



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.

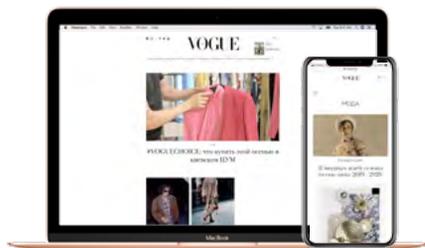
Philipp

PHILIPP VLASOV,
EDITOR'S IN CHIEF

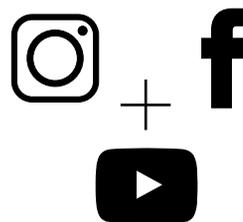
VOGUE IN UKRAINE



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



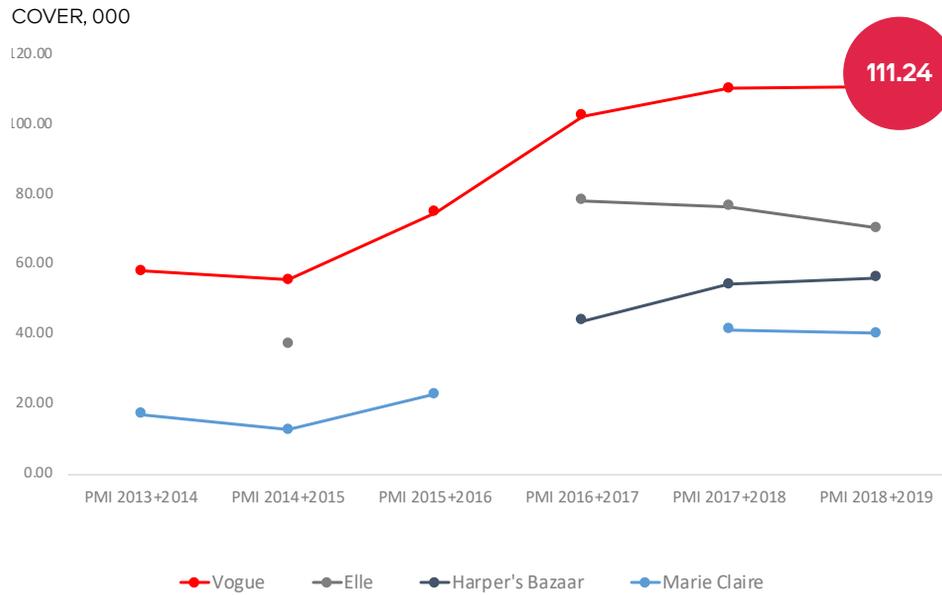
VOGUE UA TRAVEL
MAY, DECEMBER



VOGUE UA BEAUTY
JUNE, NOVEMBER

PRINT READERSHIP

VOGUE UA AND COMPETITORS' READERSHIP PER MONTH

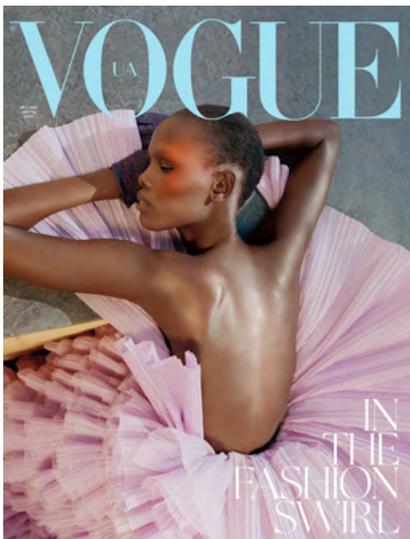


Source: TNS Ukraine, PMI 2013+2014 – 2018+2019 Regions (Kyiv, Kharkiv, Dnipro, Odesa, Lviv, Zaporizhzhya), TA: all people

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 phenomenons.



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 — Leopolis 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.



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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

ADVERTISING TEAM

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THANK YOU!

