



MEDIA KIT 2020

## EDITOR'S LETTER

The world is changing, and changing fast: the values are being reexamined and revised. Fashion has always been, and still is, at the forefront of change - even formally, fashion designers are half a year ahead of the rest of the planet. Vogue, the most influential fashion and lifestyle magazine, is revisiting its mission too. In their first issues of 2020, all international Vogue editions will unveil the values they believe to be most relevant. Among Vogue UA's new values are diversity, sustainability and social justice.



In the coming year, we are going to focus not only on fashion and beauty trends, celebrating individuality and learning all about looking great, but also on living and consuming consciously. Being in Vogue means making the world a better place.

A stylized, handwritten signature of Philipp Vlasov in a dark ink.

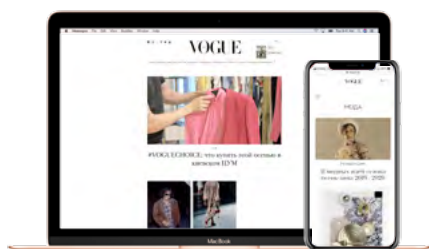
PHILIPP VLASOV,  
EDITOR'S IN CHIEF



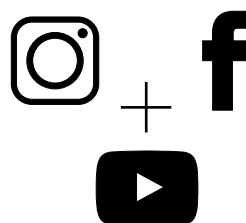
# VOGUE IN UKRAINE



PRINT



WEBSITE



SOCIAL NETWORKS



EVENT MARKETING



EDUCATIONAL PLATFORM

BRAND  
ACHIEVMENTS

No 1

AMONG THE FASHION  
GLOSSIES IN UKRAINE

6

YEARS ON THE MARKET

111 240

READERSHIP PER MONTH

1 200 000

WEBSITE UNIQUE USERS PER MONTH

616 000

SOCIAL NETWORKS FOLLOWERS





PRINT

MAGAZINE

12  
ISSUES  
PER YEAR

50 000  
CIRCULATION  
PER MONTH

50%  
KYIV

46%  
DNIPRO, KHARKIV, LVIV, ODESA

4%  
OTHER CITIES WITH  
POPULATION 50 000+



SUPPLEMENTS INSIDE OF THE MAIN MAGAZINE



VOGUE UA MAN  
APRIL, OCTOBER



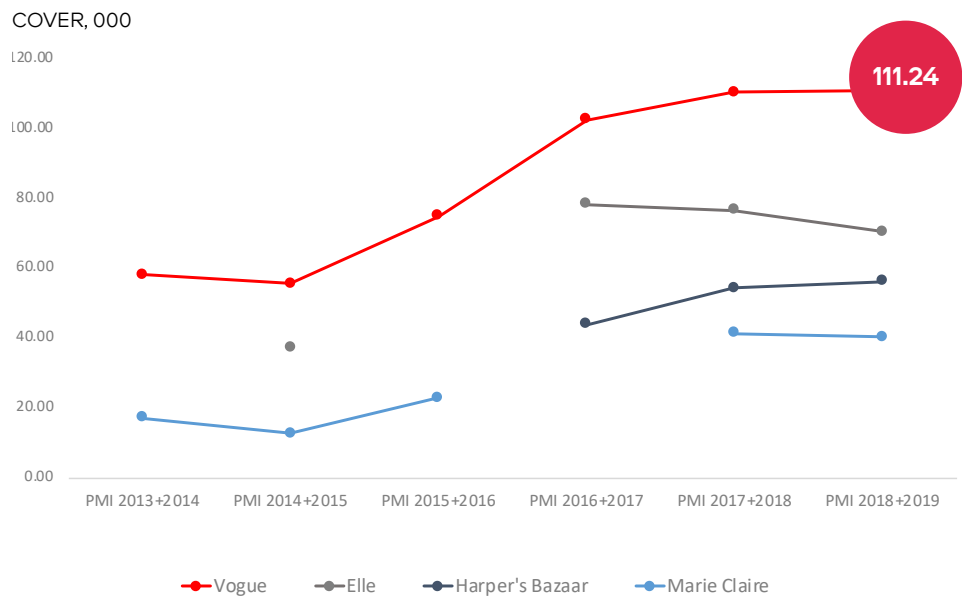
VOGUE UA TRAVEL  
MAY, DECEMBER



VOGUE UA BEAUTY  
JUNE, NOVEMBER

PRINT  
READERSHIP

VOGUE UA AND COMPETITORS' READERSHIP PER MONTH



Source: TNS Ukraine, PMI 2013+2014 – 2018+2019 Regions (Kyiv, Kharkiv, Dnipro, Odesa, Lviv, Zaporizhzhya), TA: all people

VOGUE UA AND COMPETITORS' AUDIENCE INTERSECTION

VOGUE'S AUDIENCE READING  
COMPETITORS:

20,46%    19,22%    12,34%



COMPETITORS' AUDIENCE  
READING VOGUE:



32,26%    37,93%    33,98%



## PRINT AUDIENCE

Opinion leaders, well-educated, have high social status and exquisite taste. They love fashion and are well aware of the latest trends. Self-expression is important for them in all areas of life: from their personal style to everything that surround them. They are much details focused.

Vogue UA readers trust to the opinion of reputable media only. Vogue UA creates content that covers all areas of readers' interests.



### AGE

44% — 25-34  
OF READERS YEARS OLD

23% — 35-44  
OF READERS YEARS OLD

### SEX

77%  
WOMEN

23%  
MEN

## WEBSITE

1 200 000

UNIQUE USERS PER MONTH

+80%

PAGE VIEWS

00:01:44

AVERAGE TIME SPENT  
ON SITE

9,94

PAGES PER VISIT



### TRAFFIC SOURCES

18%

SOCIAL

48%

ORGANIC

17%

DIRECT

### DEVICES

74%

MOBILE

22%

DESKTOP

4%

TABLET

\*Google Analytics 2019



## WEBSITE AUDIENCE

The audience of vogue.ua does not just follow information about fashion, beauty and culture – it is important for them to be aware of the latest news. They are active users of social networks and shop online a lot. They travel a lot and attend cultural events. They are self-confident and want to be in vogue.

Website readers are much engaged with “how to” and practical content, educational publications and materials about personal experience of Vogue UA team.

Website audience trusts Vogue’s expertise and always pursues answers “what? where? why?” they need to purchase and to try.



### AGE

36% — 25-34  
OF READERS YEARS OLD

28% — 35-44  
OF READERS YEARS OLD

### SEX

76%  
WOMEN

24%  
MEN

## SOCIAL NETWORKS



VOGUEUKRAINE

220 000

SUBSCRIBERS

+30%

AUDIENCE GROWTH



VOGUE\_UKRAINE

230 000

SUBSCRIBERS

+22%

AUDIENCE GROWTH



VOGUEUA\_BEAUTY

12 000

SUBSCRIBERS

+30%

AUDIENCE GROWTH



VOGUE UA

176 000

SUBSCRIBERS

+57%

AUDIENCE GROWTH





## FACEBOOK AUDIENCE

Vogue UA Facebook audience is more about traditional preferences and taste. They value elegance, status and luxury as the one of the means to be appreciated by others. Their role models — Angelina Jolie and Monica Bellucci.

The opinion of their Facebook friends is much important for them. They make Facebook reposts to emphasize their status and interests.

They respond best to classic-style photos, catchy headlines and hottest topics.



### AGE

38% — 25-34  
OF READERS YEARS OLD

27% — 35-44  
OF READERS YEARS OLD

### SEX

87%  
WOMEN

13%  
MEN

## INSTAGRAM AUDIENCE

Vogue UA Instagram followers are pure novators-individualists: self-expression is very important for them. They like provocation and epatage, but aesthetics is the bottom line. Conditional role model — Kendall Jenner, Bella Hadid and Emily Ratakovsky.

They definitely respond to high quality content, close-up photos, street styles. They are in love with nostalgic or pop culture posts, hottest topics and phenomena.



### AGE

40% — 25-34  
OF READERS YEARS OLD

29% — 18-24  
OF READERS YEARS OLD

### SEX

75%  
WOMEN

25%  
MEN





10

and more events  
per year, media  
support of art  
projects

# EVENT MARKETING LEOPOLIS JAZZ FESTIVAL

Vogue UA is the main media partner of the one of the most popular jazz festivals in Europe — Leopold Jazz Festival, which is held in Lviv.

Within the festival program, Vogue UA holds the brunch: public talks with the experts in fashion, music and beauty. The integral part of the event is live jazz performances. Among our guests — Vogue UA partners and friends, celebrities and festival's VIP visitors

Day event at the end of June, 200 guests.





# EVENT MARKETING ART ISSUE PRESENTATION



Annually, in August Vogue UA presents the special Art Issue, dedicated to the modern art.

The Issue is always created in collaboration with famous artists from all over the world: Marina Abramovic, Nan Goldin, Vanessa Beecroft, Paul Mpagi Sepuya, Coco Captain and others.

Evening event at the end of July, more than 300 guests.



## 2

ONLY TWO VOGUE MAGAZINES WORLDWIDE HAVE THE ART ISSUE AND VOGUE UA IS ONE OF THEM

# EVENT MARKETING VOGUE UA CONFERENCE



The largest and the most ambitious educational fashion and business project in Ukraine with the unique content, uniting key fashion industry players.

Full day event in November: educational part during the business day time and evening afterparty

[LANDING PAGE](#)

300  
CONFERENCE  
PARTICIPANTS

100%  
FOREIGN SPEAKERS

60  
PUBLICATIONS, INCLUDING  
FOREIGN MEDIAS



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THANK YOU!

