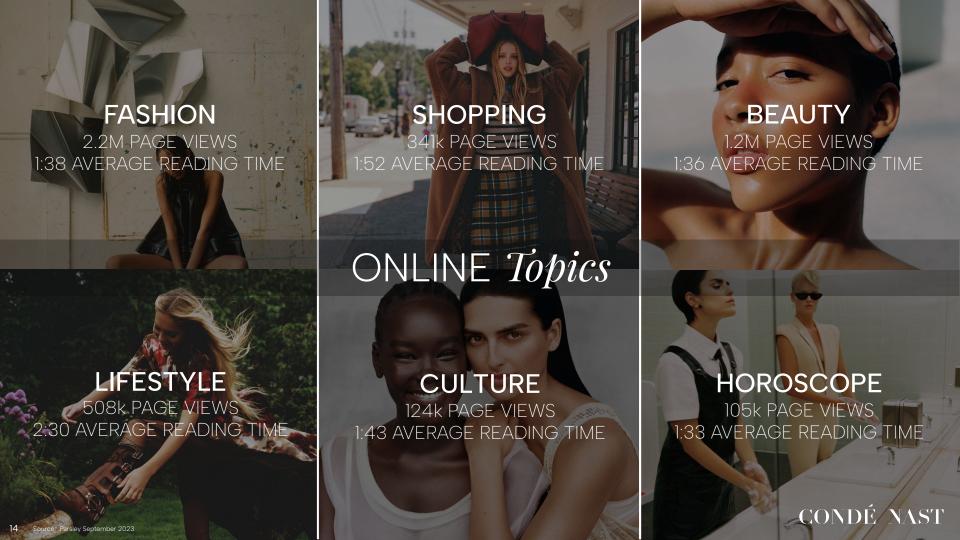
INTERESTED IN THE LATEST TRENDS



UNIQUE USERS (+50 % INCREASE YOY)*

UNIQUE PAGE VIEWS (+ 3.4 % INCREASE YOY)*

AVERAGE READING TIME VOGUE.DE**



VOGLE AFFINITIES

FASHION

TRENDS AND PRODUCTS (INDEX 180)

BEAUTY

32 % AFFORD THE BEST QUALITY IN BEAUTY **PRODUCTS** (INDEX 250)

DESIGN

65 % HAVE TAKEN AT LEAST ONE TRIP THIS YEAR (INDEX 133)

TECHNOLOGY

92 % CONSIDER A HEALTHY ENVIRONMENT/TO BE PARTICULARLY IMPORTANT (INDEX 107)

TRAVEL

80 % CONSIDER CULTURAL LIFE TO BE PARTICULARLY IMPORTANT (INDEX 126)

V()(ILE DEMOGRAPHY

AGE WITH AN AVERAGE AGE OF 39.4 YEARS

INCOME WITH A Ø-WAGE OF EURO 3,276

AFFINITY FOR LUXURY CONSUMERS WITH AN AFFINITY FOR LUXURY (INDEX 286)

BRAND AWARE BUY MAINLY PRODUCTS FROM AN EXCLUSIVE COMPANY (INDEX 176)

> **TRENDSETTER** LIKE TO TRY OUT NEW THINGS (INDEX 150)



DIGITAL AUDIENCE



INSTAGRAM FOLLOWERS (+9 % INCREASE YOY)

TIKTOK FOLLOWERS (+269 % INCREASE YOY) FACEBOOK FOLLOWERS (+1 % INCREASE YOY)

VIGCE SOCIAL AUDIENCE



AGE

18 - 24 YEARS (18 %)

25 - 34 YEARS (33 %)

35 - 44 YEARS (25 %)

TOP GEOGRAPHIES

GERMANY (35 %) USA (7 %)

GENDER

FEMALE (79 %)
MALE (21 %)



AGE

18 - 25 YEARS (45 %)

25 - 34 YEARS (30 %) 35 - 44 YEARS (14 %)

TOP GEOGRAPHIES

USA (23 %) GERMANY (20 %)

GENDER

FEMALE (78 %) MALE (22 %)

45

AGE

25 - 34 YEARS (32 %)

35 - 44 YEARS (29 %) 45 - 54 YEARS (18 %)

TOP GEOGRAPHIES

GERMANY (32 %) USA (5 %)

GENDER

FEMALE (78 %) MALE (22 %)

FASHION



LIFESTYLE



SHOPPING



SOCIAL Topics

CULTURE

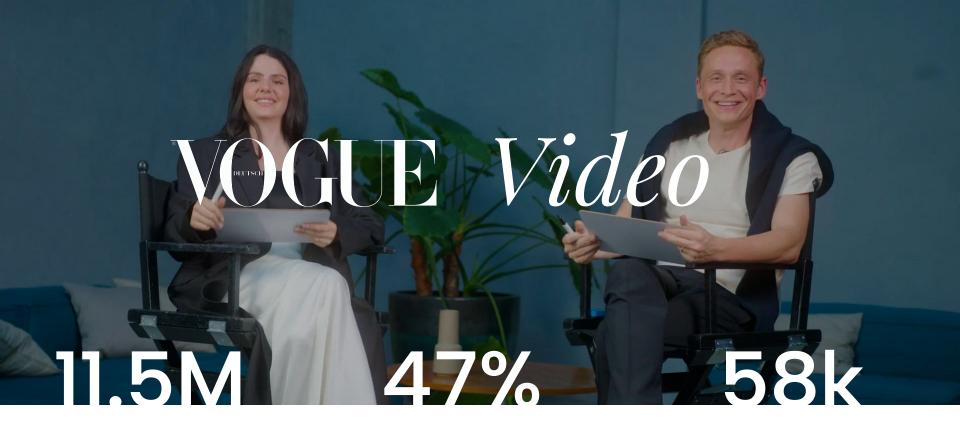


BEAUTY



HOROSCOPE





VIEWS 2023 (+166 % INCREASE YoY) % WATCH TIME 2023 (+9 % INCREASE YoY)

SUBSCRIBERS 2023 (+31 % INCREASE YoY)

Video Opportunities YOUTUBE, O&O

SOCIAL

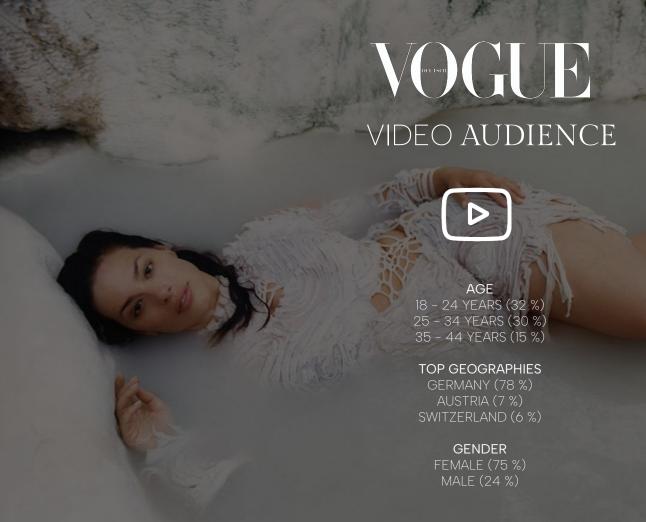






Custom, Premium Branded Entertainment Video

Social-First Entertainment: Editorial Formats Video Across Platforms



VOGUE Experiences





BERLIN

VOGUE THE VOGUE CLOSET

The wardrobe is, in its simplest conception, the object that consumers associate with Vogue - starting with Vogue's DNA and in line with the mission to promote talent and creativity.

THE VOGUE CLOSET - the most celebrated new event format by VOGUE Italia - will take place for the first time in Berlin in April 2024 as part of the Gallery Weekend. The oversized walk-in closet will serve as the prelude to the celebrations of the 45th anniversary of VOGUE Germany in 2024.

Become a fashion, beauty, tech, or automotive partner of the VOGUE Closet and showcase your brand within this unique platform!

Event Video VOGUE Italy

EVOGUE Closet

19 - 21 aprile 2023 Redazione Vogue Italia Piazzale Luigi Cadoma 5, Milano



US, MEXICO, ITALY (NEW), INDIA (NEW), GERMANY: BERLIN (NEW)

VOGUE FORCES OF FASHION

Vogue's distinctive creative conference offers consumers front-row access to the most influential and innovative talents in the fashion world. This intimate and informative event sheds light on the current and future directions of fashion, beauty, and lifestyle, as well as their resonance in culture.

A blend of panel discussions and interactive formats (workshops, masterclasses) will provide insights into the creative world of Vogue and showcase the most exciting fashion, lifestyle, and beauty brands.

23M

Global Forces Of Fashion Content Video Views, 2022 690M

Global Social Impressions 1.4K

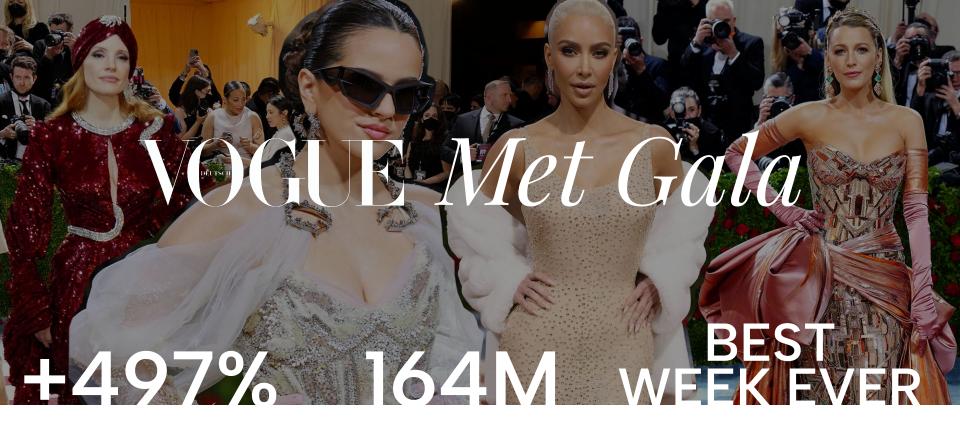
Tickets sold globally

34

Forces Of Fashion Panelists







YOY: BIGGEST GROWTH OF FOLLOWERS

SOCIAL VIEWS

BEST WEEK ON TIK TOK GERMANY EVER – MORE SUCCESSFUL THAN VOGUE US







HIGHLIGHTS Digital Products



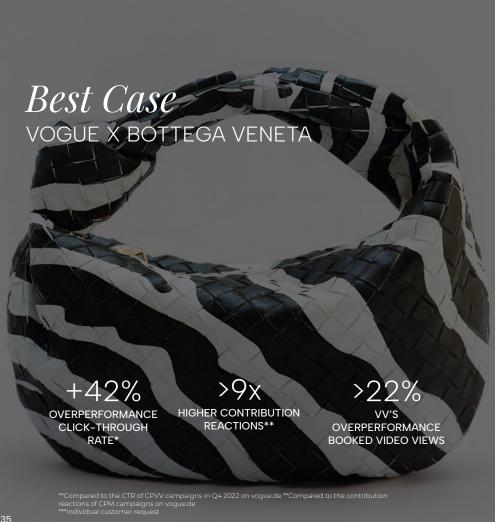
CLASSIC ADVERTORIAL INCL. INTERACTIVE MODULE



AD STUDIO ROS



INSTAGRAM STORY READ







INSTAGRAM FEED DARK POSTS









VERTICAL PLACEMENTS***



THE VISION: To seamlessly integrate the Dyson Supersonic Hair Dryer into an emotionally compelling environment - prioritizing a digital-first approach.

ACTION PLAN: Exclusively for VOGUE, Dr. Emi Arpa showcases her mother in a unique twist for Mother's Day, transforming her into her style twin in the trending "Turning my Mom into Me" format. The star alongside them: The Dyson Supersonic Hair Dryer, the secret behind Dr. Emi's iconic blow-out. In the advertorial, Dr. Emi shares her mother's hair tips and imparts her knowledge on hair health as a recognized dermatologist.

OUTCOME: VOGUE Social Videos (Instagram Reel, TikTok & YT Shorts) + VOGUE digital advertorial with interactive modules.

+74% +65%

OVERPERFORMANCE **OVERPERFORMANCE IMPRESSIONS*** CLICKS*

DURATION OF RETENTION









Szene und dadurch selbst zu einem Star geworden. VOGUE



CLASSIC ADVERTORIAL INCL. TRAFFIC DRIVER BUNDLE

Best Case VOGUE X BIRKENSTOCK

THE VISION: Capture the attention of a fashion-savvy audience for the Birkenstock Bend Sneaker.

ACTION PLAN: Engage a talent from the VOGUE sphere, Aya Jaff, to showcase various aspects of her personality along with the corresponding fashion looks in a short TikTok/Reel transition format.

ACTION PLAN: Each look highlights a distinctive facet of her personality, representing what she truly stands for, with the sneaker at the center of the native visual world of the photos and videos

+150%

OVERPERFORMANCE PAGE VIEWS* +38%

OVERPERFORMANCE LINK CLICKS* +3.30%

LINK CLICK-TROUGH RATE**



CLASSIC ADVERTORIAL INCL. INTERACTIVE MODULE & TRAFFIC DRIVER BUNDLE









Best Case VOGUE X GOOGLE PIXEL

THE VISION: Garner attention for the 2023 Women's World Cup and highlight Google Pixel as the sponsor of the German team.

ACTION PLAN: Establish a communication platform with an emotionally resonant log-in for a tech brand. Implement a multichannel branded campaign centered around "Female Empowerment."*Compared to the guarantee **Compared to the benchmark (Wordstream).

OUTCOME: Develop a content series featuring seven ambassadors of German football, including four current national players, two former national players, and one moderator.

+323%

Overperformance
Page Views*

+65%

Longer dwell time | Advertorial* +168%

Higher CTR | Canvas Ad**

