



**V MAGAZINE
MEDIA KIT
2020**



WHERE POP CULTURE MEETS FASHION

Launched in 1999, V Magazine is a bimonthly, supersize lifestyle brand that covers the next wave in fashion, beauty, art, celebrity, and music as captured by the industry's most important photographers. Since the debut issue, Editor-in-Chief and Creative Director Stephen Gan has collaborated with all-star talent like Inez & Vinoodh, Nick Knight, Steven Klein, Mert and Marcus, Mario Sorrenti and more to bring our sophisticated, international audience an insider's view of pop culture stories before they're news anywhere else.



V AUDIENCE

V READERS ARE

- Social**
They go to bars/clubs on average two times a week.
- Well Traveled**
They take on average three overseas trips per year and five trips within the U.S. per year.
- Beauty Conscious**
79% purchase beauty/grooming products more than once a month.
- Avid Shoppers**
90% shop at Brick-and-mortar stores and 98% shop online.

V READER PROFILE

Gender	
Female	62%
Male	38%
Age Breakdown	
18-24	26%
25-39	43%
40-54	20%
55+	7%
Not specified	4%
Average Age	
32	
Average Household Income	
\$150,000	
Demographic	
USA	55%
Europe	35%
Asia	5%
Canada	3%
Americas	2%

DISTRIBUTION

Paid	88.9%
Controlled	11.1%
Verified Distribution	
Hotel Program	5.6%
Airport Lounges	2.4%
Comp List	3.1%
Publication Frequency	Bimonthly
Circulation	118,185
Readership	450,000
Rate Base	100,000
Cover Price (USD)	\$9.50 / 10.50
Annual Print Subscription Price (USD)	\$45



V DIGITAL

VMAGAZINE.COM

Average Monthly Uniques	500,000
Average Page Views	3.1 M
Average Time On Site	2:10 Minutes

NEWSLETTER

Subscribers and VIP Mailing List	61,000
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VIP INSTAGRAM FOLLOWERS

- Bella Hadid

Dua Lipa

Lady Gaga

Gigi Hadid

Riccardo Tisci

Hailey Bieber

Naomi Campbell

Lana Del Rey

Ariana Grande
- Britney Spears

Maison Margiela

Marc Jacobs

Miley Cyrus

Alicia Keys

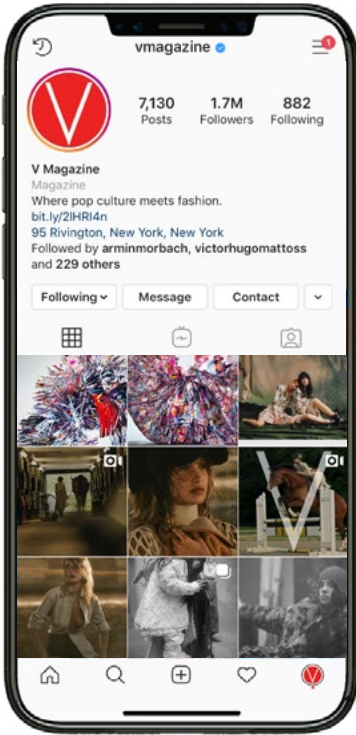
Versace

Nicki Minaj

Troye Sivan

Rita Ora

- 1.2M
- 933K
- 1.7M
- 12K
- 26K



EDITORIAL CALENDAR



V123

SPRING 1
NEW HOLLYWOOD

What's new in the new decade? Super-zooming into the year ahead, we forecast the cinematic landscape to come and the generation taking the screen by storm. From profiling the season's most bankable ingenues to the sheer spectacle of the spring collections, our entertainment and fashion forecasting rivals a Hollywood production.

Space Close December 3, 2019
Material Close December 9, 2019
On Sale January 9, 2020

V124

SPRING 2
GENERATION V

With pop culture and internet culture increasingly enmeshed, we consult today's cultural forecasters – the voices of Gen-V – while spotlighting fashion's most futuristic faces on the best of the spring collections. The future is now!

Space Close January 31, 2020
Material Close February 7, 2020
On Sale March 5, 2020

V125

SUMMER
THE TRAVEL ISSUE

Buckle up for the reprisal of V's Travel Issue, a birds-eye-view of top talent at home and abroad. A globetrotting itinerary flies us from local-led travel guides to the brightest voices in eco-consciousness. Next stop: the sweet escape of Pre-Fall and Haute Couture collections.

Space Close April 3, 2020
Material Close April 10, 2020
On Sale May 7, 2020

V126

FALL 1
GLOBAL MUSIC

Sounding the alarm on borderless fashion, music and art, we follow worldwide fandoms to once-niche coordinates – from Asia to Latin America and beyond. As international artistry takes the stage, we see the pop-cultural landscape at large – no passport required.

Space Close May 29, 2020
Material Close June 5, 2020
On Sale July 2, 2020

V127

FALL 2
FALL FASHION SPECIAL

With 2020 in full swing, a new picture of fall fashion emerges. No longer merely a reflection of culture, the fashion industry has become a force for change. Here, we celebrate those further pushing progress, highlighting inner and outer beauty across runway, screen and stage.

Space Close July 24, 2020
Material Close July 31, 2020
On Sale August 27, 2020

V128

WINTER
THE V AWARDS: BEST OF YEAR

The first year of a new decade calls for many firsts. Here, we comprise the year's best-of-the-best. Contenders range from actors to artists, models to moguls, as well as those creating categories all their own. Their impact on the next 10 years has only begun. Plus, the spinning worlds of Cruise and Haute Couture.

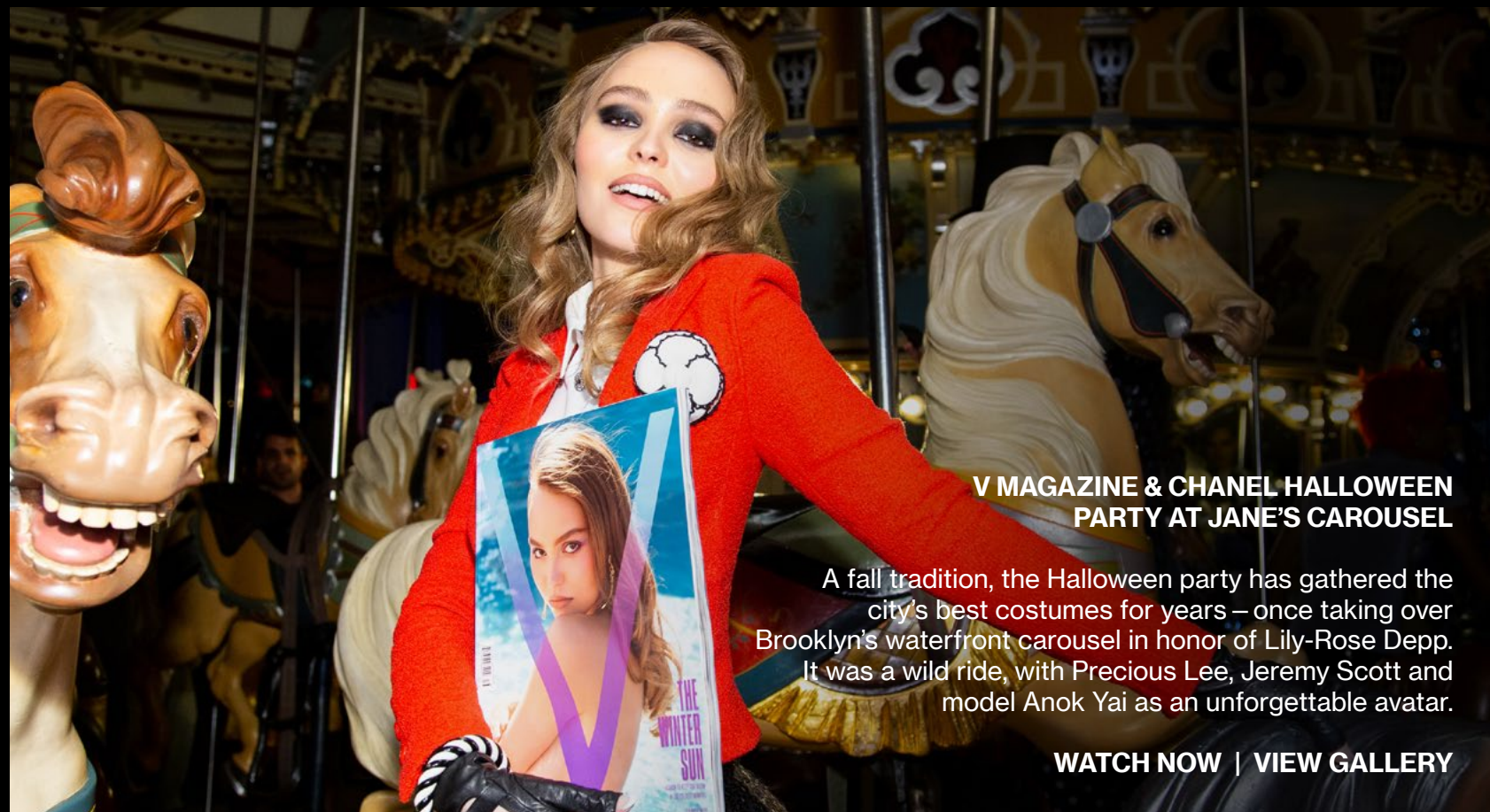
Space Close October 2, 2020
Material Close October 9, 2020
On Sale November 5, 2020

V EVENTS

EXCLUSIVE LADY GAGA CONCERT AT LE POISSON ROGUE

Channeling her downtown roots, Lady Gaga dazzled at this intimate cabaret – rocking mermaid hair and seashell push-up bra, no less. No matter the venue, the all-time V favorite never fails to bring the house down.

[WATCH NOW](#)



V MAGAZINE & CHANEL HALLOWEEN PARTY AT JANE'S CAROUSEL

A fall tradition, the Halloween party has gathered the city's best costumes for years – once taking over Brooklyn's waterfront carousel in honor of Lily-Rose Depp. It was a wild ride, with Precious Lee, Jeremy Scott and model Anok Yai as an unforgettable avatar.

[WATCH NOW](#) | [VIEW GALLERY](#)



V CELEBRATES KARL LAGERFELD WITH A PERFORMANCE BY MARIAH CAREY AT THE BOOM BOOM ROOM

For Karl Lagerfeld's New York visit, Mariah Carey sang "Touch My Body" atop The Standard Hotel. As the likes of Gigi Hadid, Andre Leon Talley and Naomi Campbell looked on, Karl rewarded the singer with a peck on the hand.

[VIEW GALLERY](#)



KENDALL JENNER SIGNING & NYFW COCKTAIL PARTY AT THE V MAGAZINE OFFICE

Kendall Jenner felt right at home in the V offices, celebrating her freshly inked V cover among friends, family and reality TV crew. (Full-size disco ball included!)

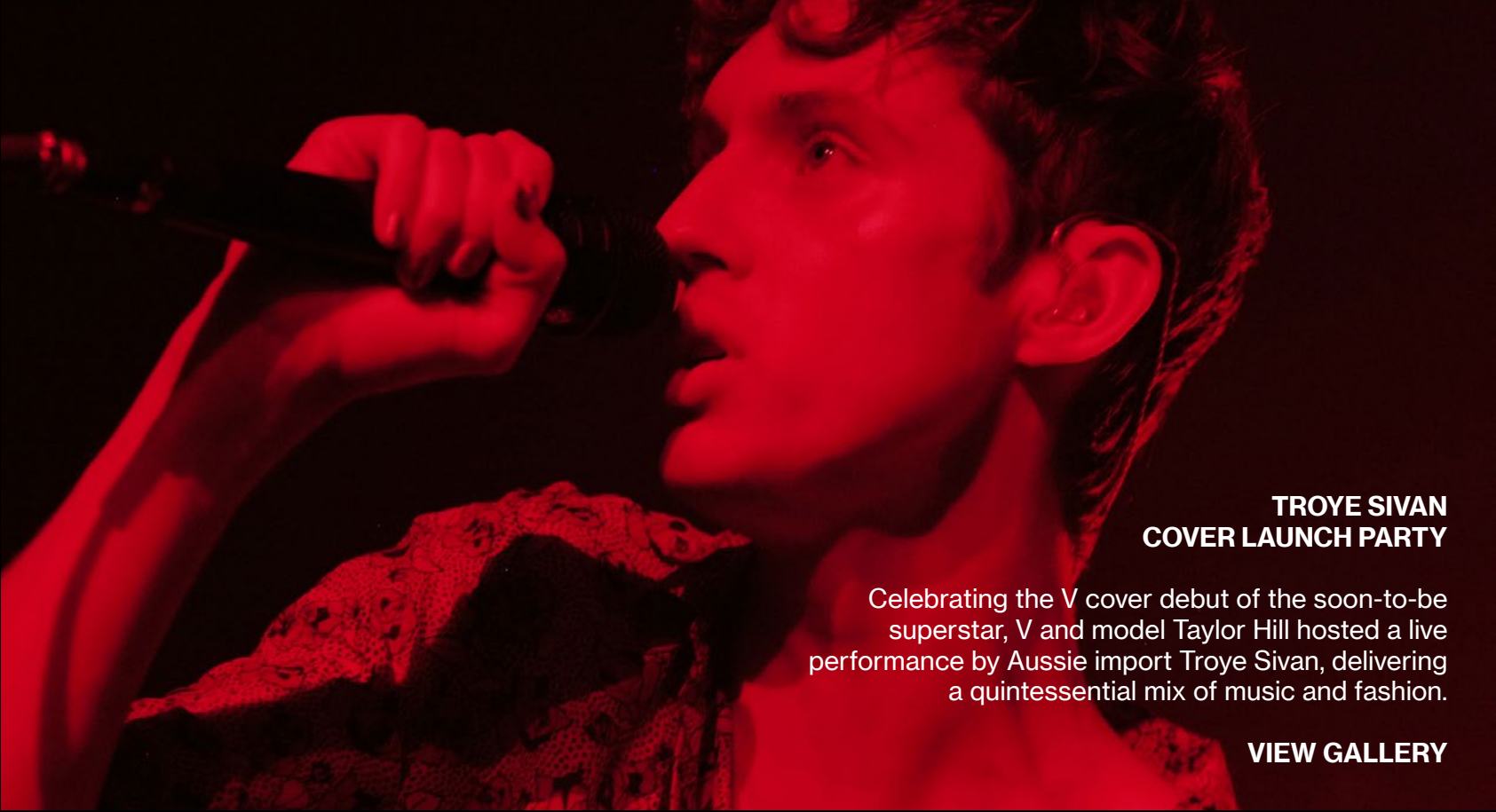
WATCH NOW | VIEW GALLERY



JEAN-PAUL GOUDE & DESIGUAL DINNER WITH PERFORMANCE BY CHAKA KHAN AT ACME

With the help of Desigual and the legendary Jean-Paul Goude, V brought a fleet of fashion elite to Great Jones Street. With music by Chaka Khan, it was a celebration for the ages.

WATCH NOW | VIEW GALLERY



**TROYE SIVAN
COVER LAUNCH PARTY**

Celebrating the V cover debut of the soon-to-be superstar, V and model Taylor Hill hosted a live performance by Aussie import Troye Sivan, delivering a quintessential mix of music and fashion.

VIEW GALLERY

CUSTOM CONTENT

SWAROVSKI CRYSTAL V

For the 20th Anniversary Issue, V partnered with Swarovski on a crystal “V” insert. Adorned with hundreds of real Swarovski crystals, the insert served as the sparkling opener to Nick Knight’s “Celebration of Print” story, in which handpicked young designers created one-of-a-kind garments using archival editions of V Magazine.

[VIEW GALLERY](#)



GIGI HADID AND EXTREME SPORTS

In one of our largest-scale shoots to date, V partnered with Fendi, Chanel and Philipp Plein on the three separate July/August covers starring Gigi Hadid. Each cover highlighted the respective brand in a uniquely active extreme-sport scenario, with Gigi seen riding a Fendi jetski, diving in Chanel, and piloting on a Philipp Plein ATV.

[WATCH NOW](#) | [VIEW GALLERY](#)




DAVID YURMAN COLLABORATION

Partnering with jewelry brand David Yurman for our Spring 2014 Music Issue, V featured David Yurman bracelets throughout the four split covers. Special-edition “Music Issue” box sets came complete with a real David Yurman bracelet, corresponding to the one seen on the cover.



LADY GAGA V61 PEEL OFF COVER

In addition to being Lady Gaga’s first-ever V cover, this interactive partnership with Marc Jacobs featured peel-off “sunglasses,” showcasing the brand’s latest eyewear in vividly interactive fashion. Upon receiving the special issue, V readers could peel off the graphic accessories, offered in different shades to reflect the collection’s various colorways.



JORJA SMITH COVER HIGHLIGHT, BULGARI

Bulgari collaborated with V Magazine for our 2018 September/October Issue, co-producing a stunning jewelry-focused cover and book opening gatefold. Adding serious sparkle to the natural beauty of rising star Jorja Smith, the fine jewels perfectly accompanied soul music's freshest face.

[WATCH NOW](#) | [VIEW GALLERY](#)



MONCLER MUSIC VIDEO & PRINT FEATURE

Spanning print and digital, this fashion story and accompanying video featured U.K. artist Col3trane in all Moncler. In addition to six pages of print detailing Moncler's latest looks, V produced an exclusive music video featuring the single "Superpowers," yielding fashion- and music-driven content for all editorial platforms and social channels.

[WATCH NOW](#) | [VIEW GALLERY](#)



HEATWAVE

With key support by Oliver Peoples and Alain Mikli, V produced a multifaceted short film and fashion story starring Alton Mason and other top models. Performed and captured at an active recycling plant, this collaboration not only displayed the brands' latest sunglass styles, but also highlighted the importance of green living.

[WATCH NOW](#) | [VIEW GALLERY](#)



SHAWN MENDES & CAMILA CABELLO ZINE

V Magazine worked alongside musical powerhouses Shawn Mendes and Camila Cabello to produce a V Digital Cover, coupled with a print insert sold alongside our Summer Issue. The zine, inspired by the format of V Magazine's first issue, served as the exclusive editorial partnership for Shawn and Camilla's hit, "Señorita."

[WATCH NOW](#) | [VIEW GALLERY](#)

RATES AND SPECS



PRINT RATE

Single Page	\$17,000
Double Page Spread	\$34,000
Inside Front Cover Spread	\$43,000
Outside Back Cover	\$47,000
Inside Back Cover	\$22,000
TOC 1 & 2	\$22,000
Editor's Letter	\$22,000
Masthead	\$22,000

Rate Details
Open rates are negotiable based on committed paging levels. These page rates are net and do not include agency commission. It is the responsibility of the agency to add on their commission.

Payment/Contracts
Terms and Conditions details to be shared at client's request. These rates are valid if and only if the payment terms and conditions are approved by both parties.

DIGITAL RATE

Daily Homepage Takeover	\$2,000
Tandem Ros 100% SOP	\$25 cpm
Tandem Targeted 100% SOP	\$32 cpm
Social Post Organic	\$10,000+
Social Post Dark	\$10,000+

March and September
+ 20% Premium

PRINT SPECIFICATIONS

	In Inches	In Millimeters
Single Page		
Trim Size	W 9.8" x H 13.375"	W 248.92 mm x H 339.725 mm
Bleed Size	W 10.05" x H 13.625"	W 255.27 mm x H 346.075 mm
Double Page Spread		
Trim Size	W 19.6" x H 13.375"	W 497.84 mm x H 339.725 mm
Bleed Size	W 19.85" x H 13.625"	W 504.19 mm x H 346.075 mm
Gatefold		
Gate	W 9.3" x H 13.375"	W 236.22 mm x H 339.725 mm
Cover	W 9.55" x H 13.375"	W 242.57 mm x H 339.725 mm
Page One	W 9.8" x H 13.375"	W 248.92 mm x H 339.725 mm

Bleed
0.125" / 3.175mm bleed is required, all around the ad.

Safety
0.25" / 6.35mm from the trim, all around. All type and graphic elements not intended to trim must be placed within this live area.

Gutter Safety
March & September Issues: 0.5" / 12.7mm. All Other Issues: 0.25" / 6.35mm. Headlines and text must be at the above specified distance from the gutter.

Files
Print-ready PDF files only. All files must include the Issue # and brand name. Spread ads must be supplied as true spreads, not as single pages. All ads must be in CMYK and at least 350 dpi at 100%, with all fonts embedded. PMS, other spot colors or RGB will be converted to process unless otherwise specified with advance notice. Files must have crop marks indicating the final trim.

Color Guidance
Supply a color digital proof or a matchprint calibrated to SWOP specifications that represents the final file at 100%. The proof must also have crop marks indicating the final trim. Color cannot be guaranteed if the required proof is not supplied.

Line Screen
175 lines per inch

Delivery
Please send all ads by directly emailing your files or the links to download your files. Send all emails to: advertising@vmagazine.com Please forward SWOP standard proof to:

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