

VMAN MEDIA KIT 2025



THE BIENNIAL 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.



VMAN AUDIENCE

VMAN 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 40.3%
Subscription 46.5%

CONTROLLED VERIFIED DISTRIBUTION 13%
Hotel Program 6.6%
Airport Lounges 2.8%
Comp List 3.8%

COVER PRICE (USD) \$9.50

ANNUAL PRINT SUBSCRIPTION PRICE (USD) \$18



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%

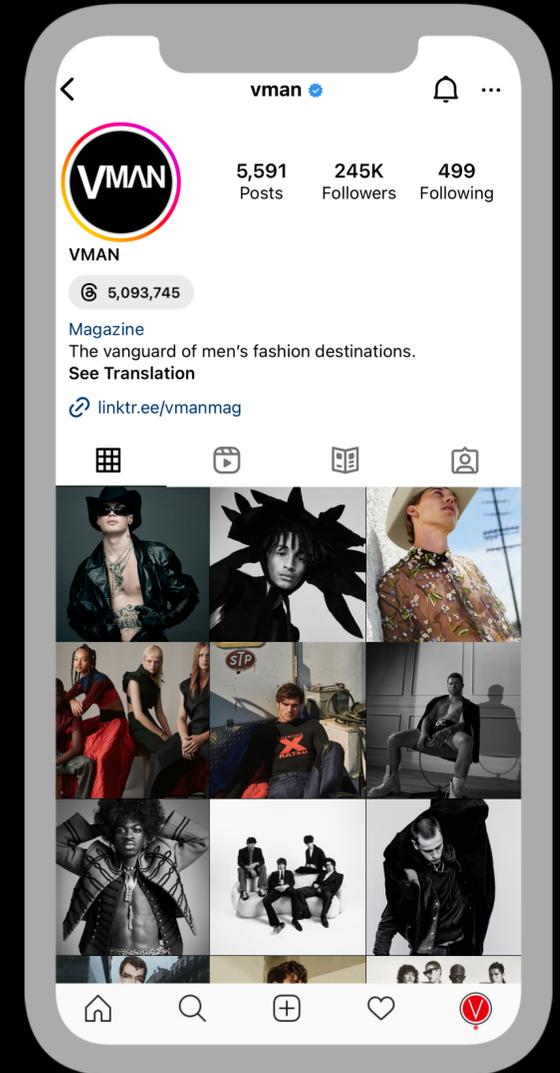
DIGITAL CONTENT

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.

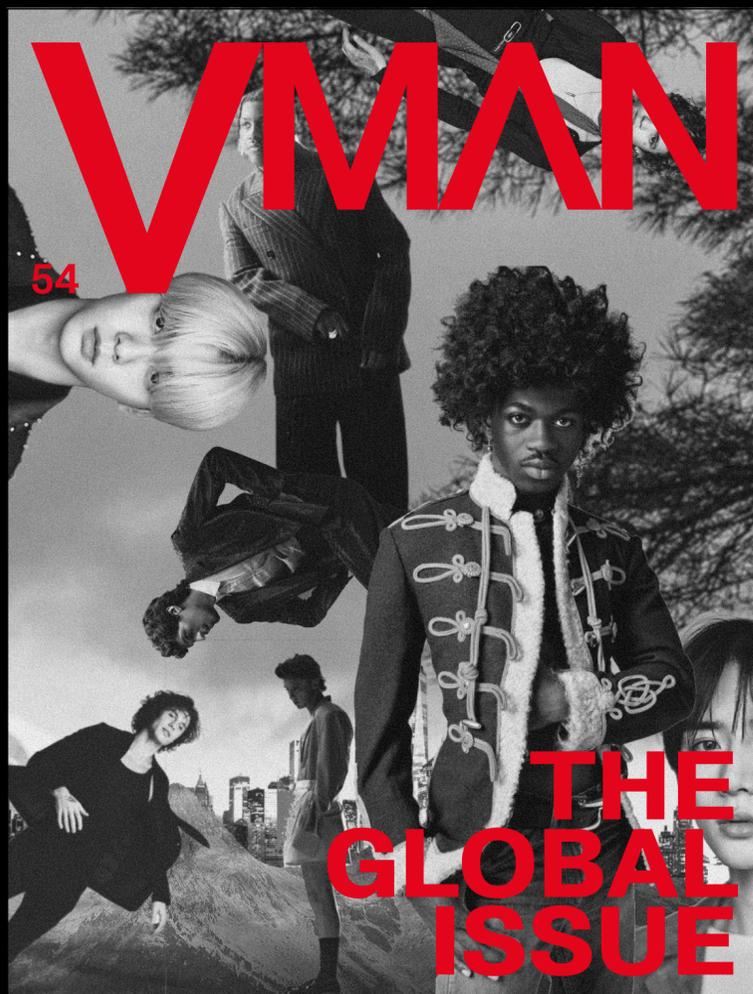
CULTURE
Your go-to guides on must-see films and TV shows, grooming essentials, and access to exclusive events.

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



VMAN 54

THE GLOBAL ISSUE

VMAN's spring/summer issue will feature the most compelling men's fashion of spring and summer and the international acts we were obsessed with. Continuing our string of exclusive interviews with our favorite menswear designers, we'll take a peek behind the atelier curtains for a closer look at our favorite collections. VMAN54 will take on the energy of the season by highlighting notable sports newcomers from around the world, Bollywood stars, and Asian rappers as well as our favorite cultural happenings taking place later this year.

Space Close
January 3,
2025

Material Close
January 23,
2025

On Sale
February 21,
2025



VMAN 55

THE LEADING MEN ISSUE

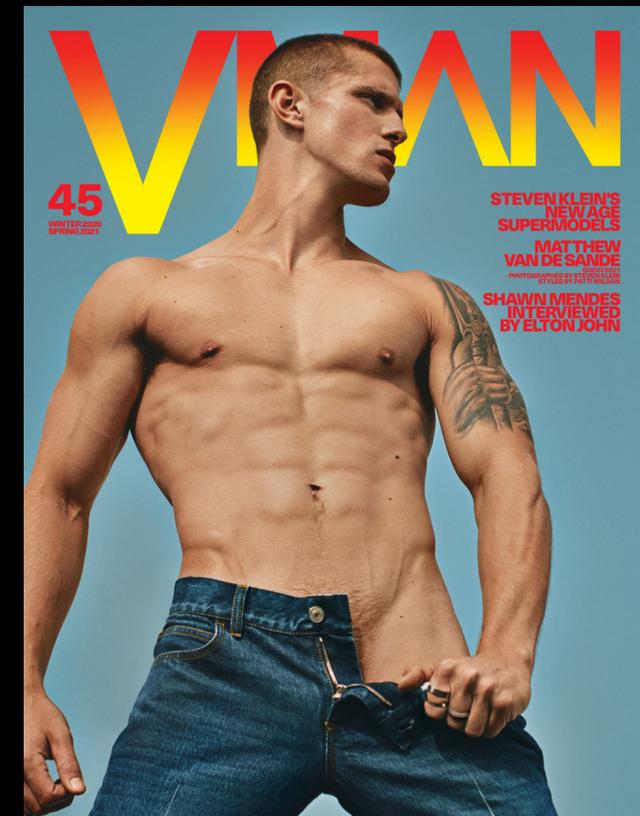
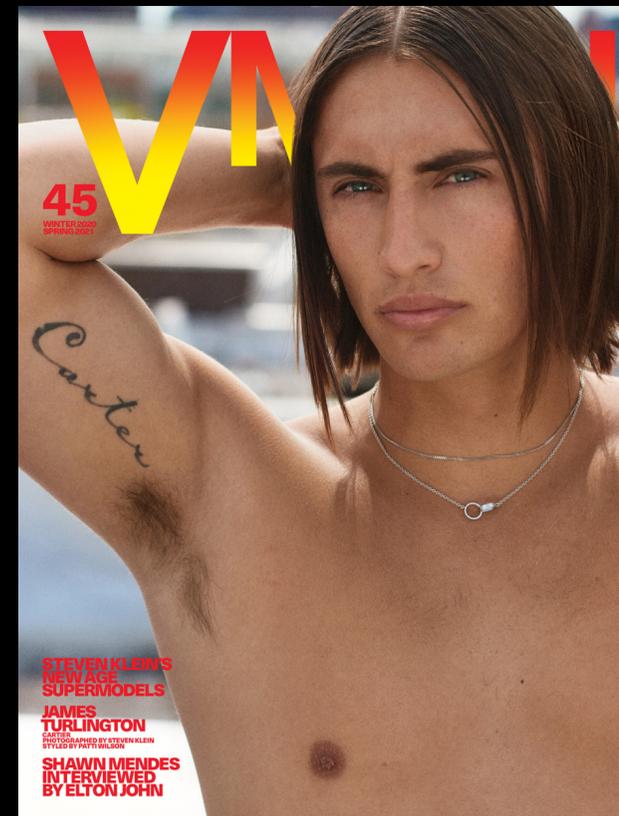
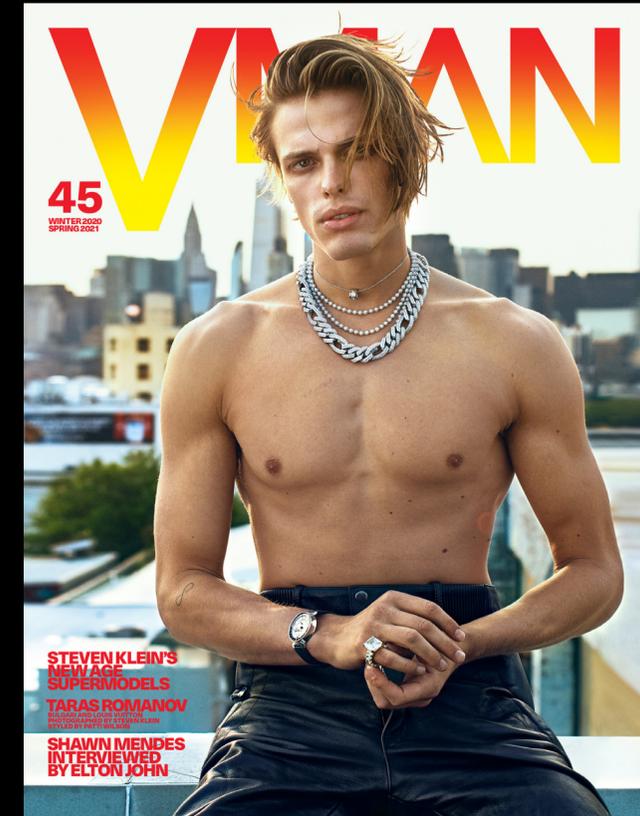
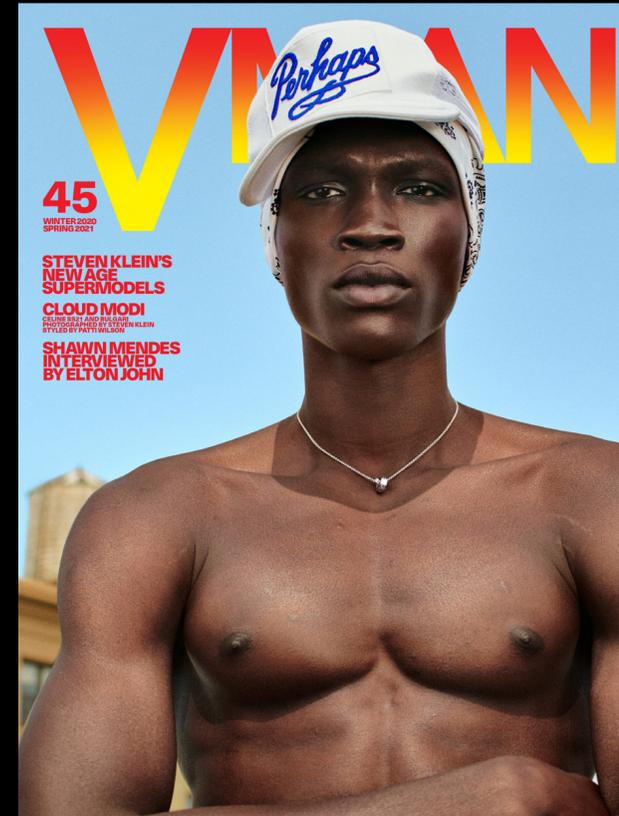
Fifty five issues of VMAN... they grow up so fast. Kicking off the cold weather season, we're choosing our favorite knit and travel essentials and collections of the fall and winter seasons. Meditating on this idea of comfort, our cover star(s) will likely feel familiar in the most gentle way, as we look to our entertainers for a playful fashion moment. Something about chilly weather has us extra excited about the upcoming art and film season, and we'll be highlighting who we think are the most compelling players in those worlds.

Space Close
June 25, 2025

Material Close
July 23, 2025

On Sale
August 19,
2025

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](#)

VMAN MODEL SEARCH WITH CALVIN KLEIN



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](#)



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
All styling Berner K&M
Shot Martin Adjepp



Omar Ruudberg has always been a star—well, during his childhood years, only his family knew it. The Venezuelan-Swedish singer and actor became Scandinavia's new darling while regularly competing in singing competitions across Sweden, going on to join the boy band F&O and eventually launching a solo career in 2018.
But Ruudberg's biggest break yet would come through acting, which premiered in 2021, a teen drama about an elite boarding school in which Prince Wilhelm of Sweden (played by Edvin Rønning) falls in love with Simon (Erkisson, Ruudberg's character and fellow student). Unlike the Prince, Simon's character doesn't come from a royally elite background, creating a socio-economic tension between the two (amongst an equally distant romantic tension).
The series, for which the second season has just finished filming, broadened Ruudberg's popularity across Europe, also positioning him as a queer role model who's not afraid to color outside the lines.
We spoke with our cover star about his ascendance from local celebrity to international recognition and becoming not only one of Sweden's most promising voices, but also most captivating on-screen talents.

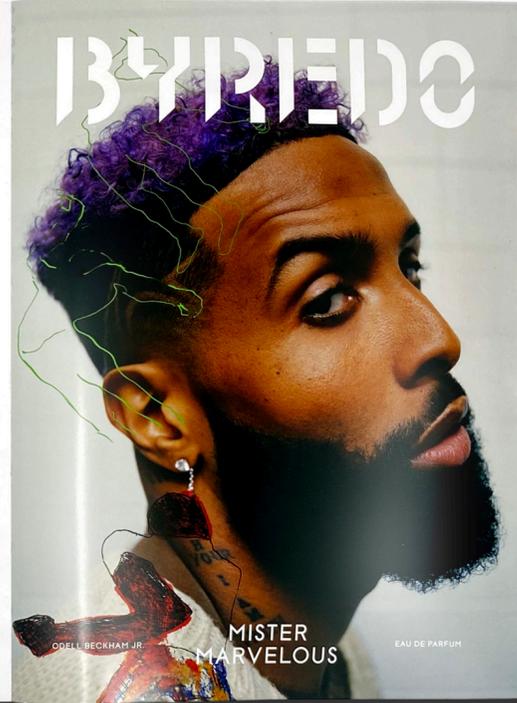
WHAT WOMEN WANT

This season, Tiffany & Co. pays homage to the Big Apple with a reimagined, ultra-luxe take on its iconic '70s classic. Art: Michelle Lau



Tiffany & Co.
Tiffany® necklace Link bracelet
(\$1,700) and bracelet (\$1,200) with Pearl pendant
(\$1,200) and bracelet (\$1,200) at select Tiffany & Co. boutiques

The quintessential New Yorker never stops dreaming, even while hustling through the grid and gears of the concrete jungle and this one ethos breathes life into Tiffany & Co.'s reimagined '70s hardware collection. The luxury powerhouse merges their classic New York City and design codes from their lineage to deliver masterful homages for the new generation of creatives that live and breathe in the city. The '70s hardware collection is inspired by a fall and winter designer line designed in 1978, the Tiffany® hardware collection, which was a nod to the iconic jewelry designs of the 1970s. The collection is a modernized interpretation, with the introduction of durable materials. Buckle, Black Starburst



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.

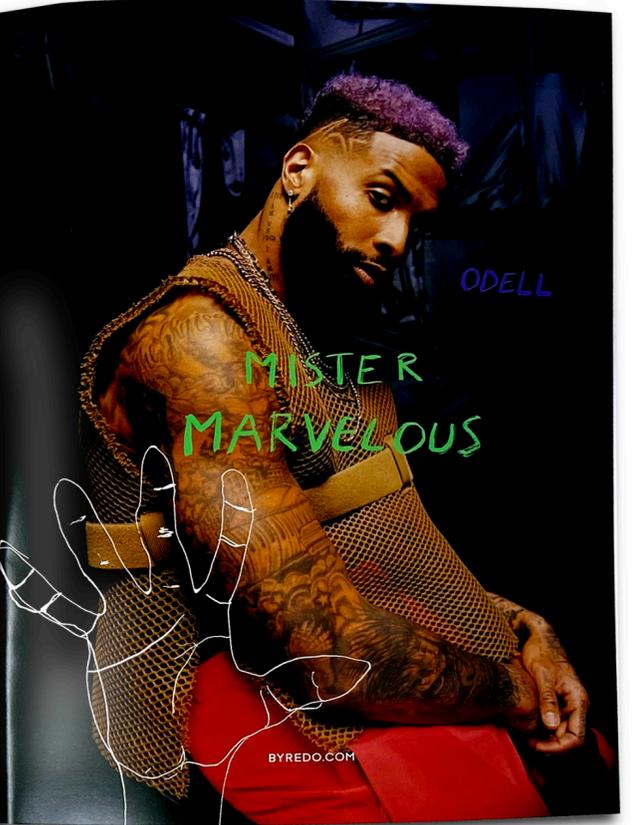
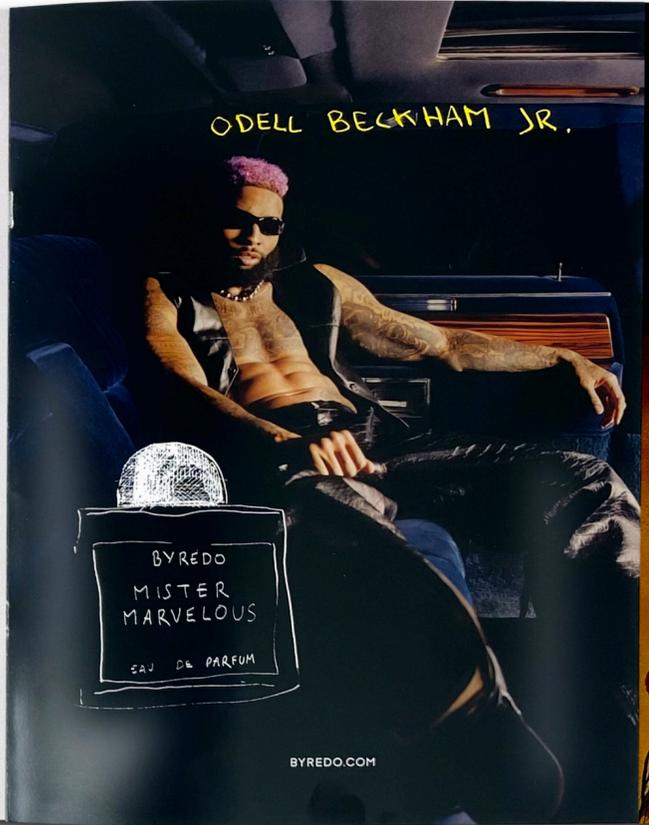
Menswear has been a subtle, yet heavily anticipated, byline in the Nordics, with emerging designers rising up through loyal communities and key players holding court in the fashion capitals. Through a staunch combination of both "acting global in their own way, imprinted a modern and consistently evolving perception of what Nordic menswear means and how this term continues to undergo new definitions each season. While never pushing for headlines, menswear in the Nordics has naturally gathered an audience that for countless its assuring ethos.

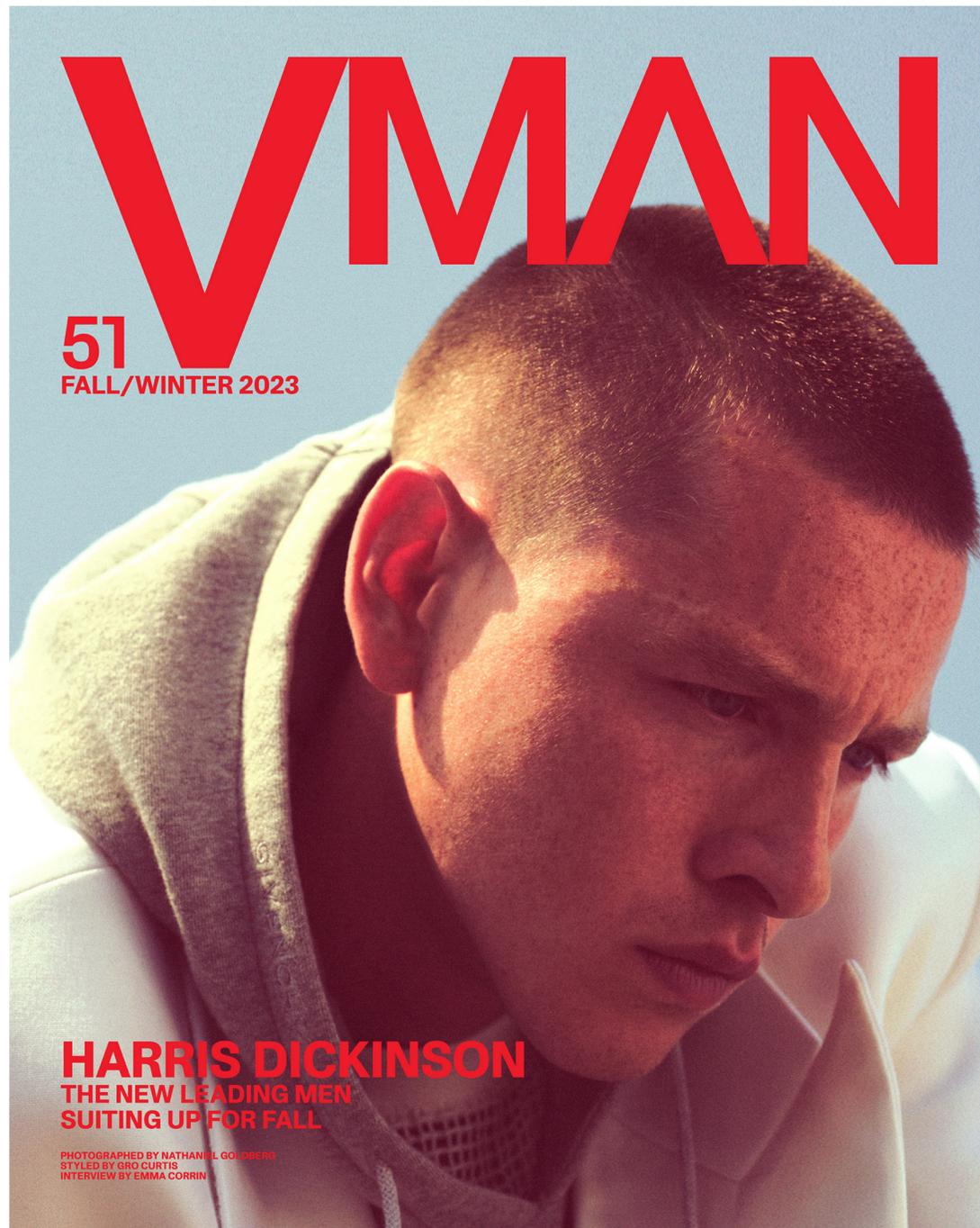
The brands encompassing menswear that make up not only our schedule, but also wider creative collective, have one thing in common—they are not reducible to clothes, but are emblematic of their own subcultures that they have looked to build around themselves. Menswear in the Nordics has always carried deep weight in its drive; its vision is a language for something purposeful and directional. At once a defined community, it is always open to collaboration and a convergence of new thoughts and ideas.

This meeting of minds with Copenhagen Fashion Week and VMAN has been to place. Through the platform that VMAN encompasses worldwide, this dedication in elevating the voice of Nordic menswear only furthers our belief in the wider role our designers will play in the menswear industry and its burgeoning future.

—Cecilia Thorsmark, CEO Copenhagen Fashion Week

CLOSING WORDS





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.



PARK BO GUM

Bo Gum wears emerald-embroidered
green jacket and outer park suit
provided courtesy of
CELINE HOMME by Hedi Slimane

The strikingly talented actor
and musician is continuing to
ride the Korean Wave (33)
to international superstardom

Photography: Nathaniel Goldberg
Fashion: Gio Juris
Text: Mathias Rosenzweig



Born in Seoul, South Korea, Park Bo Gum (whose given name means "precious sword") submitted videos of himself singing and playing piano as a teen to talent agencies nationwide. Now, the star has one of the most famous faces not only in his home country but the world.

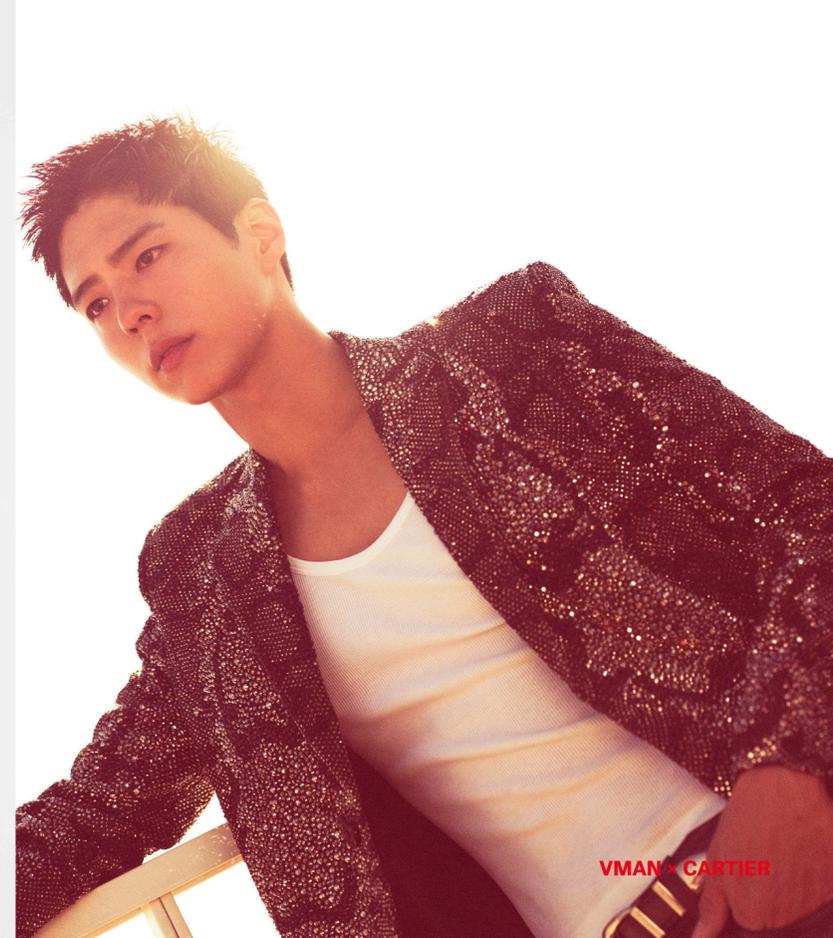
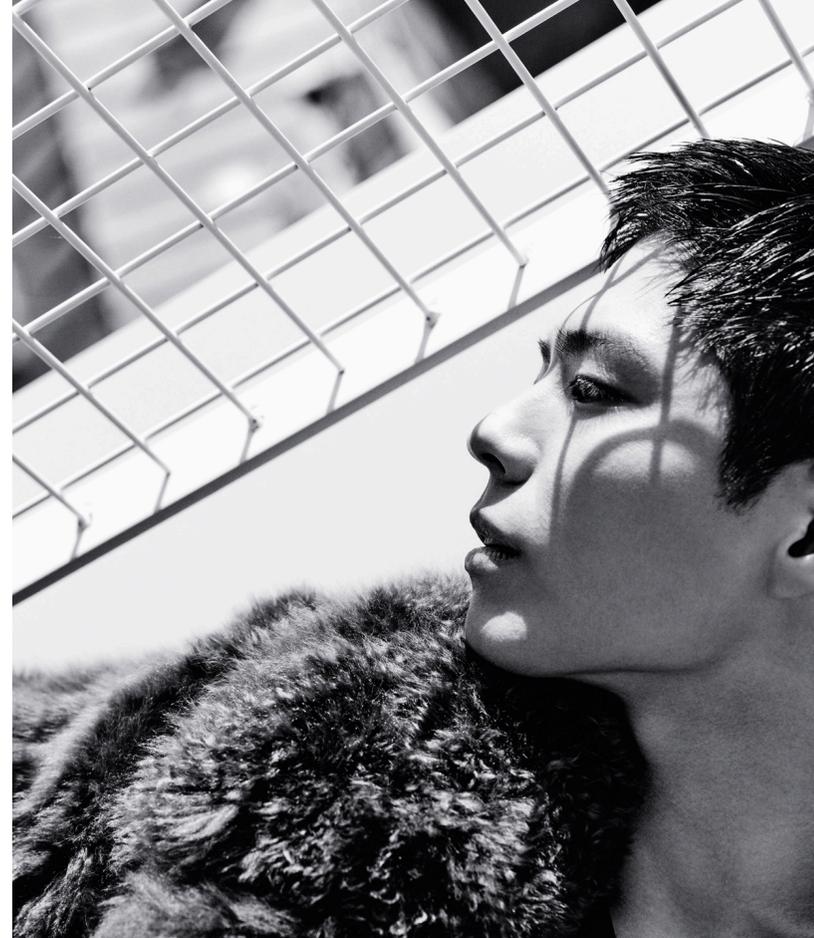
The self-taped recordings jettisoned a musically inclined Bo Gum, perhaps unexpectedly, into the realm of acting. He had his breakout role in the Korean television series Reply 1988 (2015-2016), in which he played a genius of the 2,500-year-old Chinese board game Go (perhaps the oldest board game still played today). As a nod to his character, Choi Taek, South Korean audiences began referring to Bo Gum as the "nation's younger brother."

From that point onward, Bo Gum's list of successes feels longer than a phone book. He's directed a play by Anton Chekhov, acted as the music director of a Hairpray production, taken on roles in blockbuster films and TV shows ranging from horror (Hello Monster) and drama (Encounter) to comedy (Runway Cop), created what's been dubbed by the Korean Business Research Institute as the "Park Bo Gum Effect" (any product he touches flies off the shelves), become the face of French luxury brand Celine, released a Japanese album called Blue Bird, and even served in the South Korean military—where he received his license as a hairdresser.

Next, Bo Gum is working to break through in Hollywood, where American audiences are increasingly anticipating stars from the ever-rising "Korean Wave," a reference to the growing popularity of South Korean pop culture worldwide—which is really more of a tsunami.

VMAN spoke with Bo Gum about his career thus far, as well as what one of the world's most productive men does during his time off.

Leather trench coat, black ribbed silk jersey tank,
black fine leather pants, black hood with fur and
metal toe in corolla strap boots,
black and gold scarf by Celine Homme,
black sneakers courtesy of CELINE HOMME by Hedi Slimane



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.



DIGITAL EDITION

FALL
PREVIEW
2023

INTRODUCING
BLANCO
BY STEVEN KLEIN

INTERVIEWED BY
DOMENICO DOLCE AND
STEFANO GABBANA

VMAN x DOLCE & GABBANA

VMAN x FERRARI

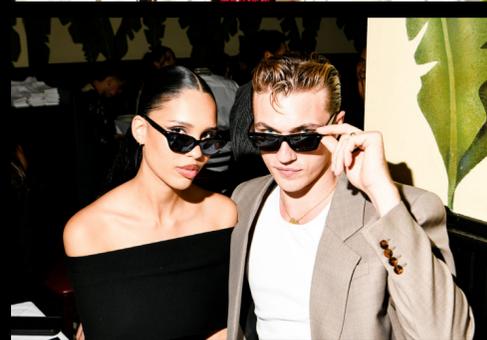
With Rocco Iannone behind the wheel, Ferrari Style's is on the right path. Using this moment to give some insight on the new creative direction of the luxury car powerhouse, VMAN also put faces to the dynamic generation of those who it intends to serve.



EVENTS

VMAN 52 X VALENTINO LAUNCH APRTY

VMAN and Valentino connected for a stylish toast to the arrival of our new spring/summer issue and the Italian house's latest menswear pieces hitting their new Madison Ave boutique to celebrate the arrival of VMAN 52, right as the Italian house's newest menswear collection hit their newly unveiled Madison Avenue boutique.



VMAN 53 BY MONTBLANC DINNER PARTY

VMAN + Montblanc brought together an intimate gathering of beloved creators and collaborators during New York Fashion Week to celebrate the arrival of the Fall/Winter 2024 issue over decadent cocktails and dishes at Indochine with VMAN's Editor-in-Chief Stephen Gan and Montblanc's Artistic Director Marco Tomasetta and thank some of the many creators of VMAN over the years!

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

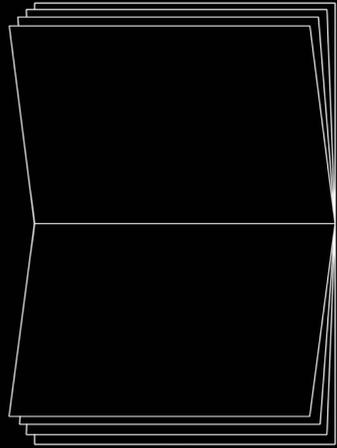
175 lines per inch

DELIVERY

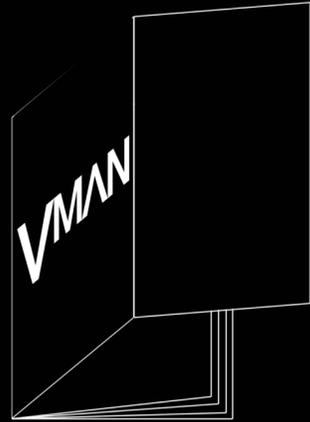
Please send all ads by directly emailing your files or the links to download your files. Send all emails to:
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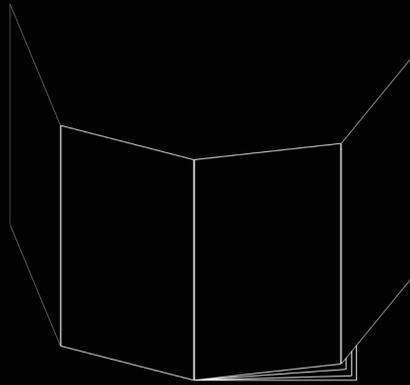
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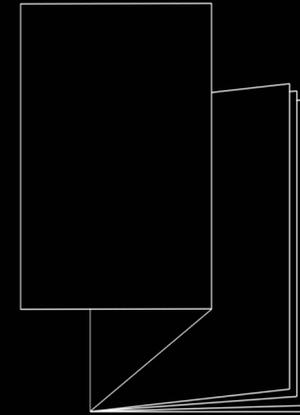
28 Page Calendar



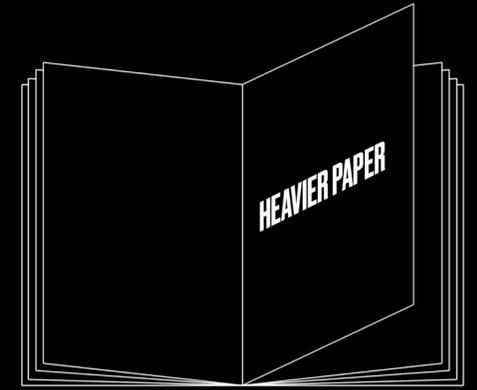
Cover Gate



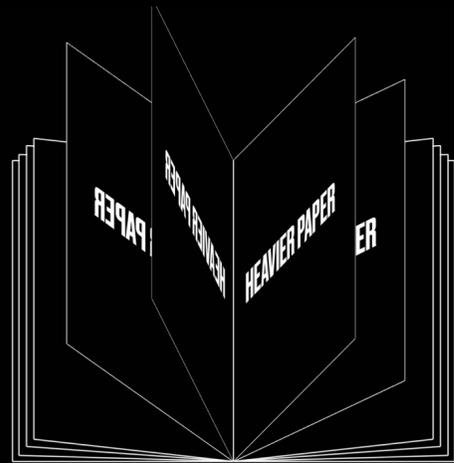
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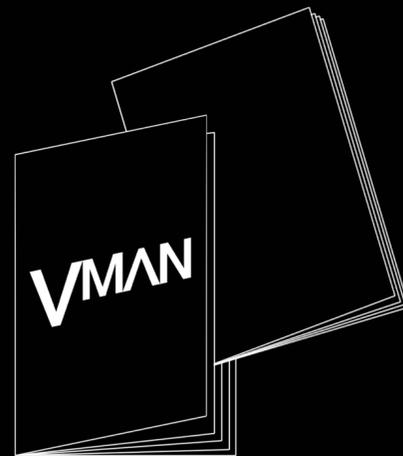
Z- Gate



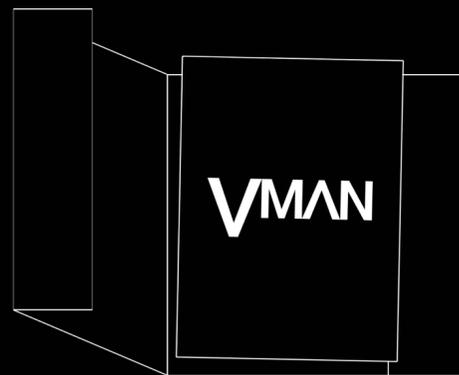
Single Leaf Insert



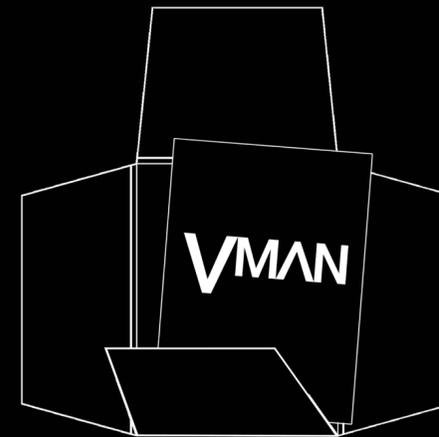
4 Page Insert



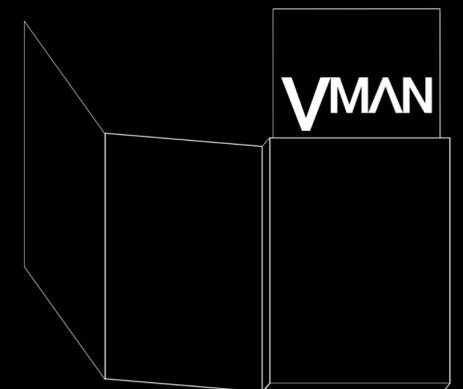
16 Page Saddle Stitched



Cover Wrap



Custom Envelop



O-Card

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ABOUT

The biannual VMAN is the unrivaled 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 who appeared on the Fall/Winter 2022 cover of VMAN. Since launching in 2003, the long-running men’s resource has continued to showcase the best of menswear and accessories while offering a curated display of art, film, design, travel, music, grooming, and sports.

TOP PERFORMING ARTICLES FOR VMAN

- Channing Tatum’s Second Act*, 57,180 clicks
- Justin Bieber Announces Opening Acts for 2022 World Tour*, 52,890 clicks
- 31 Iconic Celebrity-Owned Alcohol Brands*, 34,104 clicks
- VMAN 49: Austin Butler*, 33,246 clicks
- VMAN 47: Lil Nas X*, 10,890 clicks

PRESS HEADLINES

“Channing Tatum’s pre-blockbuster career included [a] stint as a model, and he puts the skills perfected in the discipline to good use in the latest issue of VMAN Magazine.”

–The Hollywood Reporter (2022)

“Everyone’s talking about 22-year-old Jacob Elordi. Now, the Australian actor’s showing off his star-power in a whole new way thanks to his spring-summer 2020 cover shoot with VMAN Magazine.”

–US Magazine (2020)

“Austin Butler has been the talk of the town ever since the world saw his talent as the lead in Baz Luhrmann’s newly released ‘Elvis’ film. In a recent photoshoot for V Magazine’s VMAN offshoot, [Austin] Butler posed in a very Elvis Presley-esque outfit.”

–Harper’s Bazaar (2022)

“Two-time Grammy winner Lil Nas X [reimagined] into ‘Nasi Hendrix’ by cosplaying the late sixties rocker Jimi Hendrix for a cover shot by Inez & Vinoodh. The 22-year-old rapper-singer said in his transformative VMAN cover story: ‘I’m definitely much more of a pop star now than a rapper.’”

–Daily Mail (2021)

VMAN DIGITAL

Instagram	228K
YouTube	13.9K
Facebook	40K
Twitter	49.6K
TikTok	21.3K

VMAN.COM

Average Monthly Uniques	150K
Average Page Views	3.1M
Average Time On Site	2:10MIN

DEVICE BREAKDOWN

Mobile	64%
Desktop	25%
Tablet	64K