



VOGUE

BRASIL

Media Kit
2023

EDIÇÕES | GLOBO CONDÉ NAST



VOGUE BRASIL is the biggest fashion authority in the country. Influential, creative and relevant, the publication is a benchmark for its accurate curatorship and for indicating what is going to be a trend in fashion, beauty, wellness, gastronomy and lifestyle.

"For over a century, VOGUE has empowered and embraced creativity and craftsmanship, celebrated fashion and debated critical issues of every era. Vogue is synonymous with thought-provoking images and intelligent narratives. We are dedicated to supporting talent in all fields.

VOGUE looks to the future with optimism, remains global in its vision, remains committed to celebrating different cultures and preserving our planet for future generations. We represent the values of diversity, responsibility and respect. We do this for people, for communities and for the environment."

PAULA MERLO, CONTENT DIRECTOR VOGUE BRAZIL



PILLARS

VOGUE BRASIL is today among the ten most relevant brands in the world. Its contributors include the elite of the national and international fashion world: photographers such as Zee Nunes, Giampaolo Sgura, Luigi & Iango, Hick Duarte; top models Gisele Bündchen, Christy Turlington, Karen Elson, Naomi Campbell, Hailey Bieber and Cindy Crawford; as well as columnists such as Costanza Pascolato, Bruno Astuto, Rachel Maia, Mirian Goldenberg, Claudia Raia.

In connection with the global values of **DIVERSITY, OPTIMISM, SUSTAINABILITY, CREATIVITY,** and **RESPECT**, VOGUE BRAZIL bets on important verticals of contemporary behavior.

FASHION

VOGUE BRAZIL delves into fashion and points to its readers the most interesting things yet to come. With thought-provoking and inspiring images, created by different teams, the vehicle inspires and influences by presenting trends and new national talents. And, through intelligent analysis, written by the greatest experts in the market, it indicates the paths of the fashion industry and culture.

BEAUTY

VOGUE BRAZIL believes in the body and spirit balance and anticipates the desire of women who love to take care of themselves in a holistic way. The publication brings together the most complete beauty curation, which includes makeup, perfume, hair, body and skin new releases, and also features fitness news, nutrition and health content and goes deeper into the wellness movement, with articles on self-knowledge and spiritual reconnection.

LIFESTYLE

The best destinations and hotels, the most exclusive experiences in Brazil and around the world, and the latest and greatest in the world of gastronomy and design. The VOGUE reader sees us as a guide both when choosing a vacation destination to what drink to have next summer.



YOUR AGE

With a special edition by journalist Claudia Lima, together with Vogue's beauty team, the platform is a celebration of maturity. Focused on women +50, "Your Age" brings themes such as menopause, sex, beauty, fashion, maternity and also counts on a team of columnists: Mônica Martelli (actress), Mirian Goldenberg (anthropologist), Adri Coelho Silva (content creator of Viva a Coroa) and Claudia Lima (journalist).

VOGUE BUSINESS

Insights, analysis, and the great movements of the fashion and beauty market are on the platform. It is also there that the entire team debates the strength of female leadership, the transformations driven by technology, and the ESG agenda. In addition to the online and monthly space in the print edition, it also has a LinkedIn page and, since 2021, it has taken the same debates to in-person events. The platform has columnists Rachel Maia, Tatiana Loureiro, Liliane Rocha, and Fernanda Simon.

VOGUE WELLNESS

Curated by the Vogue beauty team, the content platform presents services, products and news on physical, mental and spiritual well-being. It also has a team of expert columnists: Filipe Batista (psychiatrist), Lu Angelo (sexologist), Isabella Bussade (endocrinologist) and Bruna Andreoli (astrologer).



All the pillars, values and verticals of VOGUE BRAZIL explored in several platforms:

MAGAZINE

SOCIAL MEDIA

WEBSITE

NEWSLETTER

- Every Wednesday, 18,000 readers receive the week's digital curation. Fashion and beauty launches, profiles with inspiring women, and new wellness movements are just some of the topics covered every week
- Space for branded content feature

EVENTS

On-site events involving content and celebration, such the Ball Vogue, Vogue Business, Your Age, and Vogue Wellness.

EDUCATION

Courses and mentorships, related to the brand's pillars and aimed at professionals and students, independent or in partnership with schools and universities such as ESPM.

CUSTOMIZED ACTIONS AND PROJECTS

The EGCN Creative Studio creates omnichannel and 360° strategies and actions. According to the partner's briefing and needs, it is directly involved in the development of solutions and implementations. **Events, branded content and native advertising** are among the options, explored in all of the brand's platforms. With a specialized eye and curatorship, the proposals are developed individually to meet the different needs of each brand.



AUDIENCE

A woman of attitude;

A fashion lover;

High spending power;

Traveled and well-informed, also an opinion leader in her group;

Seeks the best curation in fashion, beauty and lifestyle;

56%

WOMEN

64%

CLASSES A-B

67%

Up to 34 YOA

- Vogue readers are loyal to the print medium: they say they can't stop buying magazines (296 affinity), they rely on magazines to stay informed (163 affinity), and they have magazines as their main source of entertainment (175 affinity)
- 91% like to have good quality products
- 75% plan to buy expensive products
- 98% consider it very important to be well informed
- 92% do not give up on comfort

Source: Kantar Ibope Media – TG BR 2022 R1 - Pessoas

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FIGURES

MAGAZINE (MONTHLY)

26,552
Circulation

627,817
READERSHIP (PRINT + DIGITAL)

WEBSITE

4.77
UV (MILLION)

8.99
PV (MILLION)

FACEBOOK

1,124,210
FOLLOWERS

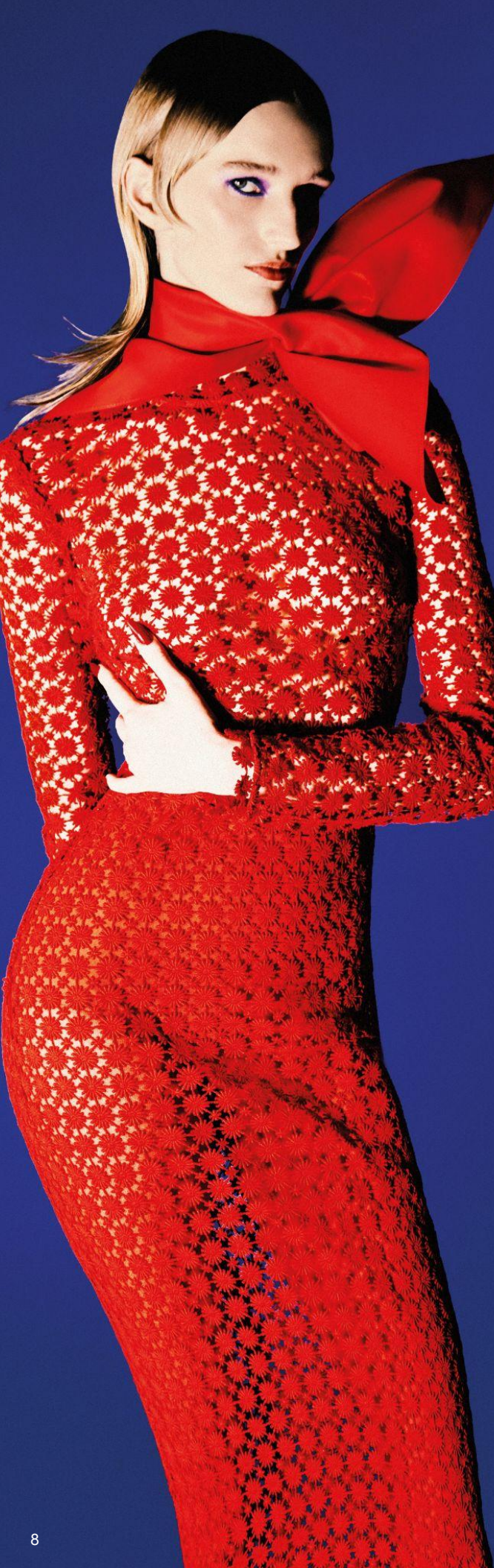
INSTAGRAM

3,773,451
FOLLOWERS

Source:

IVC –Set/22 // Kantar Ibope Media - TGI -BR TG 2022 R1 LEITORES IMPRESSOS + LEU
VERSÃO DIGITAL PDF // GOOGLE ANALYTICS (MILHÕES) NOV/22 // Redes Sociais
Dezembro/22

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PINTEREST

266,941
FOLLOWERS

YOUTUBE

214,000
FOLLOWERS

TWITTER

1,265,011
FOLLOWERS

LINKEDIN

30,230
FOLLOWERS

Source:

IVC –Set/22 // Kantar Ibope Media - TGI -BR TG 2022 R1 LEITORES IMPRESSOS + LEU
VERSÃO DIGITAL PDF // GOOGLE ANALYTICS (MILHÕES) NOV/22 // Redes Sociais
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VALUES

MEDIA Magazine

MATERIAL

1 undetermined page
Double-page spread
3rd cover
4th cover
2nd cover + page 3
Cover spread
Double cover spread
1 indeterminate promo page
Undetermined double promo page
1/2 page promo*
1/3 page promo*
1/4 page promo*

PRICES

US\$ 36.139,95
US\$ 72.279,90
US\$ 47.724,60
US\$ 51.305,10
US\$ 83.864,55
US\$ 103.257,00
US\$ 149.985,00
US\$ 49.099,05
US\$ 96.395,64
US\$ 25.163,26
US\$ 17.194,90
US\$ 13.134,00

Website

Branded site
(Article with enveloping media
sent by the client + feature on home page
for 48hs + Facebook post)

On request

Curatorship

(storytelling for social / video / special cover / 10 choices
special cover / 10 choices)

On request

Instagram

Post on feed
Extra photo (gallery)
Video
Reels
Instagram live
Instazine (10 screens with cover)
Stories (individual post)
Sequence of 3
Sequence of 5
Featured Profile
Collaborative Post
Darkpost

On request
On request
On request
On request
On request
On request
On request
On request
On request
On request
On request

Facebook

Post
Live

On request
On request

Youtube

Video
Live

On request
On request

Podcast

Episode published on the site and
on Spotify + promotion package

On request

TikTok

Post

On request

Zoom

Mentorship

On request

Pinterest

Board (folder with 10 images)
Pin

On request
On request

Twitter

Post

On request

LinkedIn

Post

On request

Newsletter

Title Base

On request

Media Display

On request

Event

On request

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