



VOGUE



### The World's Fashion Authority

Vogue places fashion in the context of culture and the world we live in—how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Vogue immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, Vogue defines the culture of fashion.

#### 2020 CONTENT CALENDAR

January	Vogue Values
February	Living Well & New Minimalism
March	Spring Fashion & Rule Breakers
April	Global Issue: Models
May	The Met: 2020
June	Vogue Weddings
July	Tokyo Olympics
August	Fall Preview
September	Fall Fashion
October	Forces of Fashion
November	CFDA/Vogue Fashion
December	Holiday Fantasy

#### Vogue

Rate Base	1,200,000
Subscriber Base	91.6%
Median Age	36
Age Breakdown	
18-24	25%
25-34	21%
35-54	32%
55+	22%
Avg. Household Income	\$96,269
Female / Male Readers	83% / 17%
Readers Per Copy	9

#### OUR SUBSCRIBERS

**\$18 Billion** spent on fashion

**2 times** as likely to be super beauty influencers

**6.8 million** millennials

Nearly **2.5 times** as likely to be fashion super influential

Source: MRI/ComScore2019