



VANITY FAIR



The Center of Power & Personality

Every month, the magazine commissions the best writers and photographers to explain the pressing issues of the day and take the pulse of the culture. Vanity Fair consistently delivers crucial reporting on business and finance, domestic politics and world affairs, even as it covers the very best in arts and entertainment.

2020 CONTENT CALENDAR

January	--
February	Hollywood Issue
March	Spring Style
April	April
May	May
June	TV Preview
July	July
August	Fall Preview
September	Fall Style
October	Best-Dressed
November	The New Establishment
December	Hall of Fame

Source: MRI/ComScore2019

Vanity Fair

Rate Base	1,200,000
Subscriber Base	90.4%
Median Age	45
Age Breakdown	
18-24	16%
25-34	20%
35-54	32%
55+	33%
Avg. Household Income	\$111,675
Female / Male Readers	78% / 22%
Readers Per Copy	6.0

OUR SUBSCRIBERS

Nearly **3 times** as likely to be affluent & influential

2 times as likely to be entertainment enthusiasts

\$20.5 Billion spent on fashion

1.8 times as likely to be beauty & fashion influencers