

A fashion advertisement featuring two models in a fish and chips shop. The model on the left is a Black woman wearing a bright pink, one-shoulder, draped dress and a matching large pink rose-shaped fascinator. She has a pearl bracelet and a ring. The model on the right is a white woman with red hair, wearing a dark red, one-shoulder, draped dress and a small pink bag. They are standing in front of a shop counter with various menu boards. The menu boards list items like 'Mains', 'Breakfast', and 'Chicken Grill Chips & Salad'. A clock is visible on the wall behind them.

VOGUE

DEUTSCH

Media Kit

Digital

VALID FROM 01.01.2024



Our *Market Position*

5.2M

UNIQUE
PAGE
VIEWS*

2.5M

UNIQUE USERS*

2.3M

SOCIAL
FOLLOWERS**

AFFINITIES

FASHION

60 % are always on the lookout for new trends and products (Index 180)

BEAUTY

32 % allow themselves with beauty products with the best quality (Index 250)

TRAVEL

65 % have traveled at least once this year (Index 133)

SOCIAL RELEVANCE

92 % are aware of the sustainability of the products (Index 107)

CULTURE

80 % consider the cultural life as particularly important (Index 126)

DEMOGRAPHY

AGE

with an average age of 39,4 years

INCOME

with an average wage of Euro 3.276,-

LUXURY ORIENTED

consumers with an affinity for luxury (Index 286)

BRAND AWARE

mostly buy exclusive brands (Index 176)

TRENDSETTER

like to try new products (Index 150)

VOGUE
DEUTSCH
AUDIENCE

A photograph of three women in a museum gallery. The woman on the left wears a gold sequined dress and sneakers, looking back over her shoulder. The woman in the center wears a colorful patterned top and a long white feathered skirt, looking back over her shoulder. The woman on the right wears a dark sequined dress and sneakers, looking back over her shoulder. The background features classical statues on pedestals.

Digital Highlights

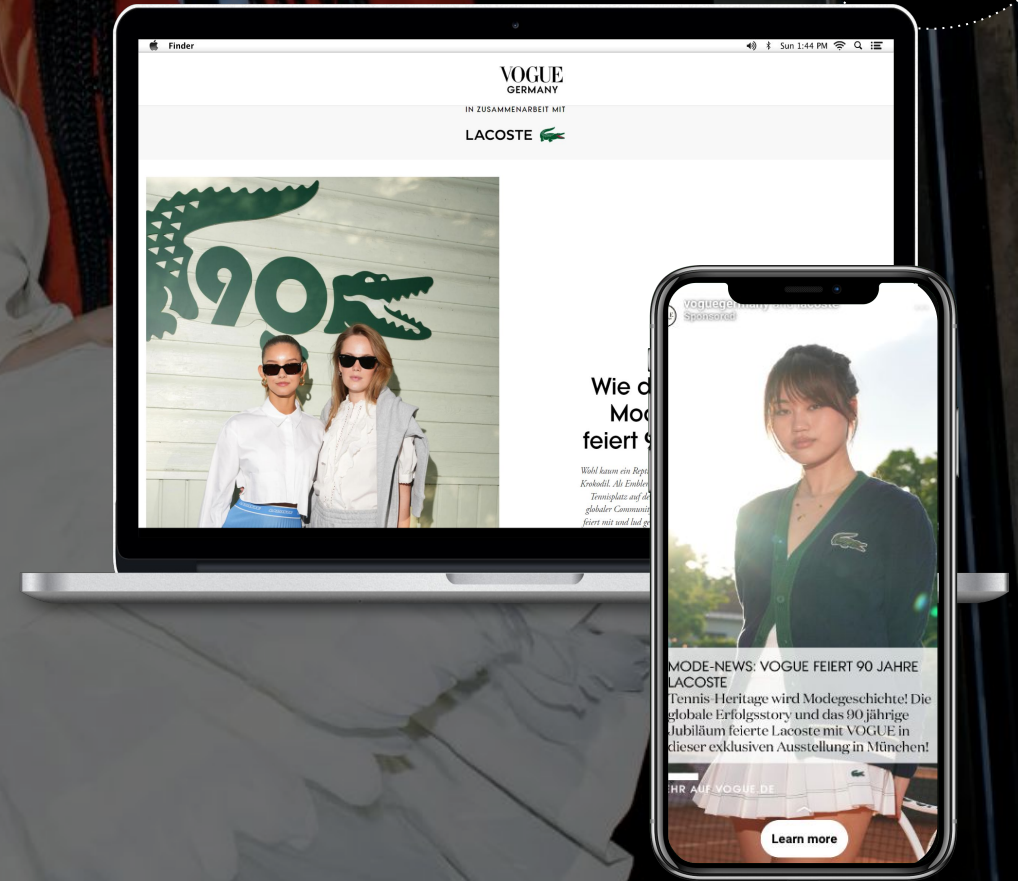
DIGITAL BESTSELLER *Classic* Advertorial

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 Impressionen on the Traffic-Driver
- **Booking/delivery deadline:** at least 15 business days before going live
- **Campaign duration:** 4 weeks
- **Feedback loops:** 2 feedback loops for client to preview media assets
- **Costs: Q1-Q3 2024:** 18.975 €*+ 2.285 €** Set-up Costs ||
Q4 2024: 19.800 €* + 2.285 €** Set-up Costs



70 %
HIGHER DWELL
TIME

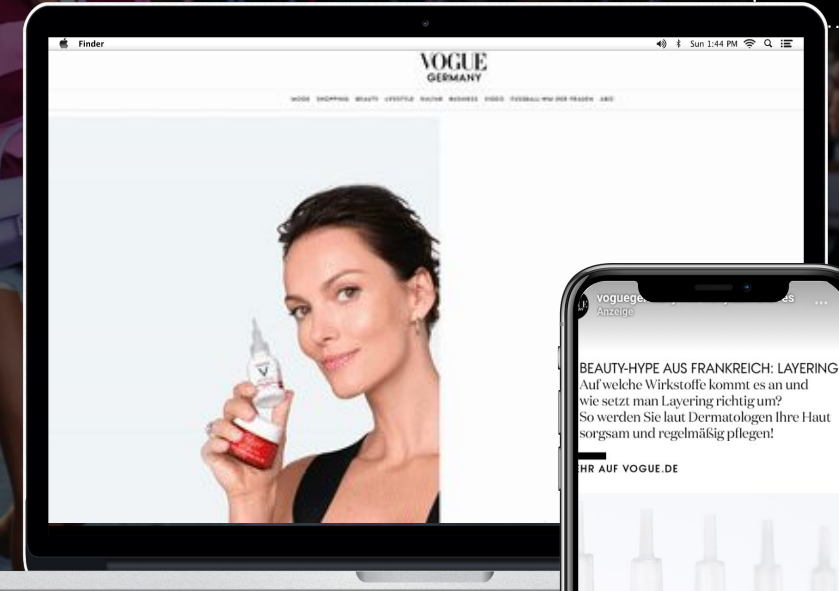
CONCEPT & SEO DATA *Brand* Article

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 a Social CPC campaign)
- **Booking/delivery deadline:** 20 working days before going live
- **Campaign Duration:** 8 weeks
- **Feedback loop:** 1 Feedback loop or the customer to preview the media items
- **Costs Q1-Q3 2024:** 35.500 €* + 3.455 €** Set-up Costs ||
Q4 2024: 36.800 €* + 3.455 € **Set-up Costs



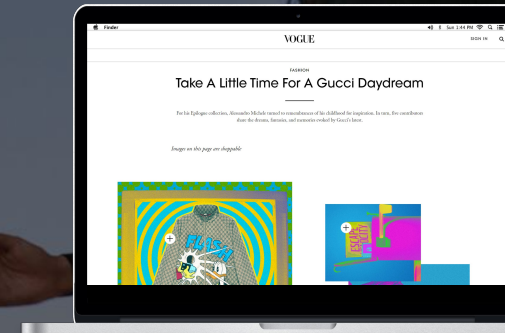
HIGHLY ENGAGING *Interactive* Modules

What is an Interactive Module?

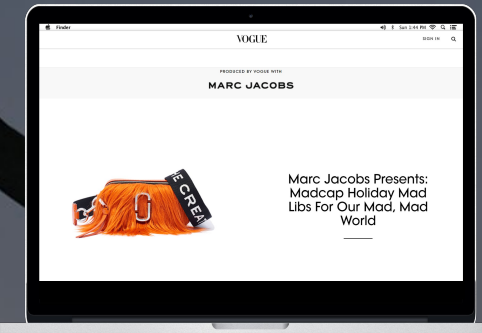
The Interactive Module opens up a completely new perspective for branded content implementations. Through a variety of creative integration possibilities in a classic advertorial or brand article, Interactive Modules create a very native user experience for the campaign in order to be able to interact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

The Offer

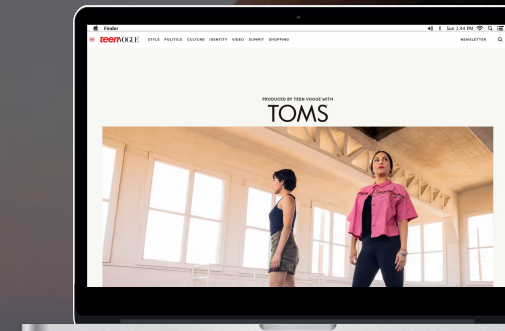
- **Content:** Exciting Interactive Module
- **Booking/delivery deadline:** At least 25 days before going live
- **Campaign duration:** 4-8 weeks
- **Feedback loops:** 2 feedback loops for the client on the preview of the media components
- **Costs:** From 3.500 €* + from 1.320 €** Set-up Costs



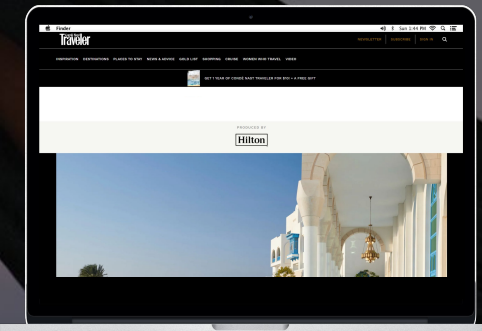
SHOP NOW



QUIZ



PERSONALIZATION



MAP

EXCLUSIVE* *Hub* Sponsoring

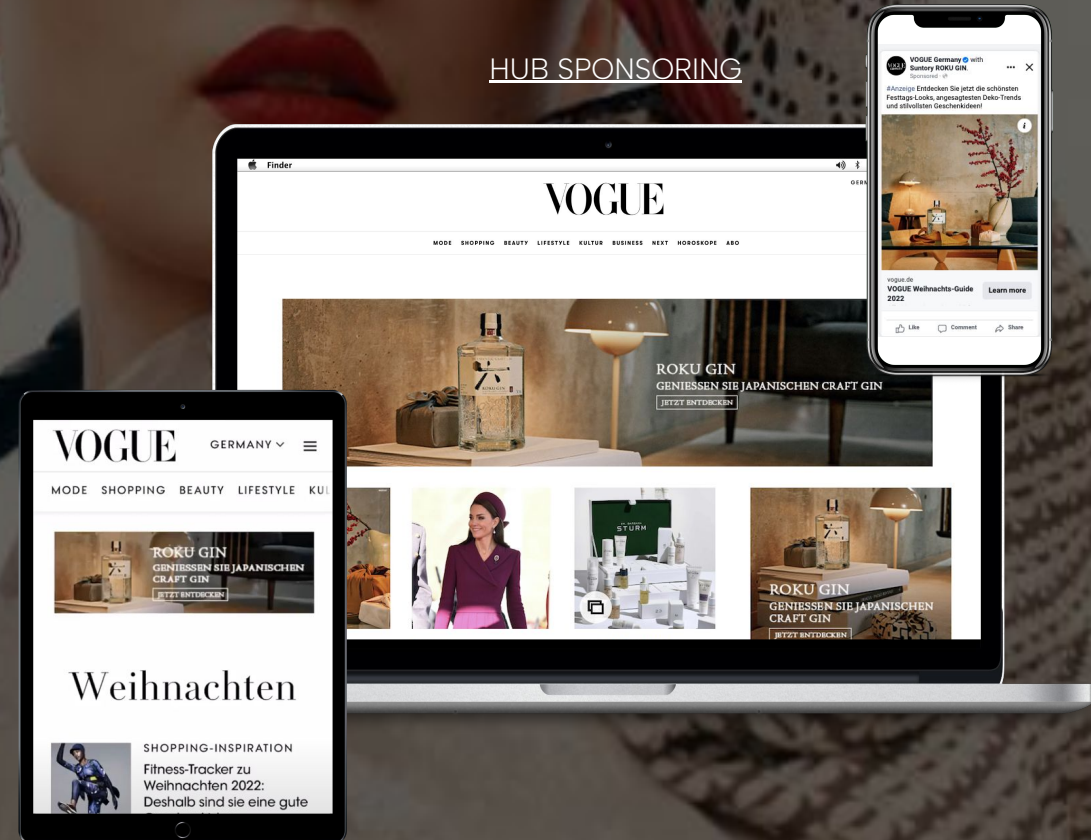
What is a Hub Sponsoring?

Become a sponsor of a thematically tailored content hub on our digital platforms and at the same time present your campaign with a cross-media advertorial within this unique environment to 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
- **Campaign duration:** 4 weeks
- **Feedback loops:** 2 feedback loops for the client
- **Costs Q1-Q3 2024:** 34.608 €** + 4.605 €*** Set-up Costs ||
Q4 2024: 36.113 €** + 4.605 €*** Set-up Costs

HUB SPONSORING



ADVERTORIAL

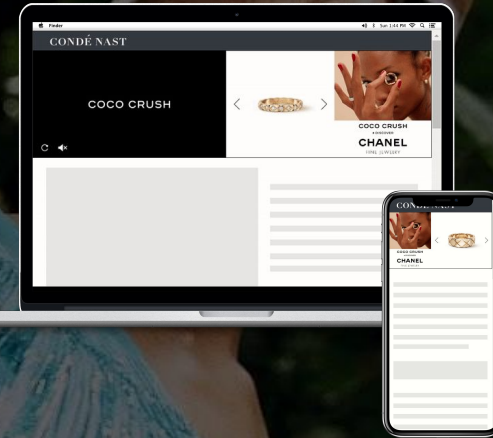
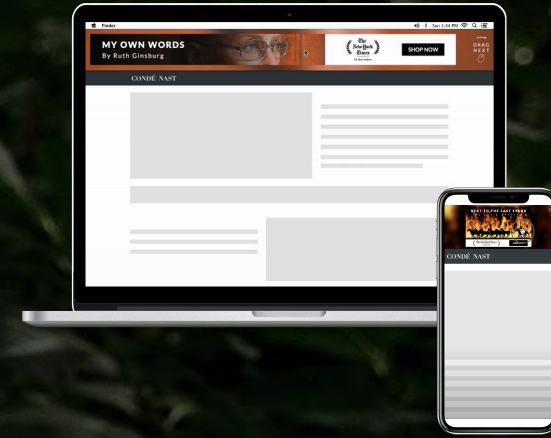
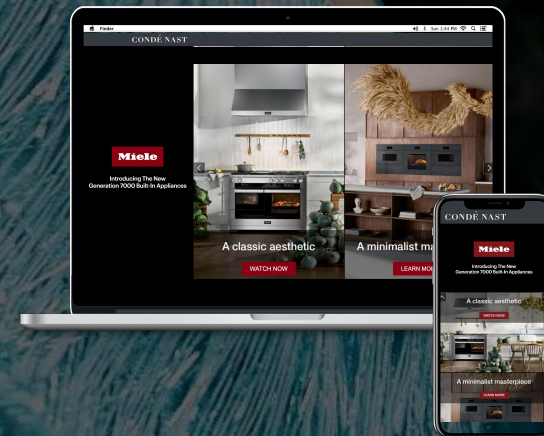
DISPLAY

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: Shop, 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 Q1-Q3 2024:** 120 € CPM + 720 €** Set-up Costs ||
Q4 2024: 132 €* + 720 €** Set-up Costs

CROWN**LURE****IMMERSE****ENGAGE**

BASIC TAKEOVER

DISPLAY

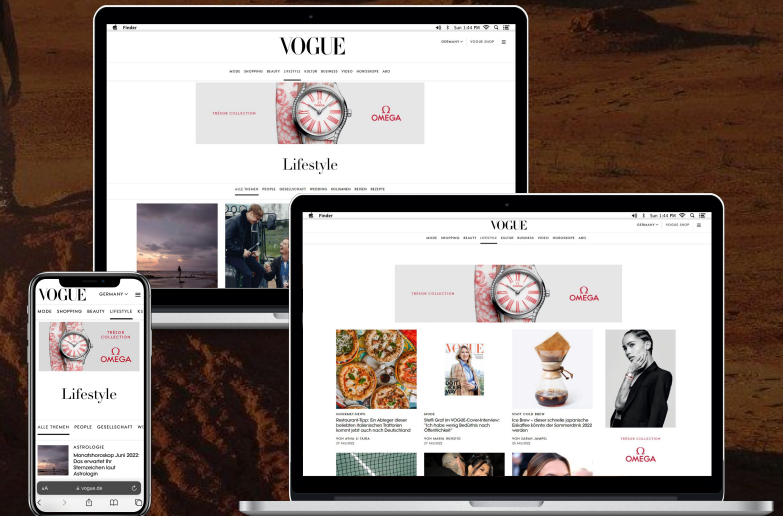
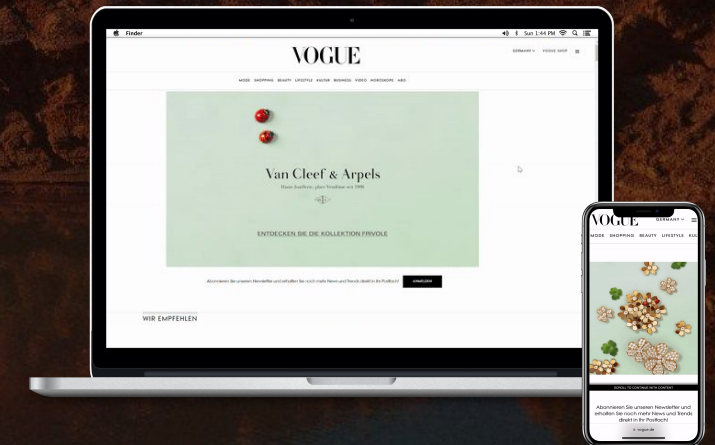
Multidevice Takeover

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 loop:** 1 feedback loop for the customer on the preview of the media components
- **Costs Q1-Q3 2024:** From 180 €* CPM + 720 € ** Set-up Costs ||
- **Q4 2024:** From 198 €* 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.

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:** at least 3 weeks before going live
- **Campaign duration:** 24 h on Instagram account | 14 days Social Amplify CPM campaign
- **Feedback loops:** 2 feedback loops for client to preview media assets
- **Costs Q1-Q3 2024:** 16.800 €* + 1.760 €** Set-up Costs ||
Q4 2024: 17.500 €* + 1.760 €** Set-up Costs



NATIVE BRAND ENVIRONMENT

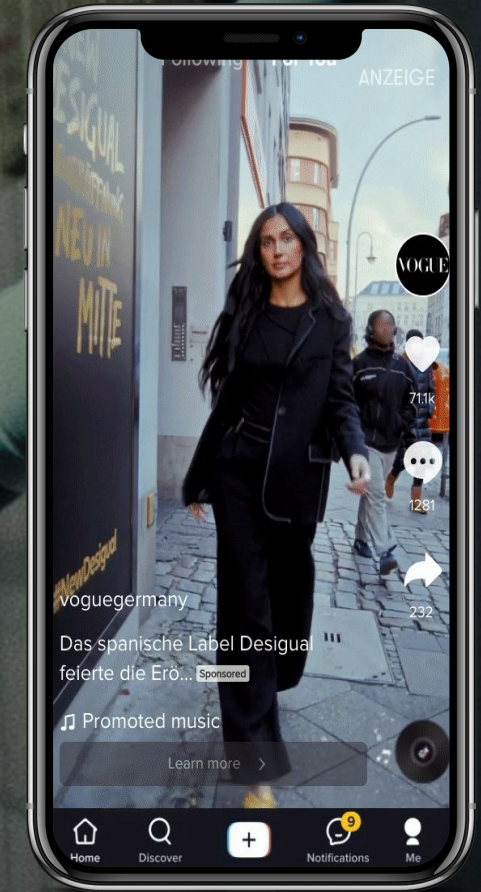
TikTok, Instagram & Pinterest *Darkpost*

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:** at least 5 business days before going live
- **Campaign duration:** at least 1 week
- **Feedback loops:** 2 feedback loops for the client on the preview of the media components
- **Costs:** see [Social Amplify Products](#)



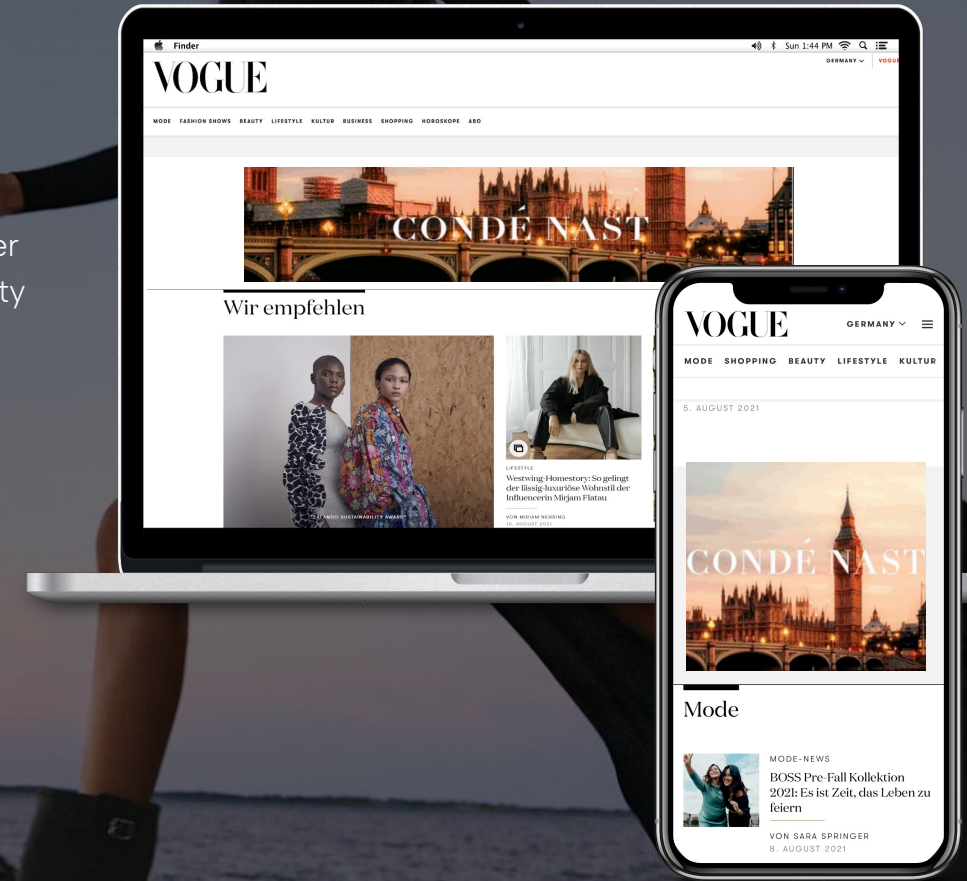
DISPLAY

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, Halfpage Ad, Medium Rectangle in parallel playout)
- **Guarantees:** Individual (upon request)
- **Booking/delivery deadline:** At least 5 working days before going live
- **Campaign duration:** Individual (upon request)
- **Feedback loop:** 1 feedback loop for the customer on the preview of the media components
- **Costs Q1-Q3 2024:** 138 €* CPM || **Q4 2024:** 140 €* 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 (upon request)
- **Feedback loop:** 1 feedback loop for the client on the preview of the media components
- **Costs:** 60 €* CPM



Rate Card



Takeover Placements

100% SHARE OF VOICE

ADVERTISING TYPE	BOOKING UNIT	KPI GUARANTEE	CPM Q1-Q3**	CPM Q4**
TAKEOVER PREMIUM*	Rubric (e.g. <i>fashion</i>)	depending on daily range	depending on daily range Base-CPM: 242 €	depending on daily range Base-CPM: 253 €
TAKEOVER BASIC	Rubric (e.g. <i>fashion</i>)	depending on daily range	depending on daily range Base-CPM: 180 €	depending on daily range Base-CPM: 198 €
ROADBLOCK EXKLUSIV	Run of Site (<i>Targeting possible</i>)	Volume booking (<i>Als</i>)	138 € CPM	140 € CPM

Display Placements

AWARENESS & BRANDING

ADVERTISING TYPE	PLAYOUT	OCCUPANCY UNIT*	CPM Q1-Q3**	CPM Q4**
AD STUDIO***	Multiscreen	Run of Site	120 €	132 €
PREMIUM BILLBOARD***	Multiscreen	Run of Site	120 €	132 €
INTERSCROLLER***	Multiscreen	Run of Site	120 €	132 €
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 TYPE	RUNTIME	KPI GUARANTEE	FIXED PRICE Q1-Q3*	FIXED PRICE Q4*	SET-UP COSTS**
BRAND ARTICLE	8 Weeks	10.000 Visits	35.500 €	36.800	3.455 €
CLASSIC ADVERTORIAL	4 Weeks	500.000 Als on Traffic-Driver	18.975 €	19.800 €	2.285 €
HUB SPONSORING	4 Weeks	800.000 Als on Traffic-Driver 3.500 Clicks on Advertorial	34.608 €	36.113 €	4.605 €

Video Placements

STAGE YOUR BRAND WITH MOVING IMAGES

ADVERTISING TYPE	BOOKING UNIT	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 €

*Discount- and AE-eligible **Minimum booking volume in the amount of 10,000€ net

Newsletter

HIGH ENGAGEMENT DUE TO DIRECT APPROACH

ADVERTISING TYPE	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 €

*Discountable and AE-eligible **Not further deductible

Social Media

INDIVIDUAL STAGING FOR YOUR CAMPAIGN GOALS

ADVERTISING TYPE	KPI GUARANTEE	PRICE Q1-Q3*	PRICE Q4*	SET-UP COSTS**
INSTA STORY READ BUNDLE	500.000 Als	16.800 €	17.500 €	1.760 €
INSTAGRAM VOGUE THE PICK	500.000 Als	16.800 €	17.500 €	1.760 €
SOCIAL AMPLIFY REACH	Als	14 € CPM	14 € CPM	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 €

*Rabatt- und AE-fähig **Nicht weiter abzugsfähig ***Gilt für META & YouTube Shorts

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VOGUE
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