

V MAGAZINE MEDIA KIT 2025

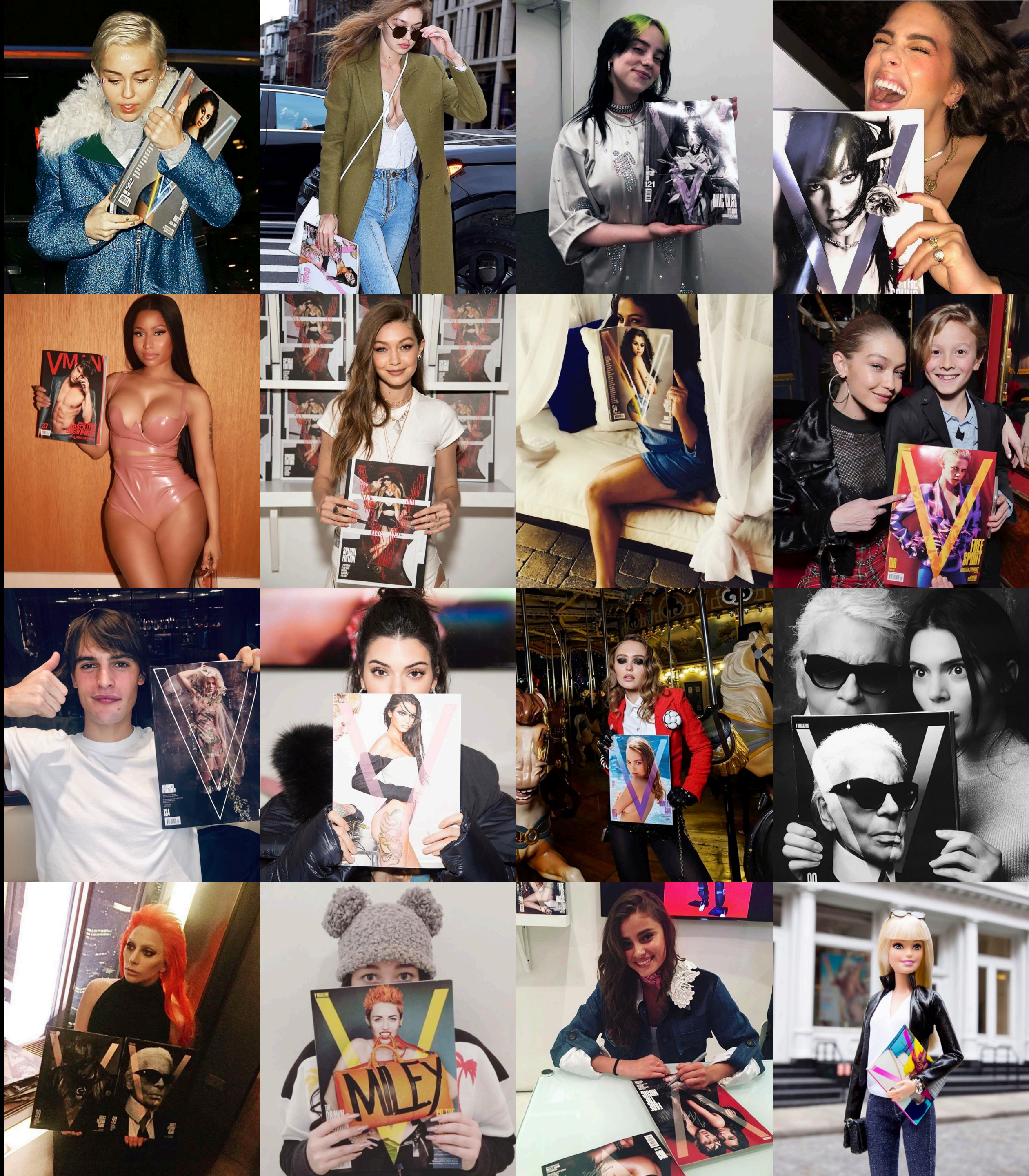


WHERE POP CULTURE MEETS FASHION

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	53.5%
Male	46.4%

AGE BREAKDOWN

18–24	27%
25–34	34%
35–44	20%
45–54	9%
55+	5%
Not specified	5%

Average Age 32

Average Household Income \$150,000

DEMOGRAPHIC

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

Circulation 118,185

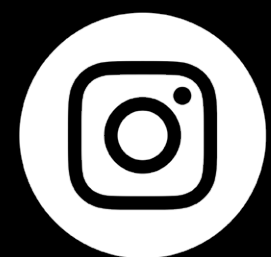
Readership 450,000

Rate Base 100,000

Cover Price (USD) \$14.50

Annual Print Subscription Price (USD) \$80

V DIGITAL



3.1M



1.2M



18.7K



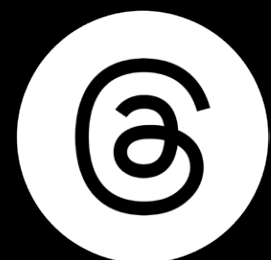
929.7K



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)

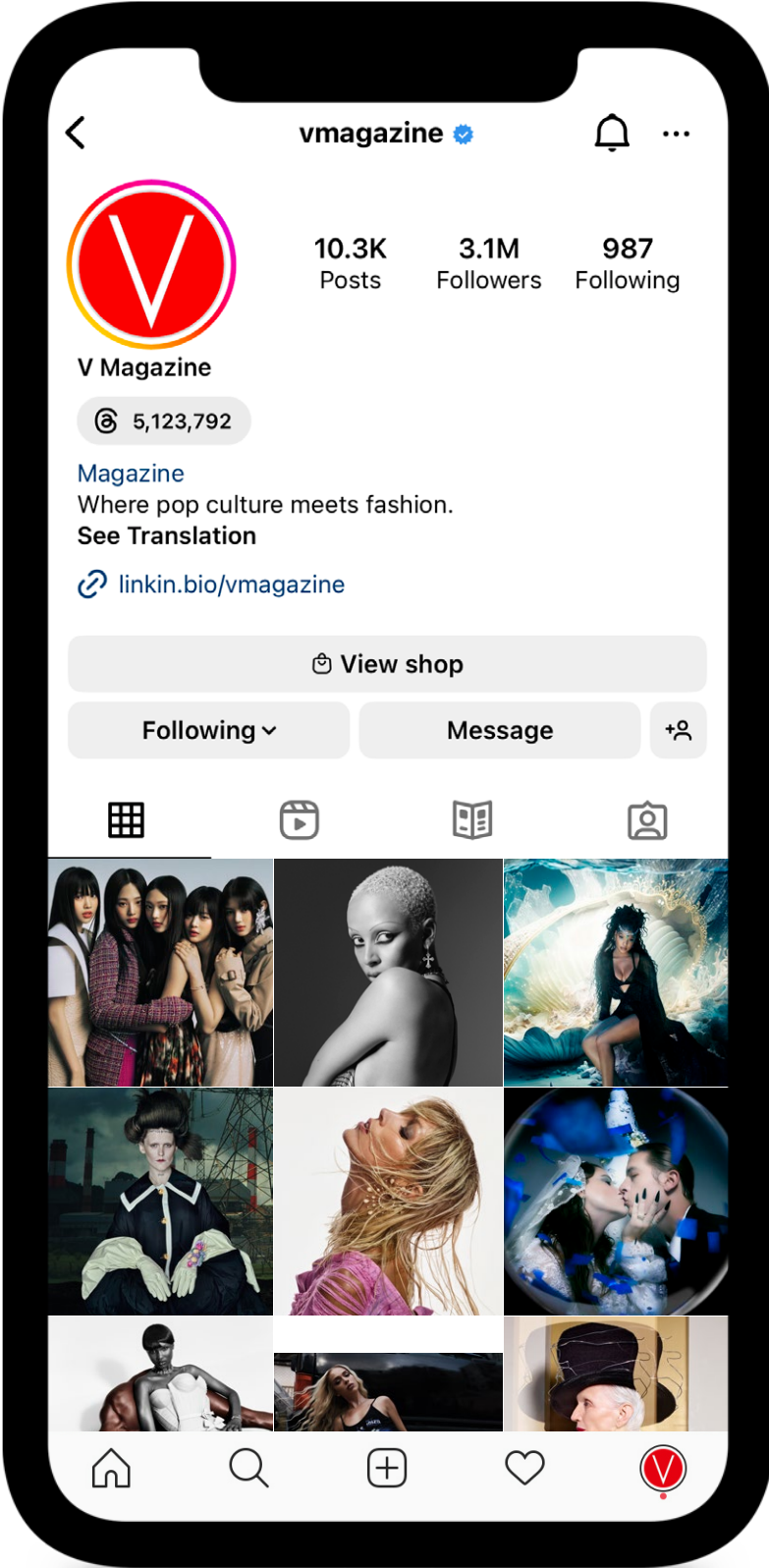
- Likes

Reach

Impressions
- 4,600

122,500

119,334



VMAGAZINE.COM

Average Monthly
Uniques

Average Page Views

Average Time On Site

350 K

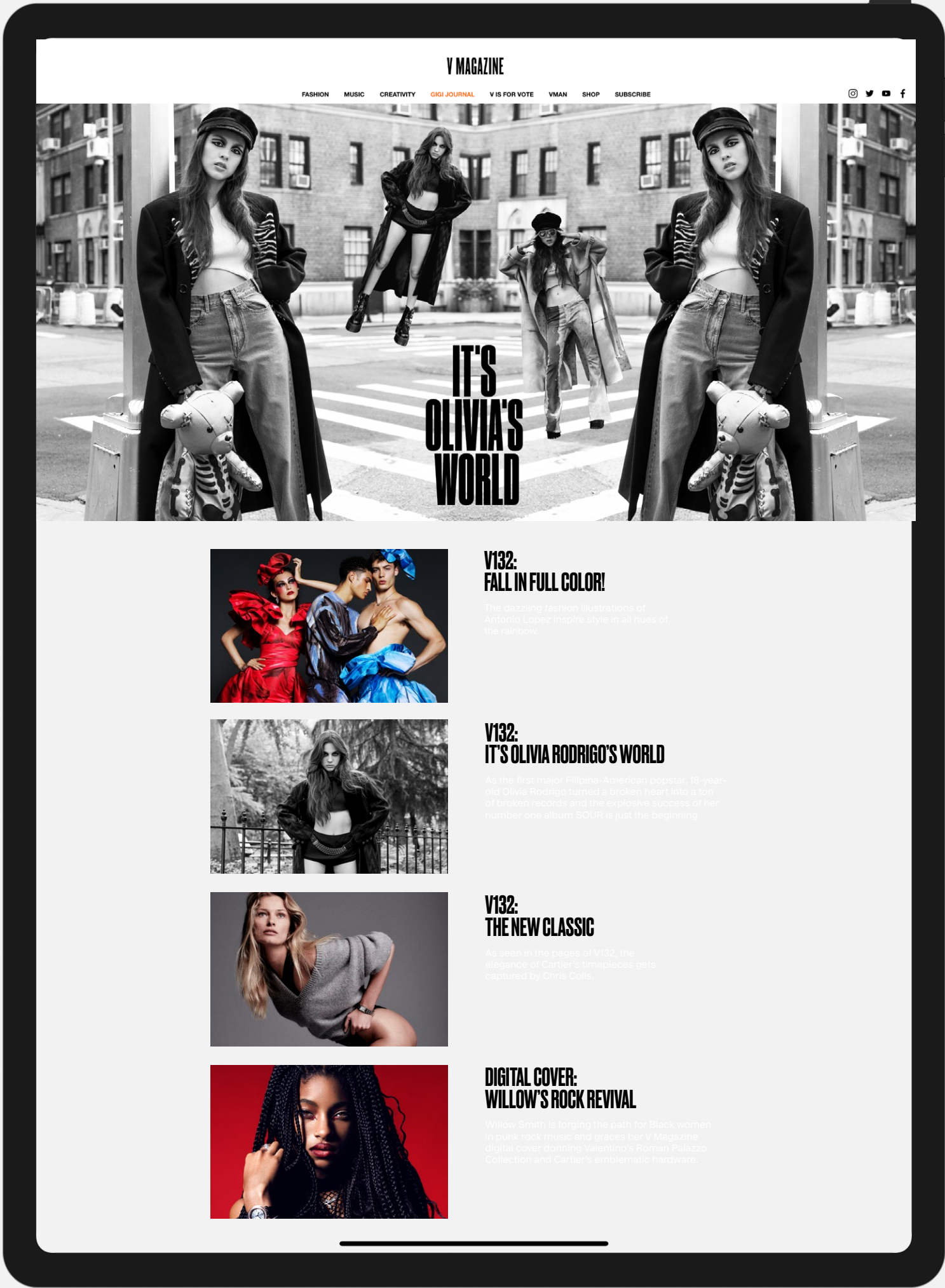
1 M

2:10 Minutes

NEWSLETTER

Subscribers and VIP
Mailing List

64,000



2025 EDITORIAL CALENDAR



V152
STARS ON THE RISE ISSUE
SPRING PREVIEW 2025

The beginning of a new year brings forward a fresh season for fashion and a look at pop culture's new kids on the block, as V will spotlight the rising actors, musicians, designers, models, and internet sensations on our radar while mapping out the most covetable looks of the spring collections ahead.

Space Close: November 15th, 2024
FINAL AD MATERIALS: December 5th, 2024

PRINT ON SALE: JANUARY 6TH 2025

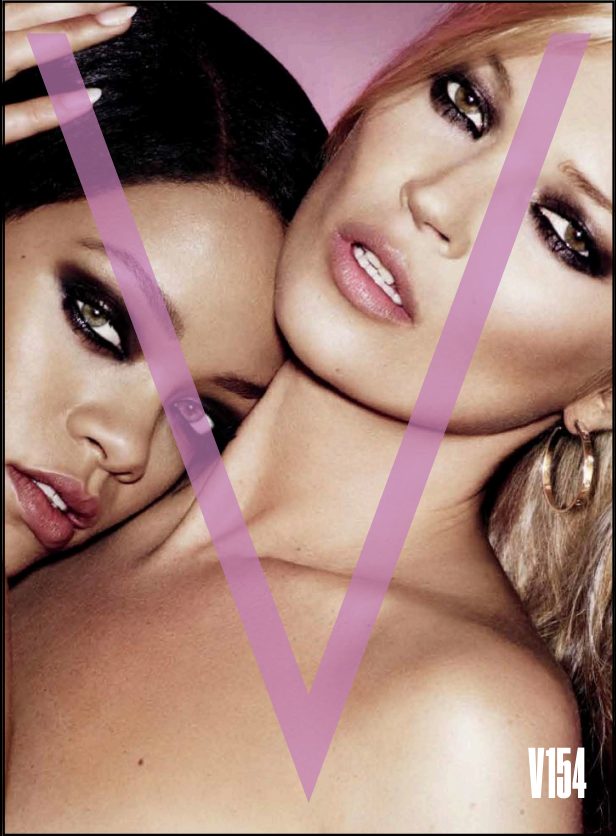


V153
THE BEFORE AND AFTER ISSUE
SPRING 2025

Who doesn't love a transformation? For the official start of spring, V are excited to breathe life into next season's most innovative collections as we become fashion fairy godmothers and fathers for some of pop culture and supermodeldom's buzziest ingenues, transforming each of our subjects into next-gen icons.

Cover Space Close: December 16th 2024*
Space Close: January 15th, 2025
Final Ad Materials: February 6th, 2025

PRINT ON SALE: FEBRUARYV 28TH, 2025



V154
DYNAMIC DUOS
SUMMER 2025

Everybody loves the sunshine. V's summer issue is excited to make a splash with the most sought after swimwear, accessory, and couture collections of the season. Bringing a youthful and collaborative energy to the busiest season of the year, we will feature multiple covers of our favorite unlikely duos, as this past year's collabs have produced some of the most defining works of this era. Expect travel recommendations, blockbuster predictions, and music festival excitement galore.

Cover Space Close: December 16th 2024*
Space Close: March 5th, 2025
Final Ad Materials: April 1st, 2025

PRINT ON SALE: MAY 6TH, 2025



V155
THE LEADING LADY ISSUE
FALL PREVIEW 2025

There's nothing like a summer blockbuster. Lighthearted yet engaging, we want to pay tribute to the phenoms on the screen making us laugh and cry. Looking ahead at fresher fall air, we're excited to drip top models out in high jewelry and the best of pre-fall. Featuring profiles on young designers, international city guides, and the hottest album drops of the season, we plan to close the summer out effortlessly, with shades on, and a tropical cocktail in hand.

Cover Space Close: December 16th 2024*
Space Close: May 9th, 2025
Final Ad Materials: June 5th, 2025

PRINT ON SALE: JULY 11TH, 2025



V156
THE FASHION ISSUE
FALL 2025

For Fall 2025, we return to classic V. A celebration of the cooler months and the bundled-up trends that emerge with them, this season will dive into the names and pieces that have become increasingly ubiquitous throughout the year.

Cover Space Close: April 28th 2025
Space Close: June 30th, 2025
Final Ad Materials: July 24th, 2025

PRINT ON SALE: SEPTEMBER 1ST, 2025



V157
THE MUSIC ISSUE
WINTER 2025

Tis the season for cruise, couture, and crooners. Our wishlist for the holiday season will feature our favorite couture and cruise collections as well as a thoughtfully-curated gift guide so you can shop accordingly for your loved ones (and self). We're also excited to close out the year with a saucy number from our top-played musicians, featuring newcomers, current chart-toppers, and legends galore.

Cover Space Close: July 11th 2025
Space Close: September 5th, 2025
Final Ad Materials: October 2nd, 2025

PRINT ON SALE: NOVEMBER 10TH, 2025

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.

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

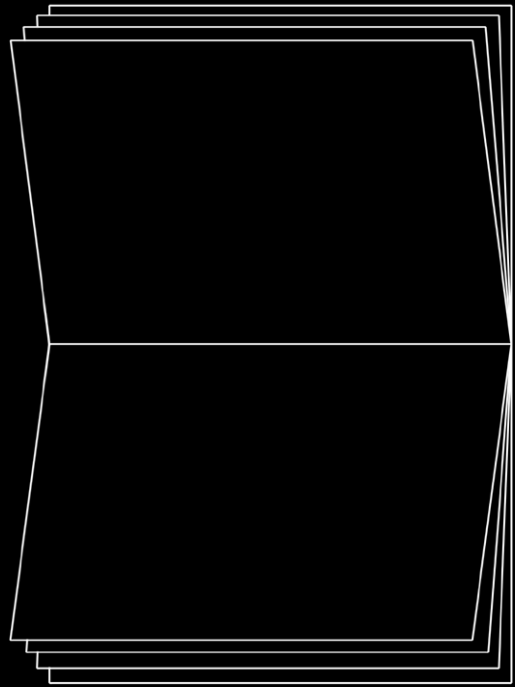
DELIVERY

Please send all ads by directly emailing your files or the links to download your files.

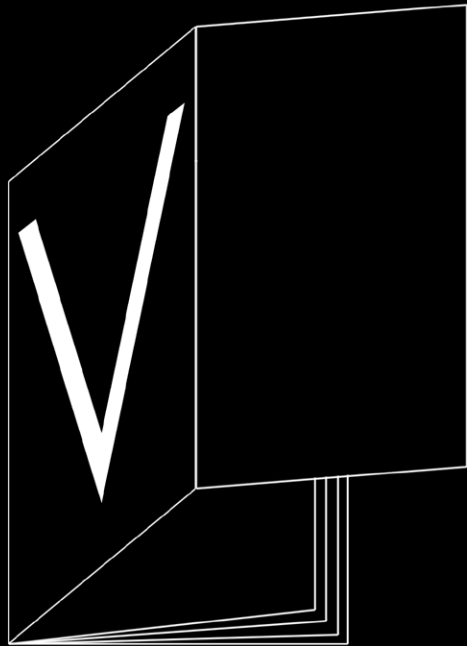
Send all emails to:
charles@vmagazine.com
eleni@elenigatsou.com
marie-loup@elenigatsou.com

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

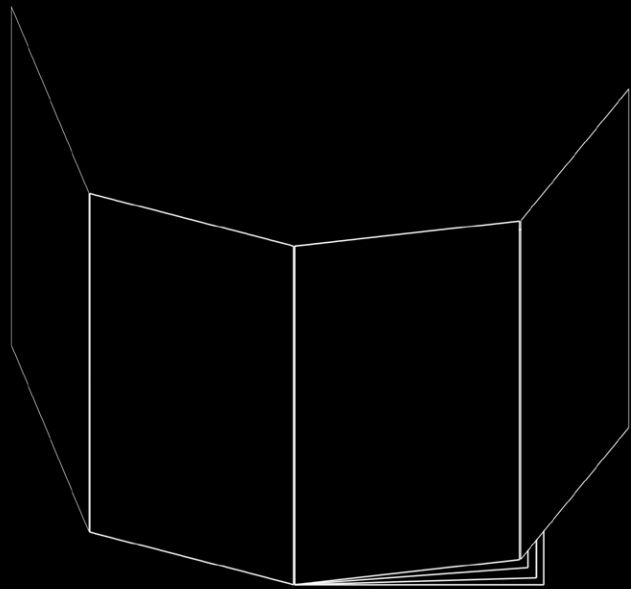
PRINT SPECIFICATIONS



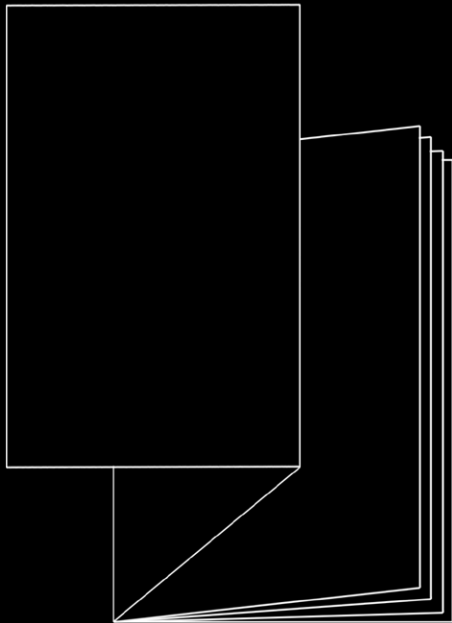
28 Page Calendar



Cover Gate



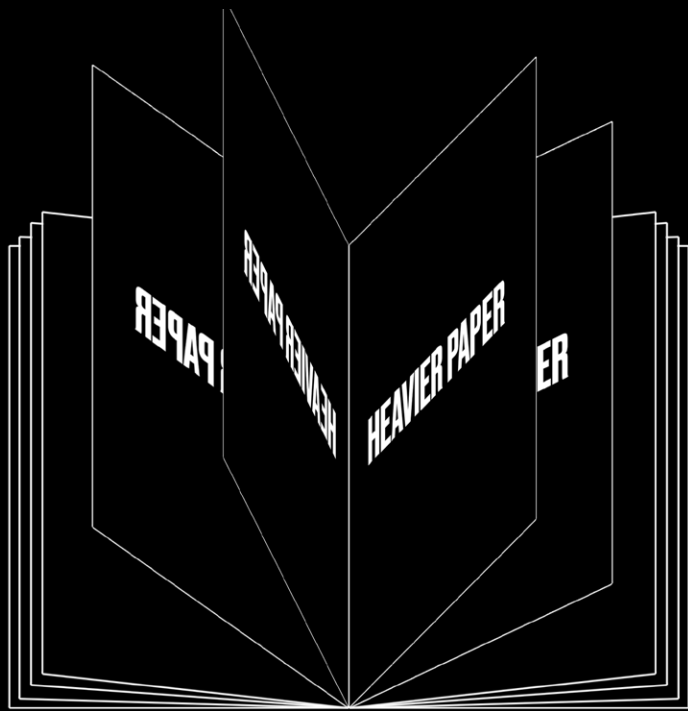
Double Cover Gate



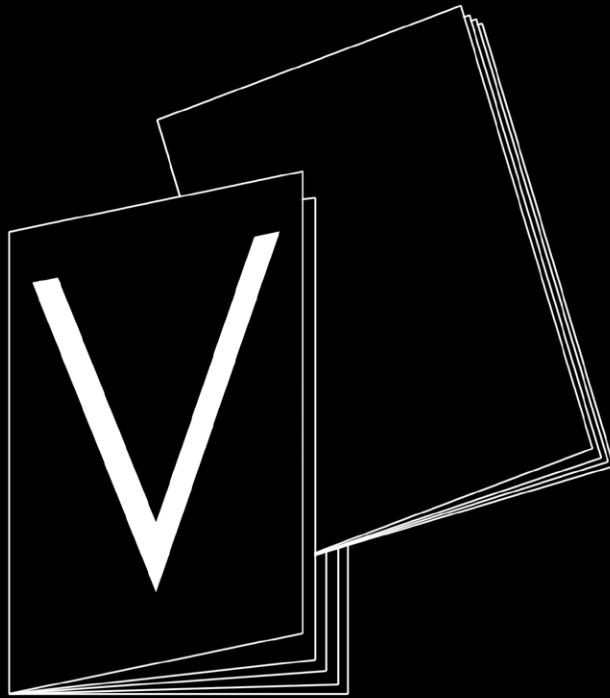
Z- Gate



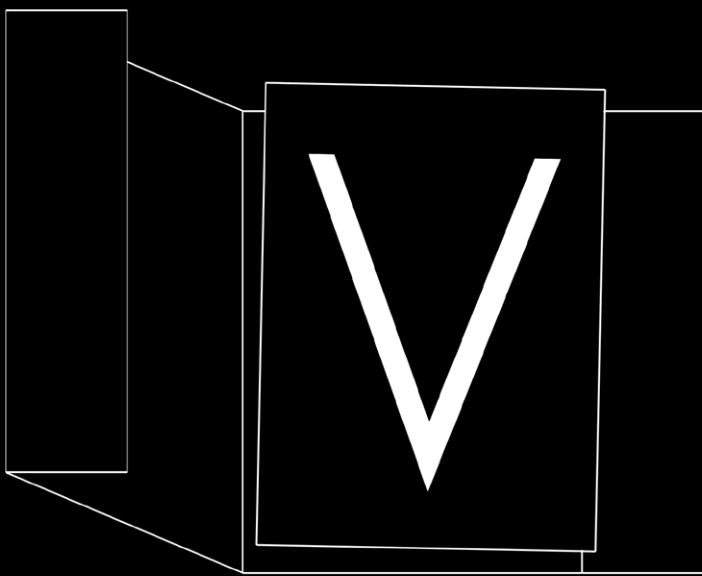
Single Leaf Insert



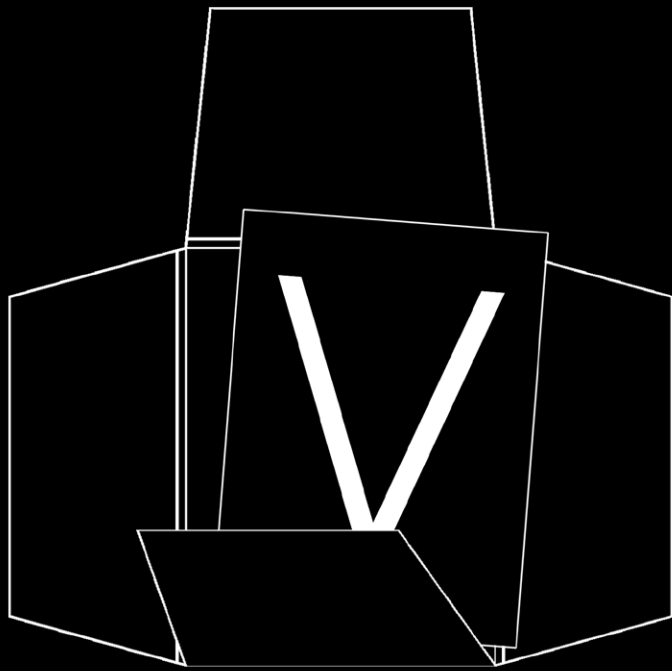
4 Page Insert



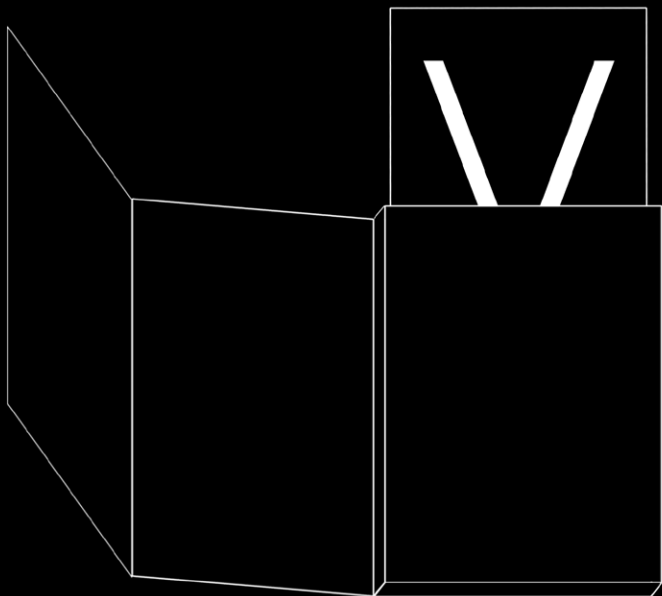
16 Page Saddle Stitched



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 × 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 × 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](#)





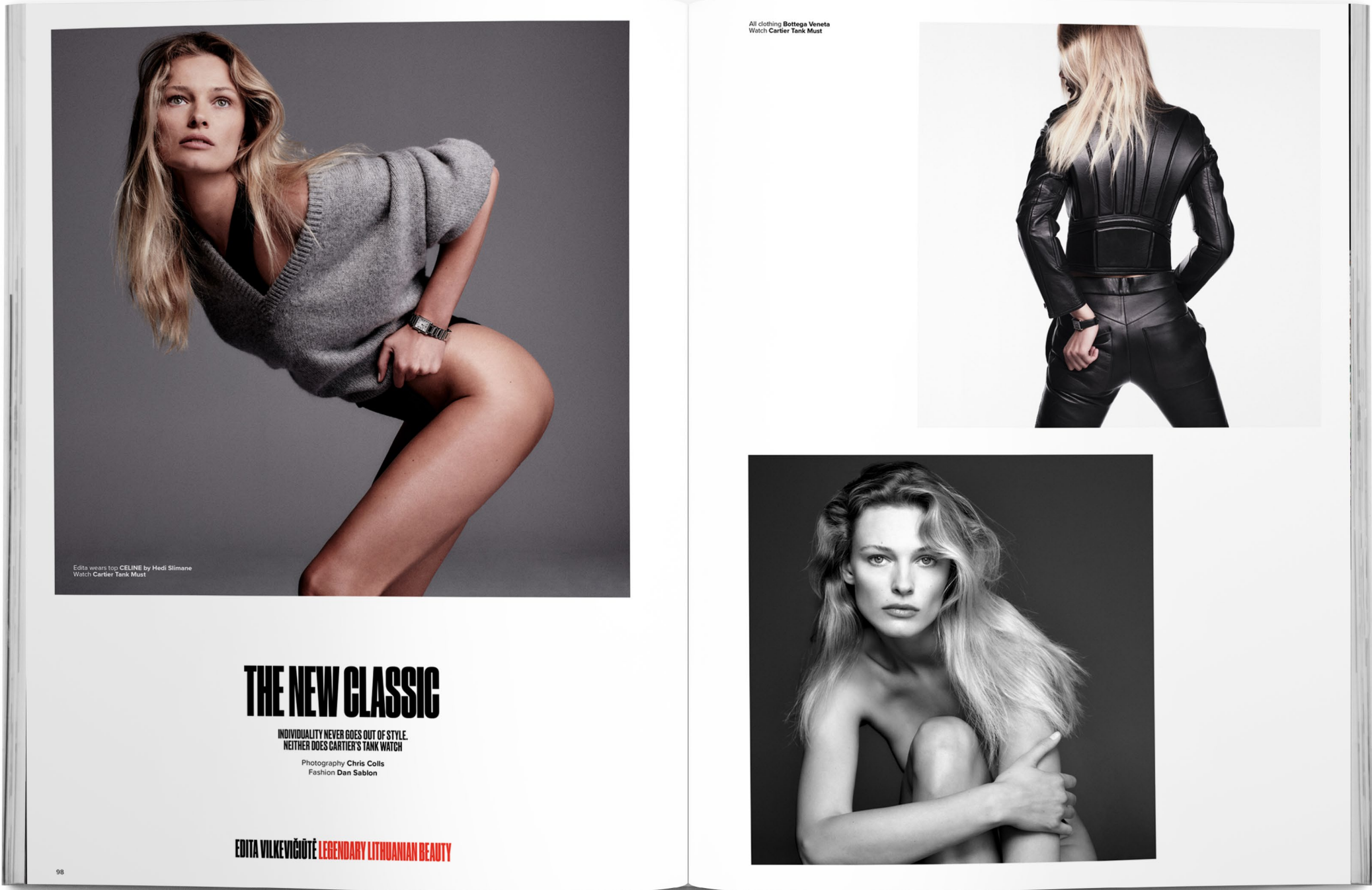
V MAGAZINE × MAISON MARGIELA + REEBOK

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](#)

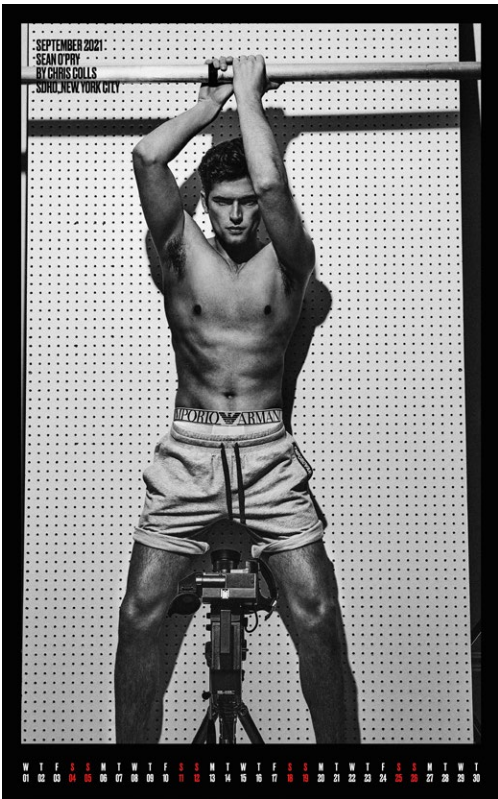
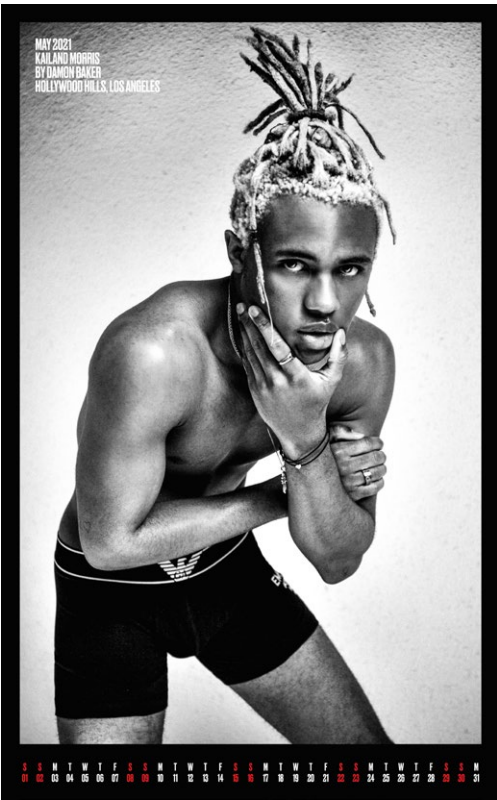




V MAGAZINE × GUESS 2020 CALENDAR

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.

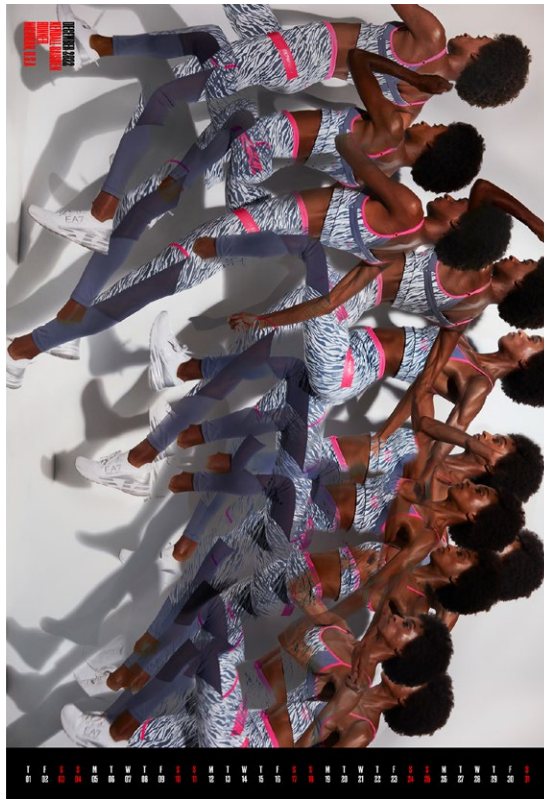
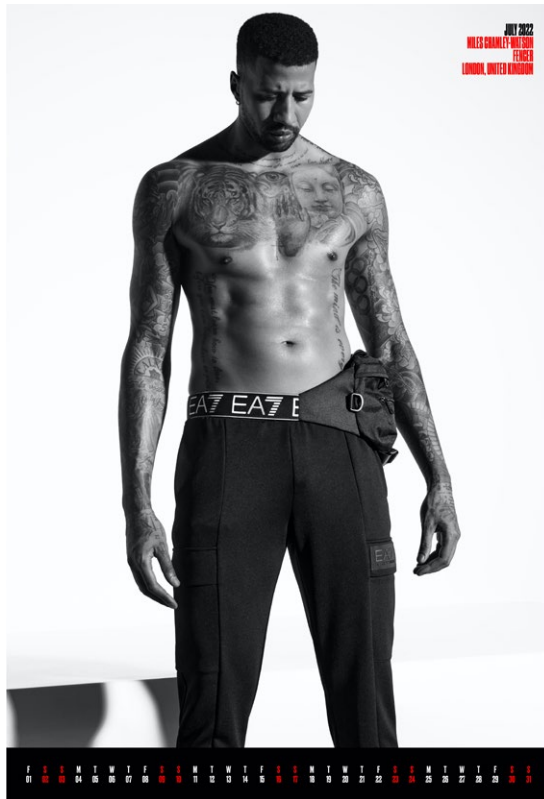
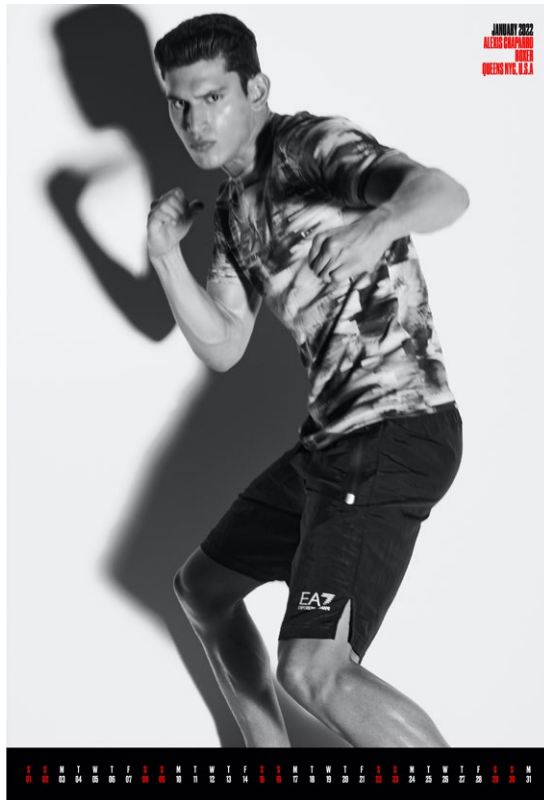
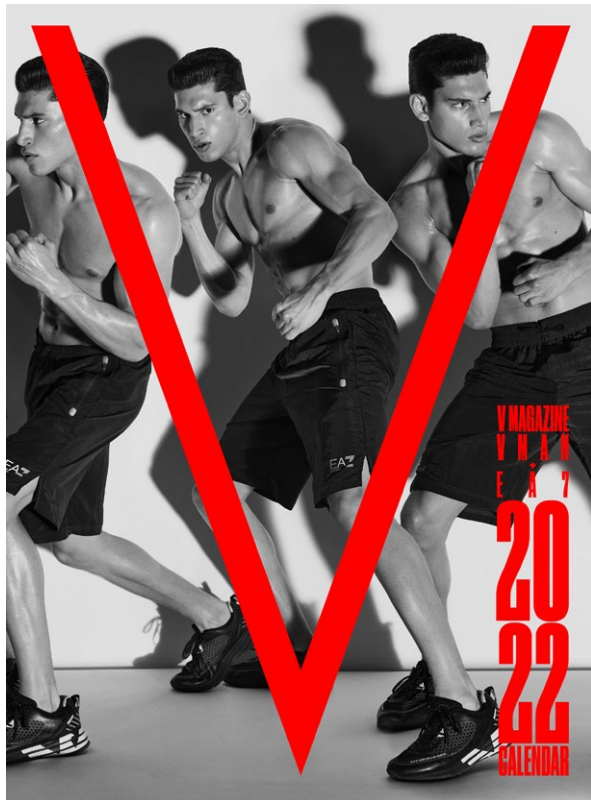
[WATCH NOW](#) [VIEW GALLERY](#)



V MAGAZINE x 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 × 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 × 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.

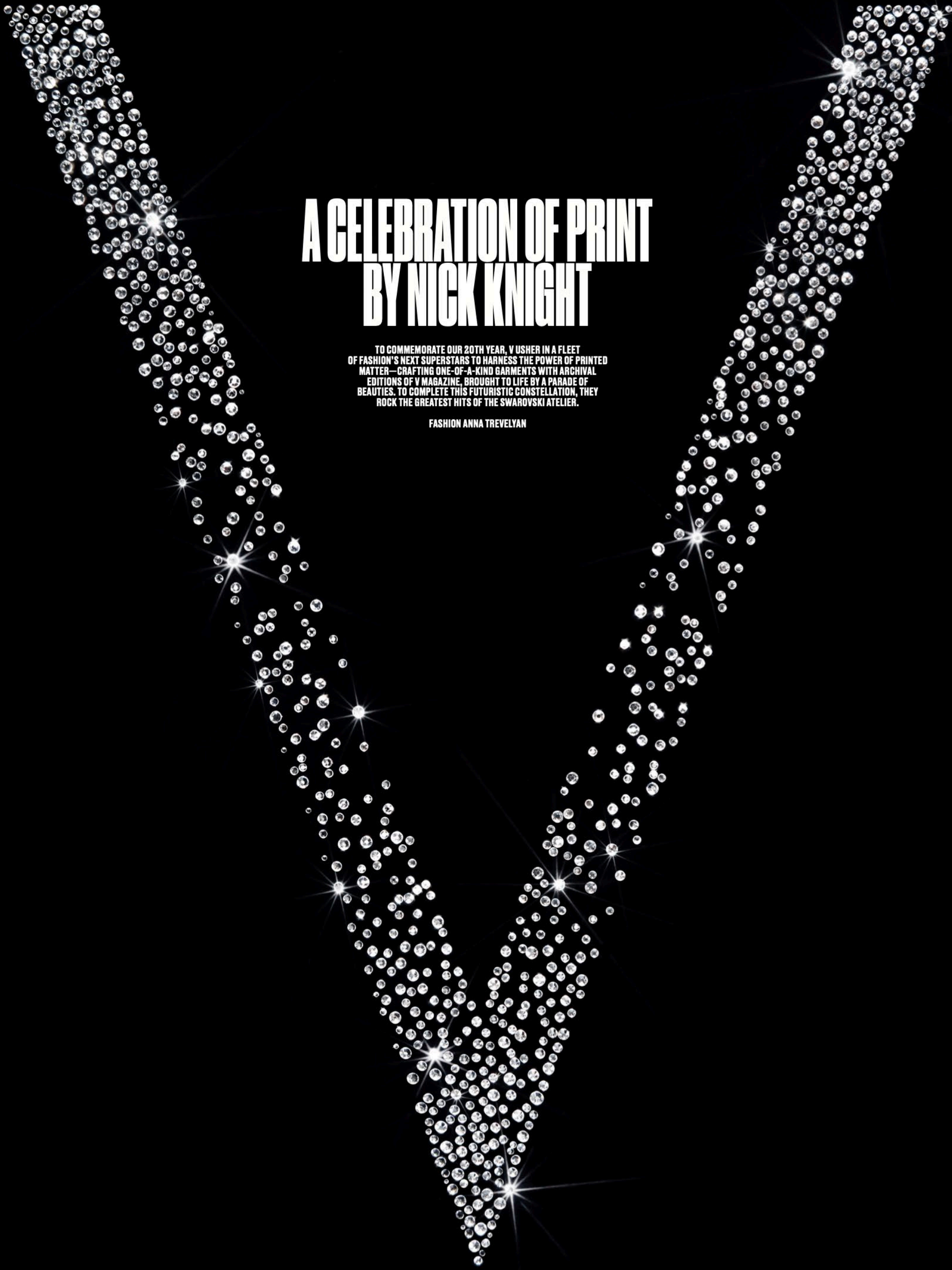
[VIEW GALLERY](#)

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](#)



A CELEBRATION OF PRINT BY NICK KNIGHT

TO COMMEMORATE OUR 20TH YEAR, V USHER IN A FLEET OF FASHION'S NEXT SUPERSTARS TO HARNESS THE POWER OF PRINTED MATTER—CRAFTING ONE-OF-A-KIND GARMENTS WITH ARCHIVAL EDITIONS OF V MAGAZINE, BROUGHT TO LIFE BY A PARADE OF BEAUTIES. TO COMPLETE THIS FUTURISTIC CONSTELLATION, THEY ROCK THE GREATEST HITS OF THE SWAROVSKI ATELIER.

FASHION ANNA TREVELYAN

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 × MONTBLANC

For V’s Summer 2024 issue, V and Montblanc collaborated on a dazzling cover featuring Irina Shayk and Alex Pettyfer. The subjects were framed in Montblanc’s iconic Meisterstück pens invoking V’s signature logo for an eye-catching cover shot by Nathaniel Goldberg and styled by George Cortina.



[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](#)

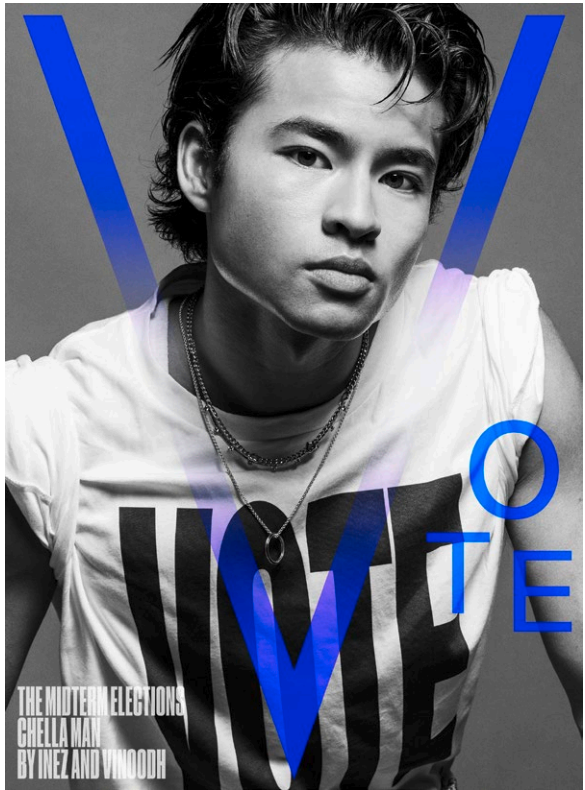
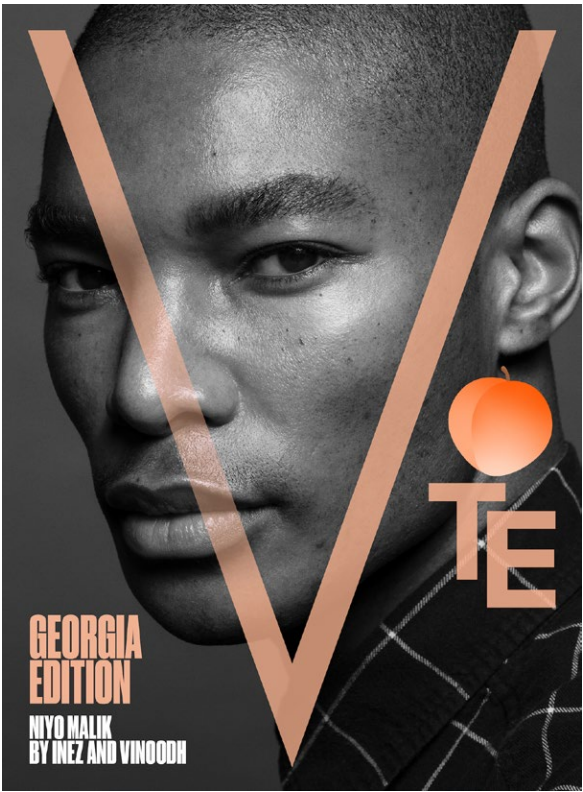
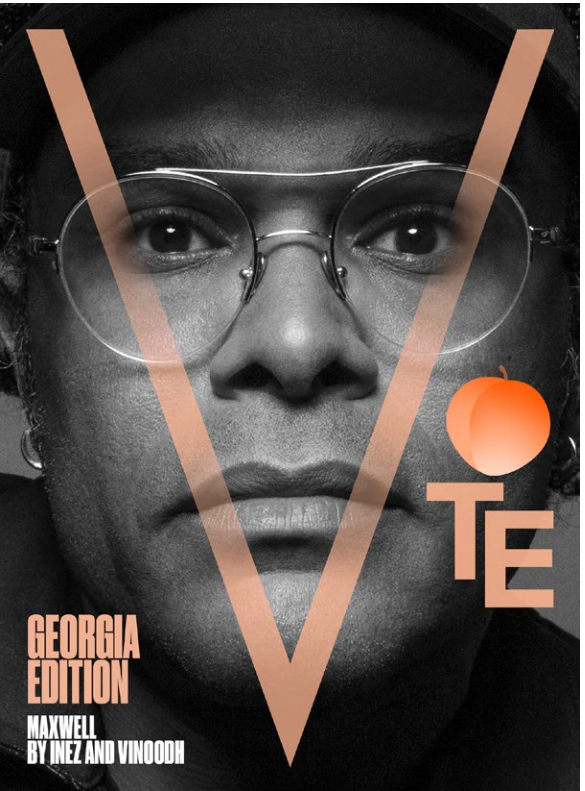




VIS FOR VOTE

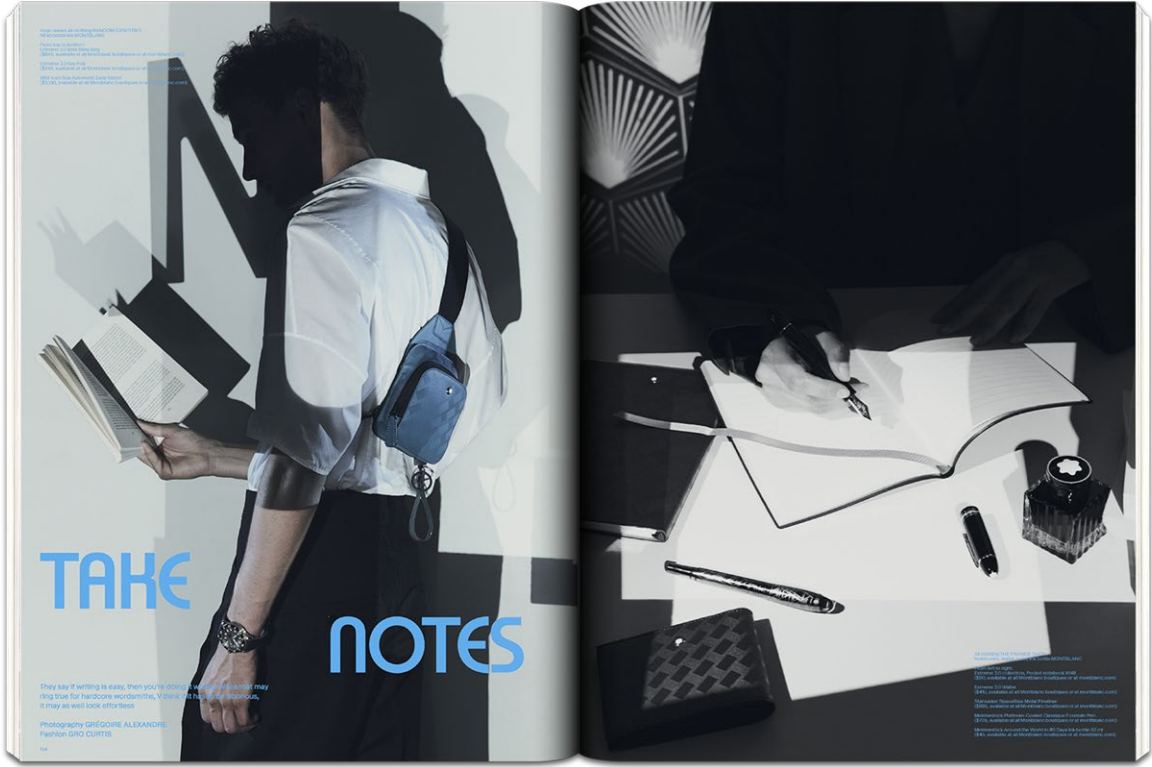
In November 2020, ahead of the US elections, V released V127: The “Thought Leaders” Issue, featuring 45 subjects such as Bella Hadid, Mariah Carey, Taylor Swift, Chris Evans, Jaden Smith, Jennifer Lawrence, and more. Photographed entirely by Inez & Vinoodh, the subjects featured within the issue spoke 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 luxuryaccessories 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.



V MAGAZINE X THE LIONS V149 COVER LAUNCH DINNER

Hosted by our bombshell guest of honors and cover stars Kate Upton, Isabeli Fontana, Daiane Sodre, and Maria Klaumann, a gathering of special guests joined in on our black tie function inside the establishment's Jazz Cafe to toast to our new issue release and enjoy the special dinner selection with a live jazz performance.

USA and France
Advertsing Sales

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Eleni Gatsou
eleni@elenigatsou.com

Marie-Loup Faggioli
marie-loup@elenigatsou.com
+33 1 42 72 02 19

Italy & Switzerland
Advertising Sales

Luciano Bernardini de Pace
luciano@bernardini.it
+39 02 8724 3817

Grazia Mortari
mortari@bernardini.it

Mariolina Siclari
mariolina@bernardini.it



THANK YOU

V MAGAZINE

MAY 2024
STAT SHEET

ABOUT

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 & Marcus, Mario Sorrenti and many others to bring our sophisticated, international audience an insider’s view of pop culture stories before they’re news anywhere else.

TOP PERFORMING ARTICLES FOR V MAGAZINE

- V134: Fearless Gigi Part Two, 64,684 clicks
- V135: Back to Billie, 30,721 clicks
- The D’Amelio Dynasty, 26,661 clicks
- Gen V: Charli XCX, 16,156 clicks
- The Triumphant and Glamorous Anna Shay, 13,777 clicks

PRESS HEADLINES

“V Magazine Launches artistic Initiative [CreatiVity] to Support Emerging Creative Talent in the Era of COVID-19. Joining the ranks of future-forward digital programs set up by media companies , CreatiVity aims to boost exposure for young creatives through V’s global platform.”
—Business of Fashion (2020)

“In the 20th anniversary issue of V Magazine, the unapologetically fashion-focused and oversize glossy founded in 1999, there’s a large spread photographed by Nick Knight titled “A Celebration of Print,” set off on the intro page with a gigantic gown...constructed purely from the previous issues the publication released.”
—Women’s Wear Daily (2020)

“Grammy-winning artist [Taylor Swift] gave her reasoning for the cover of V Magazine’s Thought Leaders Issue, which features a series of politically engaged cover stars including Halsey, Chris Evans, and Janelle Monáe.”
— Insider (2020)

“Gigi Hadid guest edits and is the creative director of ‘Gigi Journal Part II,’ under V Magazine’s creative platform, CreatiVity. Earlier this year Hadid and V launched an open call for artist contributions to the project via Instagram and received 20,000 submissions.”
—Daily Front Row (2020)

V DIGITAL

Instagram	2.3M
YouTube	13.9K
Weibo	374K
Facebook	1.2M
Twitter	900.02K
TikTok	21.3K

VMAGAZINE.COM

Average Monthly Uniques	350K
Average Page Views	3.1M
Average Time On Site	2:10MIN

NEWSLETTER

Subscribers and VIP Mailing List	64K
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