



VANITY FAIR

U.S. Media Kit
1H 2023

CONDÉ NAST



VANITY FAIR

BRAND MISSION Muscular long-form journalism, stunning photography, insightful essays, and superb design make each issue of Vanity Fair a must-read. Every month, the magazine commissions the best writers and photographers to explain the pressing issues of the day and take the pulse of the culture. Vanity Fair consistently delivers crucial reporting on business and finance, domestic politics and world affairs, even as it covers the very best in arts and entertainment.

"Our mission at Vanity Fair is to capture the zeitgeist and meet our readers at all intersections of power and influence, from Wall Street to Washington, Silicon Valley to Hollywood, and beyond. In an age where these worlds have become so closely intertwined, we believe that journalism that breaks through the noise and makes a difference is more critical than ever. We pursue this work by telling great stories, creating indelible images, and leading the culture forward."

RADHIKA JONES, EDITOR IN CHIEF

\$1T+

SPENDING POWER

2X

AFFLUENT AND INFLUENTIAL

2.3X

POLITICAL ACTIVISTS

1.5X

ART ENTHUSIASTS

7.5M

PRINT READERS

15.7M

AVG. MONTHLY DIGITAL UNIQUES

20M

SOCIAL FOLLOWERS

104M

AVG. MONTHLY VIDEO VIEWS

MRI-Simmons Fall 2022; 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; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (10-22/522)

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BRAND HIGHLIGHTS

LOVE | FEBRUARY In the season of love, we go big-hearted on all the things we at VF love, in all the ways that can take shape.

HOLLYWOOD | MARCH A perennial bestseller distinguished by its trademark three-panel covers, this issue celebrates the epic journey of film and the rich talent of the people who draw us to the screen. It is iconic and entertaining, like the movies themselves.

SPRING STYLE | APRIL An ultra-premium and opulent editorial environment featuring the season's must-have fashion on the hottest emerging stars in Hollywood and beyond.

DYNASTY | MAY From George and Amal, to the (Quincy) Jones family and the royals, the issue will focus on the titular characters and high-profile drama that makes up some of the planet's most influential ancestral lineages.

TV/EMMYS | JUNE VF's fourth annual TV issue will return to celebrate a multitude of beloved shows. Expect the giant, glamorous portfolio of TV stars along with must-read features about the actors, creators and execs trying to navigate the fast-changing TV landscape.

SUMMER ESCAPE | JULY / AUGUST From escapist stories of far-flung and close-to-home scandal, to profiles of profiteering titans you've never even heard of (in industries you may not know exist), and other tales of the beautiful and the damned, the summer double will combine two issues into one must-have read.

FALL STYLE | SEPTEMBER VF's Fall Style Issue is dedicated to Hollywood's most stylish innovators, Fall's cinematic moments and the hottest shows of the season—all with a spotlight on fall fashion and iconic jewelry.

HOLIDAY | DECEMBER/JANUARY Celebrate the season in style; from fashion to jewelry, the issue will be a must-have resource to find the perfect gifts and celebrate the end of the year.

VANITY FAIR

PRODUCTION SCHEDULE AND RATE CARDS

FEBRUARY | LOVE

CLOSE DATE: 11/14/22 ON SALE DATE: 1/24/23

AWARDS INSIDER | FOR YOUR CONSIDERATION

CLOSE DATE: 1/24/23 IN HOME: 2/20-2/23/23

MARCH | HOLLYWOOD

CLOSE DATE: 12/19/22 ON SALE DATE: 2/28/23

APRIL | SPRING STYLE

CLOSE DATE: 2/6/23 ON SALE DATE: 4/4/23

MAY | DYNASTY

CLOSE DATE: 3/3/23 ON SALE DATE: 5/2/23

JUNE | TV/EMMYS

CLOSE DATE: 3/31/23 ON SALE DATE: 5/30/23

JULY/AUGUST | SUMMER ESCAPE

CLOSE DATE: 5/5/23 ON SALE DATE: 7/4/23

SEPTEMBER | FALL STYLE

CLOSE DATE: 6/19/23 ON SALE DATE: 8/15/23

OCTOBER | POWER

CLOSE DATE: 7/28/23 ON SALE DATE: 9/19/23

NOVEMBER | TBD

CLOSE DATE: 8/25/23 ON SALE DATE: 10/17/23

DECEMBER/JANUARY | HOLIDAY

CLOSE DATE: 9/25/23 ON SALE DATE: 11/21/23

AWARDS INSIDER | FOR YOUR CONSIDERATION

CLOSE DATE: 10/16/23 IN HOME: 12/15-12/20/23

PRINT OPEN GENERAL RATE CARD

Page: \$230,442.90

Cover 2: \$276,486.90

Cover 3: \$241,875.89

Cover 4: \$287,986.76

*All rates are net

*All editorial plans and dates are subject to change.
Space commitment and materials due on issue close.*

*Vanity Fair Awards Insider is an industry focused special
mailed issue; please contact VF team for more information
and buying opportunities*

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