



# VANITY FAIR

U.S. Media Kit  
**2H 2022**

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# 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**

**\$19.8B**  
SPENT ON FASHION

**2.2X**  
AFFLUENT AND  
INFLUENTIAL

**1.5X**  
BEAUTY AND FASHION  
INFLUENTIALS

**1.5X**  
ENTERTAINMENT  
INFLUENTIALS

**6.8M**  
PRINT READERS

**18.0M**  
AVG. MONTHLY  
DIGITAL UNIQUES

**17.7M**  
SOCIAL FOLLOWERS

**57.9M**  
AVG. MONTHLY  
VIDEO VIEWS

MRI Spring 2021. comScore Media Metrix (Multi-platform) United States, Desktop 2+ and Total Mobile 13+, July - Oct '21 monthly avg. ListenFirst, followers as of 11/30/21, includes FB, TW, IG, YT, TikTok. Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, July - Oct 2021 Monthly Average. 2021 comscore Multi-Platform/MRI Simmons USA Fusion (08-21/521)



# VANITY FAIR

## BRAND HIGHLIGHTS

**NEW ROMANTICS | 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** This issue is a 28 year perennial bestseller distinguished by its trademark three-panel covers. It celebrates the epic journey of film and the rich talent of the people who draw us to the screen. It's iconic and entertaining, like the movies themselves.

**OSCARS | MARCH** Vanity Fair has a long-standing tradition of celebrating the best of Hollywood. With first of its kind print, digital, and video content and expanded experiential opportunities surrounding the 2022 Academy Awards, Vanity Fair is marking the occasion of Hollywood's biggest night like never before.

**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 Tom and Rita and George and Amal, to the (Quincy) Jones family and the royals — we'll dig into all kinds of family dynamics, they need only be related. 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 | JUNE** The third 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 SCANDAL | 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 beach read.

**THE STYLE ISSUE | OCTOBER** Fall fashion, exclusive profiles of top designers, must-read scandal and much more.

**THE WOMEN'S ISSUE | NOVEMBER** *Vanity Fair* partners with the legendary Gloria Steinem on an issue devoted to civil rights and the future of progress.

**HOLIDAY | DECEMBER:** Find all the inspiration readers need to sparkle the holiday season—a must-have resource for must-have gifts, recommended by the editors.



# VANITY FAIR

## PRODUCTION SCHEDULE AND RATE CARDS

### FEBRUARY | NEW ROMANTICS

CLOSE DATE: 11/15/21 ON SALE DATE: 1/25/22

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### HOLLYWOOD

CLOSE DATE: 12/20/21 ON SALE DATE: 3/1/22

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### APRIL | SPRING STYLE

CLOSE DATE: 1/31/22 ON SALE DATE: 3/29/22

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### MAY | DYNASTY

CLOSE DATE: 2/28/22 ON SALE DATE: 4/26/22

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### JUNE | TV/EMMYS

CLOSE DATE: 4/1/2022 ON SALE DATE: 5/24/22

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### JULY/AUGUST | SUMMER SCANDAL

CLOSE DATE: 5/13/22 ON SALE DATE: 7/5/22

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### SEPTEMBER | POWER

CLOSE DATE: 6/20/22 ON SALE DATE: 8/16/22

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### OCTOBER | FALL STYLE

CLOSE DATE: 7/27/22 ON SALE DATE: 9/20/22

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### NOVEMBER | THE WOMEN'S ISSUE

CLOSE DATE: 8/25/22 ON SALE DATE: 10/18/22

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### DECEMBER/JANUARY | HOLIDAY

CLOSE DATE: 9/26/22 ON SALE DATE: 11/22/22

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### PRINT OPEN GENERAL RATE CARD

Page: \$223,731

Cover 2: \$268,434

Cover 3: \$234,831

Cover 4: \$279,599

\*All rates are net