



# VANTYFAIR

UK Media Kit  
1H 2024

CONDÉ NAST





VANITY FAIR

From entertainment to world affairs, business to style, art to society, Vanity Fair is a cultural catalyst.

Vanity Fair provokes and drives intelligent dialogue and debate and brings big ideas and unforgettable images to millions of modern, sophisticated consumers.

191K

READERSHIP

610K

DIGITAL USERS

80%

ABC1

84%

ARE INTERESTED IN  
TELEVISION/FILMS

£173K

AVERAGE HH1

£1.7k

AVERAGE ANNUAL SPEND  
ON ENTERTAINMENT

2 in 3

ARE INTERESTED IN  
FASHION

1 in 2

ARE INTERESTED IN  
CELEBRITY NEWS

Sources: Conde Nast Luxury Survey 2021, PAMCo 1 2023, GWI Q3 23, Google Analytics (monthly average Oct-Dec 23)

CONDÉ NAST



# VANITY FAIR

*Brand Highlights*

**DIGITAL GROWTH VANITY FAIR HOLLYWOOD ISSUE** (on sale February) One of the key issues of the year is the Hollywood issue, Vanity Fair's annual homage to all things Hollywood, featuring the iconic gatefold cover, deep dives into the glamour and glory of awards season and investigations into the latest Tinseltown scandals.

**VANITY FAIR DYNASTY ISSUE** is a classic issue of Vanity Fair featuring scandal, style, celebrity, politics and an inside look at one family's legacy, notoriously the Fall of Armie Hammer in the May edition.

**THE TELEVISION ISSUE** (June issue) – Vanity Fair's celebration of all things television. With the content streaming wars more intense than ever, TV has never been hotter.

**SPECIALIST SUPPLEMENTS** Within the UK we create three standalone supplements throughout the year. Vanity Fair On Time Spring (The Women's Issue), published with the May issue, and Vanity Fair On Time Autumn, published with the October issue, both edited by Nicholas Foulkes. Vanity Fair Jewellery, published with the July/August double edition, is edited by Annabel Davidson. Our expert guides appeal to the keen interests and passions of our readers.

CONDÉ NAST





# VANITY FAIR

## *Production Schedule*

---

### **FEBRUARY 2024**

ON SALE DATE: 23 JAN 24  
COPY DEADLINE: 15 DEC 23  
INSERTS DUE: 5 JAN 24

---

### **MARCH 2024 | HOLLYWOOD 2024**

ON SALE DATE: 5 MAR 24  
COPY DEADLINE: 2 FEB 24  
INSERTS DUE: 16 FEB 24

---

### **APRIL 2024**

ON SALE DATE: 2 APR 24  
COPY DEADLINE: 1 MAR 24  
INSERTS DUE: 13 MAR 24

---

### **MAY 2024 | SUPPLEMENT: ON TIME**

ON SALE DATE: 7 MAY 24  
COPY DEADLINE: 5 APR 24  
INSERTS DUE: 13 APR 24

---

### **JUNE 2024**

ON SALE DATE: 4 JUN 24  
COPY DEADLINE: 3 MAY 24  
INSERTS DUE: 16 MAY 24

---

### **JULY/AUGUST 2024 | SUPPLEMENT: ON JEWELLERY**

ON SALE DATE: 9 JUL 24  
COPY DEADLINE: 7 JUN 24  
INSERTS DUE: 21 JUN 24

---

### **SEPTEMBER 2024**

ON SALE DATE: 13 AUG 24  
COPY DEADLINE: 12 JUL 24  
INSERTS DUE: 26 JUL 24

---

### **OCTOBER 2024**

ON SALE DATE: 13 AUG 24  
COPY DEADLINE: 16 AUG 24  
INSERTS DUE: 30 AUG 24  
SUPPLEMENT: ON TIME

---

### **NOVEMBER 2024**

ON SALE DATE: 15 OCT 24  
COPY DEADLINE: 16 SEP 24  
INSERTS DUE: 30 AUG 24

---

### **DECEMBER/HOLIDAY 2024/25**

ON SALE DATE: 19 NOV 24  
COPY DEADLINE: 18 OCT 24  
INSERTS DUE: 1 NOV 24

---



## PRINT RATES

SIZE & POSITION	RATE (£)
Page facing matter	19,419
Page specified position	22,619
Inside back cover	23,336
Outside back cover	29,432
DPS run of magazine	31,478
DPS specified position	38,691
1st DPS specified position	46,099
Inside front cover DPS	64,165
Inside front cover gatefold	108,756

## INSERTS

Loose single-sheet inserts	POA
Scent strips	POA
Bound-in inserts & other formats	POA

## DIGITAL RATES

SPONSORSHIP	RATE (£)
Homepage takeover (7 day sponsorship)	1,616/week
Vanities	1,520/week
The Hive	1,330/week
Hollywood	2,470/week

## WEB RATES

### BRANDED CONTENT

Partnership	from	25,000
Interactive Modules	from	24,000
Native Article	from	16,500
Social only	from	24,000

## CONTACT

### FASHION AND BEAUTY ENQUIRIES:

Chloe.Haggerty@condenast.co.uk

**JEWELLERY, WATCHES, ENTERTAINMENT, BIZFITECH AND  
MOTORS ENQUIRIES:** Ellen.Garlick@condenast.co.uk

### TRAVEL, FOOD, DRINK & HEALTH ENQUIRIES:

Charlotte.Taylor@condenast.co.uk

### HOME AND PROPERTY ENQUIRIES:

Sophia.Warner@condenast.co.uk

CONDÉ NAST