



# VANITY FAIR

U.S. Media Kit  
**2H 2025**

CONDÉ NAST





# VANITY FAIR

## Brand Mission

Vanity Fair is the premier publication for Hollywood obsessives, the insider's favorite source for arch political analysis, and a trusted home for incisive narrative journalism. Our mission is to capture the zeitgeist and point our readers to what's ahead in the culture. With sophistication and wit, we explore the intersection of power and personality, profiling outsize characters and exposing the roots of their influence. Our goal is to offer both insight and entertainment—reading, watching, or listening to Vanity Fair is always a pleasure, never a bore. Across platforms, VF stands for ambitious storytelling, iconic images, and an enlightened, worldly point of view.

"Vanity Fair's mission is to hold a mirror to society—we celebrate the best parts of global culture even as we interrogate the forces that shape it. Pop culture can be profound, current affairs can be absurd, and our journalism thrives in both worlds. Our subjects are expansive, eclectic, and unapologetically glamorous, and our access allows us to not only observe the zeitgeist, but define it. Across every platform, we harness the tensions of modern life to tell stories that illuminate, provoke, and endure."

MARK GUIDUCCI, GLOBAL EDITORIAL DIRECTOR

1.2X

TV SHOW & MOVIES  
INFLUENTIALS

1.9X

POLICY CHANGERS

\$1.1T

TOTAL SPENDING  
POWER

95%

VF CONSUMERS AGREE  
"VANITY FAIR DEFINES AND  
INFLUENCES CULTURE"

7.8M

PRINT READERS

12.9M

AVG. MONTHLY  
DIGITAL UNIQUES

23.3M

SOCIAL FOLLOWERS

139M

AVG. MONTHLY  
VIDEO VIEWS

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); MRI-Simmons Starch September 2024

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# VANITY FAIR

2H Brand *Highlights*

## **EMMYS | SEPTEMBER**

Vanity Fair is a destination for TV obsessives, covering all of the biggest releases year round. On television's biggest night, VF offers an all-access pass, capturing every moment from the star-studded red carpet to the emotional victories, surprising upsets, and unforgettable highlights of the evening.

## **TORONTO INTERNATIONAL FILM FESTIVAL | SEPTEMBER**

One of the most important film festivals of the year, the Toronto International Film Festival (TIFF) is where future Oscar winners premiere or gain critical momentum in the awards season race. This year marks the festival's 50th anniversary and Vanity Fair will be on the ground reporting and celebrating the films and actors breaking through to become front runners in the race for the Oscars.

## **VANITIES LONDON | OCTOBER**

Vanity Fair's Vanities section highlights up-and-coming actors, musicians or artists with a hotly anticipated project in the pipeline. For the first time ever, Vanity Fair will bring this legendary franchise to life during the London Film Festival, celebrating new, cool and buzz-worthy rising stars, along with rising artists, storytellers, and innovators.

## **ART BASEL PARIS | OCTOBER**

Art Basel and Vanity Fair will collaborate on a groundbreaking partnership to cover and celebrate the art, influence and individuals shaping the scene in Paris. Art Basel returns to the Grand Palais in 2025, cementing Paris as the most important and influential European city for the global art world.

## **HOLLYWOOD ISSUE | DECEMBER**

A perennial bestseller distinguished by its trademark three-panel covers, the 32nd annual Hollywood Issue celebrates the epic journey of film and the people who draw us to the screen. It is iconic and entertaining, like the movies themselves.

*All editorial plans and dates are subject to change.  
Space commitment and materials due on issue close.  
Please contact Cerene Jordan for details.*

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A full-length photograph of a woman with dark hair pulled back, wearing a black sleeveless dress and black pointed-toe shoes. She is standing in front of a large window with a view of a city skyline. The text 'VANITY FAIR' is overlaid in large white letters.

# VANITY FAIR

## 2025 *Editorial* Print Calendar

### **FEBRUARY**

CLOSE DATE: 11/11/24 ON SALE DATE: 1/21/25

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### **MARCH | SPRING STYLE**

CLOSE DATE: 12/16/24 ON SALE DATE: 2/18/25

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### **APRIL | MIAMI GRAND PRIX & FORMULA 1**

CLOSE DATE: 2/3/25 ON SALE DATE: 3/25/25

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### **MAY | DYNASTY**

CLOSE DATE: 3/7/25 ON SALE DATE: 4/29/25

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### **JUNE | TV/EMMYS**

CLOSE DATE: 4/4/25 ON SALE DATE: 6/3/25

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### **JULY/AUGUST | SUMMER ESCAPE**

CLOSE DATE: 5/9/25 ON SALE DATE: 7/8/25

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### **SEPTEMBER | FALL STYLE**

CLOSE DATE: 6/16/25 ON SALE DATE: 8/19/25

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### **OCTOBER**

CLOSE DATE: 7/25/25 ON SALE DATE: 9/23/25

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### **NOVEMBER | ART**

CLOSE DATE: 8/22/25 ON SALE DATE: 10/21/25

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### **DECEMBER/JANUARY | HOLLYWOOD & HOLIDAY**

CLOSE DATE: 9/22/25 ON SALE DATE: 11/25/25

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