



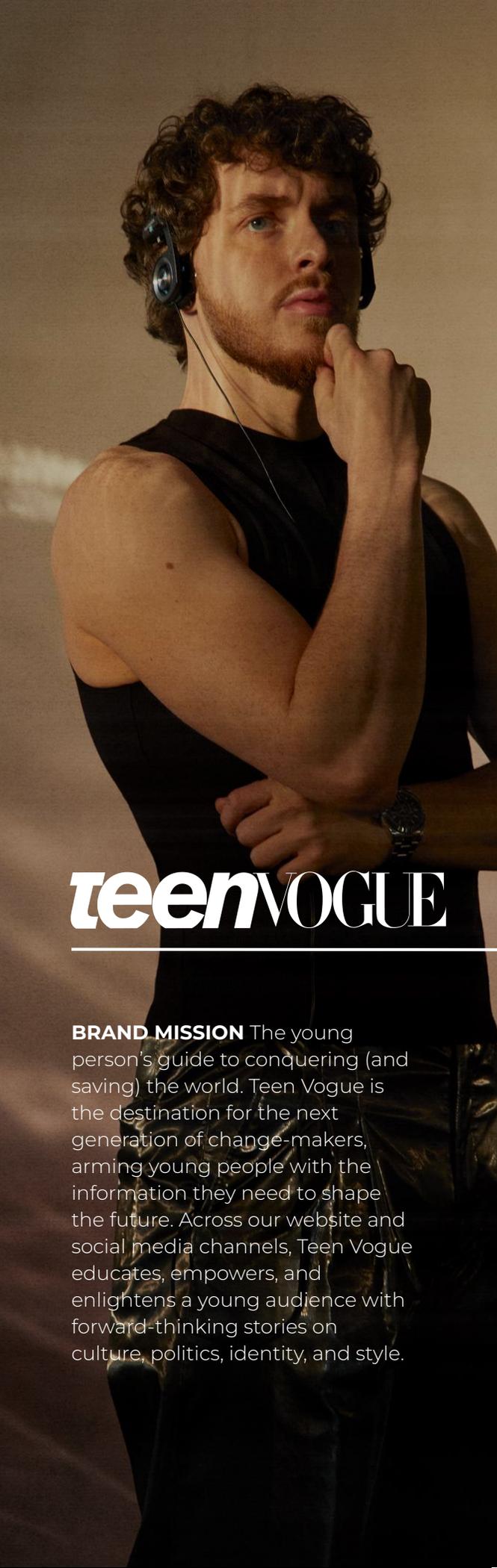
teenVOGUE

U.S. Media Kit

1H 2023

CONDÉ NAST

teenVOGUE



teenVOGUE

BRAND MISSION The young person's guide to conquering (and saving) the world. Teen Vogue is the destination for the next generation of change-makers, arming young people with the information they need to shape the future. Across our website and social media channels, Teen Vogue educates, empowers, and enlightens a young audience with forward-thinking stories on culture, politics, identity, and style.

"My mission for Teen Vogue is to be as inclusive and representative as possible, to champion and celebrate all kinds of diversity, to be a guide and resource for young people who want to change the world for the better, and to remember to have fun and find joy while doing it."

VERSHA SHARMA, EDITOR IN CHIEF

\$173B
SPENDING POWER

1.8X
BEAUTY / FASHION /
ENTERTAINMENT /
POLITICS INFLUENTIALS

54%
UNDER 35

2 IN 5
DIVERSE

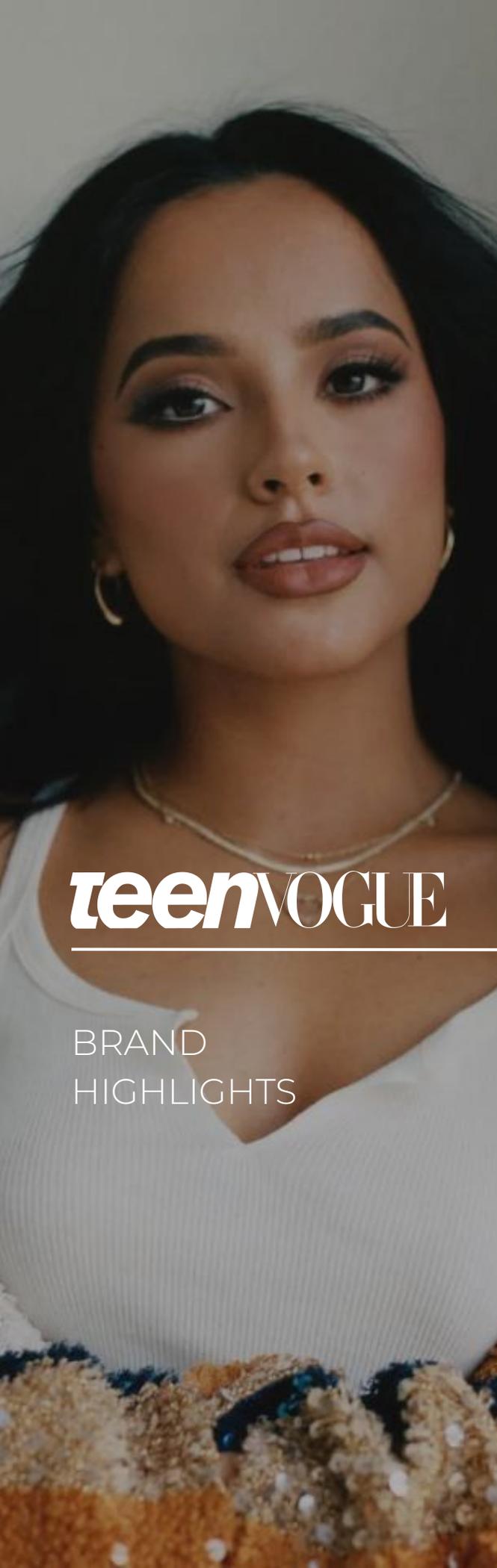
4.3M
AVG. MONTHLY
DIGITAL UNIQUES

16M
SOCIAL FOLLOWERS

23M
AVG. MONTHLY
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; Comscore Jul-Sep avg.; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (06-22/522); 2022 Comscore Multi-Platform / MRI-Simmons Fusion (06-22/522) (Gen Z 18+)

CONDÉ NAST



teenVOGUE

BRAND
HIGHLIGHTS

TEEN VOGUE SOCIAL SQUAD | FULL YEAR Teen Vogue is the authority in beauty and fashion for Gen Z. The Teen Vogue Talent Squad is an always on bench of diverse Gen Z fashion and beauty influentials with strong followings. These camera ready branded content hosts know how to speak to loyal consumers authentically—reflecting TV’s readers’ passion for authenticity. We’ll target Teen Vogue’s network with a social video menu of custom opportunities posted directly to feed.

NEW HOLLYWOOD | MARCH 2022 Meet the next class of rising stars who are breaking barriers and pushing for change. A Teen Vogue multi-cover package and Hollywood event that comes at the height of Awards Season to celebrate the new faces shaking up the industry, in front of and behind the screen. They reflect a changing and diverse world allowing young people the opportunity to see themselves in their favorite movies and shows. Hurray for Hollywood!

CAMP TEEN VOGUE | MAY 2023 Bring curiosity + excitement and leave with new experiences, skills, and lasting memories at Camp Teen Vogue this year. Timed with the end of the school year, Teen Vogue will gather bright leaders in the industry to create master-class style content through the lens of summer camp.

ACNE AWARDS | FALL 2023 From spot treatments and masks to cleansers and tools, the annual much anticipated Teen Vogue Acne Awards recognize the top products for prevention, treatment, and overall skin care TLC, selected by Teen Vogue editors, to provide trusted advice on attaining clear skin. We will kick off the 2023 Acne Awards with a call to action to our readers to test products with the complete list of winners announced just before the holidays.

GENERATION NEXT | SEPTEMBER 2023 Teen Vogue’s annual celebration of the next wave of diverse and inclusive fashion designers returns this New York Fashion Week. As featured in the This talent incubator has an official application process with a board of judges and mentors to ensure these young student designers have the resources and connections to make it in an ever changing and challenging world.

TEEN VOGUE SUMMIT | NOVEMBER 2023 Teen Vogue’s annual Summit returns to celebrate, as a community,our collective impact and full potential. Hosted both live and virtually in LA, Teen Vogue will convene the most inspirational speakers, high wattage talent, and immersive experiences for a day that includes everything from entertainment to education, career to climate, and all things stylishly in between.

CONDÉ NAST