

V MAGAZINE MEDIA KIT 2024

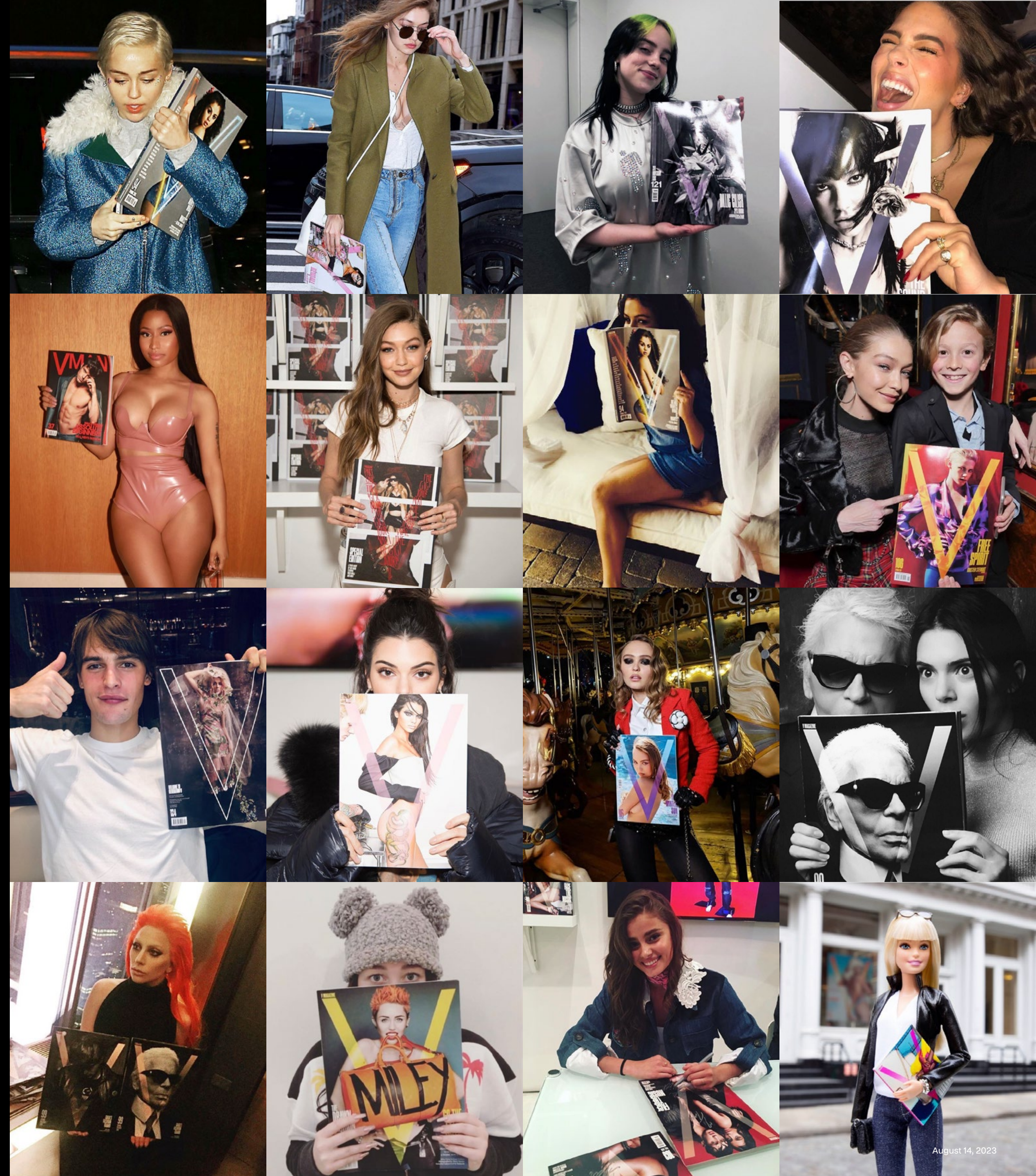


WHERE POP CULTURE MEETS FASHION

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
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Average Household Income	\$150,000
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DEMOGRAPHIC

USA	55%
Europe	35%
Asia	5%
Canada	3%
Americas	2%

DISTRIBUTION

Paid	88.9%
Controlled Verified Distribution	11.1%

Hotel Program	5.6%
Airport Lounges	2.4%
Comp List	3.1%

Publication Frequency	Bimonthly
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Circulation	118,185
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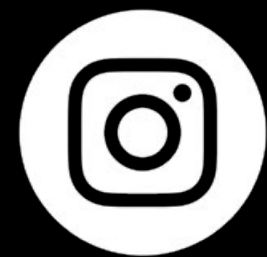
Readership	450,000
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Rate Base	100,000
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Cover Price (USD)	\$14.50
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Annual Print Subscription Price (USD)	\$80
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V DIGITAL



3.1M



1.2M



18.7K



929.7K



374K



99.2K



140K



VIP INSTAGRAM FOLLOWERS

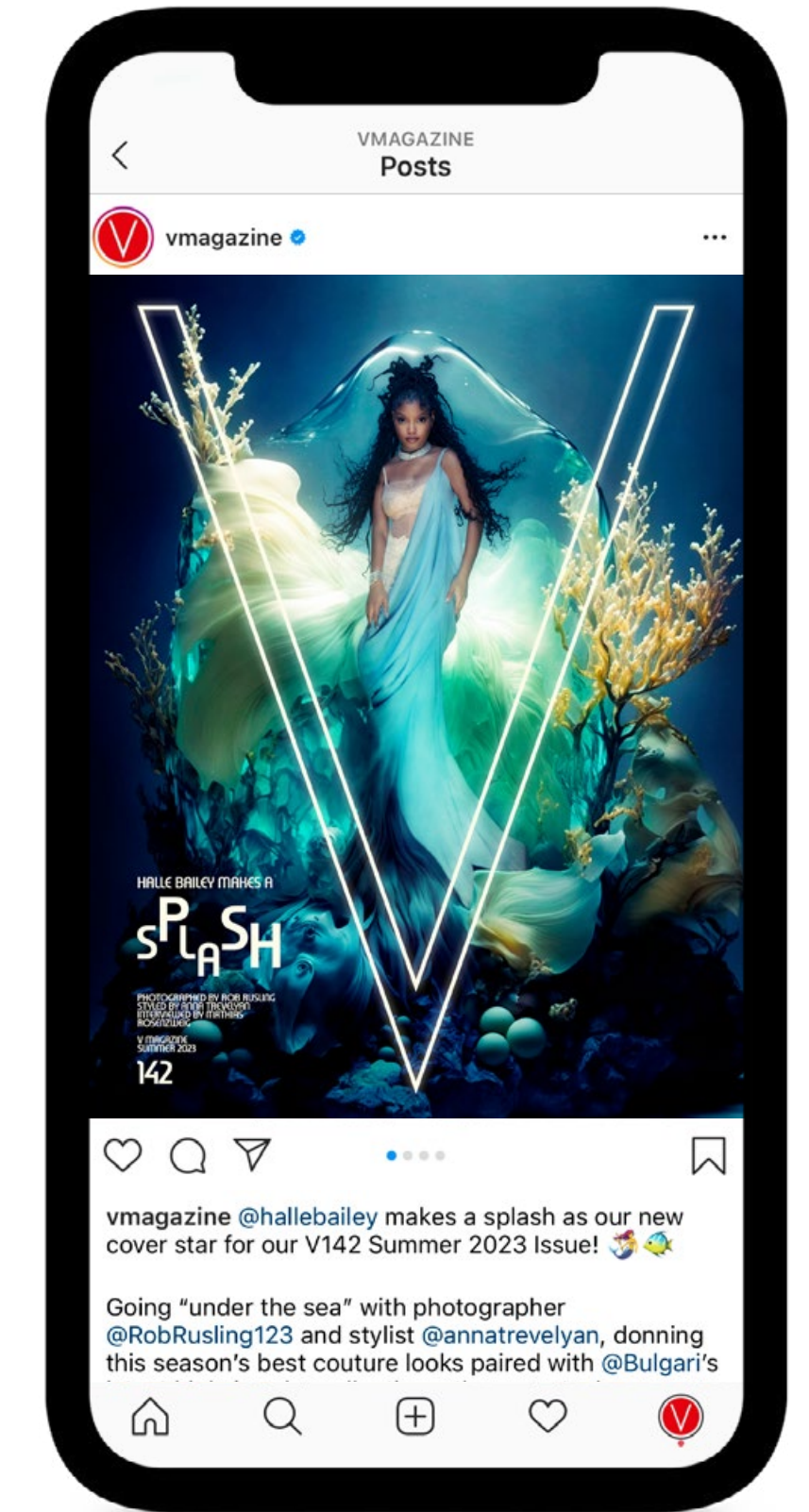
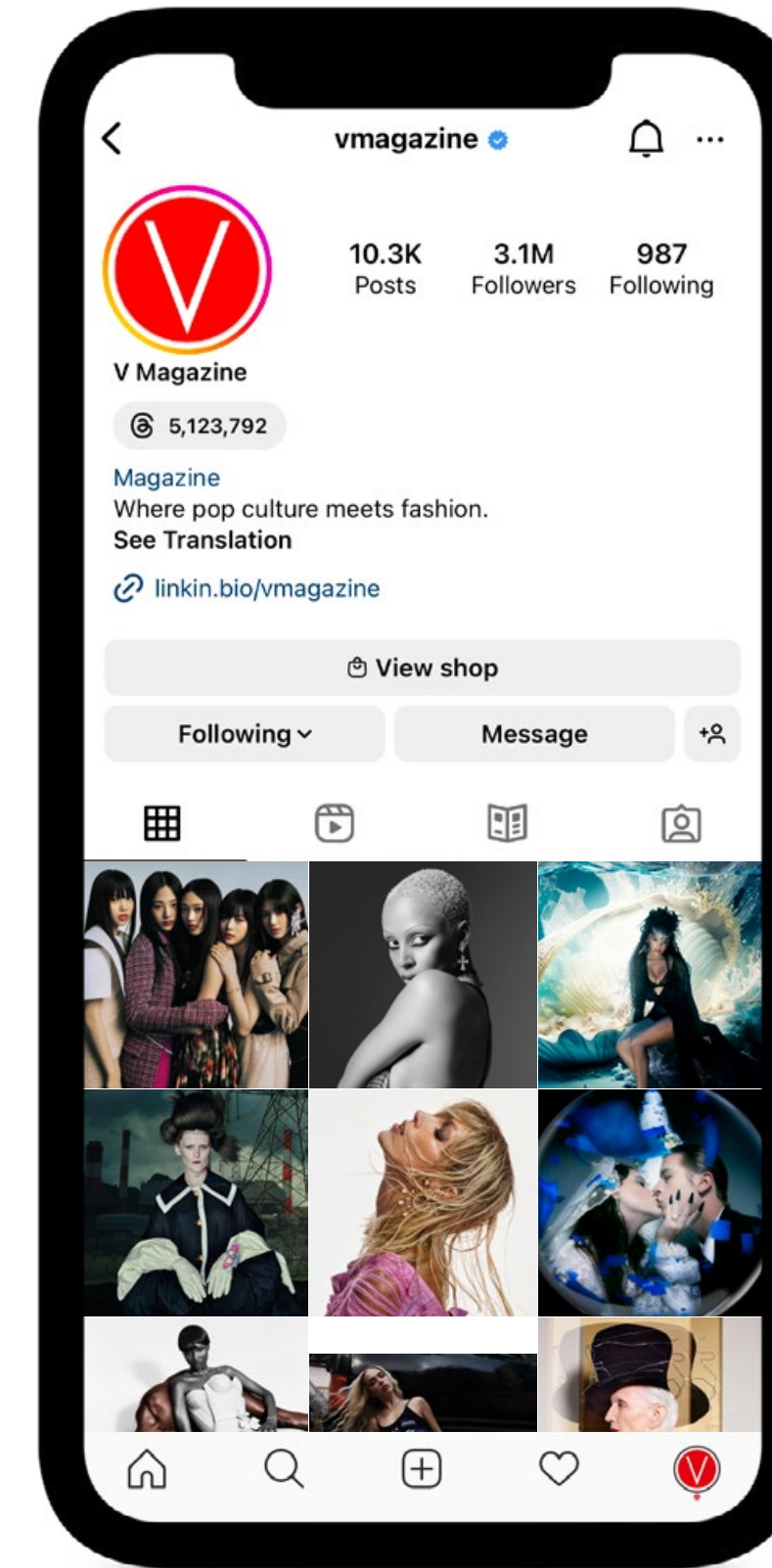
Bella Hadid
 Dua Lipa
 Gigi Hadid
 Katy Perry
 Mariah Carey
 Riccardo Tisci
 Hailey Bieber
 Naomi Campbell
 Lana Del Rey
 Marc Jacobs
 Alicia Keys
 Nicki Minaj

Troye Sivan
 Rita Ora
 Elle Fanning
 Irina Shayk
 Emily Ratajkowski
 Lily Collins
 Kacey Musgraves
 Doja Cat
 Charli XCX
 Gracie Abrams
 Lily Rose Depp
 Donatella Versace

Jean Paul Gaultier
 Lenny Kravitz
 Kim Petras
 Hunter Schafer
 Anitta
 Linda Evangelista
 Barbie
 Cara Delevingne
 Camila Cabello
 Zendaya

INSTAGRAM AVERAGE PER POST (V)

Likes 4,600
 Reach 122,500
 Impressions 119,334

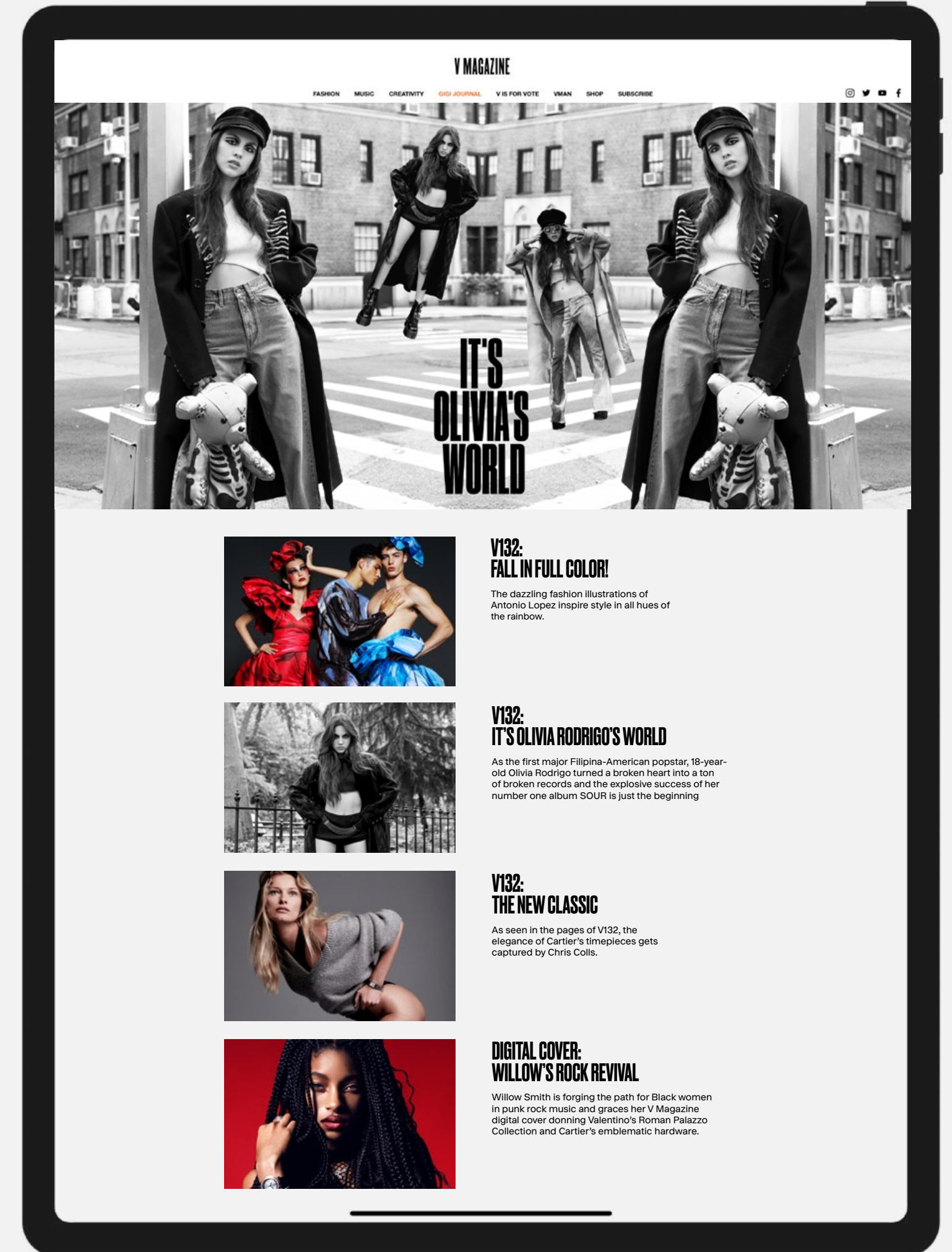


VMAGAZINE.COM

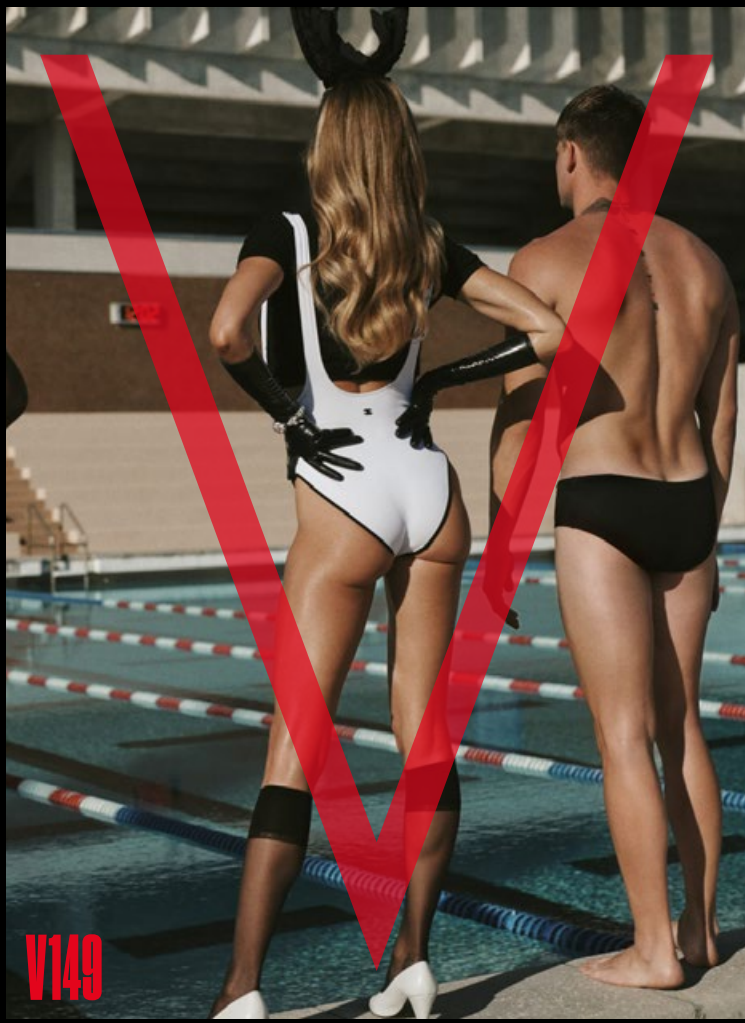
Average Monthly Uniques 350 K
Average Page Views 1 M
Average Time On Site 2:10 Minutes

NEWSLETTER

Subscribers and VIP Mailing List 64,000



2024 EDITORIAL CALENDAR



V149

**V149:
FALL PREVIEW: RETURN OF THE BOMBSHELL
JULY/AUGUST 2024**

This summer in France the Olympics begin just as women’s fashion week kicks off, a merging of events that couldn’t be a better inspiration for the V Body issue. We will focus on all the ways bodies shape and are shaped by fashion, epitomizing what V does best: covering the big moments in pop culture through the lens of fashion.

Shot by: May 13th, 2024
Copy due: May 13th, 2024
Lo-Res: May 20th, 2024
Space Close: May 24th, 2024
Hi-Res: June 3rd, 2024
Ad Materials Due: June 6th, 2024
FTP: June 6th, 2024
Bluelines: June 7th, 2024
Printing: June 13th, 2024

PRINT ON SALE: JULY 10TH, 2024



V150

**V150:
THE BIG FALL ISSUE: SPECIAL V + VOTE
SEPTEMBER/OCTOBER 2024**

Our annual September fashion behemoth is always the biggest and boldest issue of the year, but this year we’re outdoing ourselves. In celebration of our 150th issue, we are pulling out all the stops, casting our eye back to the best of V over our two-and-a-half decades in print, as well as looking forward to the magazine’s future, and to the future of fashion. V150 will be the grandest, splashiest, most glamorous event on stands this fall.

Shot by: July 8th, 2024
Copy due: July 8th, 2024
Lo-Res: July 15th, 2024
Space Close: July 19th, 2024
Hi-Res: July 19th, 2024
Ad Materials Due: August 2nd, 2024
FTP: August 1st, 2024
Bluelines: August 2nd, 2024
Printing: August 8th, 2024

PRINT ON SALE: AUGUST 30TH, 2024



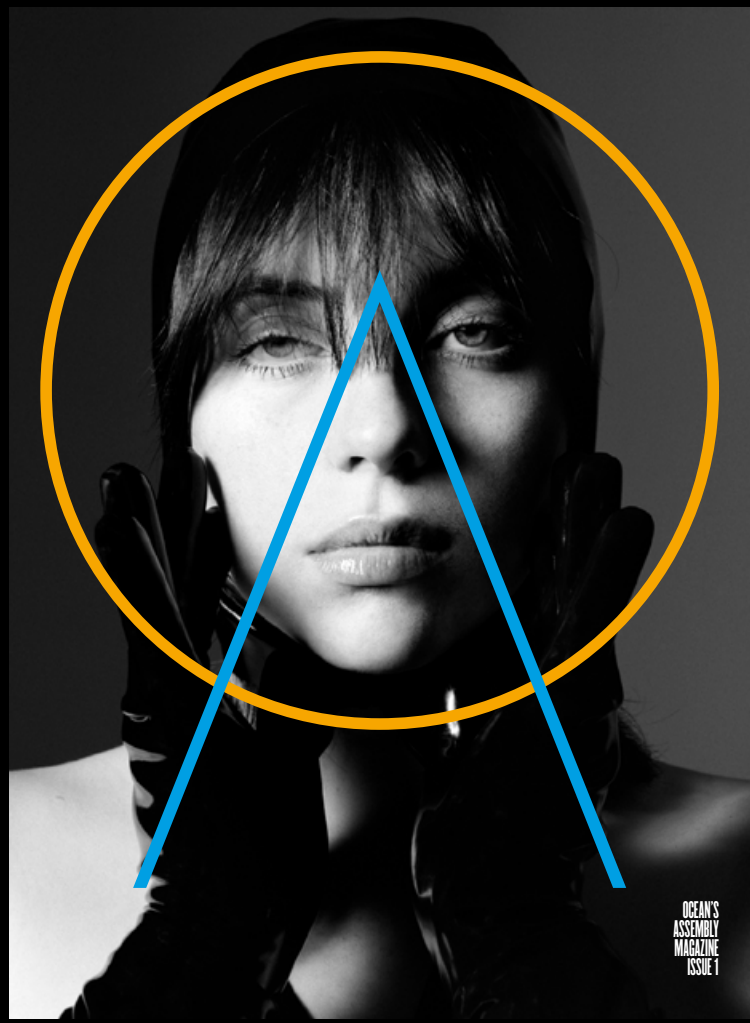
V151

**V151:
THE 25TH ANNIVERSARY ISSUE
NOVEMBER/DECEMBER 2024**

November and December are to known to be months of excess—letting your indulgences run wild. As we officially celebrate V’s 25th anniversary, V151 will focus on the trailblazers in entertainment culture who have amused and inspired us since our inception, as we explore the interplay between celebrity culture and the world of entertainment with a magnified lens on the best of the cruise and couture collections of the season.

Shot by: September 9th, 2024
Copy due: September 9th, 2024
Lo-Res: September 16th, 2024
Space Close: September 20th, 2024
Hi-Res: September 30th, 2024
Ad Materials Due: October 3rd, 2024
FTP: October 3rd, 2024
Bluelines: October 4th, 2024
Printing: October 10th, 2024

PRINT ON SALE: NOVEMBER 1ST, 2024



OCEAN'S
ASSEMBLY
MAGAZINE
ISSUE 1

**PARLEY
OCEAN'S ASSEMBLY MAGAZINE
TBD**

In collaboration with environmental organization parley, V will be providing a platform for Parley’s message and its many notable supporters.

Shot by: TBD, 2024
Copy due: TBD, 2024
Lo-Res: TBD, 2024
Space Close: TBD, 2024
Hi-Res: TBD, 2024
Ad Materials Due: TBD, 2024
FTP: TBD, 2024
Bluelines: TBD, 2024
Printing: TBD, 2024

PRINT ON SALE: TBD, 2024



V152

**V152:
THE SPRING ISSUE
JANUARY/FEBRUARY 2025**

Stay tuned, more info to come!

Shot by: TBD, 2024
Copy due: TBD, 2024
Lo-Res: TBD, 2024
Space Close: TBD, 2024
Hi-Res: TBD, 2024
Ad Materials Due: TBD, 2024
FTP: TBD, 2024
Bluelines: TBD, 2024
Printing: TBD, 2024

PRINT ON SALE: TBD, 2024

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.

DIGITAL RATE

Daily Homepage Takeover	\$5,000
Tandem SOV 100% Across Site	\$10,000+
Social Per Organic Grid Post	\$5,000+
Social Per Dark Grid Post	\$60 CPM
Social Per Organic IG Story Post	\$2,000
Social Per Dark IG Story Post	\$40 CPM
Homepage Decidated Hub	\$35,000
Per Article Post	\$1,000-3,000
Per Newsletter	\$5,000

*Rates above based on content

**March and September + 20% Premium

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

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:

jrivera@vmagazine.com

eleni@elenigatsou.com

marie-loup@elenigatsou.com

Please forward SWOP standard proof to:

Advertising

V Magazine

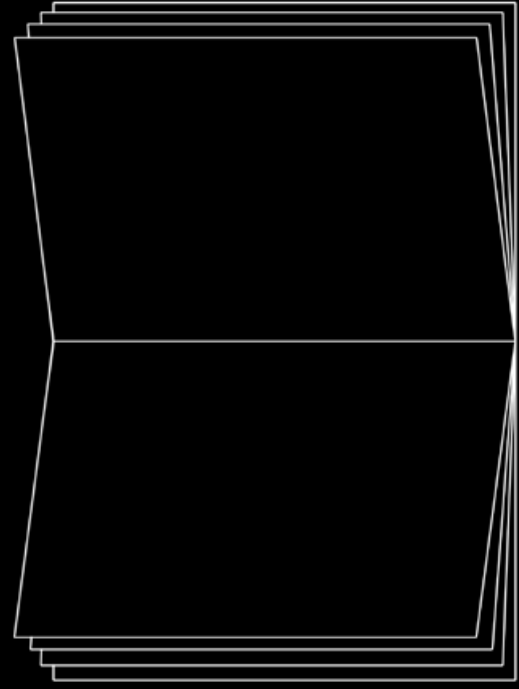
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Suite 1907 / 1908

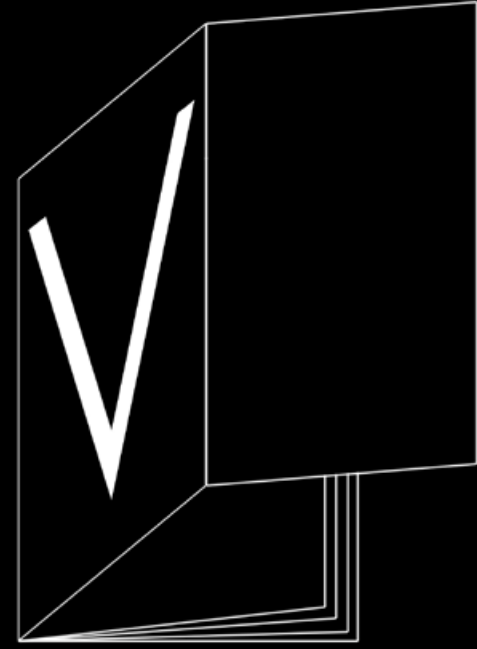
New York, NY 10038

Email: jrivera@vmagazine.com

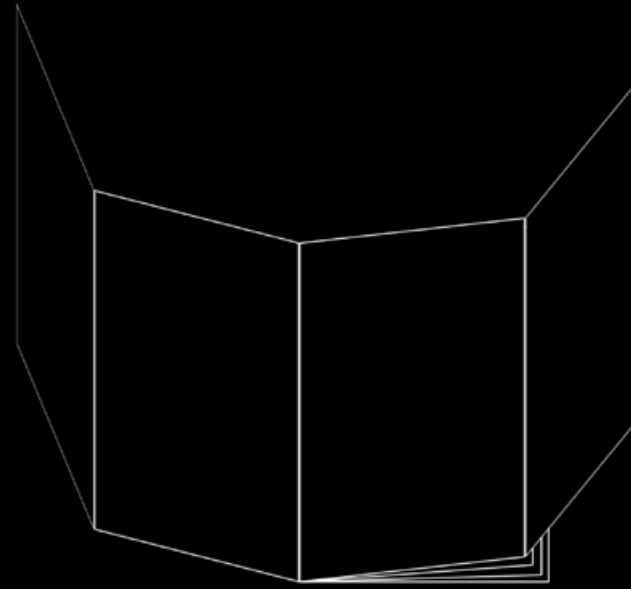
PRINT SPECIFICATIONS



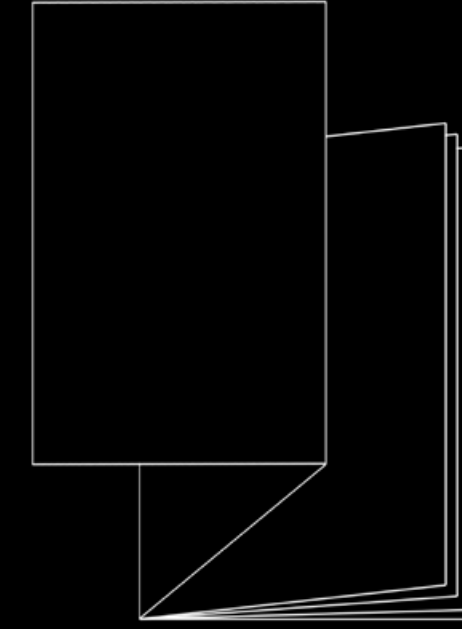
28 Page Calendar



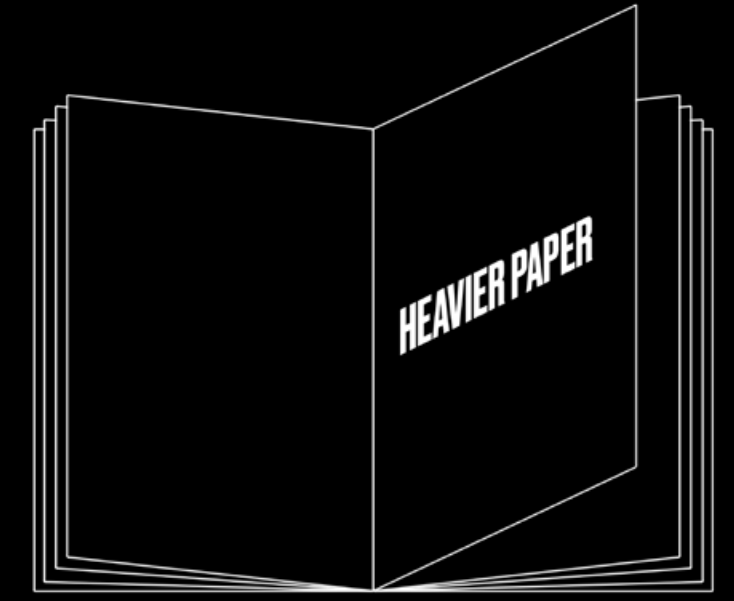
Cover Gate



Double Cover Gate



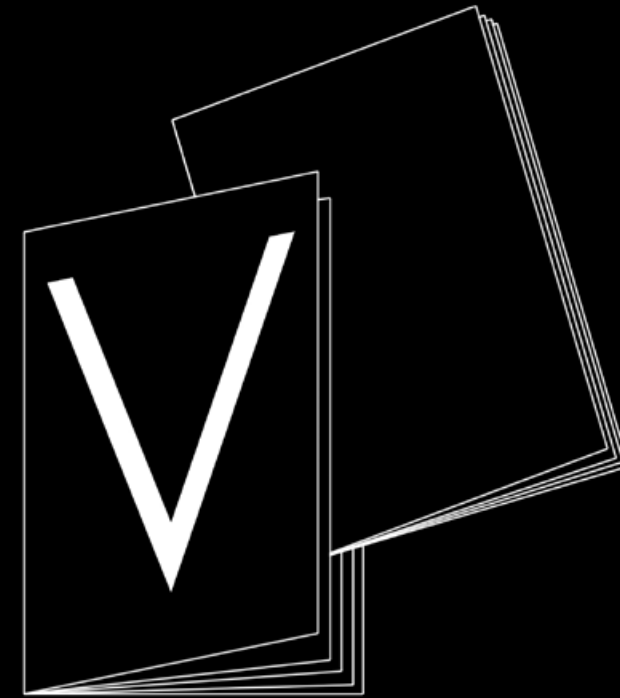
Z- Gate



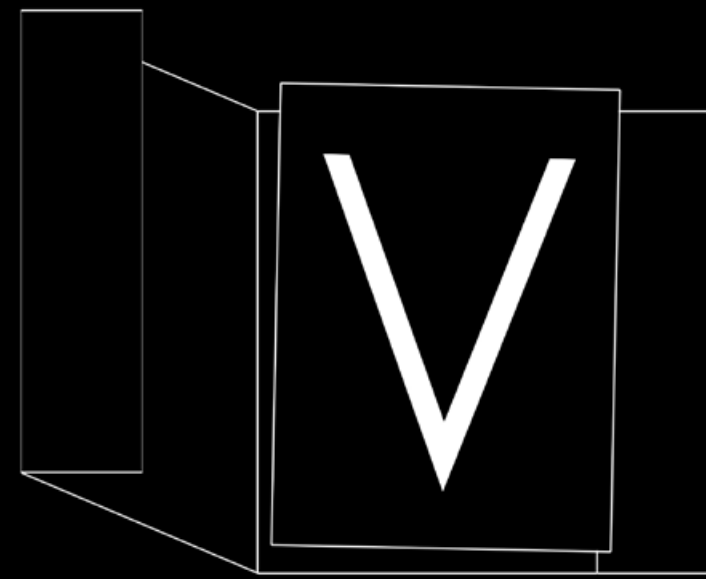
Single Leaf Insert



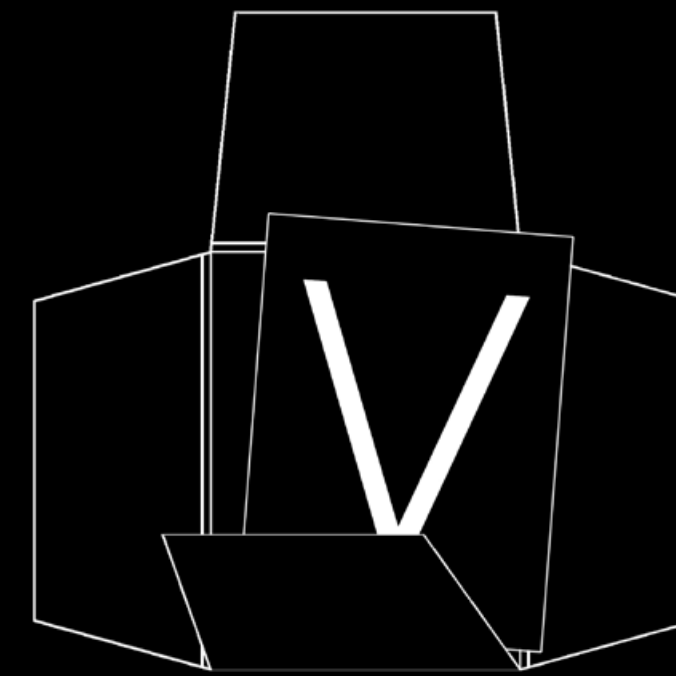
4 Page Insert



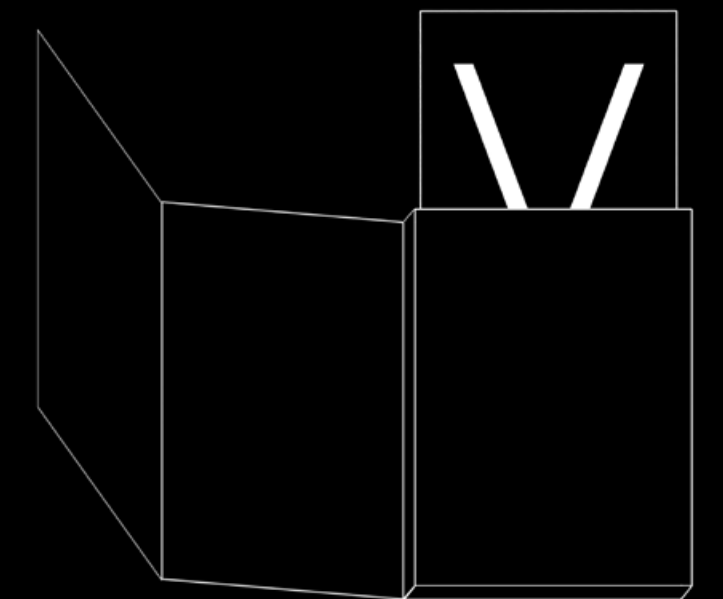
16 Page Saddle Stitched



Cover Wrap



Custom Envelop



O-Card

SPECIAL PROJECTS



V MAGAZINE THE CHANEL BOOK

Created in partnership with Chanel, V Magazine joined forces with renowned image-makers and longtime collaborators Inez and Vinoodh to place some of the most remarkable subjects in the world in the pages of one timeless book. Between intimate portraits and thoughtful reflections, photographed virtually and in-person across the globe, a rare constellation of international powerhouses meets the magic of Chanel in the pages of this limited-edition art book—culminating in an eternal fashion keepsake.

[VIEW GALLERY](#)

V MAGAZINE * LOUIS VUITTON

Honing in on the phenomenon of digital stardom, the internet's ultimate it-girl Emma Chamberlain was captured head to toe in Louis Vuitton's latest collaborative collection with Italian art maison Fornasetti, through the lens of Dutch photography-duo Domen and Van de Velde and styled by fashion director Nicola Formichetti.



[VIEW GALLERY](#)



V MAGAZINE × VALENTINO

In heavy anticipation for Willow Smith's rock debut album, her digital cover and V131 print spread celebrates Black women in punk rock music, as she continues to forge ahead on her new musical path. Adorned in Valentino clothing and dripping in Cartier jewelry, the young mogul shot by Dutch photography-duo Domen and Van de Velde and styled by Nicola Formichetti brought to life her new sound through outstanding visuals.



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



V MAGAZINE * VALENTINO

As the world welcomes in an experimental renaissance of pop culture, music, and fashion, V Magazine collaborated with Italian fashion house Valentino—along with photographer Richard Burbidge and stylist Nicola Formichetti—to tap nine dynamic multi-hyphenates who covered our Fall preview issue.



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



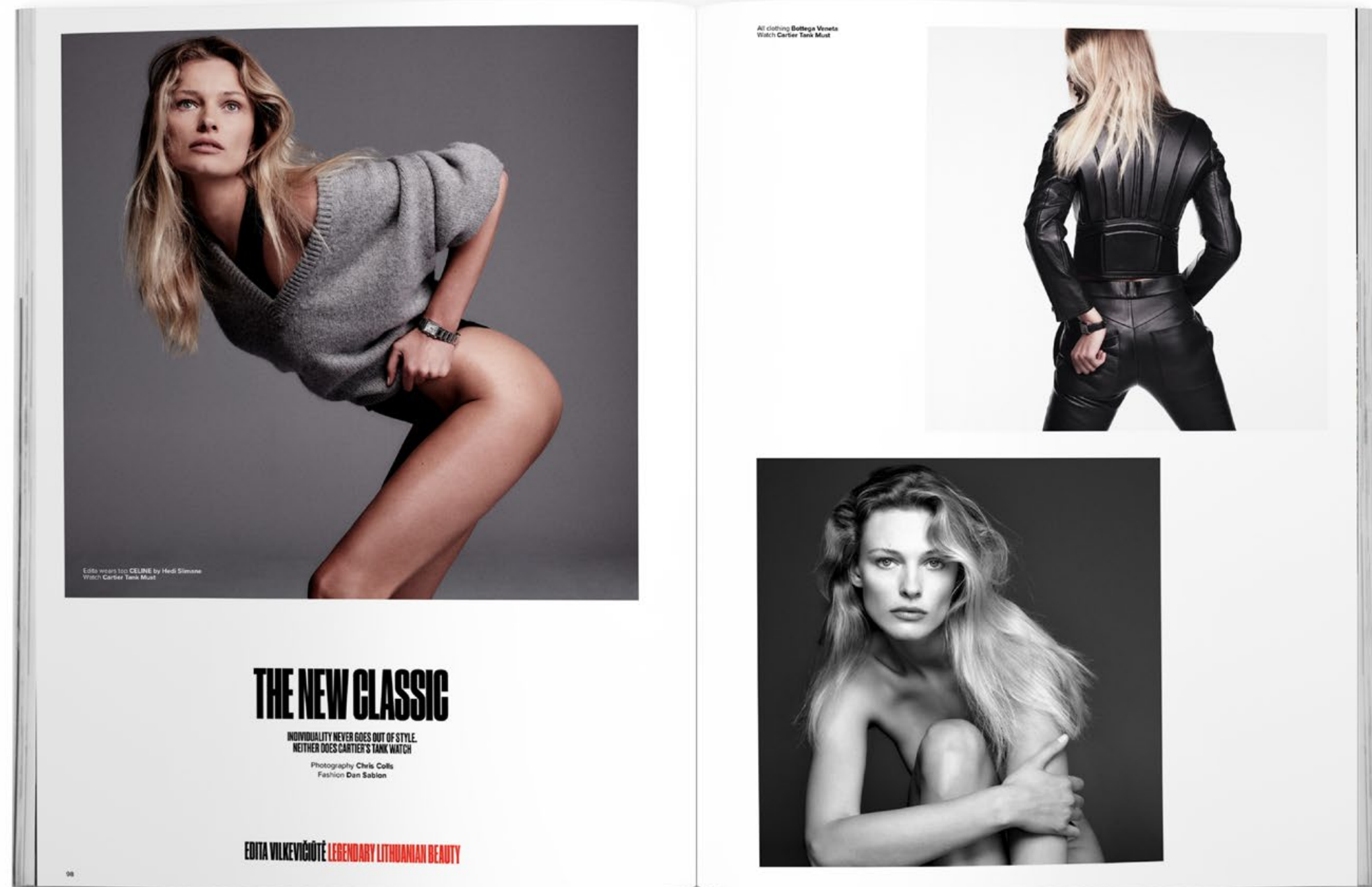
V MAGAZINE × MAISON MARGIELA + REEBOK

Parisian powerhouse Maison Margiela and American activewear brand, Reebok joined forces for the Classic Leather Tabi Decortiqué Low, a chicly reimagined runner for the modern trendsetter. V Magazine and this dynamic duo celebrated its cutting edge collab with “High Kick” consisting of a high impact video, cutting edge imagery, and a special die cut of the sneaker’s silhouette in V132’s print issue.

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

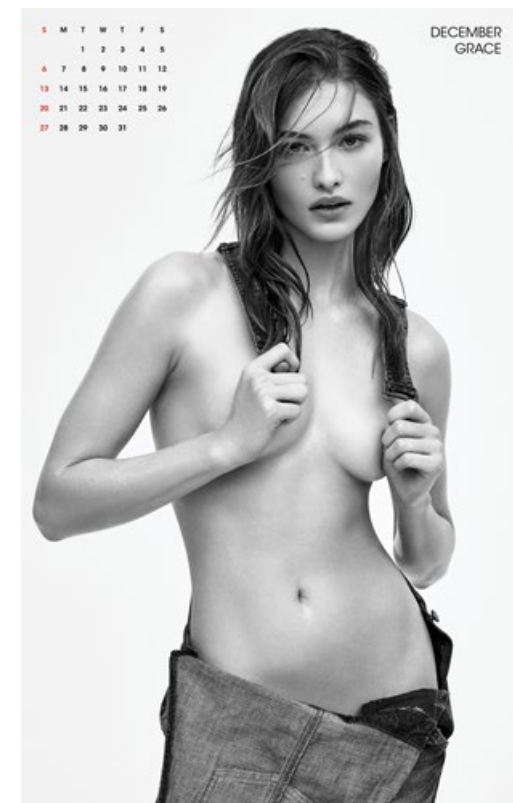
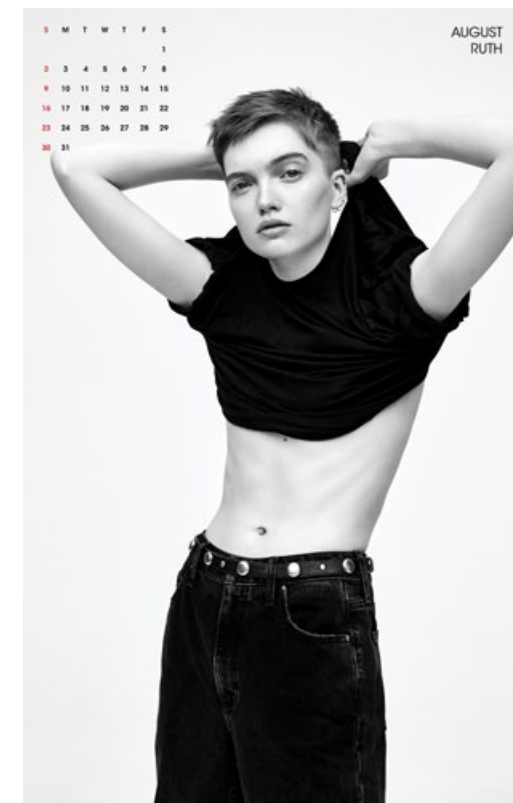
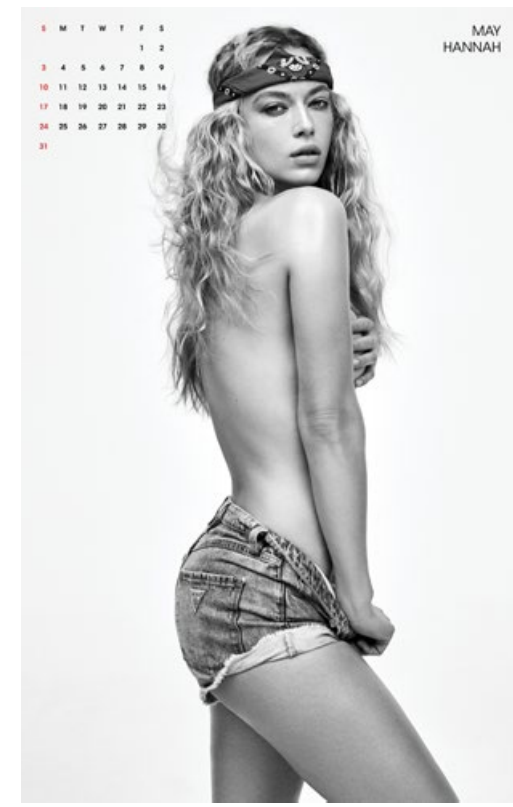
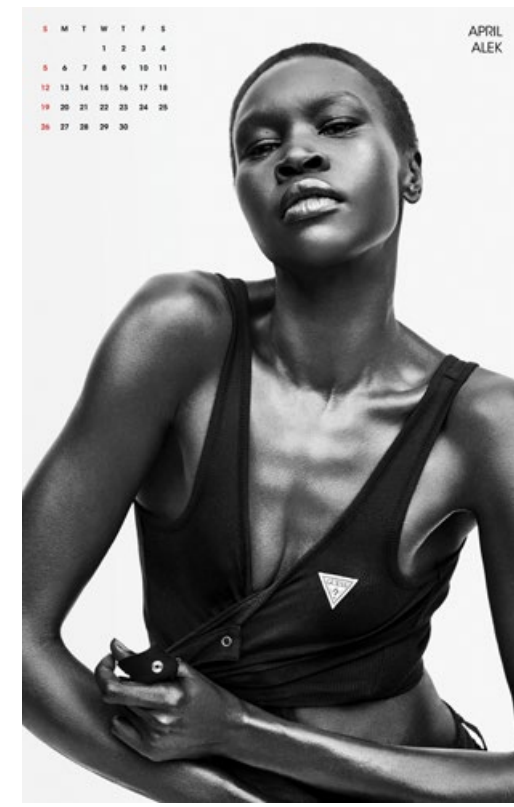
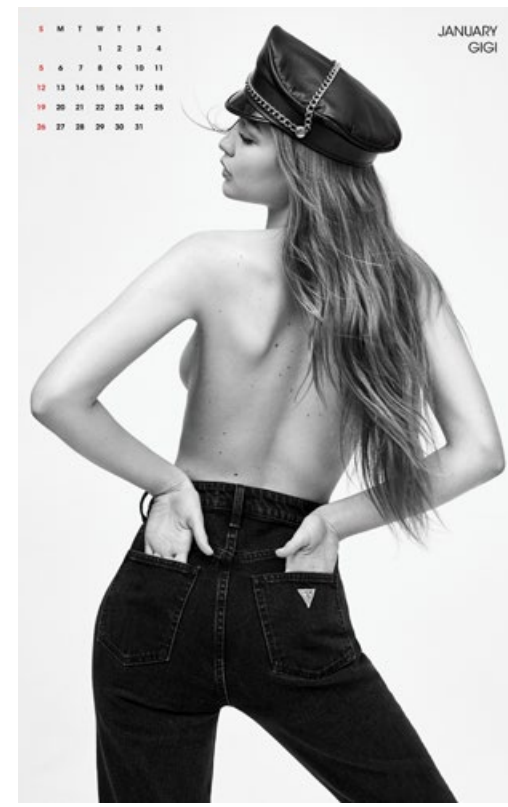
V MAGAZINE × CARTIER

Amidst the current landscape of disposable fashion and short-lived trends, V and VMAN are here to prove that true elegance and sophistication never go out of style. As seen in the pages of V132 and VMAN 47, timeless faces in fashion sport Fall's covetable pieces and Cartier's iconic Tank watch—embodying the essence of a new classic.



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

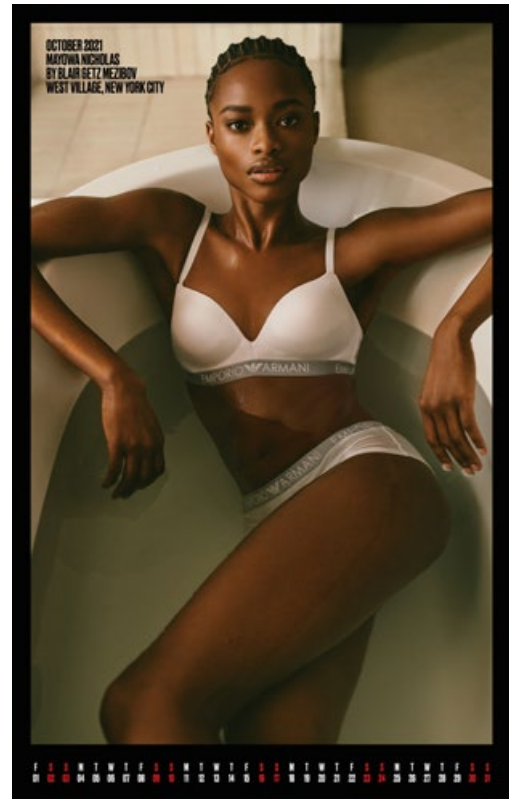
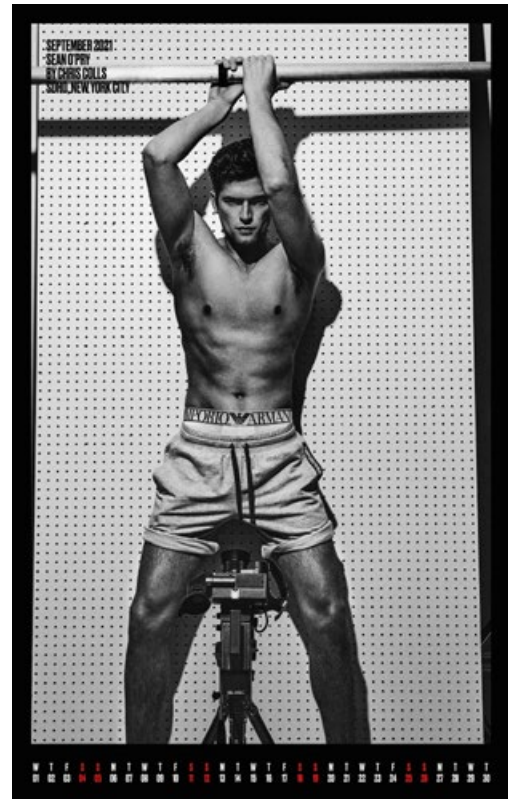
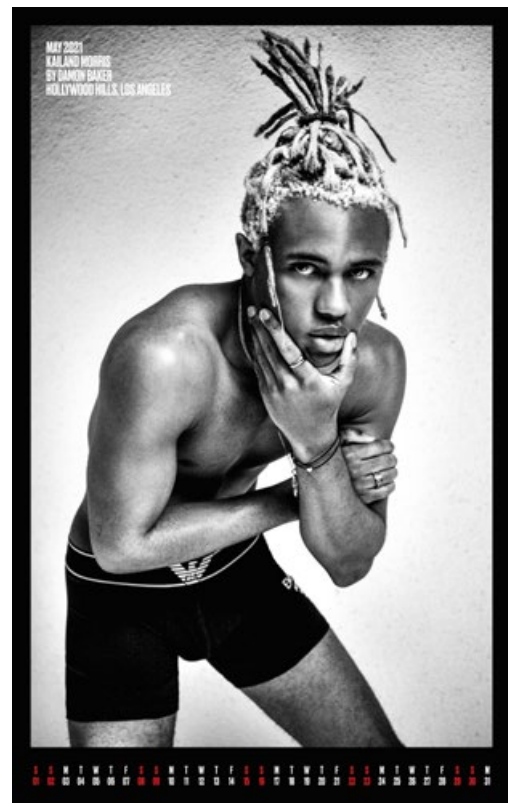
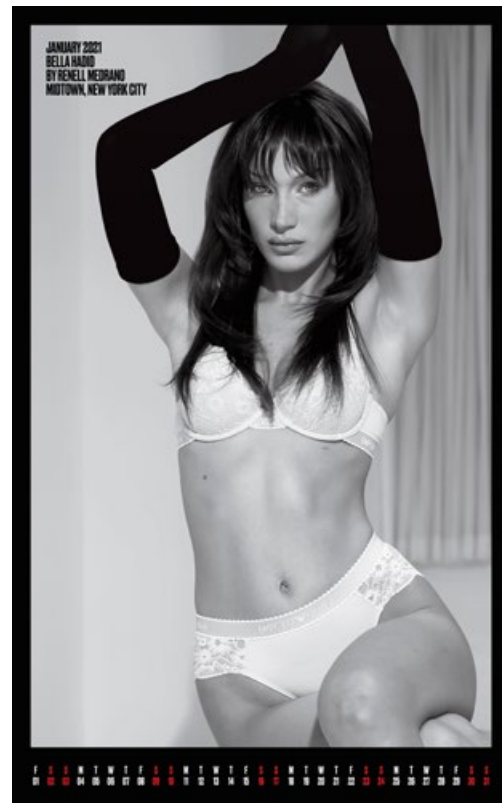




V MAGAZINE * GUESS 2020 CALENDAR

For 2020's annual, limited-edition calendar, V partnered with Guess to dress leading models (such as cover star Gigi Hadid) in pieces from the iconic American brand. Other models shot by acclaimed photography Zoe Grossman include Bella Hadid, Karlie Kloss, and Hailey Bieber.

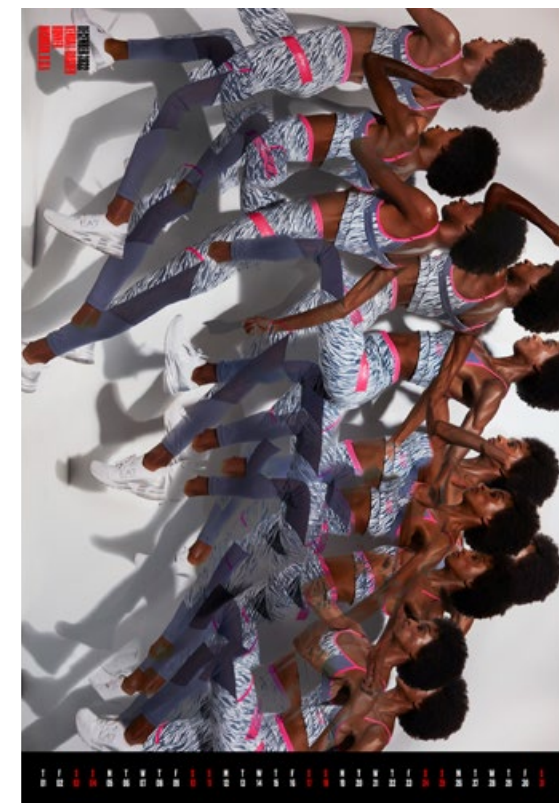
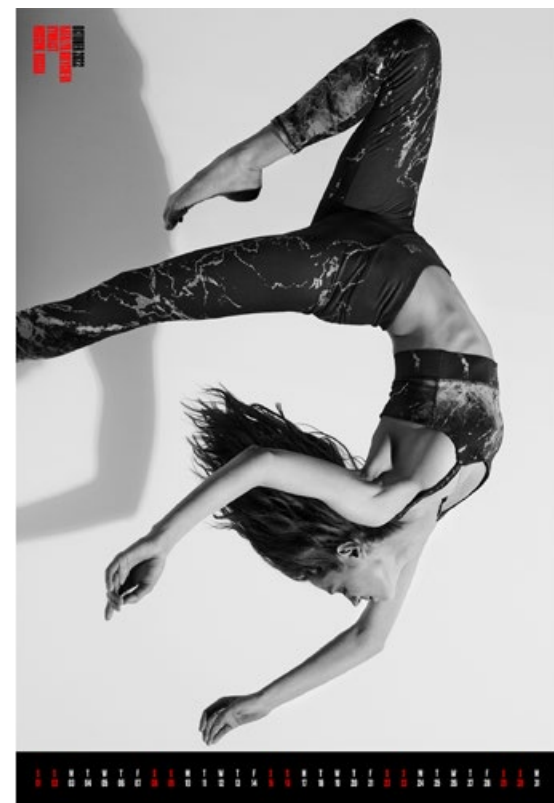
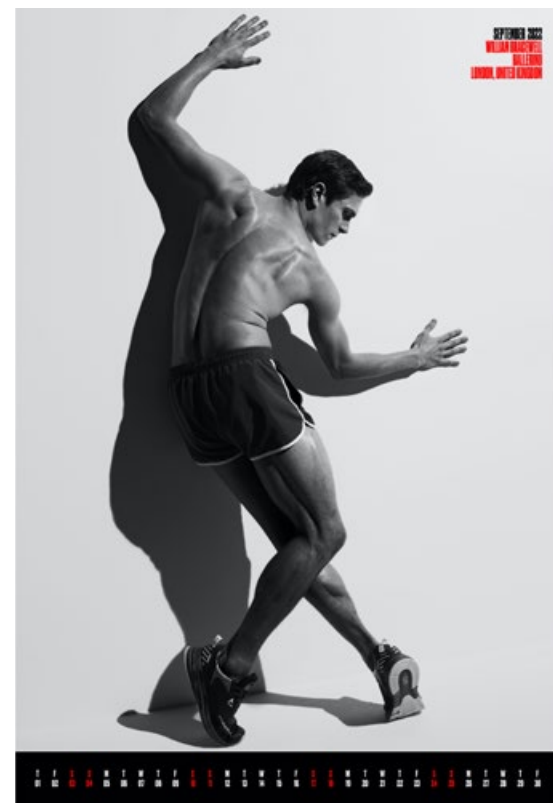
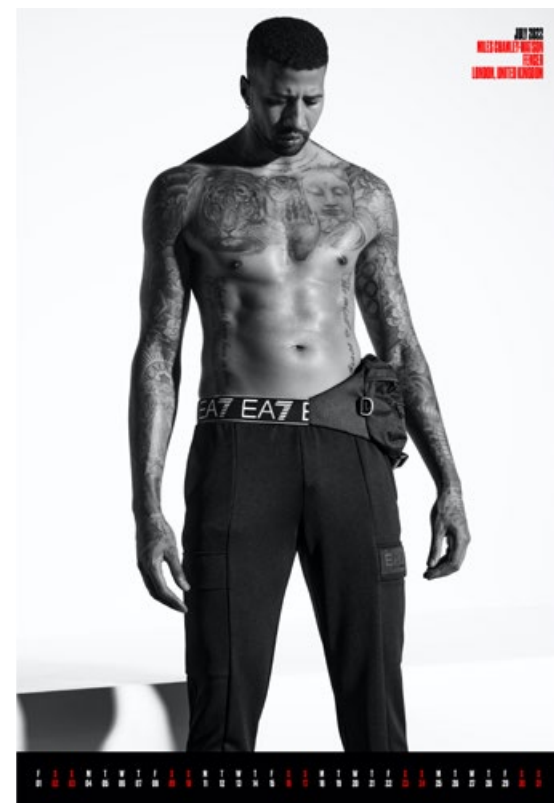
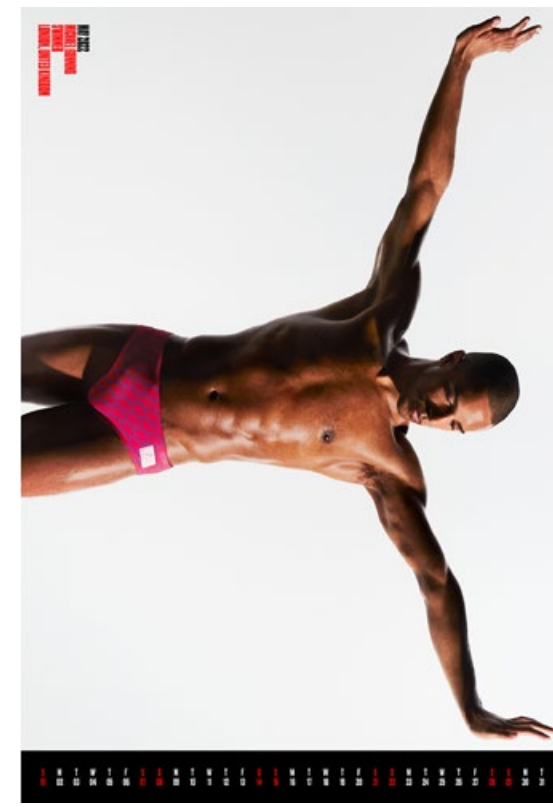
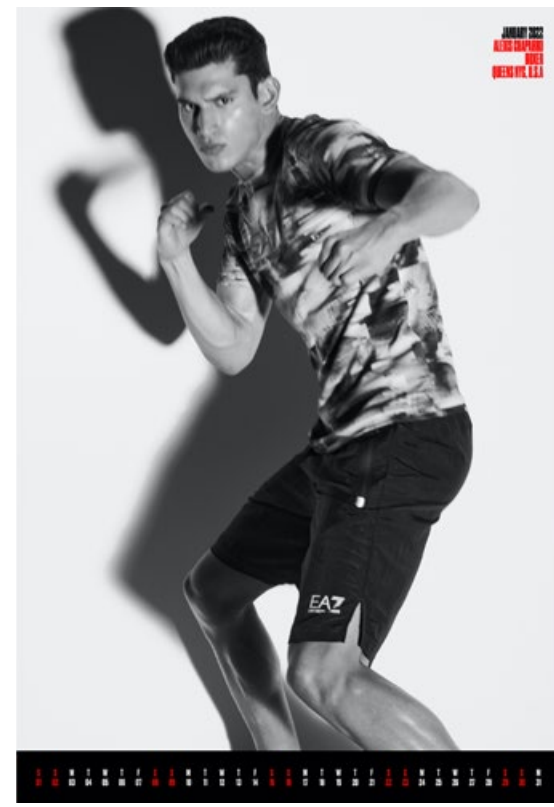
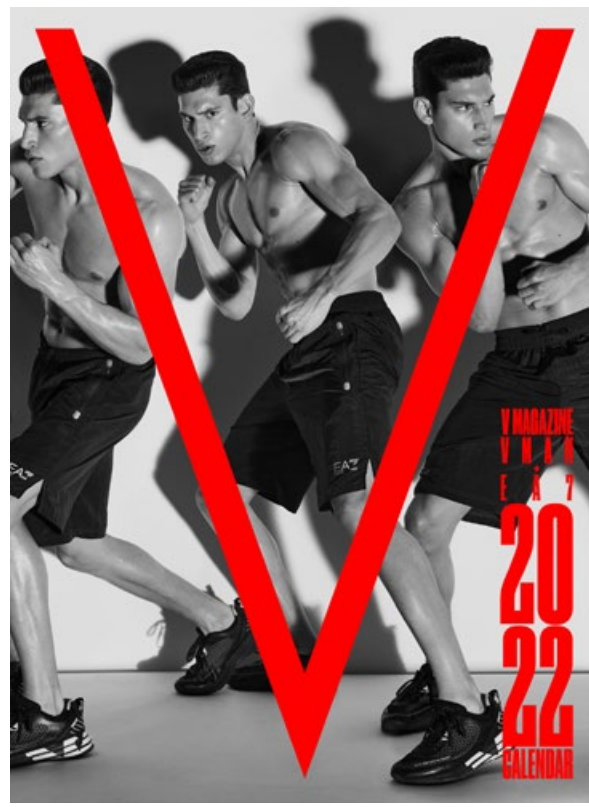
[WATCH NOW](#) [VIEW GALLERY](#)



V MAGAZINE × ARMANI 2021 CALENDAR

In partnership with Emporio Armani we celebrated the 40th anniversary of the Italian fashion label with the iconic Bella Hadid spearheading the New Year's cover. A diverse cast of models donning the latest in Emporio Armani underwear follow, from the boundary-breaking transgender model Valentina Sampaio, to NFL star DeAndre Hopkins, and more. Each model was lensed across twelve cities around the globe by twelve world-renowned photographers—such as Steven Klein and Renell Medrano—the final product is a resolute creative collaboration.

[VIEW GALLERY](#)



V MAGAZINE x EA7 BY EMPORIO ARMANI 2022 CALENDAR

To celebrate the coming of the New Year, V Magazine & VMAN teamed up with EA7 by Emporio Armani to spotlight 12 of the world's most promising, rising athletes for our 2022 calendar.

[VIEW GALLERY](#)

V MAGAZINE × YOOX

In partnership with Italian luxury retailer Yoox, V Magazine tapped boundary-breaking figures in the LGBTQ+ community (such as Kim Petras) for a series of digital covers. Styled by Nicola Formichetti and photographed by Domen & Van de Velde, the collaboration rang in Pride Month in style.



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





V MAGAZINE * GUCCI

Celebrating the most exciting voices in music, V Magazine in collaboration with Gucci turned it up louder through riveting imagery and in-depth interviews with the hottest acts on the musical scene. The brand's "Ouverture" collection was brought to life through the lens of Zoey Grossman and styled by Anna Trevelyan.

[VIEW GALLERY](#)

V MAGAZINE * MONCLER

Decked out in 7 MONCLER FRAGMENT HIROSHI FUJIWARA x CONVERSE collaboration—Hollywood's next generation of cinema stars celebrate Moncler's latest landing in L.A.



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



V MAGAZINE × 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.

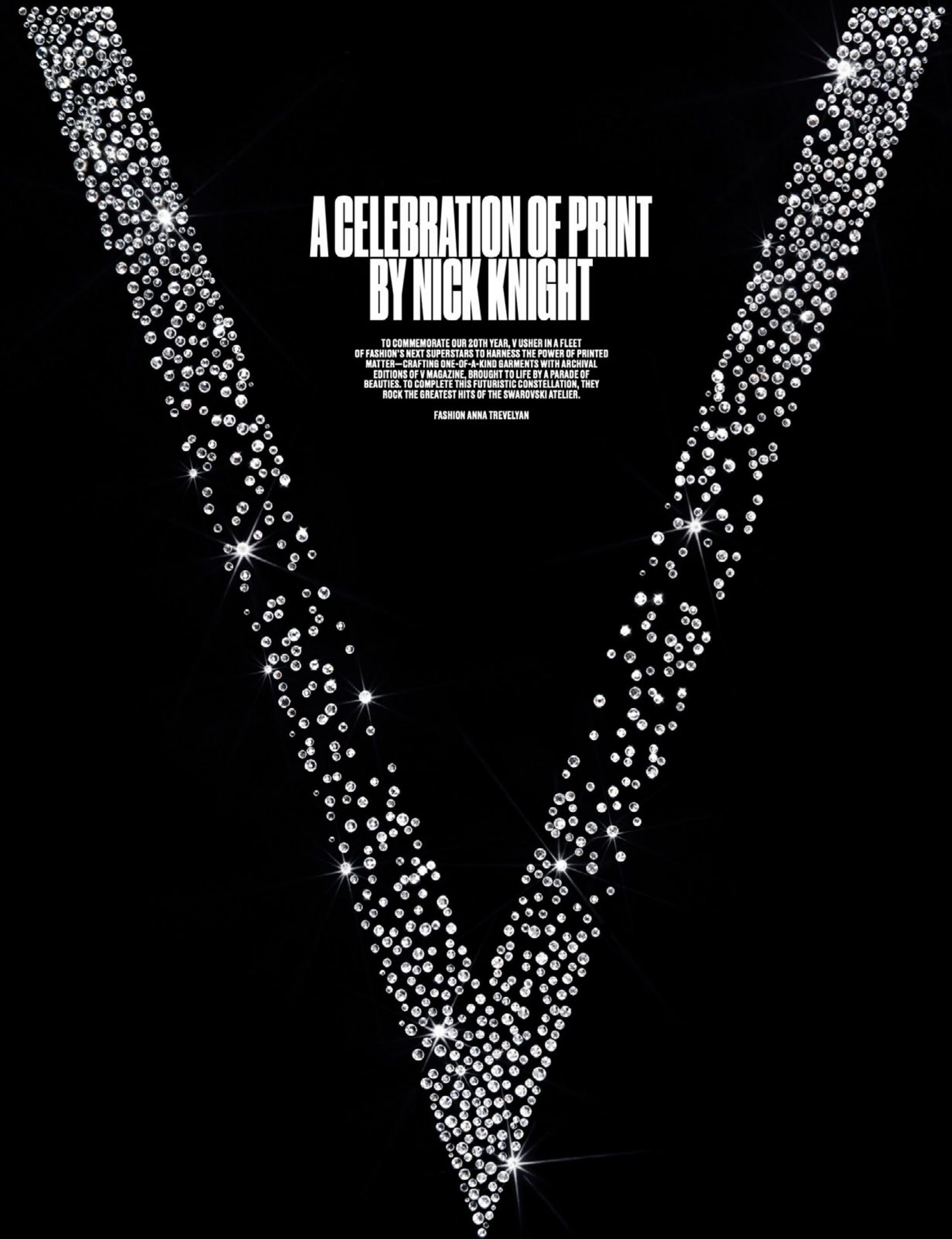
[VIEW GALLERY](#)

V MAGAZINE * SWAROVSKI

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](#)



V MAGAZINE × BULGARI

For our Fall 2022 issue, V Magazine partnered with luxury house Bulgari for a deluxe hardbound keepsake, featuring the extended version of cover star Lalisa Manoban's interview. Wearing selections from the brand's recent collection of decadent diamonds and must-have watches, Lalisa discussed her rise to global stardom, performing, and more.



VIEW GALLERY

V MAGAZINE | V MAN | GEN V © 2023



LALISA
DELUXE EDITION

PHOTOGRAPHED BY MOK HONG MIHO
WEARING BULGARI
INTERVIEWED BY MATTHEW V-BULGARI

August 14, 2023

V MAGAZINE × CARTIER

Covered by Brazilian supermodel Gisele Bündchen, our V136 issue featured a partnership with luxury French house Cartier. Bündchen, who discussed her return to modeling, sported the brand's latest fine jewelry and accessories offerings.



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

V MAGAZINE × 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](#)



V MAGAZINE × CHANEL

Fashion's newest crown jewel, Malika Louback, highlighted the cosmic beauty of Chanel's 1932 High Jewelry collection in a glistening collaboration for our September issue.



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



V MAGAZINE × K-WAY

Have you ever danced in the rain? Featured in the pages of V122 with an accompanying video on VMagazine.com, V partnered with K-Way to dress contemporary dancers in the French heritage brand's colorful nylon collection.



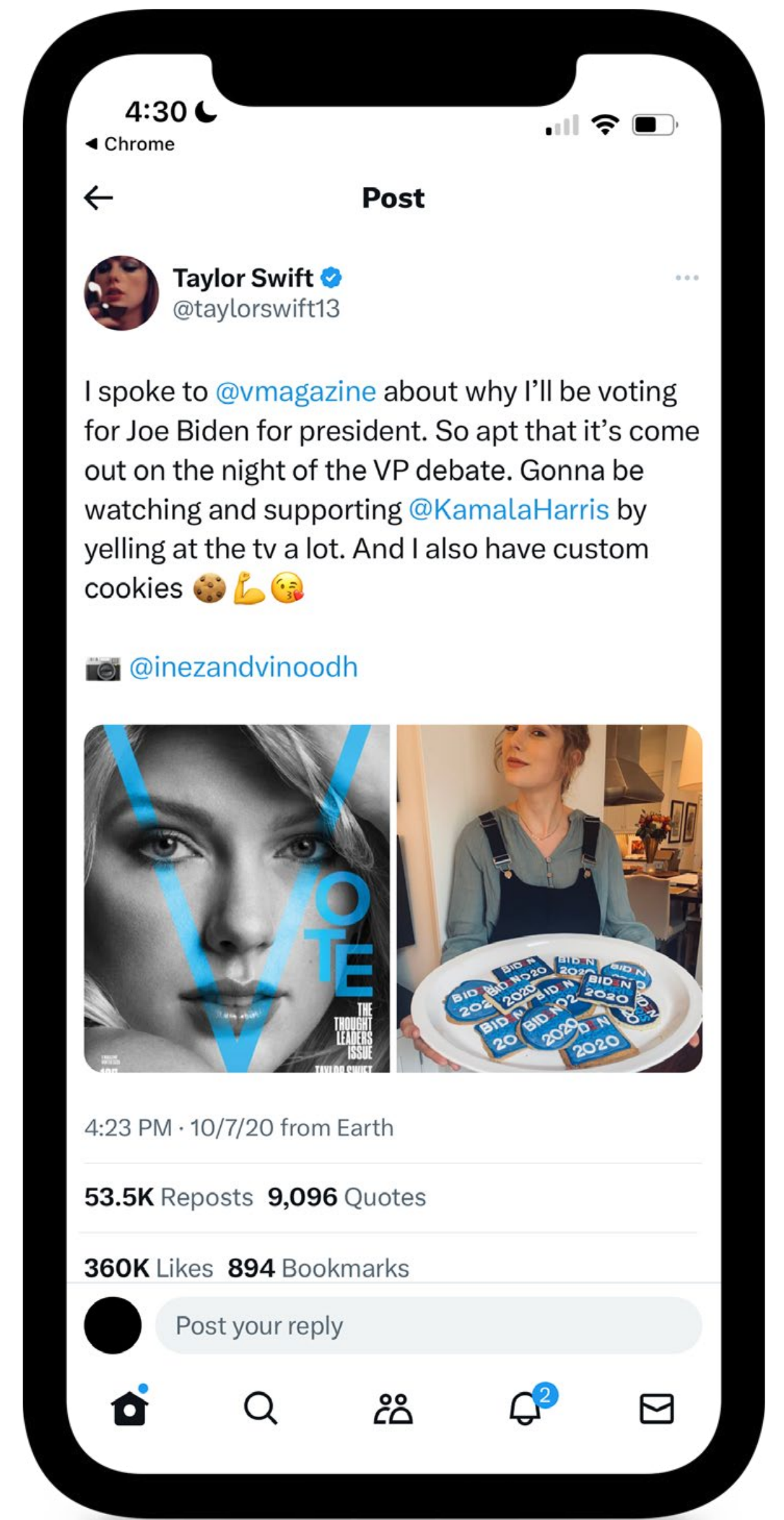
[WATCH NOW](#) [VIEW GALLERY](#)





V IS FOR VOTE

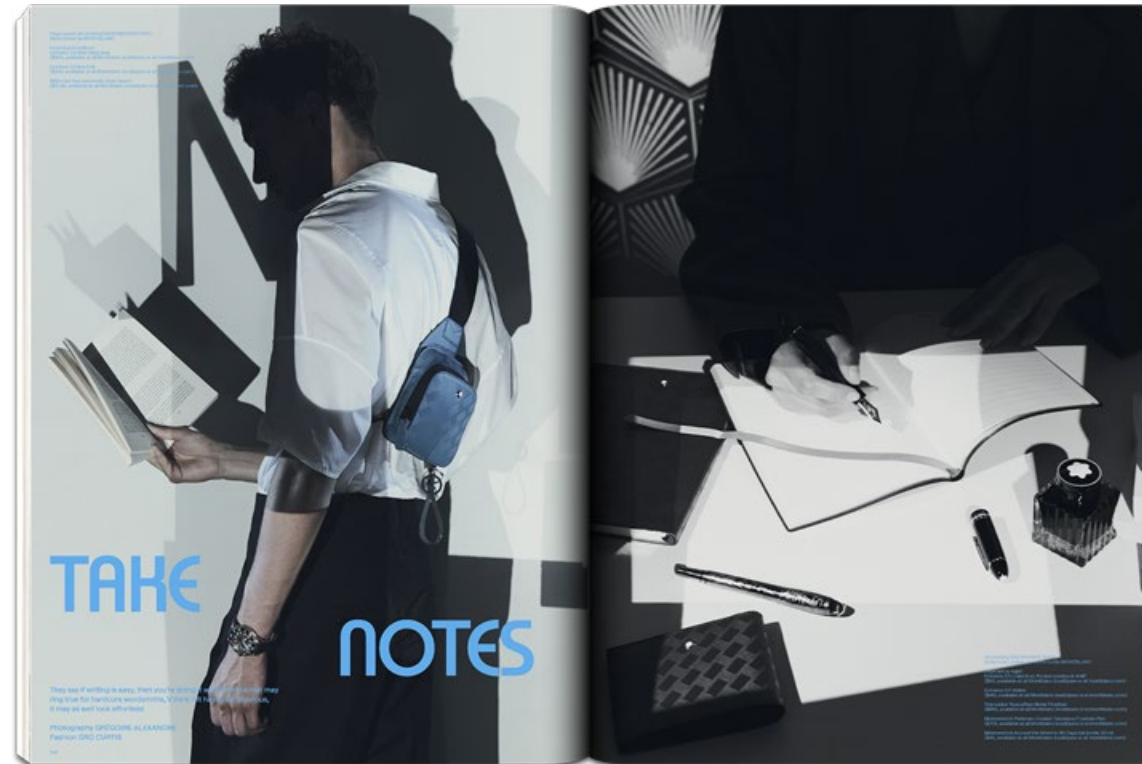
In November 2020, ahead of the US elections, V released V127: The “Thought Leaders” Issue, featuring 45 subjects such as Bella Hadid, Mariah Carey, Taylor Swift, Chris Evans, Jaden Smith, Jennifer Lawrence, and more. Photographed entirely by Inez & Vinoodh, the subjects featured within the issue spoke to the American people to exercise their right to vote. In addition, 16 more subjects such as Hailey Bieber, John Legend, Lee Daniels, Lily Aldridge, America Ferrera, Common, Tarana Burke, and more were introduced to the series with digital covers to encourage Americans to vote in the Georgia Senate runoff and midterm elections.





V MAGAZINE × MONTBLANC

Though Montblanc is more commonly spotted in men's publications, the luxury accessories brand gave V the opportunity to hit a different audience by highlighting their writing instruments and leatherware in a shadowy and sleek film noir setting.



V EVENTS

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](#)



EXCLUSIVE LADY GAGA CONCERT AT LE POISSON ROGUE

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

[WATCH NOW](#)



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](#)



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](#)

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](#)

GIGI JOURNAL PART ONE SIGNING

Back in June 2017, Gigi Hadid celebrated the release of her Gigi Journal Part One (a photo diary featured within the pages of V107) at the V Magazine offices. In partnership with Maybelline and Lumee, eager fans descended upon the streets of Soho to score their signed copy done by Hadid in person and snap a picture with the supermodel herself.



LADY GAGA FOR V99 CELEBRATION

To celebrate the launch of V99, guest edited entirely by pop icon Lady Gaga, V Magazine threw an intimate bash in Gaga's honor at The Rainbow Room at Rockefeller Center during NYFW back in February 2016, where the likes of Riccardo Tisci and Marina Abramovic were treated to an intimate jazz performance by Gaga herself.



GIGI HADID FOR V114 CELEBRATION

To celebrate the arrival of V114's action packed issue starring Gigi Hadid, the supermodel hosted a cocktail party, in partnership with YouTube Music, in the basement of Bowery Electric back in July 2018—complete with a surprise performance by Grammy winning pop star Kim Petras, with the likes of Charli XCX, Barbara Palvin, Patrick Schwarzenegger, Nicola Formichetti, and more in attendance.



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