



VOGUE

DEUTSCH

*Media Kit*  
Print

PRICE LIST NO. 45, VALID FROM 01.01.2024





VOGUE

*The culture of fashion.*

—

In the upcoming year, VOGUE will continue to set industry standards with ten consecutive issues, *shaping fashion* within an *exclusive target audience* through groundbreaking, style-conscious innovation.

A particular highlight in 2024 will be the *45th anniversary*, marking a significant milestone in the brand's success story.



# PUBLISHER DETAILS

ADDRESS	Condé Nast Germany GmbH Oskar-von-Miller-Ring 20 80333 Munich Postal 20 05 45 80005 Munich (0 89) 3 81 04 – 0 <a href="http://www.condenast.de">www.condenast.de</a>
FREQUENCY	10 times per year
COVER PRICE	Euro 9,00
CIRCULATION	50.980 Issues (Quarter III/2023)
TERMS OF PAYMENT	30 days after invoice date without deduction
BANK DETAILS	Bank of America Europe DAC IBAN: DE69 5001 0900 0022 0760 10 BIC: BOFADEFX



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## GENERAL TERMS AND CONDITIONS

All advertising orders are executed exclusively in accordance with the general terms and conditions of the publishing house.  
These are available [here](#).



# BASIC RATES AND DISCOUNTS

## ADVERTISING RATE

1/1 Page 41.000 €

No surcharges will be charged for bleed advertisements or type area overruns

The publisher reserves the right to use cover stitching, envelopes or banderoles at short notice, which can cover advertising motifs on the cover pages

## PLACEMENT

A 2nd or 4th cover page will only be allocated if at least four additional advertising pages are booked within a period of 12 months (only after consultation with the publisher). The 2nd cover page is only offered as a double page in conjunction with page 3

The publisher reserves the right to withdraw the reservation of cover pages if a cover-gate-fold booking has been made

An association surcharge is charged for advertisements and special forms of advertising from several advertisers. This applies to cooperations between two or more advertisers and to advertisements/special forms of advertising from brand customers that involve one or more retailers. The surcharge is a standard 20% of the rate price. It is discountable and discount-forming. Placement commitments cannot be given for group advertisements

Any amendments require the written confirmation of the publisher

## RESERVATION

Reservations made in advance must be firmly booked within a period specified in writing. If this specified period is not adhered to, the reservation expires automatically. Placements require the written confirmation of the publisher

Reservations for preferred placements and ad specials will only be held exclusively for 48 hours if another customer places an order at the same time. If no booking is made within this period, we reserve the right to release the reservation for booking



# FORMATS, PRICES & PREFERRED PLACEMENTS

AD FORMATS	BLEED ADS IN MM*		RATES
	WIDTH	HEIGHT	4C / SW (lt. Scale)
2/1	420	285	82.000 €
	210** per page	285	
1/1	210	285	41.000 €
1/2 portrait	103	285	27.200 €
1/2 landscape	210	140	27.200 €

Type area formats and other formats on request

For photo productions, we will be happy to provide you with an individual quote

Advertorials are marked with the word "ADVERTISEMENT". Design costs are not eligible for discount and AE

DESIGN COSTS (INCL. CONCEPT, TEXT & LAYOUT – EXCL. IMAGE RIGHTS & PHOTO PRODUCTION)	RATES
2/1	4.300 €
1/1	2.600 €

RATES PREFERENTIAL PLACEMENTS***	RATES
Cover-Gate-Fold (four-page)	188.200 €
+ technical costs	17.000 €
Openings Spread IFC and 3rd page	121.000 €
IBC	44.300 €
OBC	67.200 €
1st campaign (double-page spread)	106.300 €
2nd campaign (double-page spread)	102.300 €
3rd campaign (double-page spread)	100.400 €
4th campaign (double-page spread)	98.700 €
1/1 page against 1st content	47.200 €
1/1 page against 2nd content	45.100 €
Full page facing editorial	45.100 €
1. 2/1 page of the sector	102.300 €
1. right 1/1 page of the sector	44.200 €

All prices and dates can be found at [www.pz-online.de](http://www.pz-online.de) as an Excel file and [here](#) as a PDF file

All prices in euros plus VAT

\*For trimmed advertisements: Trim allowance on all outer edges 3 mm, head trim 4 mm (from issue 03/34 3 mm). 5 mm minimum distance from important text and image elements to the bleed edge and 10 mm to the gutter. A bleed surcharge will not be charged \*\* If text or important image elements run through the gutter on double pages, the image data must be doubled in the middle by 4 mm per page, or 5 mm per page in the case of opening spreads. However, delivery as two separate single-page PDFs (= 2 files)! This margin allowance must be included in the final format of the double page. \*\*\*These conditions apply if the respective preferred placement has been expressly agreed.



# RATES AD SPECIALS

BOUND INSERT	All printed matter / brochures of an advertiser that are firmly integrated into the magazine		
FORMATS	Untrimmed format 216 x 292 mm (incl. 3 mm milling margin at the binding, as well as 4 mm at the top and 3 mm bleed on each of the other sides). The product must be closed at the binding. Bound inserts deviating from the magazine format only by special agreement		
BOUND INSERT PRICES*	Number of pages	Exclusive subscription	Subscription circulation
	up to 4	235 €	310 €
	up to 8	290 €	400 €
	from 12	on request	on request
	20 % surcharge for the 1st technical station 20 % surcharge for the 1st bound-in insert 15 % surcharge for the 2nd bound-in insert		
PAPER WEIGHT	1 sheet (= 2 pages) printed on both sides: Minimum weight 120 g/m2 4 pages minimum weight 100 g/m2 more than 4 pages on request		

INSERT STICKERS*	Postcard insert (can be processed in portrait format) on carrier ad at least 1/1 page	
	Exclusive subscription 120 €    Subscription circulation 155 €	
	Brochure inserts / booklets / product samples / check cards on carrier ad at least 1/1 page	
		Exclusive subscription    Subscription circulation
	up to 10 g	160 €                      220 €
	up to 20 g	165 €                      250 €
	g	
	20 % surcharge for the 1st technical station	
	20 % surcharge for the 1st adhesive label	
	15 % surcharge for the 2nd sticker	
SUPPLEMENTS*		
		Exclusive subscription    Subscription circulation
	up to 20 g	260 €                      330 €
	up to 30 g	275 €                      360 €
	over 30 g	on request                      on request

All prices in euros, plus statutory VAT.  
Ad Specials that contain an integrated product sample or a scent seal are charged at an additional technical cost of 20 € per thousand copies or part thereof. In the case of flat-spray stickers, additional technical costs of 47 € per thousand copies or part thereof will be charged.  
\*The prices quoted apply per thousand copies or part thereof, for finished delivery. They are AE-eligible. The calculation and delivery basis for Ad Specials is the print run available at the time of order confirmation. Production and handling costs are not eligible for discount and AE



# AD SPECIALS

OCCUPANCY OPTIONS

Bound inserts, glued inserts = total minimum domestic circulation  
Inserts = minimum total subscription circulation or 35.000 copies

The quantities to be covered are subject to fluctuations. For this reason, the actual delivery quantity required must be agreed before production begins. Nielsen split available on request for inserts (cost per split: 450 €)

The publisher reserves the right to postpone partial orders. If the minimum print run is not reached, a minimum quantity surcharge will be charged. The difference to the minimum print run will be charged at the price excluding subscription

SUBMISSION DEADLINE

Delivery dates on the schedule on page 7

SAMPLE

Samples or exact format and weight specifications are always required for price calculation and technical verification. Please send us five binding format and paper samples in advance for technical checking:

Mohn Media Mohndruck GmbH  
attn. Mr. Hammermüller  
Carl-Bertelsmann-Straße 161M  
33311 Gütersloh

DISPOSAL

The publisher reserves the right to reject orders for third-party products (bound inserts, product samples, scented inserts, etc.) that cannot be disposed of easily with the waste paper. If necessary, costs for separate disposal must be borne by the client

DELIVERY  
SUPPLIER

Delivery is required in untrimmed format for further processing, with header (4 mm)

DELIVERY  
GENERAL

You can find the exact packaging guidelines here:  
<https://www.condenast.de/files/2023-11/2024-tech-info-vogue-bh-bk-bl-e.pdf>

The accompanying documents must contain information on the number of transport units, magazine title and issue number. A sample should be visibly attached to each packaging unit. In order to avoid reduced performance and additional costs, inserts, supplements and bound-in inserts must be delivered stacked without rubber bands/banderoles and must not be stuck together. Handle height for manual insertion at least 10 to 12 cm per layer

DELIVERY  
ADDRESS

ProBIND Mohn Media Binding GmbH / Receiving department  
Bielefelder Str. 61  
33428 Marienfeld  
Goods receiving times: Mon to Fri between 08:00 – 17:00

Binding technical details, information on deadlines, samples and delivery can be downloaded from [www.adspecial-portal.de](http://www.adspecial-portal.de). The portal can also be used to submit a daily print run request

The customer guarantees the error-free delivery of ad specials and product samples in accordance with the samples previously checked and approved by Condé Nast. Condé Nast cannot accept responsibility for faulty or damaged goods. All foreseeable production costs will be communicated to the customer immediately after sample testing. Should unforeseeable additional costs arise during further processing, Condé Nast reserves the right to pass these on to the customer at a later date.  
The Customer undertakes to provide Condé Nast with proof of registration in the producer register (Stiftung Zentrale Stelle Verpackungsregister) and system participation with a recognized system operator before booking the Ad Special



# SCHEDULE 2024

ISSUE	FIRST DAY OF SALE	CLOSING AND WITHDRAWAL DATES FOR COVER PAGES, AD SPECIALS & PREFERRED PLACEMENTS	REGULAR CLOSING AND WITHDRAWAL DATES	DATA INPUT	SUBMISSION DEADLINE AD SPECIALS	SUBMISSION DEADLINE SAMPLES
03/24	24.02.2024	11.12.2023	15.01.2024	23.01.2024	06.02.2024	18.12.2023
04/24	23.03.2024	08.01.2024	07.02.2024	20.02.2024	05.03.2024	22.01.2024
05/24	27.04.2024	07.02.2024	15.03.2024	22.03.2024	09.04.2024	22.02.2024
06/24	25.05.2024	11.03.2024	11.04.2024	18.04.2024	03.05.2024	18.03.2024
07+08/24	22.06.2024	05.04.2024	03.05.2024	13.05.2024	28.05.2024	10.04.2024
09/24	24.08.2024	07.06.2024	12.07.2024	22.07.2024	05.08.2024	21.06.2024
10/24	28.09.2024	12.07.2024	19.08.2024	27.08.2024	10.09.2024	26.07.2024
11/24	26.10.2024	19.08.2024	13.09.2024	23.09.2024	08.10.2024	23.08.2024
12/24	23.11.2024	13.09.2024	11.10.2024	18.10.2024	05.11.2024	18.09.2024
01+02/25	21.12.2024	11.10.2024	11.11.2024	19.11.2024	03.12.2024	17.10.2024

The information on the first day of sale is non-binding. If other dates have been agreed in writing, the above dates (including all dates for supplements) are invalid. The publisher reserves the right to make technical changes in production, processing and publication in all issues, provided that the change is not substantial and is reasonable for the client. The deadline for promotions depends on the number of pages and must be requested separately. Failure to deliver the print material on time may have an impact on placement and print quality, which does not entitle the customer to make complaints, unless otherwise stipulated in §§ 4, 8 and 11 of the publisher's General Terms and Conditions.



# TECHNICAL INFORMATION / PROCESSING

FORMATS	Magazine format: 210 mm width, 285 mm height Type area: 190 mm width, 265 mm height
PRINTING METHOD	Sheet-fed offset
COVER	Web offset
CONTENT	80 screen
DOT GAIN	13% in the 40% grid field for C, M, Y 11% in the 80% screen field for C, M, Y 16% in the 40% screen field for black 13% in 80% screen area with black UCR: max. 300% area coverage Printing conditions according to ISO 12647-2 for offset.
COLOR SEQUENCE	Black, cyan, magenta, yellow. Minor tonal value deviations are due to the tolerance range of web offset printing.
PROCESSING	Glued
PAPER	170 g/m <sup>2</sup> , woodfree, white, glossy coated.
COVER	80 g/m <sup>2</sup> , almost woodfree, white, glossy coated. Possible
INTERIOR	show-through on the reverse side with light-colored advertising motifs cannot be ruled out. Printed on chlorine-free bleached paper

The files shall be delivered exclusively in PDF format version 1.3 or 1.4 (in accordance with the guidelines provided by us). If delivery is not made via the DUON portal, a color-accurate proof in accordance with the standards specified by the publisher in the DUON portal must also be sent to the address given there.

Please note in particular that double-page advertisements must be delivered as two separate single-page PDFs (= 2 files). If other data formats or incorrect PDF files are delivered and (with regard to color deviations) in the event that a required proof is not created and delivered or is not created and delivered in accordance with the standards announced by the publisher in the DUON portal, there is no right of complaint, unless otherwise stated in §§ 8 and 11 of the publisher's General Terms and Conditions. Any additional costs incurred for proofreading and data checking will be passed on to you. The information sheet "Guidelines for PDF delivery" for the delivery of digital files is available on request from the publisher or on the Internet here. If the publisher prepares print documents, sufficient artwork quality is assumed and first-class quality is guaranteed. It is necessary to adhere to the deadlines for print documents. If the production of printing material by the publisher is desired, this will be charged separately. The printing plates are produced via computer-to-plate. For this reason

**CONTACT** See technical data in the DUON portal

**E-MAIL-ADDRESS** [druckunterlagen@condenast.de](mailto:druckunterlagen@condenast.de)

This information may change at short notice  
Please check our technical information on the Internet regularly



## 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)

VOGUE  
DEUTSCH  
AUDIENCE

## DEMOGRAPHY

### AGE

With an average age of 43.2 years

### INCOME

With an average salary of 4,144 €

### AFFINITY FOR LUXURY

Consumers with an affinity for luxury  
(Index 280)

### BRAND AWARE

Buy mainly products from an exclusive company  
(Index 363)

### TRENDSETTER

Interested in the latest trends  
(Index 220)



# CONTACT

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