BRAND REACH GROWTH

VOGUE

7.4M CONTACTS

861K
MAGAZINE READERSHIP

3M
UNIQUE USERS

658K
SUBSCRIBERS

2.8M
SOCIAL NETWORK FOLLOWERS

97K
EMAIL SUBSCRIBERS

+35%
BRAND REACH GROWTH
2019 vs 2018

NRS Russia, March–July 2019
Google Analytics, November 2019
85% TRUST VOGUE’S RECOMMENDATIONS

70% VOGUE UNDERSTANDS THE NEEDS OF ITS READERS

33 AVERAGE AGE READERS

78% WOMEN

NRS Russia, March–July 2019
Google Analytics, November 2019
The magazine is also released abroad in the following countries: UK, France, Italy, USA, Switzerland, Germany, Japan, Spain, China, Netherlands, Canada and CIS countries. Above-noted percentage and territory correlation of the circulation refers only to Russian Federation and can be changed in different issues.
<table>
<thead>
<tr>
<th></th>
<th>ADVERTISING SALES DEADLINES</th>
<th>MATERIALS DEADLINES</th>
<th>ON SALE</th>
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<tr>
<td>FEBRUARY 2020</td>
<td>11 DECEMBER 2019</td>
<td>16 DECEMBER 2019</td>
<td>15 JANUARY 2020</td>
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<td>13 JANUARY 2020</td>
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<td>APRIL 2020</td>
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<td>13 FEBRUARY 2020</td>
<td>11 MARCH 2020</td>
</tr>
<tr>
<td>MAY 2020</td>
<td>13 MARCH 2020</td>
<td>17 MARCH 2020</td>
<td>15 APRIL 2020</td>
</tr>
<tr>
<td>JUNE 2020</td>
<td>9 APRIL 2020</td>
<td>14 APRIL 2020</td>
<td>13 MAY 2020</td>
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<td>JULY 2020</td>
<td>13 MAY 2020</td>
<td>18 MAY 2020</td>
<td>15 JUNE 2020</td>
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<td>AUGUST 2020</td>
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<td>12 AUGUST 2020</td>
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<td>14 SEPTEMBER 2020</td>
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<tr>
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<td>14 OCTOBER 2020</td>
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<tr>
<td>DECEMBER 2020</td>
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<td>15 OCTOBER 2020</td>
<td>11 NOVEMBER 2020</td>
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<tr>
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<td>16 NOVEMBER 2020</td>
<td>14 DECEMBER 2020</td>
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<tr>
<td>Position</td>
<td>Price</td>
<td></td>
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<tr>
<td>-------------------------------------------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>€17 600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double-page spread</td>
<td>€31 400</td>
<td></td>
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</table>

**SPECIAL POSITIONS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
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<tbody>
<tr>
<td>4th cover</td>
<td>€58 100</td>
</tr>
<tr>
<td>3rd cover</td>
<td>€22 050</td>
</tr>
<tr>
<td>Gatefolder</td>
<td>€100 800</td>
</tr>
<tr>
<td>1st brand *</td>
<td>€60 600</td>
</tr>
<tr>
<td>2nd brand</td>
<td>€47 500</td>
</tr>
<tr>
<td>3rd brand</td>
<td>€44 950</td>
</tr>
<tr>
<td>4th brand</td>
<td>€41 300</td>
</tr>
<tr>
<td>Double-page spread in the tunnel after the 4th brand after Gate Fold</td>
<td>€39 900</td>
</tr>
<tr>
<td>Table of content</td>
<td>€24 700</td>
</tr>
<tr>
<td>Editor’s letter, Editor’s Choice</td>
<td>€24 700</td>
</tr>
<tr>
<td>Masthead</td>
<td>€24 100</td>
</tr>
<tr>
<td>Contributors</td>
<td>€24 100</td>
</tr>
<tr>
<td>Double-page Spread (up to Vogue Choice)</td>
<td>€39 900</td>
</tr>
<tr>
<td>Double-page Spread (Vogue Choice)</td>
<td>€38 700</td>
</tr>
</tbody>
</table>

- In case of significant devaluation of the Rouble Condé Nast JSC reserves the right to unilaterally review the rate card, change the final advertising rate or cancel the publication in case the advertiser disagrees with new conditions.
- Advertising costs of promotions, inserts, sachet are on request.
- All special positions have to be confirmed 10 days before the booking deadlines of Vogue 2020 production schedule.
EDITORIAL CALENDAR

VOGUE KIDS SUPPLEMENT
APRIL/OCTOBER

VOGUE BEAUTY SUPPLEMENT
SEPTEMBER

VOGUE BUSINESS SUPPLEMENT
NOVEMBER

COLLECTOR’S EDITION
NOVEMBER
VOGUE.RU

35
AVERAGE AGE

81%
WOMEN

31M
PAGE VIEWS

3M
UNIQUE USERS

SPECIAL MEDIA

NO 1
AMONG SOCIAL PAGES OF WOMEN GLOSSY MAGAZINES*

Mediascope Russia, Web Index Russia, 2019
Google Analytics, 2019
*Instagram, Facebook
Mathematics of the luxury market in Russia: Growth potential and consumer behavior, McKinsey & Company, 2018
VIDEO

VOGUE

FASHION | FASHION SHOWS | BEAUTY | CELEBRITIES

VOGUE RUSSIA

YOUTUBE

No 3

AFTER VOGUE US
& VOGUE UK

2400+ RELEASED VIDEO

51 M AVERAGE VIEWS*

*Vogue.ru, YouTube, FB, VK January-November 2019
NATIVE PROJECTS

FULL PRODUCTION CYCLE
of native special projects
in Russia and abroad

UNIQUE SOLUTIONS
of clients tasks

THE MOST IMPRESSIVE
PORTFOLIO of special projects
on the glossy media market

EXCEPTIONAL APPROACH
to celebrities and influencers
management

YOU CAN GO TO THE PROJECT PAGE BY CLICKING ON THE IMAGE
EVENTS
VOGUE

MOVIE PREMIER/
EXHIBITION PREVIEWS

DINNER/COCKTAILS

PUBLIC TALKS

COLLABORATIONS
AND INTEGRATIONS
WITH VOGUE

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