



VOGUE

POLSKA

Poland Media Kit

2023

CONDÉ NAST



VOGUE

POLSKA

BRAND MISSION

As the undisputed leader in the world of fashion, beauty and lifestyle, we strive to present to our readers outstanding designers and the most luxurious brands. Vogue Poland aims to create interest in social matters, art and culture, to lead readers to what comes next.

Under the editorship of Ina Lekiewicz Vogue Poland is the go-to brand for women, delivering inspiring content across multiple platforms: in print, digital, app, video, events, online and social.

VOGUE has always been and will continue to be more than a fashion magazine. While we inspire and guide in the world of fashion, we also aim to empower, and start conversation. We are constantly transforming print to a greater quality—something always more luxurious and special. I strongly believe in storytelling and a personal approach to content to enhance this.

INA LEKIEWICZ, EDITOR IN CHIEF

2.8M

DIGITAL UNIQUES

7.7M

PAGE VIEWS

519k

SOCIAL FOLLOWERS

Source: Vogue.pl data, Google Analytics, October 2022

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VOGUE
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BRAND HIGHLIGHTS

BUSINESS FASHION ENVIRONMENT SUMMIT 2023

For the 4th edition of Business Fashion Environment Summit, we aim to continue live public talks with gathered audience, as well as to invite key speakers to Warsaw, as we did in 2022. Most importantly, we should continue delivering substantive discussions panels and lectures on the highest European level, gathering the most interesting leaders both from Poland and different parts of the World.

VOGUE TRAVEL PART 3

After wide media and sales success of Vogue Travel supplement in 2021 and 2022, continuations of the project is a must. For the second time Travel will be added to summer edition of regular issue and we're planning to visit and explore Polish seaside this time, recommending unique places, hotels and local highlights.

EVENTS & LAUNCHES

- Vogue Poland 5th Birthday event - we're planning unique event (dinner tbd) for most important business partners and opinion leaders.
- Vogue Leaders & Vogue Living launches - unique events gathering a mix of industry guests and lifestyle & business opinion leaders. We would choose top-notch locations reflecting Warsaw's quaint vibe.
- The September Issue event - we will continue to organize sophisticated and unexpected September Issue events – a unique experience co-created by the Vogue Polska crowd and our partners. In 2021, we gathered 250 guests at the evening cocktail, in 2022 - over 300 for the brunch, generating a huge amount of social media buzz alongside our own material in print, digital and social media.
- Holiday Toast - the 5th edition of our Holiday Toast party – a unique experience that gathers a significant group of guests in a selected location, always in partnership with great music performers. The aim is to spend some magical pre-Christmas time and spin off the upcoming year.

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PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE	TABLET COPY DEADLINE
JAN/FEB 2023			
5 JAN 23	20 DEC 22	9 DEC 22	20 DEC 22
MARCH 2023			
23 FEB 23	13 FEB 23	3 FEB 23	13 FEB 23
APRIL 2023			
30 MAR 23	20 MAR 23	10 MAR 23	20 MAR 23
MAY 2023			
27 APR 23	17 APR 23	7 APR 23	17 APR 23
VOGUE LIVING 2023			
11 MAY 23	27 APR 23	18 APR 23	27 APR 23
JUNE 2023			
25 MAY 23	15 MAY 23	5 MAY 23	15 MAY 23
VOGUE BEAUTY 2023			
15 JUN 23	2 JUN 23	26 MAY 23	2 JUN 23
JULY-AUGUST 2023			
29 JUN 23	19 JUN 23	9 JUN 23	19 JUN 23
SEPTEMBER 2023			
31 AUG 23	21 AUG 23	11 AUG 23	21 AUG 23
OCTOBER 2023			
28 SEP 23	18 SEP 23	8 SEP 23	18 SEP 23
LEADERS 2023			
12 OCT 23	2 OCT 23	22 SEP 23	2 OCT 23
NOVEMBER 2023			
26 OCT 23	16 OCT 23	6 OCT 23	16 OCT 23
DECEMBER 2020			
23 NOV 23	13 NOV 23	3 NOV 23	13 NOV 23
VOGUE LIVING 2023			
7 DEC 23	27 NOV 23	17 NOV 23	27 NOV 23

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PRINT RATE CARD

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SIZE/POSITION	RATE (PLN)	
STANDARD POSITIONS		
Page run of paper	315 000	
DPS run of paper	590 000	
PREMIUM POSITIONS		
Contents, masthead,	315 000	
Inside back cover	325 000	
Outside back cover	675 000	
1st DPS (ODPS)	750 000	
DPS in Fashion Tunnel	673 000	
Gatefold	1 425 000	
SURCHARGES		
The first ad in the magazine's section		
Ad in the selected magazine's section		
Ad next to the selected editorial page		
Consecutive Advertising		20%
Ad's preparation for the Client		20%

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VOGUE
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DIGITAL AND
WEB RATE CARDS

WEB RATE CARD (NET-NET)

POSITION	SIZE	RATE (PLN)
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DISPLAY

BANNERS – FF (1 week)

Wideboard	1920x700	15 000
Rectangle	300x250	10 000

Surcharges

Client's exclusive campaign in banner	100%
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PACKAGES – FF (1 week)

ROS Multiformat (Wideboard, Rectangle, HP, B/DBB/TBB)	25 000
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TOTAL TAKEOVER (Wideboard, Rectangle, HP, B/DBB/TBB)	50 000
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Section Sponsorship -	30 000
+ content cost	

CONTENT MARKETING

Sponsored Article	10 000
Visual Storytelling	20 000
Sponsored Gallery	8 000

Podcast (min. 3 episodes)	starting at	44 000
Photoshoot	starting at	50 000
Video	starting at	50 000

VOGUE POLAND MOBILE APPLICATION

Monthly Sponsoring	10 000
Lookbook	8 000

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