

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%

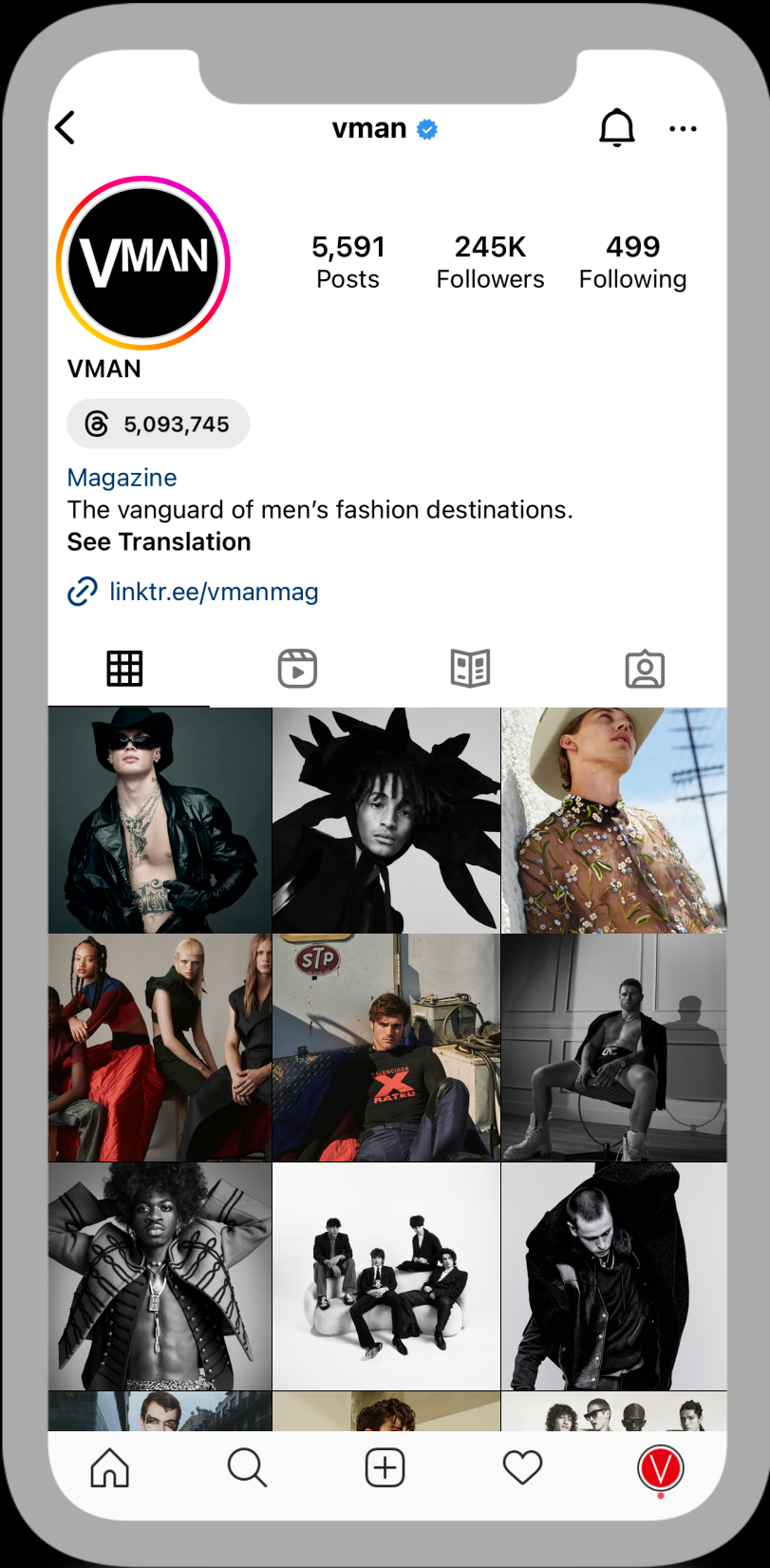
DIGITAL CONTENT

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.

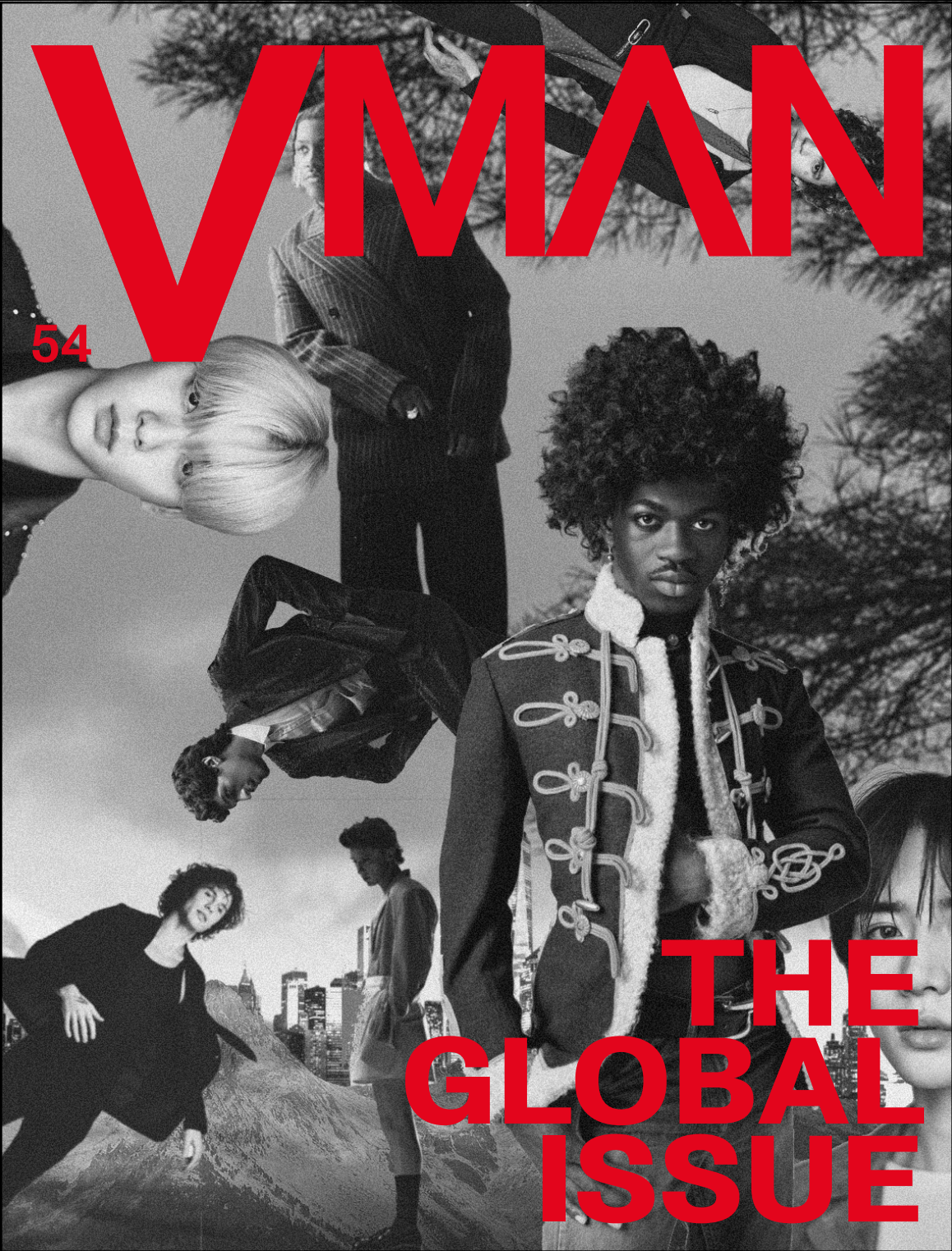
CULTURE
Your go-to guides on must-see films and TV shows, grooming essentials, and access to exclusive events.

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

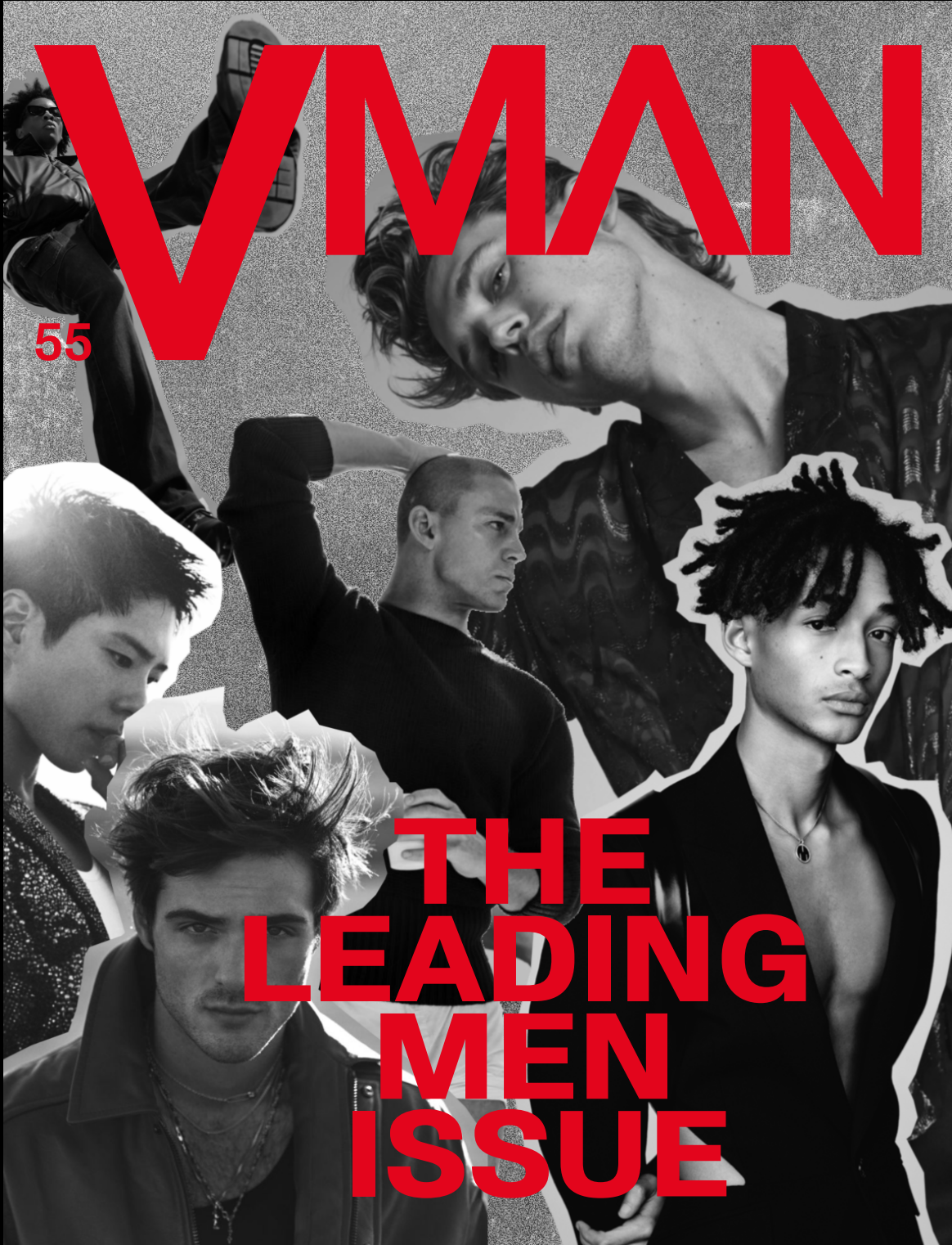
THE GLOBAL ISSUE

VMAN’s spring/summer issue will feature the most compelling men’s fashion of spring and summer and the international acts 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

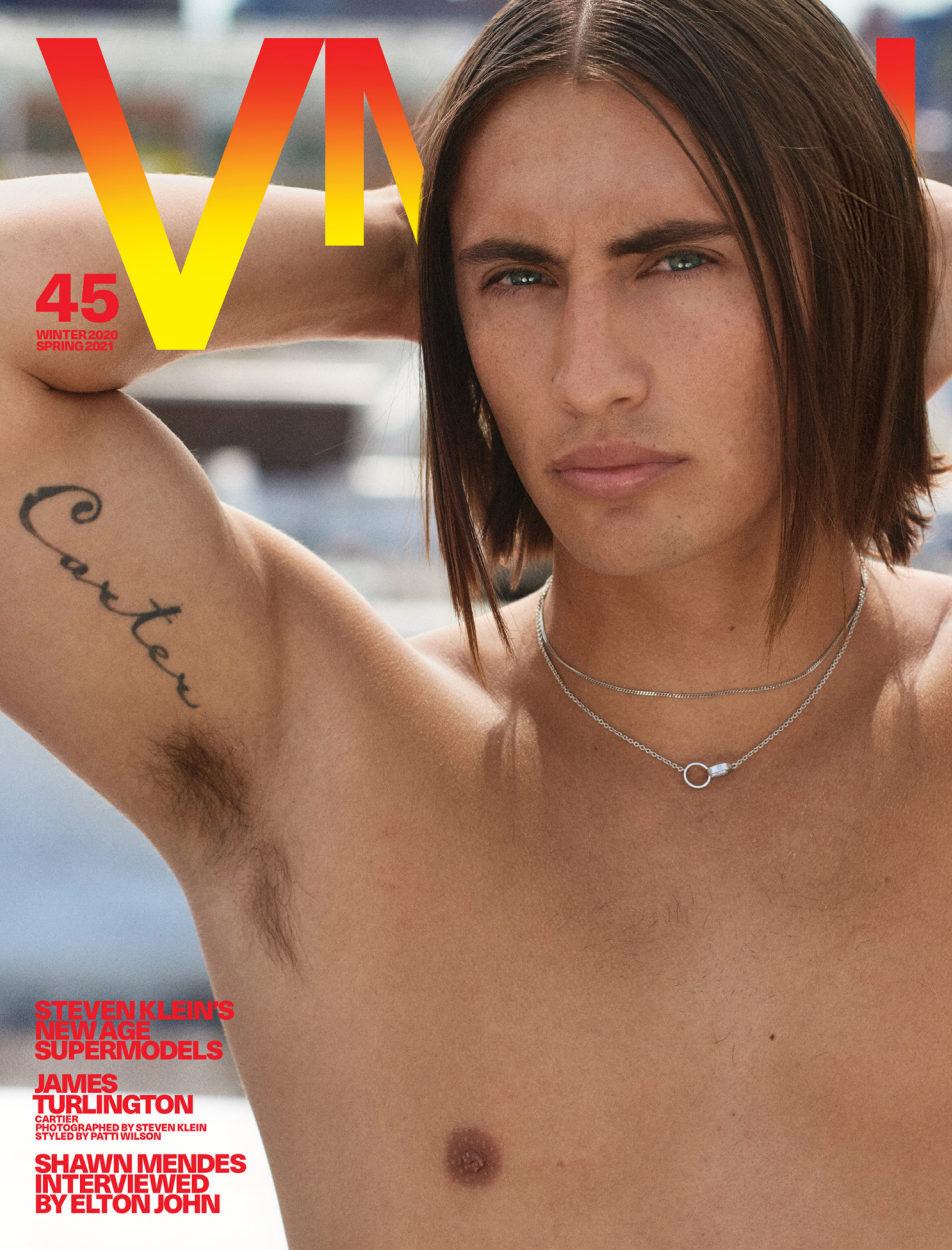
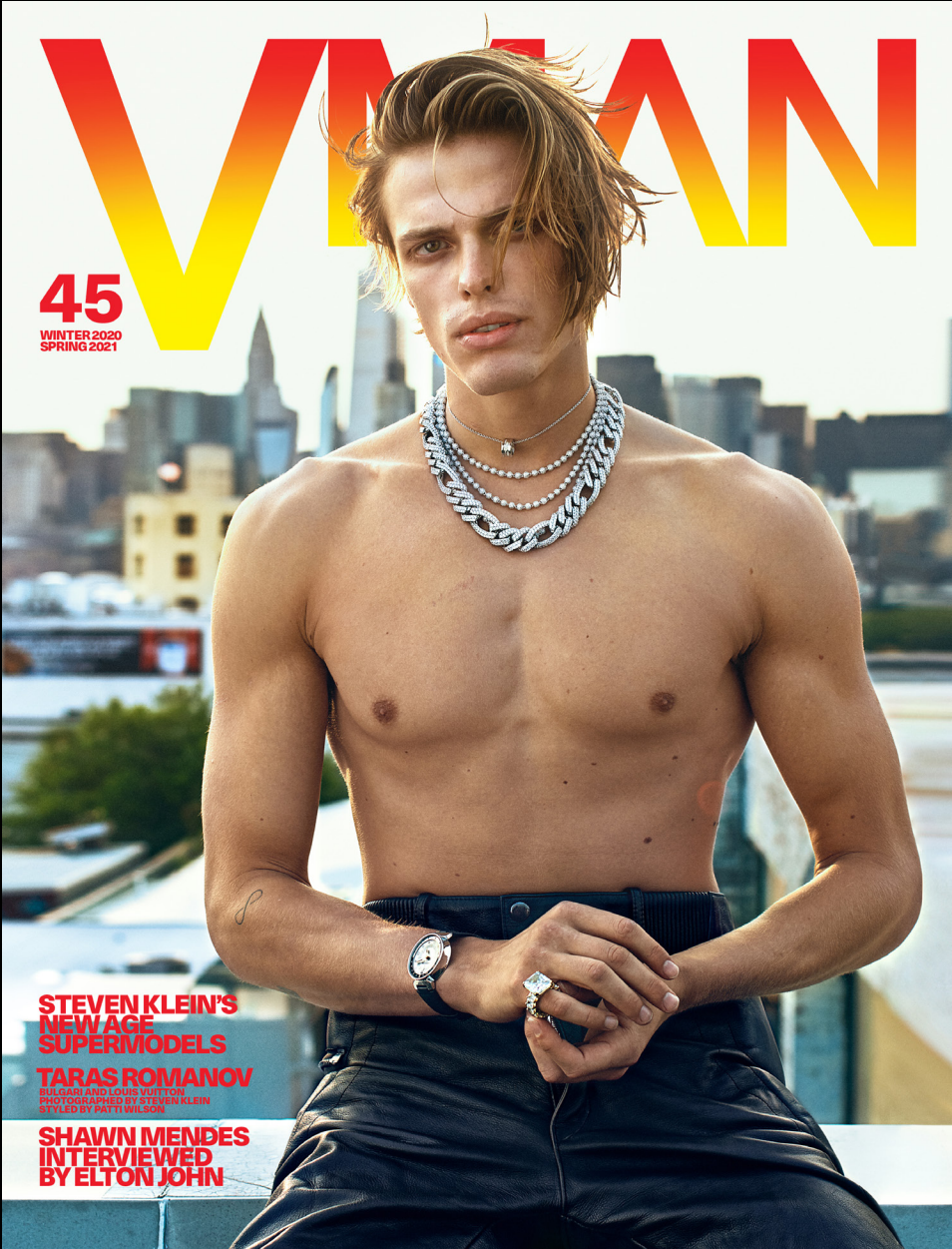
On Sale
August 19,
2025

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 × 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





VMAN × 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

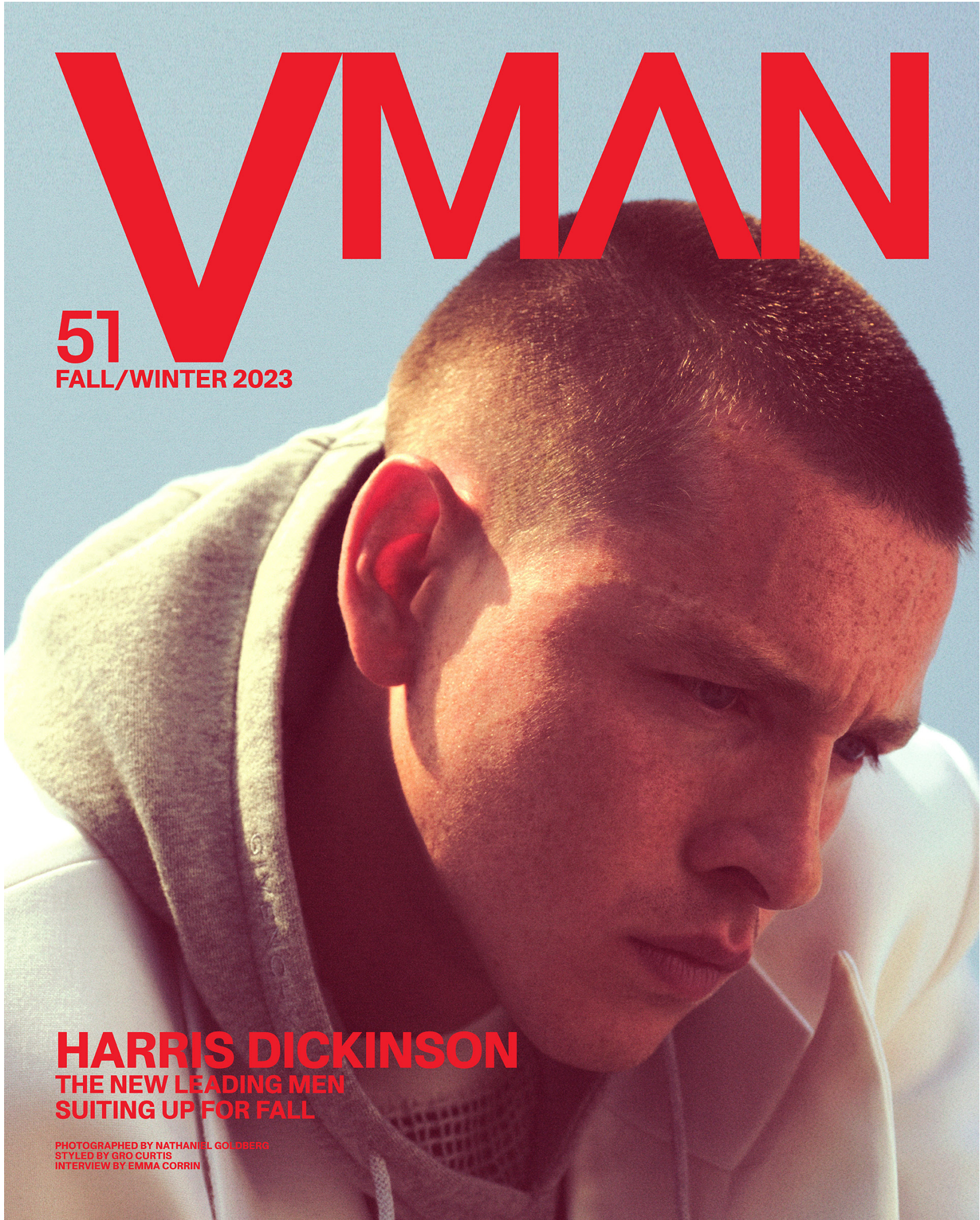




VMAN x BYREDO

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 × 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 interviewed conducted by his *Murder at the End of the World* costar, Emma Corrin.



VMAN × 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.

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 × 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	IN INCHES	IN MILLIMETERS
Trim Size	W 9.25" x H 12.125"	W 234.95mm x H 307.975mm
Bleed Size	W 9.5" x H 12.375"	W 241.3mm x H 314.325mm
DOUBLE PAGE SPREAD		
Trim Size	W 18.5" x H 12.125"	W 469.9mm x H 307.975mm
Bleed Size	W 18.75" x H 12.375"	W 476.25mm x H 314.325mm
GATEFOLD		
Back of Front Cover	W 9.125" x H 12.125"	W 231.775mm x H 307.975mm
Gate	W 8.625" x H 12.125"	W 219.075mm x H 307.975mm
Page One	W 9.25" x H 12.125"	W 234.95mm x H 307.975mm

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.

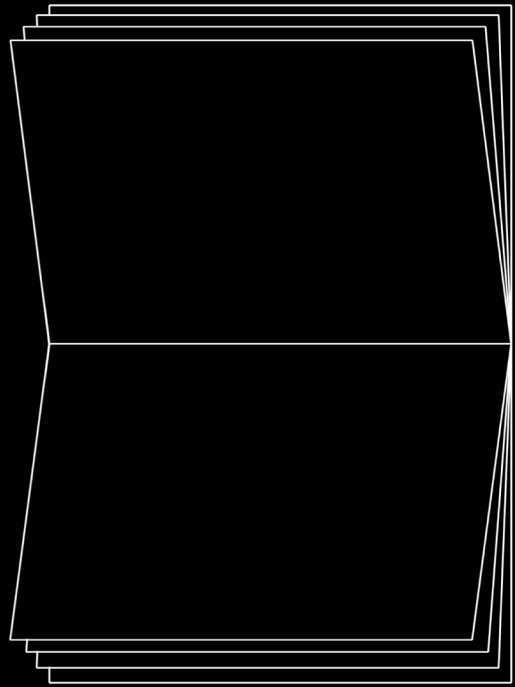
COLOR GUIDANCE
Supply a color digital proof or a matchprint calibrated to SWOP specifications that represents the final file at 100%. The proof must also have crop marks indicating the final trim. Color cannot be guaranteed if the required proof is not supplied.

LINE SCREEN
175 lines per inch

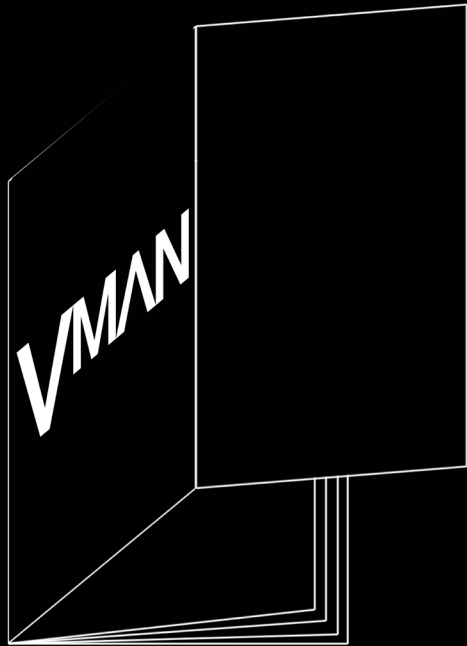
DELIVERY
Please send all ads by directly emailing your files or the links to download your files. Send all emails to:
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eleni@elenigatsou.com
marie-loup@elenigatsou.com

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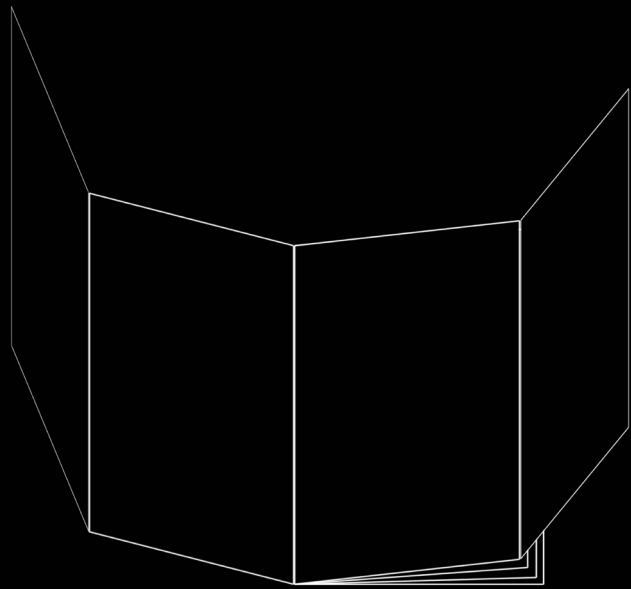
PRINT SPECIFICATIONS



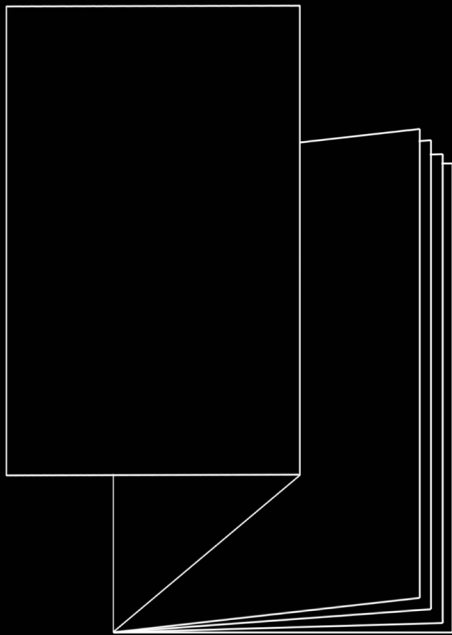
28 Page Calendar



Cover Gate



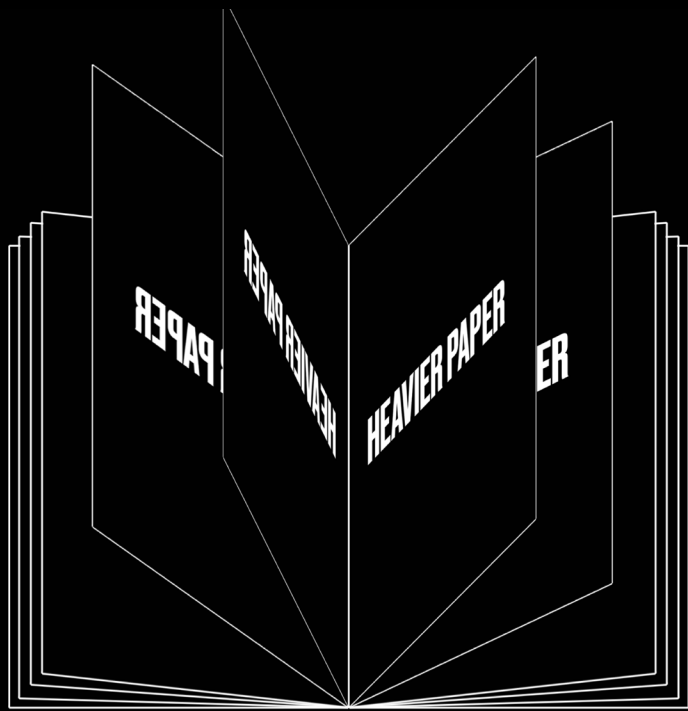
Double Cover Gate



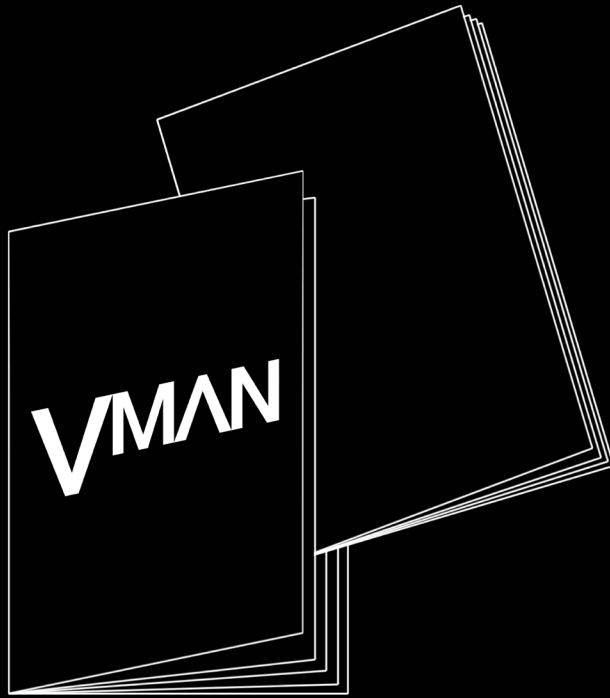
Z- Gate



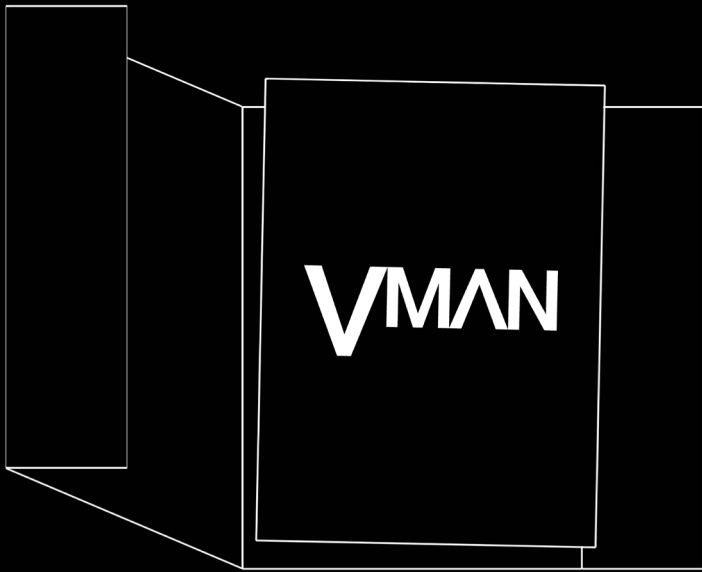
Single Leaf Insert



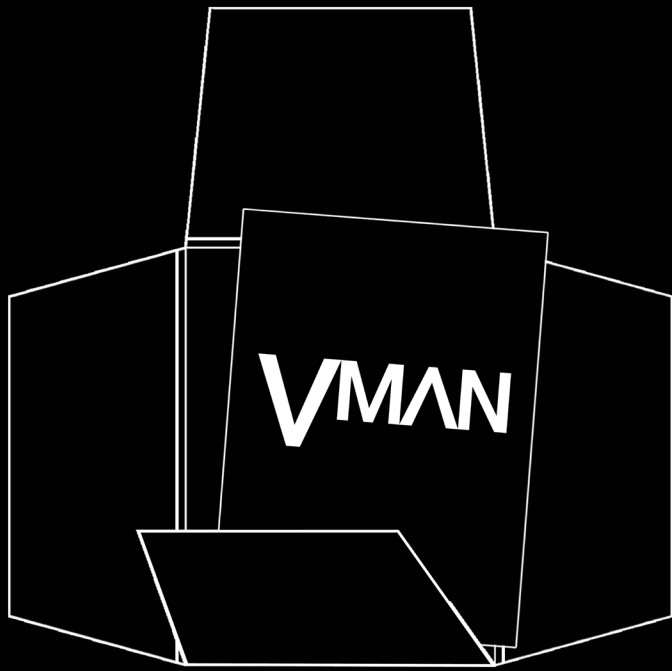
4 Page Insert



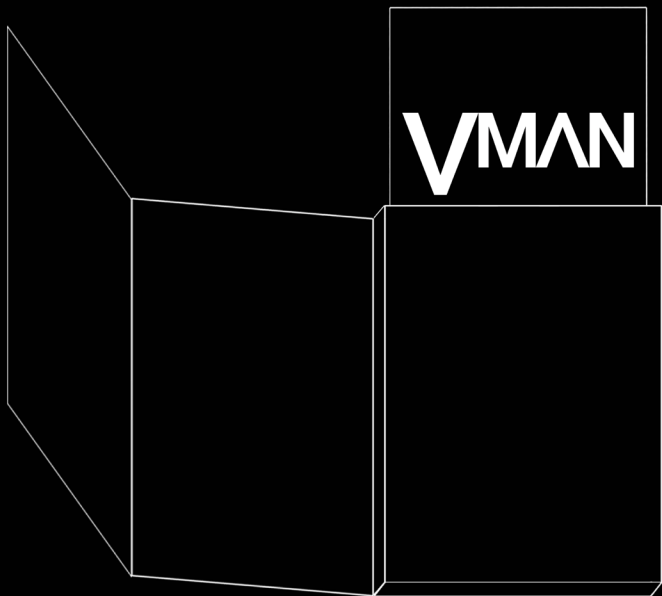
16 Page Saddle Stitched



Cover Wrap



Custom Envelop



O-Card

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APRIL 2024
STAT SHEET

ABOUT

The biannual VMAN is the unrivaled destination for men's fashion. Reflecting the global VMAN reader, V's glossily 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