

# VOGUE

AUSTRALIA

2016  
BRAND INFORMATION



# VOGUE

AUSTRALIA

## GLOBAL POWER

### B R A N D

VOGUE IS IN 19 COUNTRIES AND HAS AN  
INTERNATIONAL READERSHIP OF 12.5 MILLION  
AND 31.1 MILLION MONTHLY USERS

*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 socialise; 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.*



# POWER & INFLUENCE

AT VOGUE'S CORE IS THE  
ABILITY AND THE  
PROMISE TO ALLOW OUR  
AUDIENCE TO DREAM,  
BE INSPIRED AND  
INTERACT WITH  
THE WONDERFUL  
WORLD OF FASHION...  
VOGUE'S FAR-REACHING  
PLATFORM ALSO  
ALLOWS DELIVERY OF  
ENTERTAINMENT, NEWS  
AND THE INTRIGUING  
WORLD OF CELEBRITY...

# VOGUE

AUSTRALIA



Vogue Brides  
Vogue Mandarin Special Issue  
Vogue International Designer Edit

SPECIAL EDITIONS

**Editorial**  
**#1 READERSHIP**  
Readership **399,000** ↑22% YOY  
Circulation **53,972**  
**ENGAGES AT SCALE**  
VOGUE TOTAL MONTHLY MASTHEAD REACH **3m**



PRINT

**Advertising**  
Promotions  
**DIRECT RESPONSE**  
BRAND EDUCATION  
BRAND AWARENESS  
Inserts  
Paper tech  
Display  
Special partnerships



DIGITAL

**Advertising**  
BRANDING  
ENGAGEMENT  
E-COMMERCE

Apps - **1,061** issues downloaded in April 2016  
Mobile - **423,491** Unique Visitors  
Tablet - **74,891** Unique Visitors  
Desktop - **183,000** UA  
Total UA - **331,000**  
Page views every month - **1,623,000**

**12.5m** readers  
**19** international editions  
**10%** syndicated content



SYNDICATION

# VOGUE AUSTRALIA

## Power & Influence

NEWSLIFEMEDIA'S UNIQUE PLATFORM PROPOSITION ENSURES WE PROVIDE TRUE ENGAGEMENT WITH UNMATCHED SCALE ACROSS PRINT, DIGITAL (WEB & MOBILE), SOCIAL AND REAL-WORLD ACTIVATIONS.



**DRIVES TO ACTION**  
VFNO (Sydney & Melbourne)  
VOSN three times a year;  
**384,266** page views for **62,021** UBs

RETAIL PARTNERSHIP



VOGUE FASHION'S NIGHT OUT 2015  
**190,000**  
CAME INTO THE CITY OF SYDNEY  
**56%** MADE A PURCHASE ON THE NIGHT

EVENTS  
Bespoke



DATA  
NewsConnect  
Powered by  
Quantum

AUTHORITY



### THE BEST IN THE INDUSTRY

<b>Edwina McCann</b> Editor-in-Chief	<b>Sophie Tedmanson</b> Deputy Editor and Features Director	<b>Christine Centenera</b> Fashion Director	<b>Zara Wong</b> Fashion Features and News Director

SOCIAL

Facebook **1.5m** ↑22% YOY  
Instagram **424k** ↑40% YOY  
Twitter **150k** ↑16% YOY  
Tumblr **247,790** ↑4% YOY  
Pinterest **43k** ↑39% YOY

Sources: emma™ conducted by Ipsos MediaCT, 12 months ending February 2016, Nielsen Online Ratings February 2016. Vogue Audience Reach: Total unduplicated readership magazine/online: 533,000 AND Total Social Media Followers as at April 12, 2016 (2,347,577). Source: Adobe Analytics, April 2016; Australian Traffic.

# VOGUE AUDIENCE

DELIVERING AN AFFLUENT  
PREMIUM AUDIENCE — THE STYLE GENERATION



Source: emma™ conducted by Ipsos MediaCT, 12 months ending February 2016, Nielsen Online Ratings February 2016.



# POWERFUL PLATFORMS

**VOGUE WILL FUTURE-PROOF YOUR BUSINESS BY  
RECRUITING THE NEXT GENERATION OF BRAND LOYALISTS**



## BRAND INTEGRATION

- Every social media post by Vogue leads back to Vogue.com.au where consumers can enjoy more content. This means that rather than simply offering one-off posts on social media, we can ensure your brand is integrated with Vogue in a way that benefits, informs and entertains our audience.

## SOCIAL CONNECTION

- Bulk up your campaigns by tapping into Vogue's massive social following with our integrated cross-platform opportunities. Enhanced/standard advertorials, Spy Style blog integration, Social Influencer Network Profiling Tool, Insta-lab, Snapchat - Vogue is at the forefront of the social wave.

## NEW MARKETS

- Vogue understands the changing landscape of Australia's luxury market and we have established relationships with key high net-worth consumers.
- Our Mandarin Special Issues, published twice yearly, engage both the Chinese tourist market and local high-net-worth consumers via finely targeted distribution programmes and events in conjunction with prestigious-concierge service, Black Diamondz.

## POWERFUL EDITORIAL

- Our brand delivers unrivalled access to global talent ensuring our editorial strength and credibility. We shoot 100% of our covers and feature 10% syndicated content.

# POWERFUL PARTNERSHIPS

**VOGUE WILL FUTURE-PROOF YOUR BUSINESS BY  
RECRUITING THE NEXT GENERATION OF BRAND LOYALISTS**

## MAKING TECHNOLOGY FASHIONABLE

- Vogue Codes aims to turn women into creators of the digital future and increase the number of women within the technology sector in Australia.
- Vogue Codes is a 2 day summit with a host of events aimed to engage and provide a fun, hands-on and unique experience for women of all ages and vocations. High calibre international guests and local success stories will cover a multitude of topics - Creativity in Technology, Gender equality and feminism in tech, Career success and diversity, Coding for Kids, E-Commerce and what it's really like to have a start-up are just some of the areas covered.



## SUPPORTING BEAUTY

- Vogue Beauty Icons Live is a one-night-only series of special events with beauty partners at a leading national retailer.
- Focusing on driving retail footfall and celebrating the beauty brands in the lead up to Mother's Day, this event harnesses the power of the Vogue brand to drive people to engage and purchase product
- VBIL will provide the perfect social networking platform to create content that will be amplified on all Vogue channels through our roster of talent and beyond.



## RETAIL RESULTS

- VFNO Sydney is in its sixth year and continues to enjoy double-digit growth each year. In 2015, we added the first VFNO Melbourne event to our calendar, which proved to be a huge success.
- VOSN will happen 3 times fashion night out, offering consumers an unmissable online event. All digital and social touchpoints keep customers talking to designers and brands throughout the event and most importantly, keep them shopping!

## CURATED CONTENT

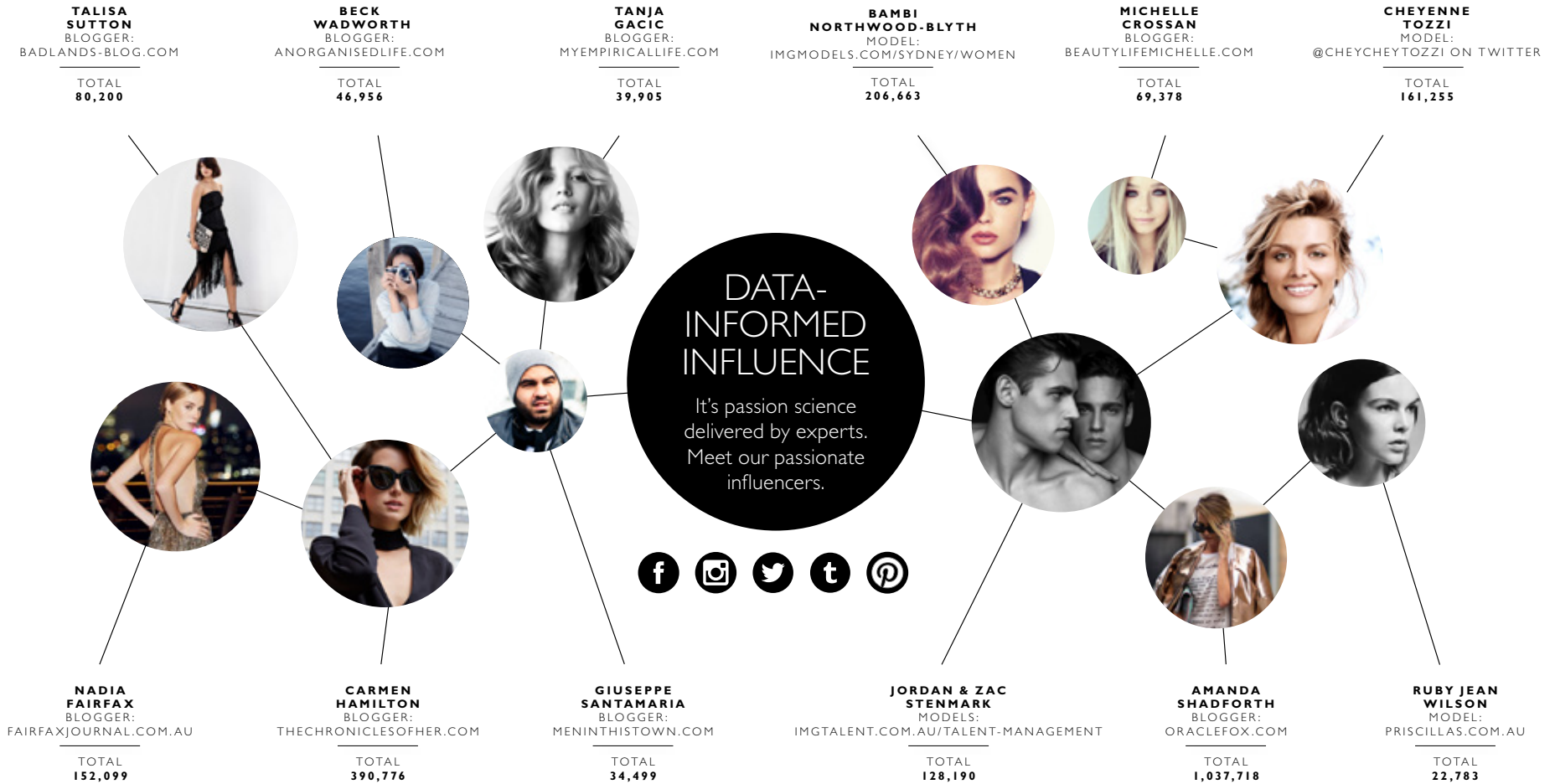
- Vogue Video will be our curated content hub produced by the Vogue editorial team in Vogue style for maximum engagement and shareability.
- From behind-the-scenes sponsorship to short form snackable content in any genre that would like a style treatment and association with the biggest fashion brand in the world.
- Vogue Video is amplified across the Vogue network and You Tube generating maximum impact and awareness.



**VOGUE VIDEO**

# STYLE INFLUENCERS

HARNESS THE POWER OF OUR  
NETWORK OF SOCIAL INFLUENCERS



Social media figures as at March 31, 2016.



# VOGUE PRINT RATES & DEADLINES – 2016

**DATED: MARCH 2016**

## RATES (EX GST)

	VOLUME/DISCOUNT						
	1	3	6	9	12	18	24
<b>MAGAZINE</b>		<b>2.5%</b>	<b>5.0%</b>	<b>7.5%</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>
• Full Page Colour	\$13,120	\$12,792	\$12,464	\$12,136	\$11,808	\$11,152	\$10,496
• Double-Page Spread	\$26,240	\$25,584	\$24,928	\$24,272	\$23,616	\$22,304	\$20,992
<b>PREMIUM GUARANTEED POSITIONS</b>							
• Inside Front Cover Spread (+30% loading)	\$34,110	\$33,257	\$32,405	\$31,552	\$30,699	\$28,994	\$27,288
• Inside Back Cover (+20% loading)	\$15,745	\$15,351	\$14,958	\$14,564	\$14,171	\$13,383	\$12,596
• Outside Back Cover (+60% loading)	\$20,990	\$20,465	\$19,941	\$19,416	\$18,891	\$17,842	\$16,792
<b>LOADINGS</b>							
• Guaranteed signature positions – 30%							
• Any additional guaranteed position – 10%							

## INSERT RATES (EX GST)

PAGES	2PP	4PP	8PP	12PP	16PP	24PP
• Retail copies	\$150	\$180	\$225	\$300	\$375	\$450
• Subscription copies	\$250	\$285	\$350	\$400	\$565	\$675

## DEADLINES\*

ISSUE	BOOKING	MATERIAL	INSERT	ON SALE
July 2016	25 Apr -16	9 May -16	20 May -16	13 Jun -16
August 2016	23 May -16	6 Jun -16	17 Jun -16	11 Jul -16
September 2016	27 Jun -16	11 Jul -16	22 Jul -16	15 Aug -16
October 2016	1 Aug -16	15 Aug -16	26 Aug -16	19 Sept -16
November 2016	29 Aug -16	12 Sep -16	23 Sep -16	17 Oct -16
December 2016	26 Sep -16	10 Oct -16	21 Oct -16	14 Nov -16

Insert cost per '000 price based on loose or bound inserts only.

Pricing calculated as follows:

- All inserts distributed in retail copies (copies sold in supermarket and newsagents) charged @ retail price.
- All inserts distributed in subscription copies (copies delivered by post to subscribers) charged @ subscription price.

Tip on charges available on application.

A full page is required as a back-up page for all bound inserts or tip ons.

For print quantities, breakdown of retail vs. subscription copies, please contact your account manager.

Minimum charge \$3,000

\*The premium positioning advertorial booking and briefing deadline is 4 weeks prior to the material deadlines.

**CANCELLATIONS** – Must be received in writing three weeks prior to booking deadline.

**MATERIAL AND INSERT SPECIFICATIONS** – Please refer to the News Corp Ad Specifications. Payment must be received by material deadline for all non-established account holders.

**PRODUCTION & MATERIAL** – Michelle O'Brien, Magazine and Production Services Manager: [michelle.obrien@news.com.au](mailto:michelle.obrien@news.com.au); +61 (2) 8045 4922.

# VOGUE CHINA & BRIDES PRINT RATES & DEADLINES – 2016/17

DATED: MARCH 2016

## RATES (EX GST)

	VOLUME/DISCOUNT						
	1	3	6	9	12	18	24
<b>MAGAZINE</b>		<b>2.5%</b>	<b>5.0%</b>	<b>7.5%</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>
• Full Page Colour	\$11,810	\$11,515	\$11,220	\$10,924	\$10,629	\$10,039	\$9,448
• Double-Page Spread	\$23,620	\$23,030	\$22,439	\$21,258	\$21,258	\$20,077	\$18,896
<b>PREMIUM GUARANTEED POSITIONS</b>							
• Inside Front Cover Spread (+30% loading)	\$30,705	\$29,937	\$29,170	\$28,402	\$27,635	\$26,099	\$24,504
• Inside Back Cover (+20% loading)	\$14,170	\$13,816	\$13,462	\$13,107	\$12,753	\$12,045	\$11,336
• Outside Back Cover (+60% loading)	\$18,895	\$18,423	\$17,950	\$17,478	\$17,006	\$16,061	\$15,116
<b>LOADINGS</b>							
• Guaranteed signature positions – 30%							
• Any additional guaranteed position – 10%							

## INSERT RATES (EX GST)

PAGES	2PP	4PP	8PP	12PP	16PP	24PP
• Retail copies	\$150	\$180	\$225	\$300	\$375	\$450
• Subscription copies	\$250	\$285	\$350	\$400	\$565	\$675

## DEADLINES\*

ISSUE	BOOKING	MATERIAL	INSERT	ON SALE
<b>CHINA</b>				
October 2016	8 Aug -16	22 Aug -16	2 Sep -16	26 Sep -16
February 2017	16 Nov -16	30 Nov-16	8 Jan -17	30 Jan -17
<b>BRIDES</b>				
June 2016	9 May -16	23 May -16	3 June -16	27 June -16

Insert cost per '000 price based on loose or bound inserts only.

Pricing calculated as follows:

- All inserts distributed in retail copies (copies sold in supermarket and newsagents) charged @ retail price.
- All inserts distributed in subscription copies (copies delivered by post to subscribers) charged @ subscription price.

Tip on charges available on application.

A full page is required as a back-up page for all bound inserts or tip ons.

For print quantities, breakdown of retail vs. subscription copies, please contact your account manager.

Minimum charge \$3,000

\*The premium positioning advertorial booking and briefing deadline is 4 weeks prior to the material deadlines.

**CANCELLATIONS** – Must be received in writing three weeks prior to booking deadline.

**MATERIAL AND INSERT SPECIFICATIONS** – Please refer to the News Corp Ad Specifications. Payment must be received by material deadline for all non-established account holders.

**PRODUCTION & MATERIAL** – Michelle O'Brien, Magazine and Production Services Manager: [michelle.obrien@news.com.au](mailto:michelle.obrien@news.com.au); +61 (2) 8045 4922.

# VOGUE.COM.AU RATES & DEADLINES – 2016

DATED: MARCH 2016

## RATES (EX GST)

### DISPLAY MEDIA

• Homepage buyout — MREC with skins (weekly)	\$9,800
• Run of site — MREC and Leaderboard Roadblock	\$110 CPM
• Run of site — MREC and Leaderboard Roadblock	\$120 CPM
• Targeted Content — Half Page and Leaderboard Roadblock	\$120 CPM
• Targeted Content — Half Page and Leaderboard Roadblock	\$130 CPM
• Mobile First Impression Overlay	\$14,000
• Solus EDM	\$5,212
• Weekly Newsletter	\$5,496

### INTEGRATION & SPONSORSHIPS\*

• Competition	\$5,000 + min \$5K driving media
• Standard Advertorial	\$5,500 + min \$5K driving media
• Enhanced Advertorial	\$8,000 + min \$7.5K driving media
• Spy Style Blogger Integration	\$9,500 + min \$8K driving media

\*All integrations and sponsorships require a minimum spend in driving media.

\*Competitions require a minimum \$2,500 prize value.

## CREATIVE SPECIFICATIONS

- Please refer to [newscomaustralia.com/ad-specs](http://newscomaustralia.com/ad-specs) for creative specifications.
- Ads must conform to specifications outlined. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Use of larger file sizes are permitted via approved 3rd party vendors (must be polite download).

## DEADLINES

- Standard creative must be submitted to your designated Ad Operations Campaign Manager:
  - 5 business days prior to campaign launch for all Newsletter and Rich Media executions including OTPs and skins.
  - 2 business days prior to campaign launch for all stand-out ad units.
- Integrations require 6 weeks from booking to campaign launch.
- Delays in delivery of assets may impact campaign launch date.

**CANCELLATIONS** – Must be received in writing three weeks prior to booking deadline.

**MATERIAL AND INSERT SPECIFICATIONS** – Please refer to the News Corp Ad Specifications

**CAMPAIGN ASSET DELIVERY** – Carina Nilma: [adproduction@news.com.au](mailto:adproduction@news.com.au); +61 (2) 8045 4923.



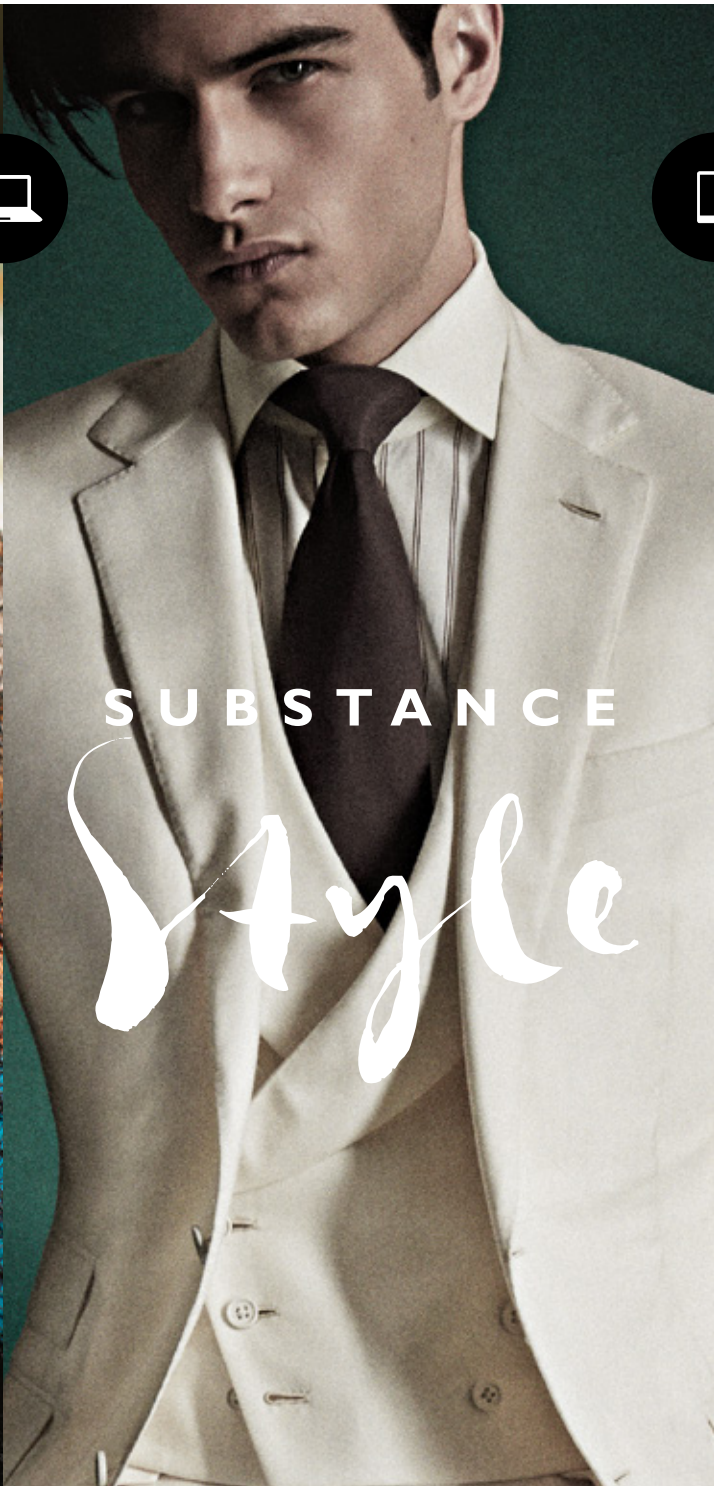
# INITIATIVES – 2016

<ul style="list-style-type: none"> <li>• VOGUE The Holiday Package</li> <li>• VOGUE Style Retrospective</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE Fitness &amp; Wellbeing</li> <li>• VOSN FIT</li> <li>• VOGUE Chinese</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE New Season S/S '16/17</li> <li>• VOGUE What Do I Wear? Live launch</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE What Do I Wear? Live Launch</li> <li>• VOGUE Mario Testino exhibition</li> <li>• VOSN</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE Beauty Icons or Beauty Night Out</li> <li>• VOGUE 180 Special Section for Fashion Week International Collection</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE Fashion In The Age Of Technology</li> <li>• VOGUE Brides</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE The Fashionable Traveller</li> <li>• #VOGUE CODES launch</li> </ul>
<b>JANUARY 2016</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>
<ul style="list-style-type: none"> <li>• VOGUE The Danish Issue</li> <li>• VOGUE Women In The Arts &amp; Power List</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE American Express Fashion's Night Out</li> <li>• VOGUE New season A/W '17</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE Chinese</li> <li>• VOGUE Online Shopping Night</li> <li>• VOGUE What Do I Wear?</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE BOSN</li> <li>• VOGUE International Collections</li> <li>• VOGUE Drives</li> <li>• VOGUE &amp; VOGUE LIVING Watch &amp; Jewellery Supplement</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE Gift Guide</li> <li>• VOGUE The Celebration Issue</li> </ul>	<ul style="list-style-type: none"> <li>• VOGUE The Holiday Package</li> <li>• Vogue Style Retrospective</li> </ul>	
<b>AUGUST</b>	<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>	<b>JANUARY 2017</b>	





SCALE



SUBSTANCE

Style



SUCCESS