

A woman with dark, voluminous hair stands in a light blue tweed suit, white gloves, and white heels with gold chain details. She is positioned next to a large potted plant with white hydrangeas. The background is a plain light blue wall.

VOGUE

U.S. Media Kit
2H 2025

CONDÉ NAST



VOGUE

Brand Mission

The foundation of Vogue's leadership and authority is the brand's unique role as a cultural barometer for a global audience. Vogue places fashion in the context of culture and the world we live in—how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Vogue immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, Vogue defines the culture of fashion.

"Vogue empowers and embraces creativity and craftsmanship; celebrates fashion, and shines a light on the critical issues of the time. Vogue has long been a symbol for creativity and optimism. We are committed to practices that celebrate cultures and preserve our planet for future generations. Now—more than ever—we must stand up for what we believe in, listen openly to as many views as possible, shine a light on critical issues, empower those that inspire us, and lead by example by creating positive change in the world."

ANNA WINTOUR – GLOBAL EDITORIAL DIRECTOR; CHIEF CONTENT OFFICER, CONDÉ NAST

\$1.4T

TOTAL SPENDING
POWER

94%

OF VOGUE CONSUMERS
AGREE "VOGUE IS AN
AUTHORITY ON FASHION"

1.7X

FASHION
INFLUENTIALS

1.7X

BEAUTY INFLUENTIALS

12.1M

PRINT READERS

14.4M

AVG. MONTHLY DIGITAL
UNIQUES

96.4M

SOCIAL FOLLOWERS

571M

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; MRI-Simmons Starch September 2024; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24)

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VOGUE

Brand Highlights

THE RELEVANCY OF FASHION | SEPTEMBER

The Vogue US September issue is an annual reflection of how our editors see fashion shaping the world at large. For 2025, we're asking what makes fashion relevant in these ever-evolving times and how its unique position within culture is speaking to the moment we're living in. As our biggest tentpole issue of the year hits newsstands, the Fall collections will be hitting the shelves, illustrating fashion's response to today.

FASHION MONTH | SEPTEMBER – OCTOBER

As the leading global destination for all things fashion, Vogue is the most sought-after and trusted voice during fashion month, with up-to-the-minute runway reviews, trend reports, and in-depth interviews with brands, designers, and models. All eyes will be on the Spring '26 season, as multiple design houses debut collections with new creative directors, meaning audiences are coming to Vogue for

OUTWARD BOUND | OCTOBER

The October 2025 issue of Vogue is heading outdoors, showcasing the functional yet fashionable looks coming off the mountain—not the runway—and into the city streets, celebrating fitness, athleticwear and the outdoors with stunning editorial imagery and playful styling stories.

VOGUE WORLD HOLLYWOOD | OCTOBER – NOVEMBER

Vogue World is Vogue's global fashion-meets-entertainment experience that reimagines the magazine as a live-streamed runway show. This year's iteration of the event will bring audiences to Hollywood, where Vogue will celebrate the longstanding creative relationship between fashion and film and the creative professionals at the heart of the industry. Coinciding with the event, Vogue's November issue will also highlight the intrinsic connections between fashion and film, and give thanks to the crews and creative behind the magic of filmmaking.

COLLECTOR'S EDITION & HOLIDAY | DECEMBER

In true Vogue fashion, the December issue will feature fabulous portfolios with the industry's most prized creatives and imagery of the highly-anticipated collections from the prior season, alongside an in-depth look into infamous mother-daughter duos ahead of the holiday season. This year's issue will be a true collector's edition that audiences will keep for years to come.

VOGUE BUSINESS | EVERGREEN

Vogue Business is Condé Nast's first digital-only B2B title, launched in 2019. This editorial resource is dedicated to the global fashion industry, offering daily articles and newsletters with specialized content in sustainability, technology, and supply chain. Vogue Business is a uniquely visual, international, and data-rich approach to covering global fashion and beauty trends.

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VOGUE

*Production Schedule
and Rate Cards*

WINTER | FASHION FOR ALL

CLOSE DATE: 12/02/24 ON SALE DATE: 01/21/25

MARCH | THE NEW HEADLINERS

CLOSE DATE: 01/02/25 ON SALE DATE: 2/25/25

APRIL | VOGUE GOES VINTAGE

CLOSE DATE: 02/06/25 ON SALE DATE: 03/25/25

MAY | THE MET GALA

CLOSE DATE: 03/03/25 ON SALE DATE: 04/22/25

SUMMER | FUTURE OF WELLNESS

CLOSE DATE: 04/07/25 ON SALE DATE: 05/27/25

AUGUST | ALPHA FEMALES

CLOSE DATE: 05/27/25 ON SALE DATE: 07/15/25

SEPTEMBER | THE RELEVANCY OF FASHION

CLOSE DATE: 06/27/25 ON SALE DATE: 08/19/25

OCTOBER | OUTWARD BOUND

CLOSE DATE: 08/04/25 ON SALE DATE: 9/23/25

NOVEMBER | VOGUE WORLD: FASHION AND FILM

CLOSE DATE: 09/02/25 ON SALE DATE: 10/21/25

DECEMBER | COLLECTOR'S ISSUE

CLOSE DATE: 09/29/25 ON SALE DATE: 11/18/25

PRINT OPEN GENERAL RATE CARD

Page: \$217,305.20

Cover 2: \$260,795.72

Cover 3: \$228,190.12

Cover 4: \$271,680.64

*All rates are net