BRAND BOOK 2020
VOGUE VALUES

• For more than a century at Vogue we have promoted CREATIVITY and CRAFTS.

• We have celebrated FASHION and dealt with the most topical ISSUES of each time.

• Vogue shows EVOCATIVE pictures and INTELLIGENT narratives, supporting creative people in every area and in every format.

• Vogue looks at the future with OPTIMISM and a GLOBAL vision.

• We are committed to different CULTURES and preserving the PLANET for future generations.

• A shared voice with 26 editions supporting DIVERSITY, RESPONSIBILITY and RESPECT towards people, communities and the natural surroundings we live in.
12.6 M
TOTAL MONTHLY REACH

+732 K READERS
+6.9 M FOLLOWERS
+4.6 M UNIQUE USERS

75% OF VOGUE READERS HAVE TAKEN PURCHASE DECISIONS INFLUENCED BY THE MAGAZINE

SOURCE: ENCUESTA VOGUE 2019 (RED BLUE)
The sector professionals (models, designers, photographers and journalists) want to appear in Vogue. Readers dream about the suggestions they see in the magazine each month.
Vogue's natural influence is amplified on its digital and social channels.

Vogue has reinforced itself as the most credible, legitimate partner for helping readers consume the most rigorous, relevant information.

Vogue.es has more than **4,6M unique users every month.**

- 1.6 M repeat users who visit the website more than twice a month.
- 86% of users are women
- 84% visit the site on their mobile phones.

Vogue has more than **7,5 M followers** on social media, while the average for **women's magazines** is **2,5 M**.

- 57% are between 18 and 34
- 71% have university degrees
- Vogue publishes 23% more posts every day than the other magazines in the segment.
VOGUE is the BRAND of REFERENCE for READERS

VOGUE CHALLENGES ME TO THINK
“It offers me trends that keep me in front”

VOGUE CONNECTS
“It gives me exclusive access to people I admire and connects me with women like myself”

VOGUE TEACHES ME
“It helps me to be socially responsible”

VOGUE KEEPS ME UP TO DATE
“It gives me ideas for purchases, but also how to be a better version of myself”
Only multi-platform campaigns can guarantee the connection between brands and the current audience and with future generations of consumers.

<table>
<thead>
<tr>
<th>VOGUE</th>
<th>Print Only</th>
<th>Web/App Only</th>
<th>Social Only</th>
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<tbody>
<tr>
<td>Millennial (16-34)</td>
<td>30</td>
<td>31</td>
<td>46</td>
</tr>
<tr>
<td>Generación X (35-54)</td>
<td>52</td>
<td>52</td>
<td>44</td>
</tr>
<tr>
<td>Baby Boomer (+55)</td>
<td>15</td>
<td>11</td>
<td>6</td>
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Source: Red Blue 2019
LUXURY PURCHASERS ACCESS VOGUE on all CHANNELS

### VOGUE

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<th>Print Only</th>
<th>Web/App Only</th>
<th>Social Only</th>
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<tbody>
<tr>
<td>I'm interested in fashion and beauty</td>
<td>67</td>
<td>59</td>
<td>58</td>
</tr>
<tr>
<td>I buy luxury whenever I can</td>
<td>67</td>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>I enjoy talking about fashion and</td>
<td>58</td>
<td>51</td>
<td>56</td>
</tr>
</tbody>
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Source: Red Blue 2019
AREAS of VALUE for BRANDS

- Advertising with innovative formats
- Programmed advertising
- Branded Content
- Creation of made-to-measure content
- Partnership at Vogue events
- Brand experiences
- Vogue Voices community
- Academic training
Conventional advertising is still key for making new brands talking points.

And also for reinforcing traditional brands’ values.

Advertising in Vogue guarantees the best–cared for, most aspirational surroundings in the sector.

Our cross-media initiatives and innovative formats allow us to connect with audiences in the most effective way possible, achieving the greatest impact.
BRANDED CONTENT

- At Vogue we tell the best stories to connect with the most interesting audiences for brands.

- Our branded content has won the most awards in the group and on the market for its high level of creativity and quality.

- Created starting with a concept, it develops towards concepts designed to achieve the maximum reach on all our channels.
CONTENTS
MADE-TO-MESASURE

- Our advisory service detects trends, insights and territories of interest for brands and their audiences, so we can develop content and formats in a strategic way.

- We base ourselves on made-to-measure research which we can carry out on our print and digital audiences, as well as on the Vogue Voices community.

- Content to be distributed on Condé Nast media, and also on brands' own channels.
VOGUE EVENTS

Vogue creates real, memorable experiences at its regular events, which professionals and audience can tangibly feel our brand promise.

- Vogue Beauty Awards
- Vogue Jewellery Awards
- VFNO
- WON
- Flower Market
- Fairs and Exhibitions

Brands can take part in these events to make this experience even more complete.
BRAND EXPERIENCES

- At Vogue we design experiences which fulfil communication needs.
- With an objective, a narrative, a coverage and distribution plan appropriate for our events.
- These may include events at the point of sale, parties, afterwork, debates, exhibitions, and loyalty initiatives with our customers.
Listening to our readers and making them part of the brand is key.

Vogue Voices is a community of people who love the Vogue brand internationally.

- 14,000 members in 9 markets.

- 3,500 Vogue Voicers in Spain ready to take part in surveys, brand events, product or campaign tests, and any other initiative which involves being in touch with their favourite magazine.
MADRID
COMMERCIAL DIRECTOR OF VOGUE
ELENA FERRERAS
eferreras@condenast.es

VOGUE ADVERTISING DEPUTY DIRECTOR
LAURA CAPÓ
lcapo@condenast.es

ADVERTISING DIRECTORS
DOLORES ZORRILLA
dzorrilla@condenast.es
SUSANA HERNÁNDEZ
shernandez@condenast.es
PATRICIA VEGA
patricia.vega@condenast.es
PALOMA GONZÁLEZ-BLANCH GARCÍA GANS
paloma.gonzalez@condenast.es
ISABEL VALCARCEL PALENCEA
isabel.valcarcel@condenast.es

COORDINATION
FLOR BARBERO
fbarbero@condenast.es
Pº Castellana 9-11 . 28046 Madrid
Tel.: 91 700 41 70 - Fax: 91 319 95 25

BARCELONA
HEAD OF GROUP
JUDITH MASES
jmases@condenast.es

VOGUE ES DIGITAL ADVERTISING DIRECTOR
NOELIA GONZÁLEZ
ngonzalez@condenast.es

COORDINATION
Mª CARMEN HERRERO
mcherrero@condenast.es
Pº de Gracia 8-10 . 08007 Barcelona
Tel.: 93 412 13 66 - Fax: 93 412 66 98

NORTH
DELEGATE
ANA LÓPEZ CÁMARA
alopez2@condenast.es
Barrio Gerra, 1. Los Llaos
(San vicente de la Barquera)
39547 Cantabria Tel.: 619 603 776

LEVANTE
DELEGATE
CELIA CERVERA
ccervera@condenast.es
Pueblo Atenea 191,
Cumbres del Sol
03726 Benitachell-Alicante
Tel.: y Fax: 670 31 30 17

FRANCE
COMMERCIAL COORDINATOR
ELENA MANSO
e.manso@condenast.es

ITALY
DELEGATE
ELENA MARSEGLIA
emarseglia@condenast.it
Piazza Castello, 21 . 20121 Milano
Tel.: 00 39 028 561 42 17

USA
DELEGATE
ALESSANDRO CREMONA
alessandro_cremona@condenast.com
Brand 66
125 Park Ave.
Piso 25, Suite 2511
Nueva York, NY 10017

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