

VMAN MEDIA KIT 2024



THE BIANNUAL VMAN IS THE UNRIVALLED DESTINATION FOR MEN'S FASHION. REFLECTING THE GLOBAL VMAN READER, V'S GLOSSY MASCULINE COUNTERPART DELIVERS AN UNPARALLELED MIX OF TREND REPORTS, SERVICE-BASED COVERAGE, AND CELEBRITY PROFILES. IN 2018, THE SPRING/SUMMER ISSUE OF VMAN STARRING TIMOTHÉE CHALAMET BECAME THE HIGHEST GROSSING ISSUE IN HISTORY, OFFICIALLY SELLING OUT IN STORES. AND JUST FOUR YEARS LATER, THAT RECORD WAS SURPASSED BY AUSTIN BUTLER, THE HOLLYWOOD ACTOR AND HEARTTHROB WHO APPEARED ON THE FALL/WINTER 2022 COVER OF VMAN. SINCE LAUNCHING IN 2003, THIS LONG-RUNNING MEN'S RESOURCE HAS CONTINUED TO SHOWCASE THE BEST OF MENSWEAR AND OFFER A CURATED DISPLAY OF ART, FILM, DESIGN, TRAVEL, MUSIC, GROOMING, AND SPORTS.



V MAN AUDIENCE

V MAN READERS ARE

TRENDSETTING

96% consider themselves style-conscious.

DISCERNING

90% will pay more for quality/brand names.

WELL-GROOMED

90% spend time and money to make themselves look their best.

DECISIVE

93% agree that if they want something, they buy it.

READER PROFILE

GENDER

Male	87%
Female	12%
Non-binary	1%

AGE BREAKDOWN

Under 21	6%
21-24	13%
25-34	30%
35-44	21%
45-54	18%
55+	12%

AVERAGE AGE

36

AVERAGE HOUSEHOLD INCOME

\$175,000

DEMOGRAPHIC

USA	67.5%
Europe	24%
Asia	3.9%
Canada	2.8%
Americas	1.8%

DISTRIBUTION

PUBLICATION FREQUENCY

Biannual

CIRCULATION

90,000

READERSHIP

378,000

PAID

87%

Newsstand
Subscription

40.3%
46.5%

CONTROLLED VERIFIED DISTRIBUTION

13%

Hotel Program
Airport Lounges
Comp List

6.6%
2.8%
3.8%

COVER PRICE (USD)

\$9.50

ANNUAL PRINT

\$18

SUBSCRIPTION PRICE (USD)



VMAN DIGITAL

VMAN.COM

AVERAGE MONTHLY UNIQUES	150 K
AVERAGE PAGE VIEWS	420 K
AVERAGE TIME ON SITE	2-10 Minutes

DEVICE BREAKDOWN

MOBILE	69%
DESKTOP	25%
TABLET	6%

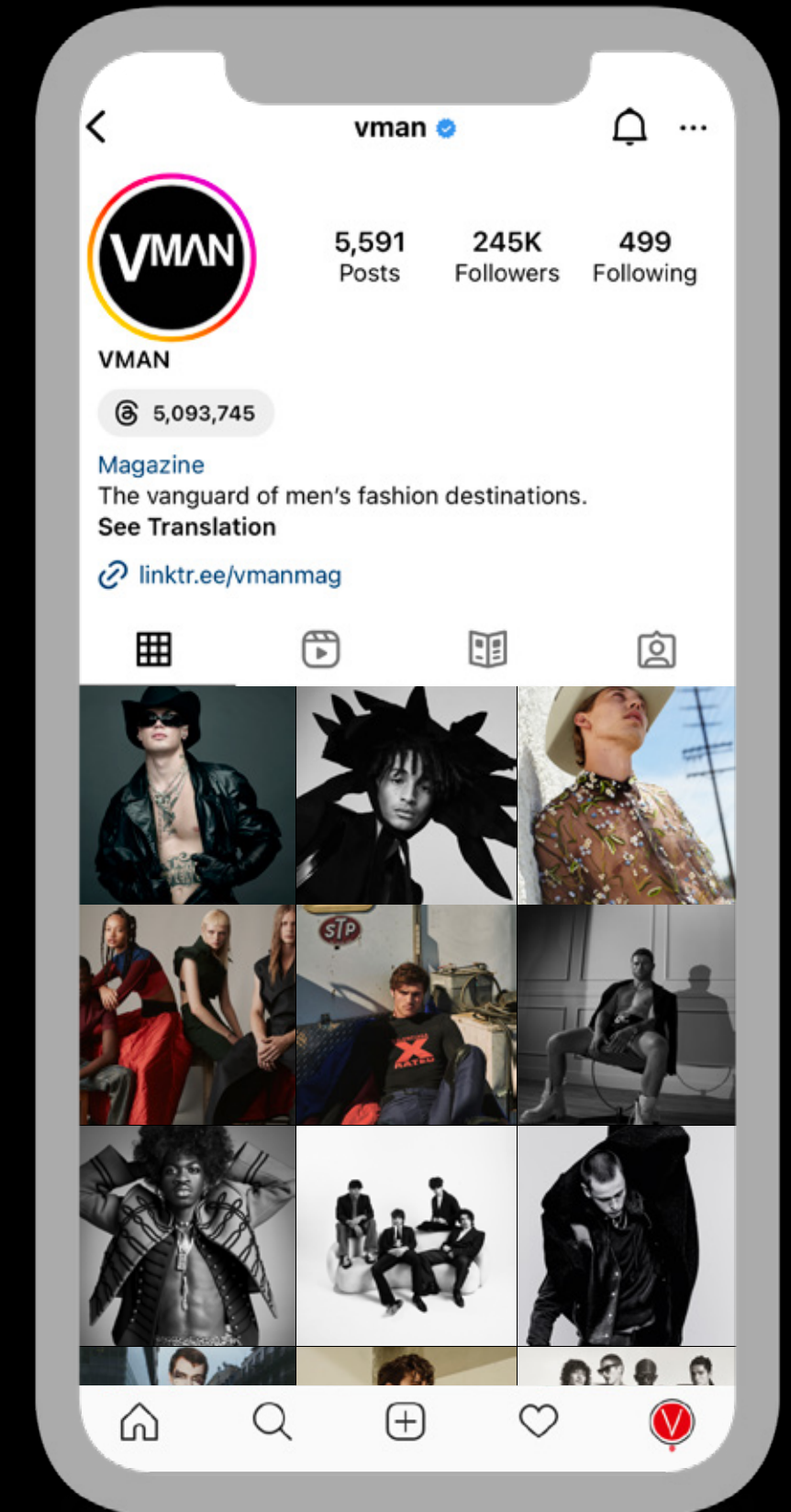
DIGITAL CONTENT

FASHION
Designer spotlights, insider scoops, and backstage access to all of the major shows of the year.

MUSIC
Exclusive interviews, videos and premieres from up-and-coming artists, and the icons we continue to love.

CULTURE
Your go-to guides on must-see films and TV shows, grooming essentials, and access to exclusive events.

EDITORIALS
Online-exclusive editorials and videos with the most sought after talents, photographers, and stylists in the industry.



	43K		18.7K
	49K		99K
	246K		19.3K

EDITORIAL CALENDAR



VMAN52

ACTORS, ATHLETES, MODELS, AND MUSICIANS

With awards season, basketball season, the fashion season, and a rush of new album releases upon us, VMAN52's Actors, Athletes, Models, and Musicians will merge spring and summer's trending topics. From household name athletes turned entrepreneurs to buzzy independent production studios and their exciting up-and-coming collaborators, VMAN will boldly meet this thrilling moment.

Space Close
January 5,
2023

Material Close
January 19,
2024

On Sale
February 15,
2024



VMAN53

THE FALL MUSIC ISSUE

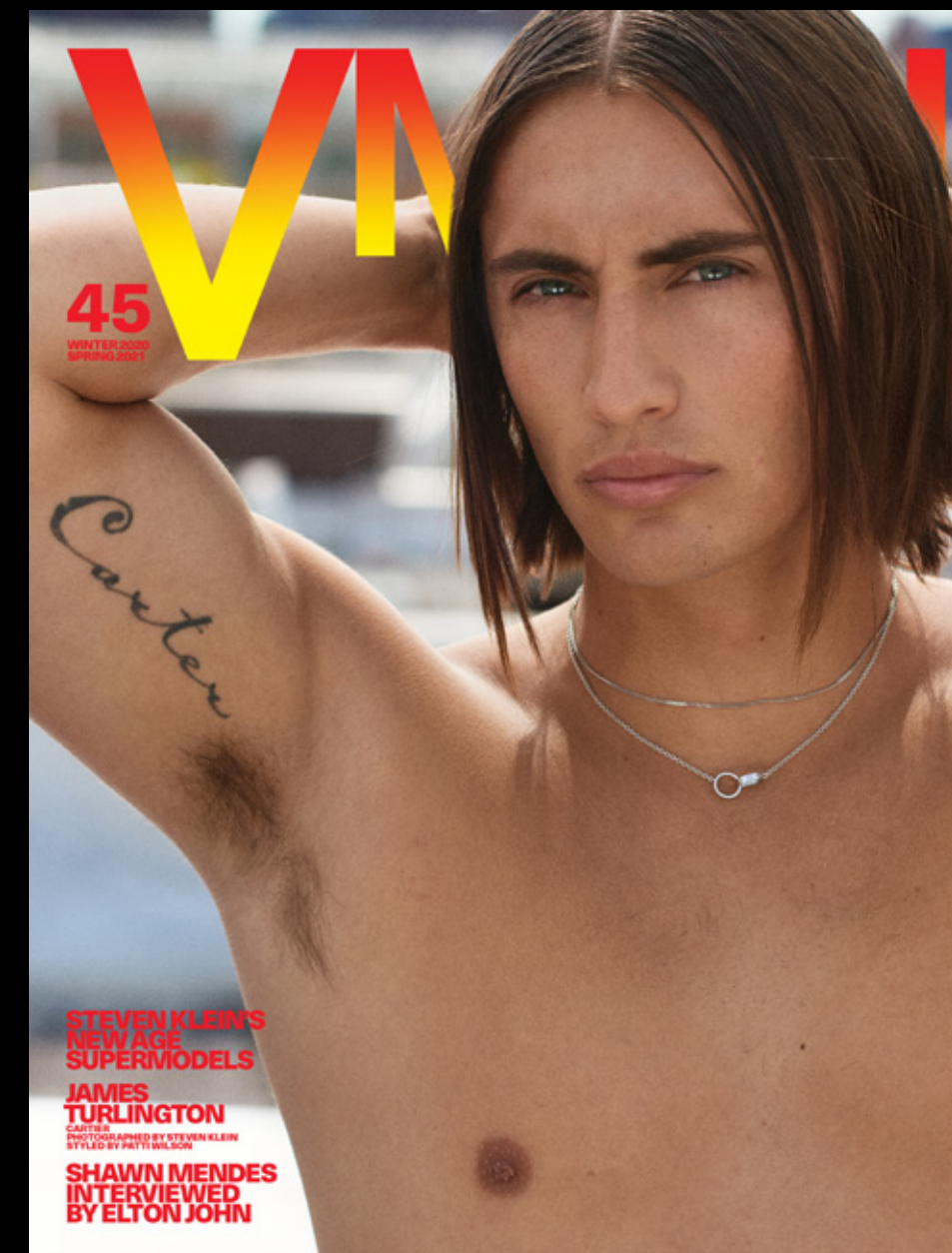
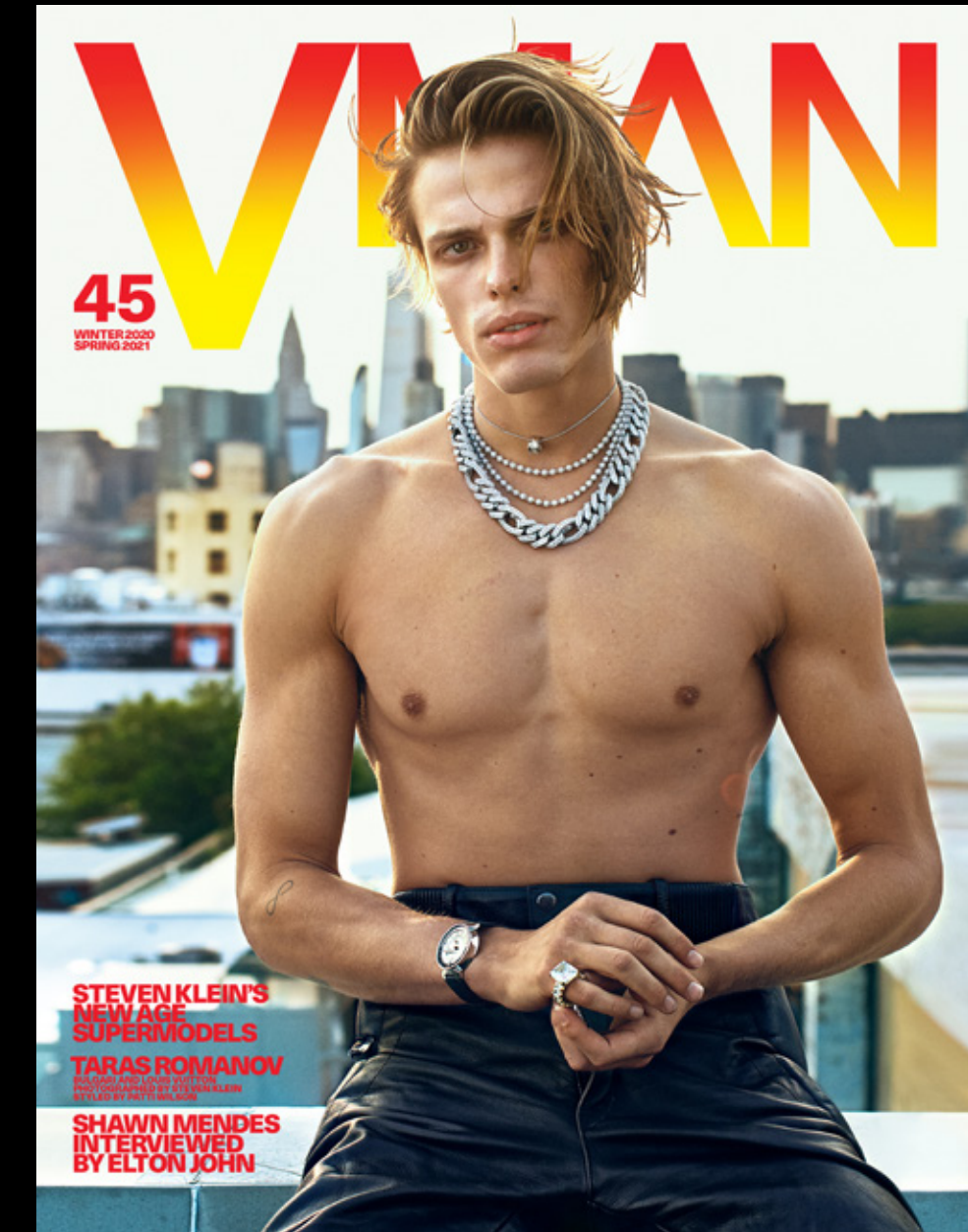
There's a reason people say music heals the soul! There's a profound connection between the mysterious magic of music and wellness. VMAN always has its fingers on the pulse of culture, and that's especially true when it comes to the music scene. For VMAN's 53rd issue, we'll check in on the hottest acts of 2024 – and highlight the rising stars who will be soundtracking all our biggest moments in 2025.

Space Close
July 12, 2024

Material Close
July 26, 2024

On Sale
August 19,
2024

SPECIAL PROJECTS



VMAN MODEL SEARCH WITH STEVEN KLEIN

For the latest installment to VMAN's historic MODEL SEARCH, photographer Steven Klein was tapped to capture four of the next great male supermodels of the new generation, as James Turlington, Cloud Modi, Matthew Van De Sande, and Taras Romanov became the lucky entries to score the cover of VMAN 45.

[VIEW GALLERY](#)



CHASE STOKES

VMAN made a splash for Netflix's hit series *Outer Banks*' second season debut with lead role, Chase Stokes' digital cover and VMAN 47 print feature. In partnership with Armani Exchange and Omega, the actor was effortlessly cool in a shoot by Matthew Brooks and styled by Nicola Formichetti, while his interview broke news about what's to come for the new season and Stokes' future.

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



AWSTEN KNIGHT

Pop-punk's new phenomenon Awsten Knight of Waterparks dived head first into a technicolor world of high fashion for VMAN's latest digital cover with the help of photographers Domen & Van de Velde and stylist Nicola Formichetti. With a die-hard fan base at his side, Knight's cover helped celebrate the arrival of the band's latest album, "Greatest Hits."

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



FINNEAS

To celebrate Finneas' Omega ambassadorship, VMAN partnered with the brand to showcase their priority styles for Fall/Winter 2021, in a digital cover story shot in L.A.'s Topanga Canyon by Domen & Van De Velde and styled by Nicola Formichetti. The shoot was also featured in VMAN's Fall/Winter 2021 print issue, with eight pages in the magazine.

[VIEW GALLERY](#)



VMAN × GCDS

For Fall 2020, V Magazine and VMAN collaborated with GCDS to present their new Fall/Winter 2021 collection, Vico Stella 10. Legendary photographer Steven Klein partnered with renowned stylist Patti Wilson to capture the luxury streetwear garments and crystal accessories, inspired by creative director Giuliano Calza's childhood in Italy, on the industry's top models.

[VIEW GALLERY](#)



VMAN x CARTIER

For our Fall/Winter issue, VMAN collaborated with luxury French house Cartier—whose latest jewelry, watch, and accessories were sported by cover star Austin Butler. Photographed by Collier Schorr and styled by Gro Curtis, Hollywood's new burning love dived in depth about his breakthrough role in Baz Luhrmann's *Elvis*.

[VIEW GALLERY](#)

V MAN

COPENHAGEN FASHION WEEK ZINE FALL/WINTER 2022



POP'S NEW ROYAL
OMAR RUDBERG

PHOTOGRAPHED BY MARCUS OHLSSON
STYLED BY GRO CURTIS

VMAN x COPENHAGEN FASHION WEEK

VMAN teamed up Copenhagen Fashion Week for a special edition zine, envisioned inside the pages of VMAN49. Covered by actor Omar Ruudberg, the series featured the region's sartorial talent as well as blossoming musicians who are intent on putting Scandinavia on the sonic map.

[VIEW GALLERY](#)



POP'S NEW ROYAL
OMAR RUDBERG

Swedish pop star Omar Ruudberg successfully broke into acting in a fictional and queer royal narrative. Now, the 23-year-old talent is gearing up for global stardom.
Photography Marcus Ohlsson
Fashion Gro Curtis



Photo left to right: Advertising: Renee Hall; Erik Martin Ardenne



Omar Ruudberg has always been a star—born. During his childhood years, only his family knew it. The Visnäs family—Swedish singer and actor became Scandinavia's new darling while regularly competing in singing competitions across Sweden, going on to join the boy band FOSGO and eventually launching a solo career in 2018.

But Ruudberg's biggest break yet would come through acting, which crystallized in 2021, a year devoted almost entirely to the series *Prince of Sweden* (played by Omar Ruudberg) in love with Simon Bakken, Ruudberg's character and fellow student. *Prince of Sweden*, a historical drama, came from a royalist elite background, creating a social economic tension between the two classes that an already hotly debated historical period.

The series, for which the second season has just finished filming, broke through Ruudberg's popularity across Europe, and positioning him as a queer role model actor's role model for color outside the lines.

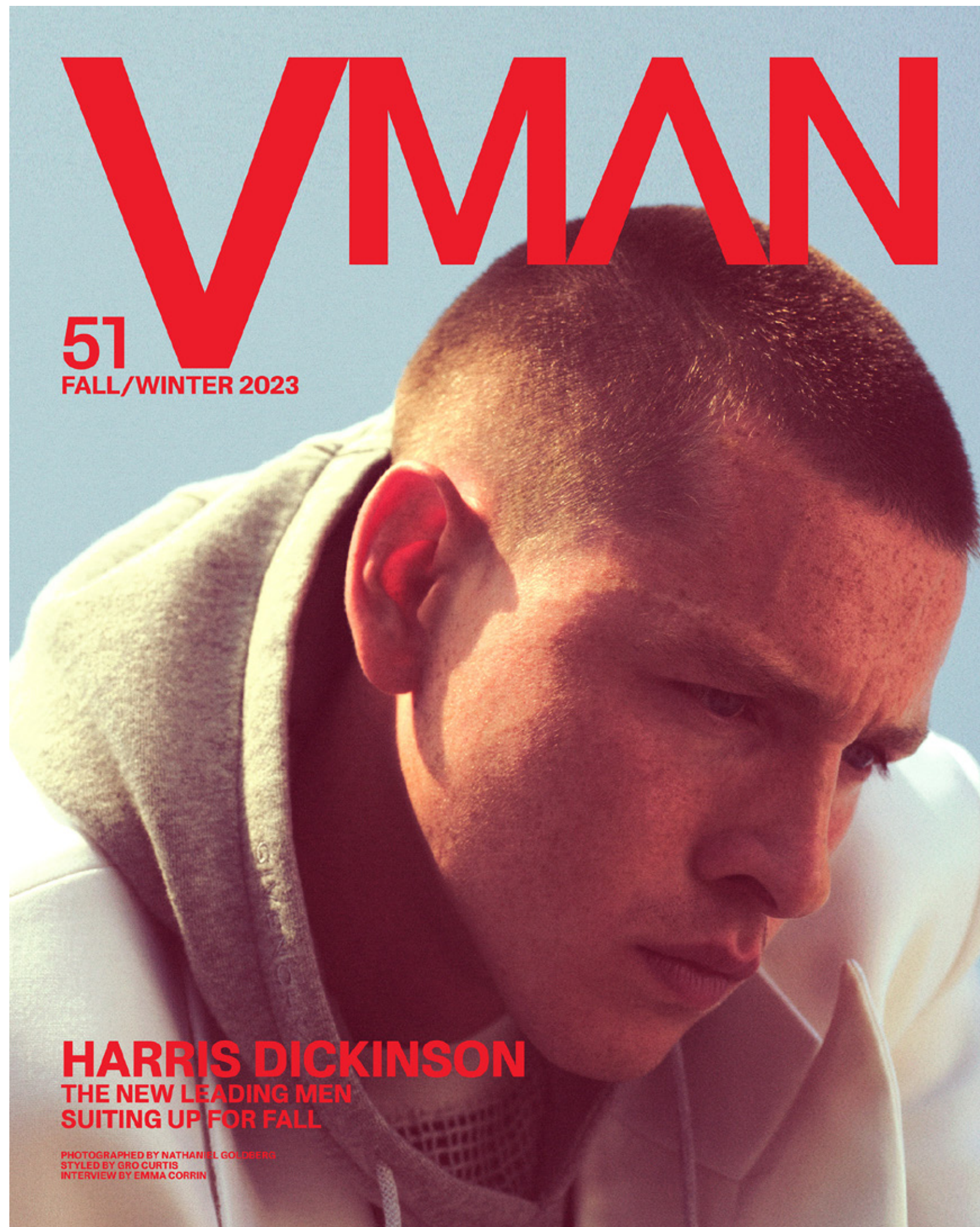
We spoke with our cover star about the experience from our debut in the national magazine and becoming not only one of Sweden's most promising actors, but also most captivating on screen talents.



VMAN x BYREDO

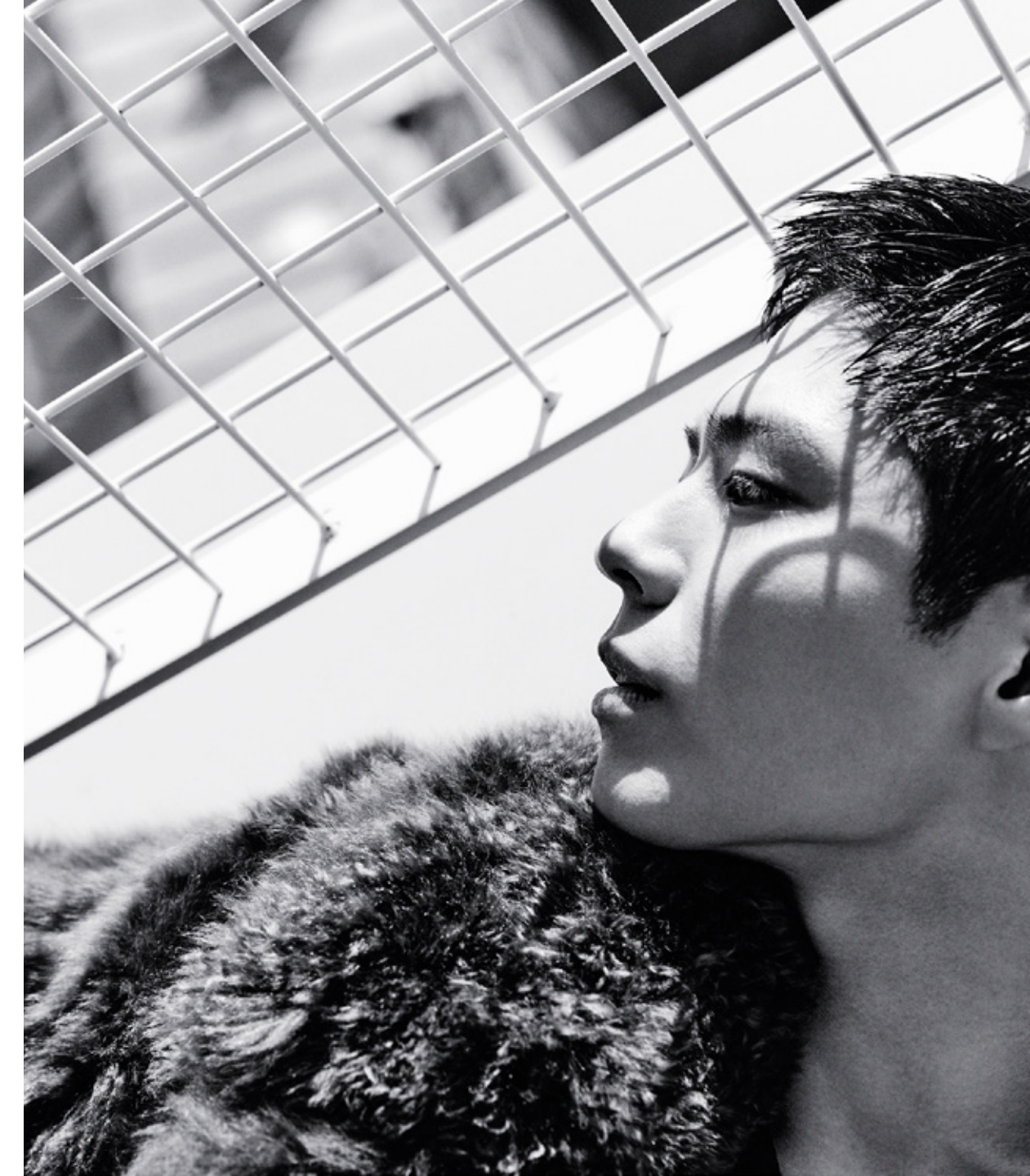
To celebrate the launch of Byredo's cult fragrance Mister Marvelous, the brand sponsored a bridge closing our Fall/Winter 2022 Copenhagen Fashion Week zine, featuring football star Odell Beckham Jr. The brand's founder and creative director Ben Gorham talked with the athlete on fatherhood, professional sports, and modern masculinity.





VMAN x GIVENCHY

Nominated by Givenchy, East London's latest leading man Harris Dickinson graced VMAN51's cover to promote his upcoming films and projects in an interview conducted by his *Murder at the End of the World* costar, Emma Corrin.



VMAN x CELINE

For his first American cover story, Celine supported Park Bo gum, South Korea's hottest leading actor. Dressed head to toe in Celine Homme, Park's modelling and acting chops were surely given the moment they deserved.

VMAN x DOLCE & GABBANA

A fresh face in the Italian rap scene and VMAN51's digital cover star, 20-year-old Blanco was dressed and interviewed by fellow Italians Domenico Dolce and Stefano Gabbana for the ultimate mix of established and emerging powers in fashion and culture.



VMAN

DIGITAL EDITION

FALL
PREVIEW
2023

INTRODUCING
BLANCO
BY STEVEN KLEIN

INTERVIEWED BY
DOMENICO DOLCE AND
STEFANO GABBANA



VMAN x DOLCE & GABBANA

August 14, 2023

VMAN x FERRARI

With Rocco Iannone behind the wheel, Ferrari Style's is on the right path. Using this moment to give some insight on the new creative direction of the luxury car powerhouse, VMAN also put faces to the dynamic generation of those who it intends to serve.



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

DIGITAL RATE

Daily Homepage Takeover	\$3,500
Tandem SOV 100% Across Site	\$7,500+
Social Per Organic Grid Post	\$3,500+
Social Per Dark Grid Post	\$60 CPM
Social Per Organic IG Story Post	\$1,000
Social Per Dark IG Story Post	\$40 CPM
Homepage Decidated Hub	\$25,000
Per Article Post	\$1,000-2000

*Rates above based on content
**March and September + 20% Premium

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.

PRINT SPECIFICATIONS

SINGLE PAGE

Trim Size
Bleed Size

DOUBLE PAGE SPREAD

Trim Size
Bleed Size

GATEFOLD

Back of Front Cover
Gate
Page One

BLEED

Please add 0.25" OR 6.35mm to each side for bleed

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

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.

IN INCHES

W 9.25" x H 12.125"
W 9.5" x H 12.375"

W 18.5" x H 12.125"
W 18.75" x H 12.375"

W 9.125" x H 12.125"
W 8.625" x H 12.125"
W 9.25" x H 12.125"

IN MILLIMETERS

W 234.95mm x H 307.975mm
W 241.3mm x H 314.325mm

W 469.9mm x H 307.975mm
W 476.25mm x H 314.325mm

W 231.775mm x H 307.975mm
W 219.075mm x H 307.975mm
W 234.95mm x H 307.975mm

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

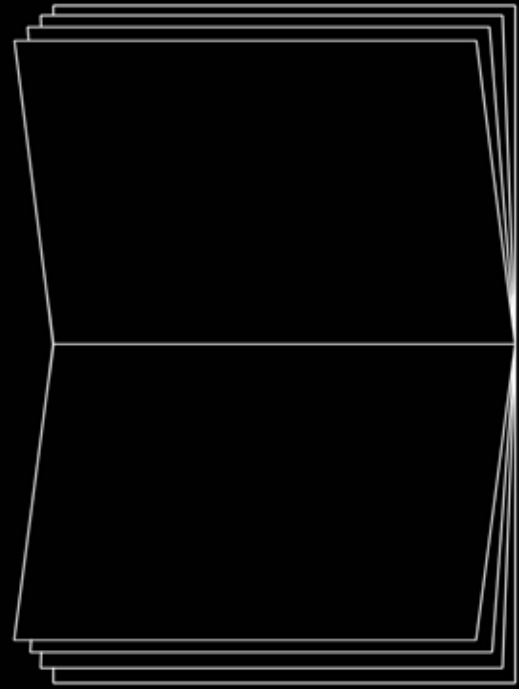
175 lines per inch

DELIVERY

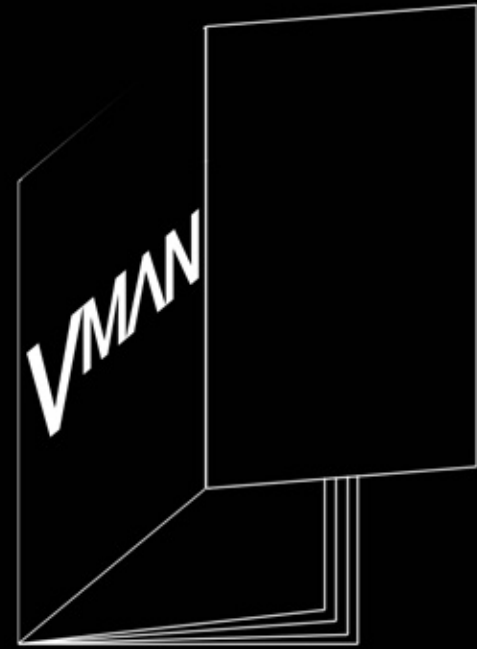
Please send all ads by directly emailing your files or the links to download your files. Send all emails to:
mscragg@vmagazine.com
eleni@elenigatsou.com
marie-loup@elenigatsou.com

Please forward SWOP standard proof to:
Advertising
161 Water St
Suite 1907/1908
New York, NY 10038
Email: jrivera@vmagazine.com

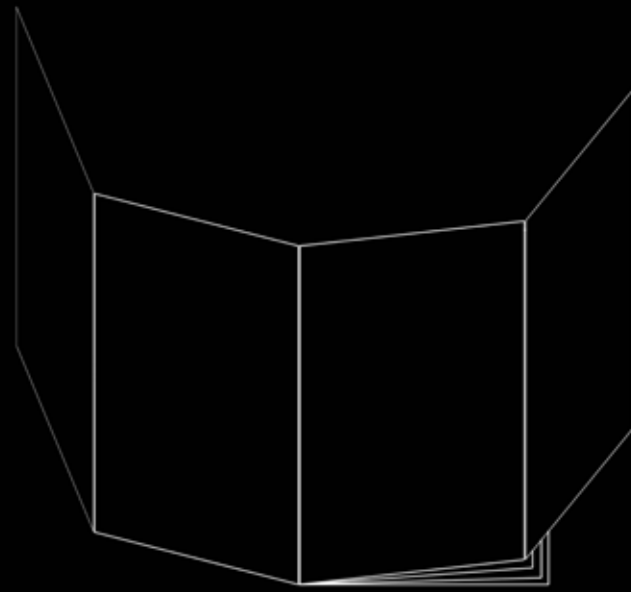
PRINT SPECIFICATIONS



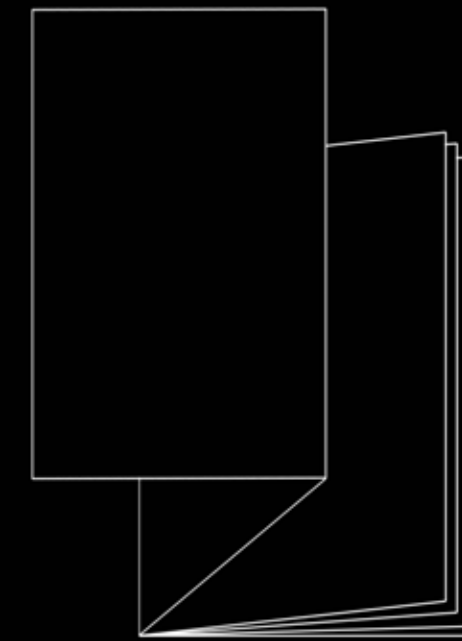
28 Page Calendar



Cover Gate



Double Cover Gate



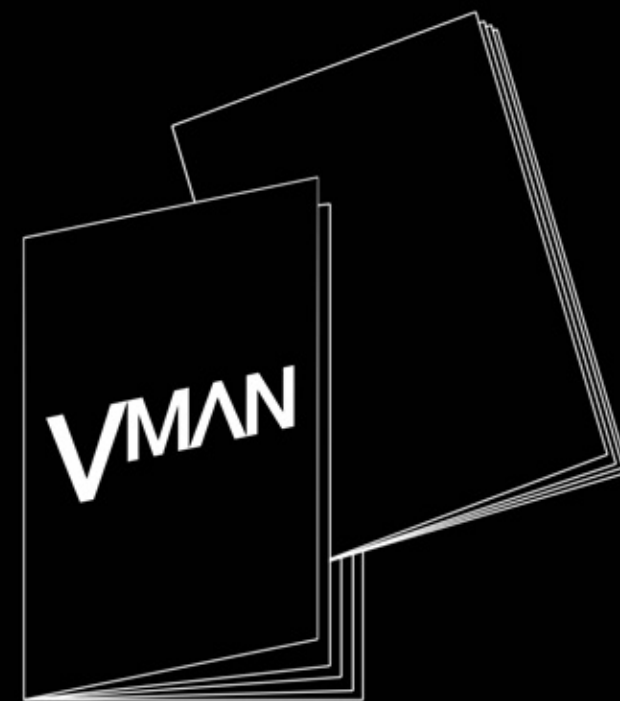
Z- Gate



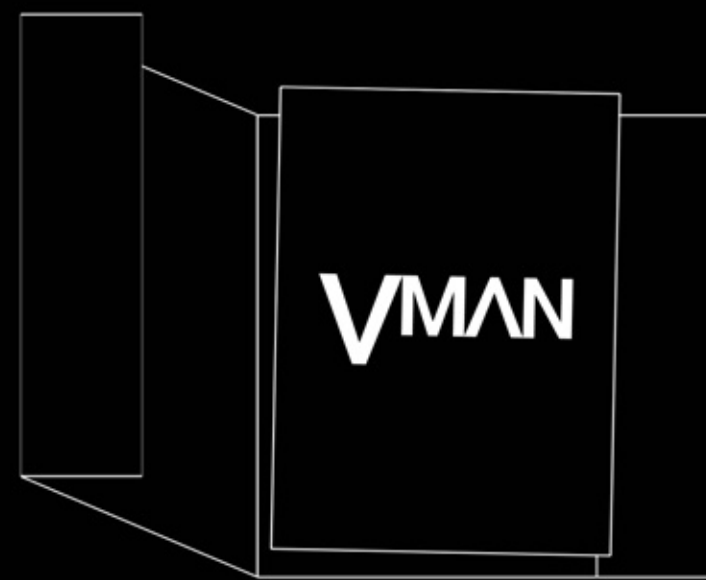
Single Leaf Insert



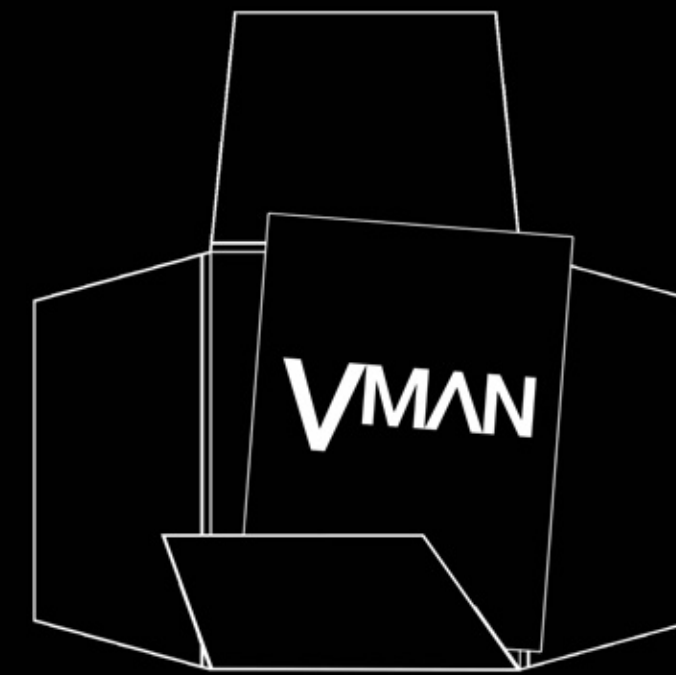
4 Page Insert



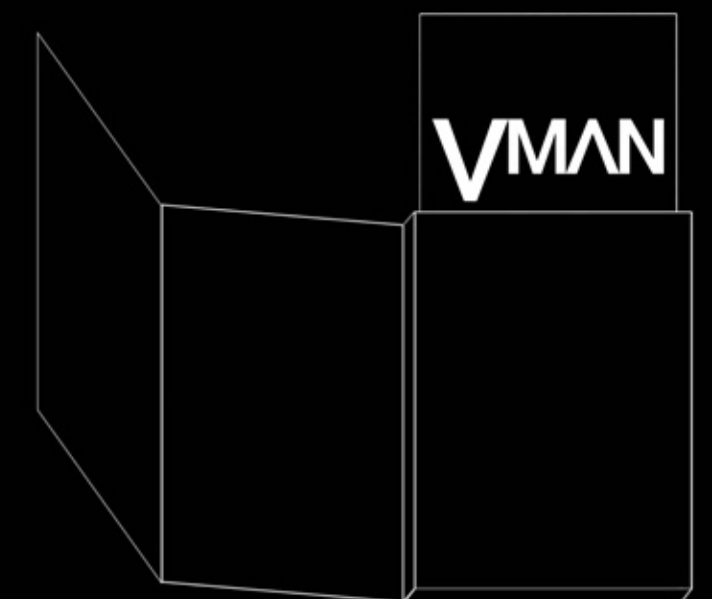
16 Page Saddle Stitched



Cover Wrap



Custom Envelop



O-Card

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Advertsing Sales

Eleni Gatsou Bureau
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