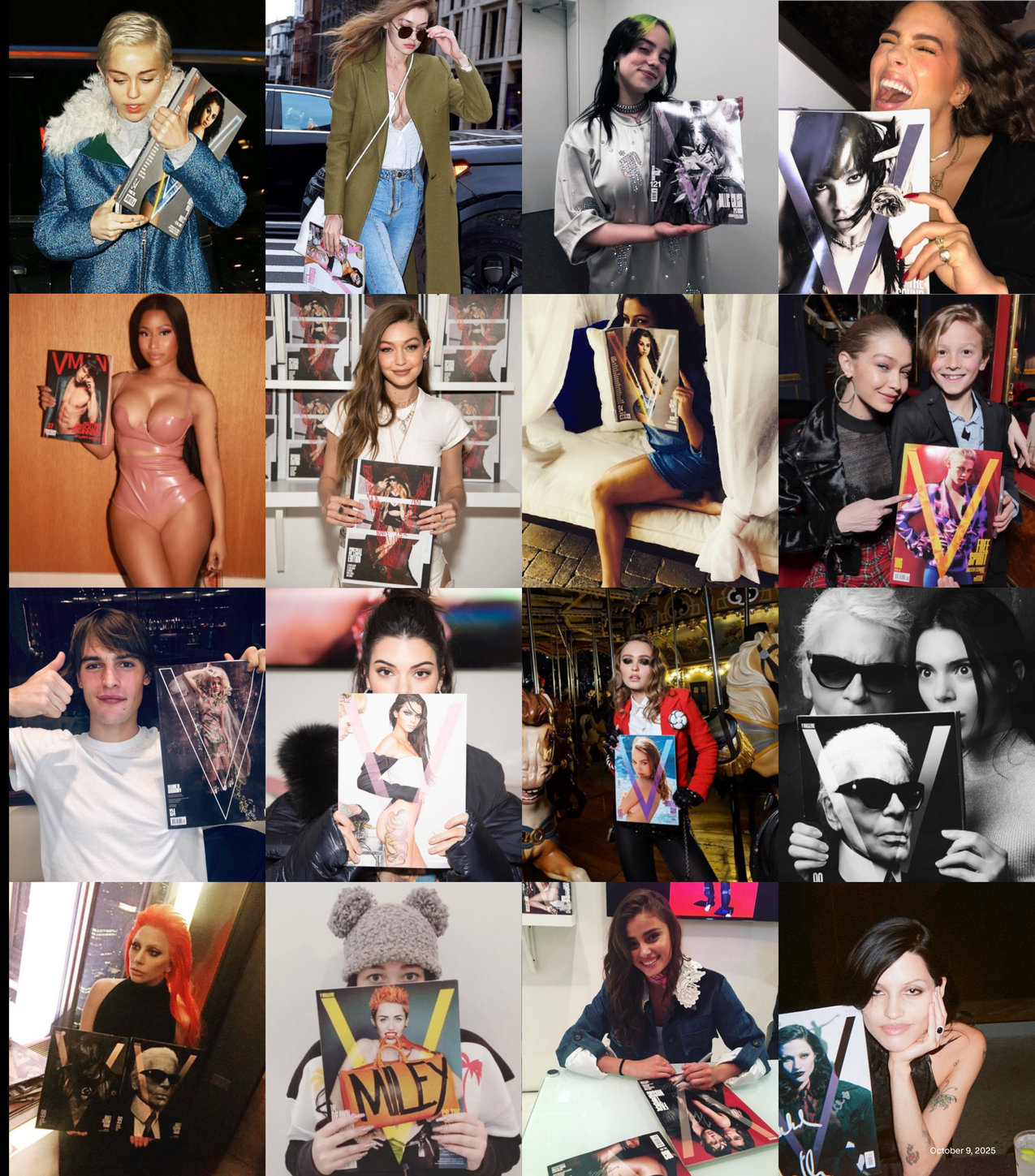
V MAGAZINE MEDIA KIT 2026

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 MAGAZINE | V MAN | GEN V © 2026

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
Average Household Income	$150,000

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
Circulation	118,185
Readership	450,000
Rate Base	100,000
Cover Price (USD)	$16.50
Annual Print Subscription Price (USD)	$99

V DIGITAL

3M

1.2M

20.1K

925K

37.4K

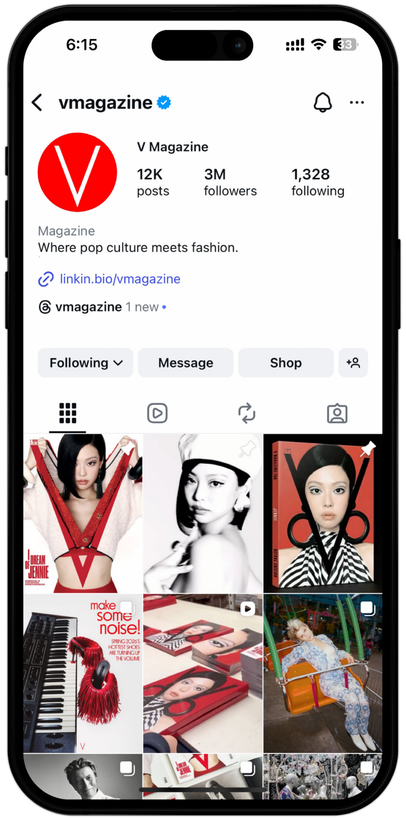
109.2K

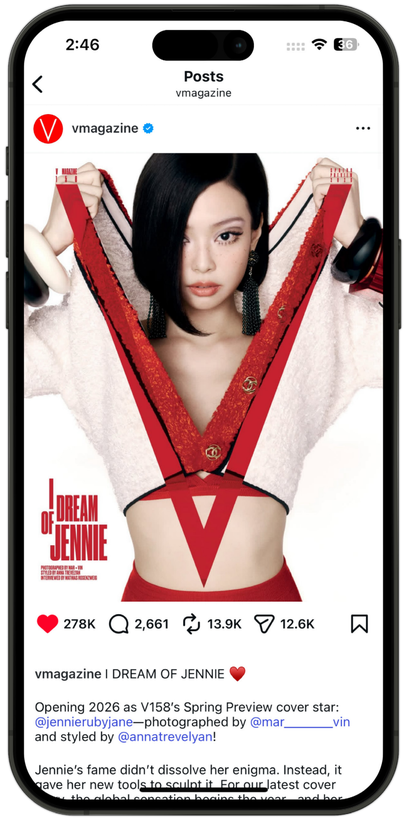
VIP INSTAGRAM FOLLOWERS

Bella Hadid
Dua Lipa
Gigi Hadid
Katy Perry
Mariah Carey
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
Kylie Jenner
Charli XCX
Gracie Abrams
Lily Rose Depp
Jean Paul Gaultier
Lenny Kravitz
Linda Evangelista
Barbie
Cara Delevigne
Zendaya
Tyla
Gabbriette
Rachel Sennott
Sky Ferreira
Sydney Sweeney
Conan Grey
Karlie Kloss
Erykah Badu
Ashley Graham
Kris Jenner
Nadia Lee Cohen
Penelope Cruz

INSTAGRAM AVERAGE PER POST (V)

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



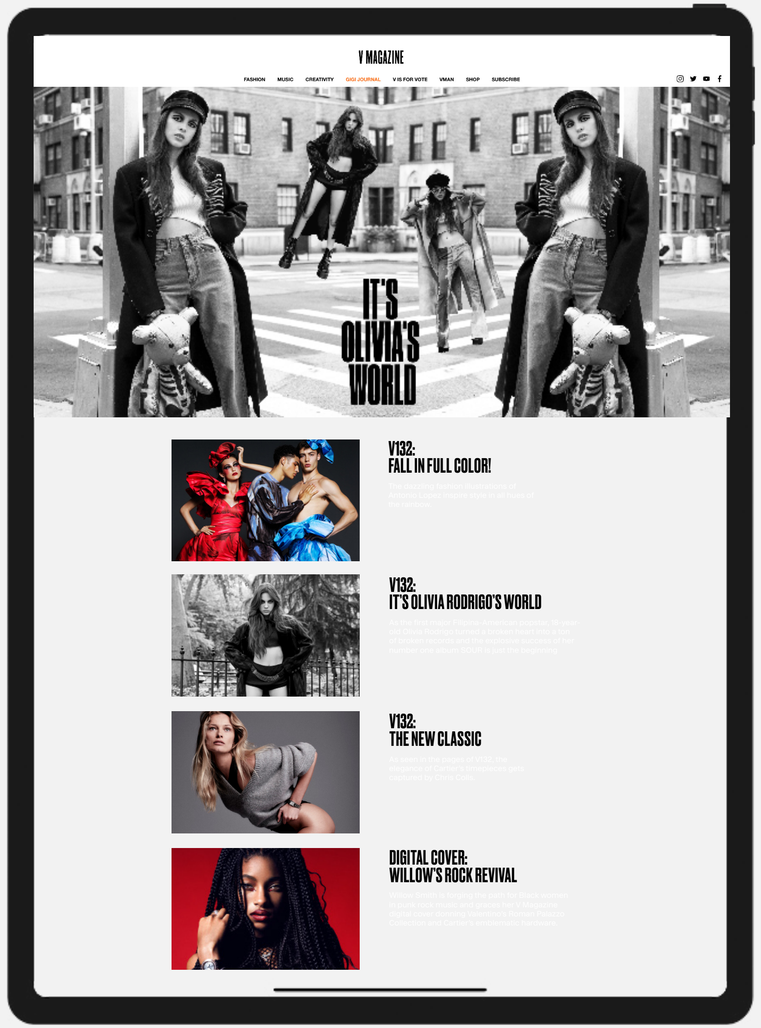


VMAGAZINE.COM

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

NEWSLETTER

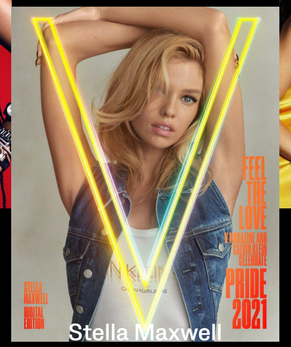
Subscribers and VIP Mailing List	64,000



COLLABORATIVE DIGITAL COVERS

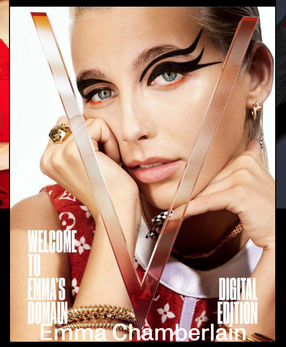
With V's evolving dive into the digital realm, our history of digital covers highlights our strength in pairing the world's biggest fashion houses with pop's next-gen forces, while capturing the cultural moments that keep the conversation burning brightly.

Willow Smith
paired with Valentino / Cartier



Stella Maxwell
paired with Calvin Klein

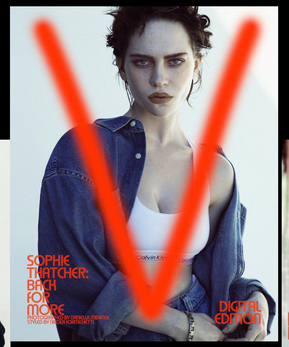
Charli, Dixie, Heidi D'Amelio
paired with Tiffany & Co.



Emma Chamberlain
paired with Cartier

Irina Shayk
paired with Self-Portrait

Gracie Abrams
paired with Celine



Sophie Thatcher
paired with Calvin Klein

Dixie D'Amelio
paired with Valentino

Emma Chamberlain
paired with Louis Vuitton

2026 EDITORIAL CALENDAR

V MAGAZINE + VMAN | 2026

V158
SPRING PREVIEW 2026
THE MUSIC & FASHION ISSUE

What are the new looks for spring? What's blasting through speakers everywhere? For V158, our radar for what's to come at the start of a new year in the realms of music and fashion is on high alert. From budding songstresses in the buzzy looks of the thrilling spring collections, to intimate features with the key players soon to dominate award season, let V159 give you the ultimate peek into the most exciting season ahead.

FINAL AD MATERIALS: December 5, 2025
DIGITAL LAUNCH: January 1, 2026

ON-SALE DATE: January 16, 2026
ON STANDS UNTIL: March 1, 2026

V159
SPRING 2026
THE FASHION GAME CHANGERS ISSUE

New beginnings have never been this exciting before. As the debut collections of the newest designers that are leading some of fashion's greatest brands find themselves in the hands of style devotees, our V159 issue will be at the forefront of celebrating the blossoming of a new era for revived houses and the ushering in of the burgeoning underground creators that you need to keep your eye on.

FINAL AD MATERIALS: January 16, 2026
DIGITAL LAUNCH: January 28, 2026

ON-SALE DATE: March 2, 2026
ON STANDS UNTIL: May 7, 2026

VMAN 56
SPRING/SUMMER 2026
THE NEW BOHEMIA ISSUE

This spring, it seems the vibrant, fluid culture of men's fashion and the world that surrounds it has never been more in sync. For VMAN 56, the issue taps into the two differing energies for a look at a modern renaissance; a thrilling period that celebrates a new type of leading man. Where conversations between a footballer and tailor find common ground and a skater becomes a man through the power of a suit, let VMAN 56 chart your path to discovering a cultural oasis that aims to excite.

FINAL AD MATERIALS: February 6, 2026
DIGITAL LAUNCH: March 11, 2026

ON-SALE DATE: March 16, 2026
ON STANDS UNTIL: August 27, 2026

V160
SUMMER 2026
THE MAKE A SPLASH ISSUE

For V160, the latest forces in pop culture are challenging the summer sun's wattage. As we get to know the newest stars that are burning brightly across our screens, V are mapping out the best of the couture and pre-fall collections that are bound to keep you cool. With the most exciting acts in the most refreshing looks of the season, V160 is diving into the world head first, destined to make waves.

FINAL AD MATERIALS: April 9, 2026
DIGITAL LAUNCH: May 4, 2026

ON-SALE DATE: May 8, 2026
ON STANDS UNTIL: July 9, 2026

V161
FALL PREVIEW 2026
THE NEW DAWN ISSUE

For our fall preview issue, we say sayonara to the sleepy conclusion of summer and hello to an electrifying horizon ahead with your first look at fall. Spotlighting the exhibitions championing artists who make the world go round, the modeling muses who are destined to dominate the fall runways, and the fashion and jewelry collections that are soon to cloak the most stylish people around the world, V161 is the ultimate insiders guide to the birth of a new season.

FINAL AD MATERIALS: June 8, 2026
DIGITAL LAUNCH: July 6, 2026

ON-SALE DATE: July 10, 2026
ON STANDS UNTIL: September 10, 2026

V162
FALL 2026
THE FORCES OF FALL ISSUE

An autumn awakening is upon us. For V162, the months of September & October are destined to deliver a jolt of creativity V have been awaiting. Capturing the new collections of the season on the forces of fall that are claiming their thrones in the kingdoms of film, music, art, sports, and beyond, our Fall 2025 issue will be your appetizer to a full course serving of newness that the world is craving more than ever.

FINAL AD MATERIALS: July 30, 2026
DIGITAL LAUNCH: September 2, 2026

ON-SALE DATE: September 11, 2026
ON STANDS UNTIL: November 10, 2026

VMAN 57
FALL/WINTER 2026
THE MEN OF TOMORROW ISSUE

Where does one begin their discovery for the new leading men of the season? It all starts inside the pages of VMAN 57. The newest heroes and heartthrobs find their fashion footing in our Fall/Winter 2026 issue. Serving as a documentation on new age masculinity with an introduction to the freshest faces on the scene, VMAN 57 will spotlight the stars that are destined to become household names as we transform them from boys to men in the most dapper collections of the season.

FINAL AD MATERIALS: July 28, 2026
DIGITAL LAUNCH: August 21, 2026

ON-SALE DATE: August 28, 2026
ON STANDS UNTIL: February 22, 2027

V163
WINTER 2026
THE WONDERLAND ISSUE

As 2026 comes to a close, V163 will capture the last glimmer of glamour that the year has in store for us. The latest cruise and couture pieces, paired with the flashest stones of the high jewelry collections, allow for a period of reflection and renewal as the final muses of winter serve as our grand finale for pop culture's whirlwind of a year.

FINAL AD MATERIALS: October 8, 2026
DIGITAL LAUNCH: November 5, 2026

ON-SALE DATE: November 11, 2026
ON STANDS UNTIL: January 6, 2027

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	$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	$5,000
Per Newsletter	$5,000

*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
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.

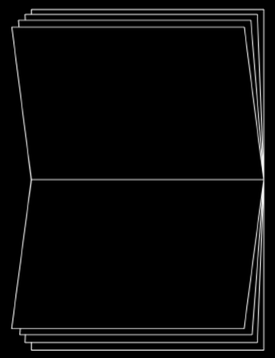
LINE SCREEN
175 lines per inch

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

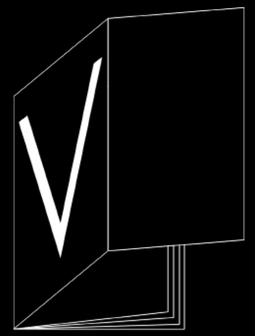
Send all emails to:
clement@vmagazine.com
eleni@elenigatsou.com
marie-loup@elenigatsou.com

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

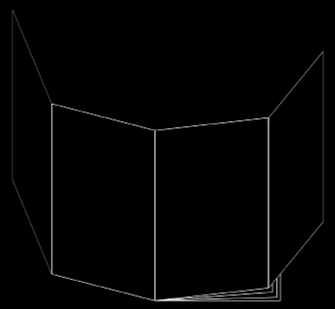
PRINT SPECIFICATIONS



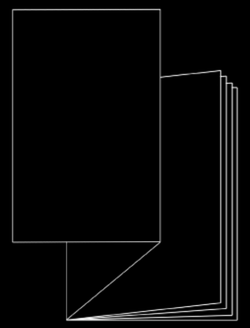
28 Page Calendar



Cover Gate



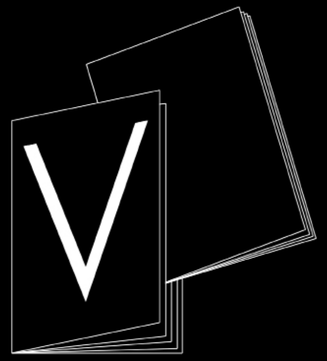
Double Cover Gate



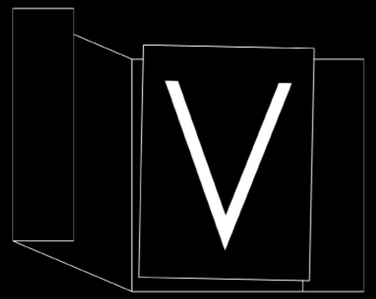
Z- Gate

Single Leaf Insert

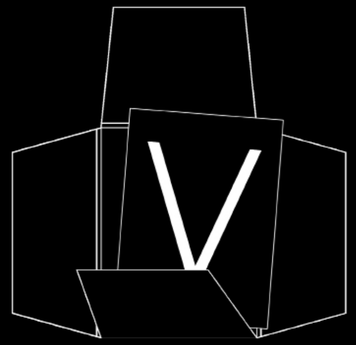
4 Page Insert



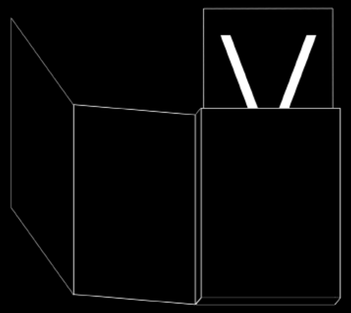
16 Page Saddle Stitched



Cover Wrap



Custom Envelop



O-Card

SPECIAL PROJECTS

THE CHANEL BOOK BY INEZ & VINOODH AND V MAGAZINE

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 × BVLGARI

For our Fall 2022 issue, V Magazine partnered with luxury house Bvlgari for a deluxe hardbound keepsake, featuring the extended version of cover star Lalisa'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.

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V MAGAZINE × VALENTINO

As the world welcomed in an experimental renaissance of pop culture, music, and fashion, V Magazine collaborated with Italian fashion house Valentino—along with photographer Richard Burbridge and stylist Nicola Formichetti—to tap nine dynamic multi-hyphenates who covered our Fall preview 2022 issue wearing the house's viral PP Pink collection by then creative director Pierpaolo Piccioli.

VIEW GALLERY

V MAGAZINE | V MAN | GEN V © 2026

V MAGAZINE × MAISON MARGIELA + REEBOK

Parisian powerhouse Maison Margiela and American activewear brand, Reebok joined forces to celebrate 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 | V MAN | GEN V © 2026

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 sported Cartier's iconic Tank watch—embodying the essence of an all-time classic.

WATCH NOW VIEW GALLERY

2020

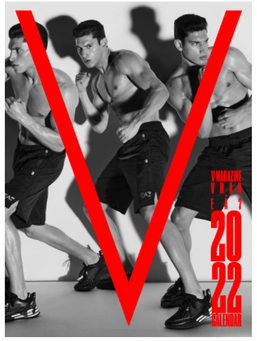
2021

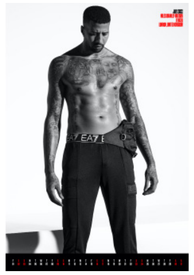
V MAGAZINE CALENDARS

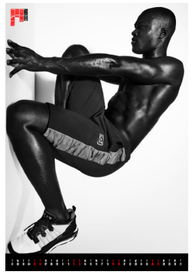
For 2020's annual, limited-edition calendar, V partnered with Guess to dress leading models (such as cover star Gigi Hadid) in pieces from the iconic American brand. Other models shot by acclaimed photography Zoe Grossman include Bella Hadid, Karlie Kloss, and Hailey Bieber.

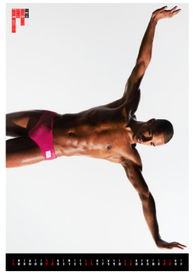
WATCH NOW VIEW GALLERY

2022









V MAGAZINE | V MAN | GEN V © 2026

V MAGAZINE × MONCLER

Decked out in 7 MONCLER FRAGMENT HIROSHI FUJIWARA x CONVERSE collaboration—Hollywood's next generation of cinema forces including the likes of Maddie Ziegler, Jonathan Daviss, Alex Wolff and more celebrated Moncler's latest retail landing in the city of stars.

WATCH NOW VIEW GALLERY

V MAGAZINE | V MAN | GEN V © 2026

V MAGAZINE × GCDS

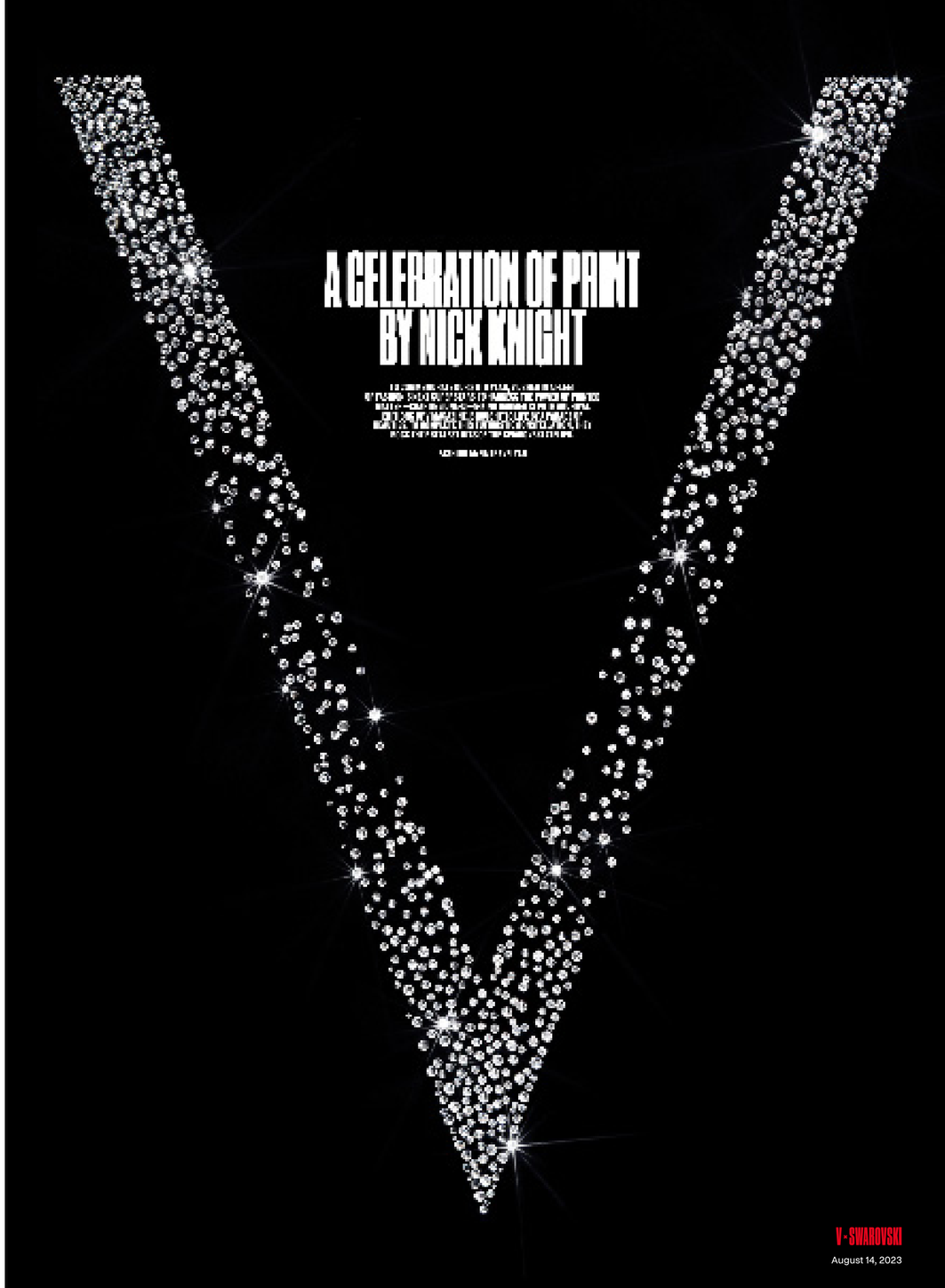
For Fall 2020, V Magazine collaborated with italian streetwear label GCDS to present their new Fall/Winter 2021 collection. Legendary photographer Steven Klein partnered with renowned stylist Patti Wilson to capture the luxury garments and crystal accessories, inspired by creative director Giuliano Calza's 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 × CARTIER

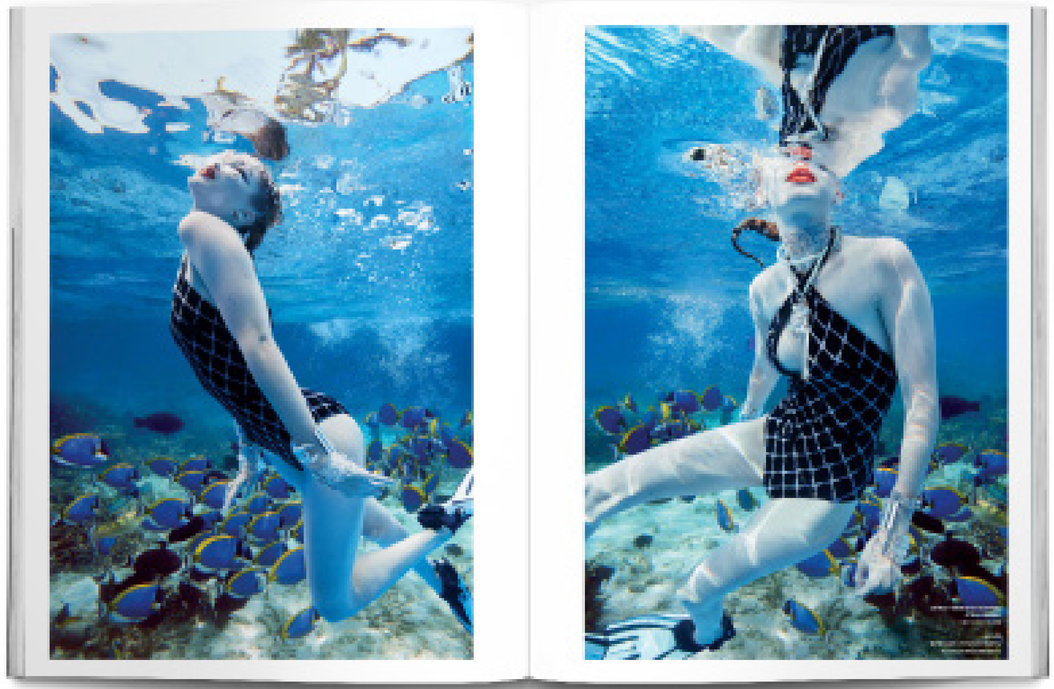
Covered by Brazilian supermodel Gisele Bündchen, our V136 issue featured a partnership with luxury French house Cartier. Bündchen, who discussed her return to modeling, sported the brand's latest fine jewelry and accessories offerings.

WATCH NOW VIEW GALLERY

V MAGAZINE | V MAN | GEN V © 2026

V MAGAZINE × GIGI HADID "FEARLESS" SERIES

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 | V MAN | GEN V © 2026

V MAGAZINE × MONTBLANC

For our V148 Summer 2024 issue, V and Montblanc collaborated on a dazzling cover featuring supermodel Irina Shayk and actor 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 × 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 French fashion house K-Way to dress contemporary dancers in the heritage brand's colorful nylon collection.

WATCH NOW VIEW GALLERY

V MAGAZINE | V MAN | GEN V © 2026

V IS FOR VOTE : THE SERIES

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.

GEORGIA
EDITION
AKON ADICHOL
BY INEZ AND VINOODH

GEORGIA
EDITION
LEE DANIELS
BY INEZ AND VINOODH

GEORGIA
EDITION
ALEXIS RUBY
BY INEZ AND VINOODH

GEORGIA
EDITION
MAXWELL
BY INEZ AND VINOODH

GEORGIA
EDITION
HAILEY BIEBER
BY INEZ AND VINOODH

GEORGIA
EDITION
JOHN LEGEND
BY INEZ AND VINOODH

GEORGIA
EDITION
LILY ALDRIDGE
BY INEZ AND VINOODH

GEORGIA
EDITION
NIYO MALIK
BY INEZ AND VINOODH

GEORGIA
EDITION
OSLO GRACE
BY INEZ AND VINOODH

GEORGIA
EDITION
QUANNAH
CHASINGHORSE
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THE MIDTERM ELECTIONS
ALEX COOPER
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THE MIDTERM ELECTIONS
AMERICA FERRERA
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THE MIDTERM ELECTIONS
GRELLA KAN
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THE MIDTERM ELECTIONS
COMMON
BY INEZ AND VINOODH

THE MIDTERM ELECTIONS
EVE JOBS
BY INEZ AND VINOODH

THE MIDTERM ELECTIONS
TARAJI P. HENSON
BY INEZ AND VINOODH

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

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

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

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.

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.

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.

USA, France, Italy & Switzerland
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THANK YOU