



VOGUE
UA
MEDIA KIT 2019

VOGUE^{UA}

Brand Achievements

No **1**
GLOSSY
SOURCE IN
UKRAINE

110 560
readership per month

9 000 000
website views per month

600 000
website unique users
per month

480 645
Social networks follower



VOGUE^{UA}

Preferences of readership



66%

of the readers refer to the magazine (including advertisements published in it) when buying a product.



40%

of readers buy only the fragrances, cosmetic and care products recommended by the magazine.

1 **Of reader's priorities** is the aesthetics of her environment. *Vogue offers them the best examples of fashion interior designs, original décor solutions and latest gadgets.*

2 **Cars** on average have our readers. *Usually they prefer expensive and exclusive models.*

3 **Times per year** at least *Vogue* readers travel the world. *Vogue* recommends and inspires to visit the top resorts, hotels and restaurants.

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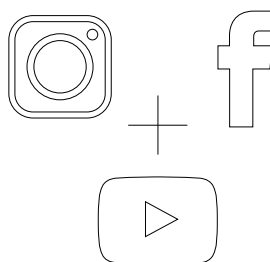
Vogue in Ukraine



Print



Website



Social networks



Vogue TV



Vogue UA events



Educational Platform

Reader's portrait

Opinion leaders,
well-educated, have a
high social status and
exquisite taste. They
love fashion and are
well aware of the latest
trends. They trust only
the authoritative media
sources and find out
the latest news about
fashion, culture and art
from them first.

Core
25-45
years old
50% of readers

78% 22%
women men



VOGUE

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Print



2013

year of launch
in Ukraine

50 000

circulation
per month

12

issues per
year

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Supplements



VOGUE UA MAN
April



VOGUE UA TRAVEL
May



VOGUE UA BEAUTY
July



VOGUE UA KIDS
September



VOGUE UA HOME
September



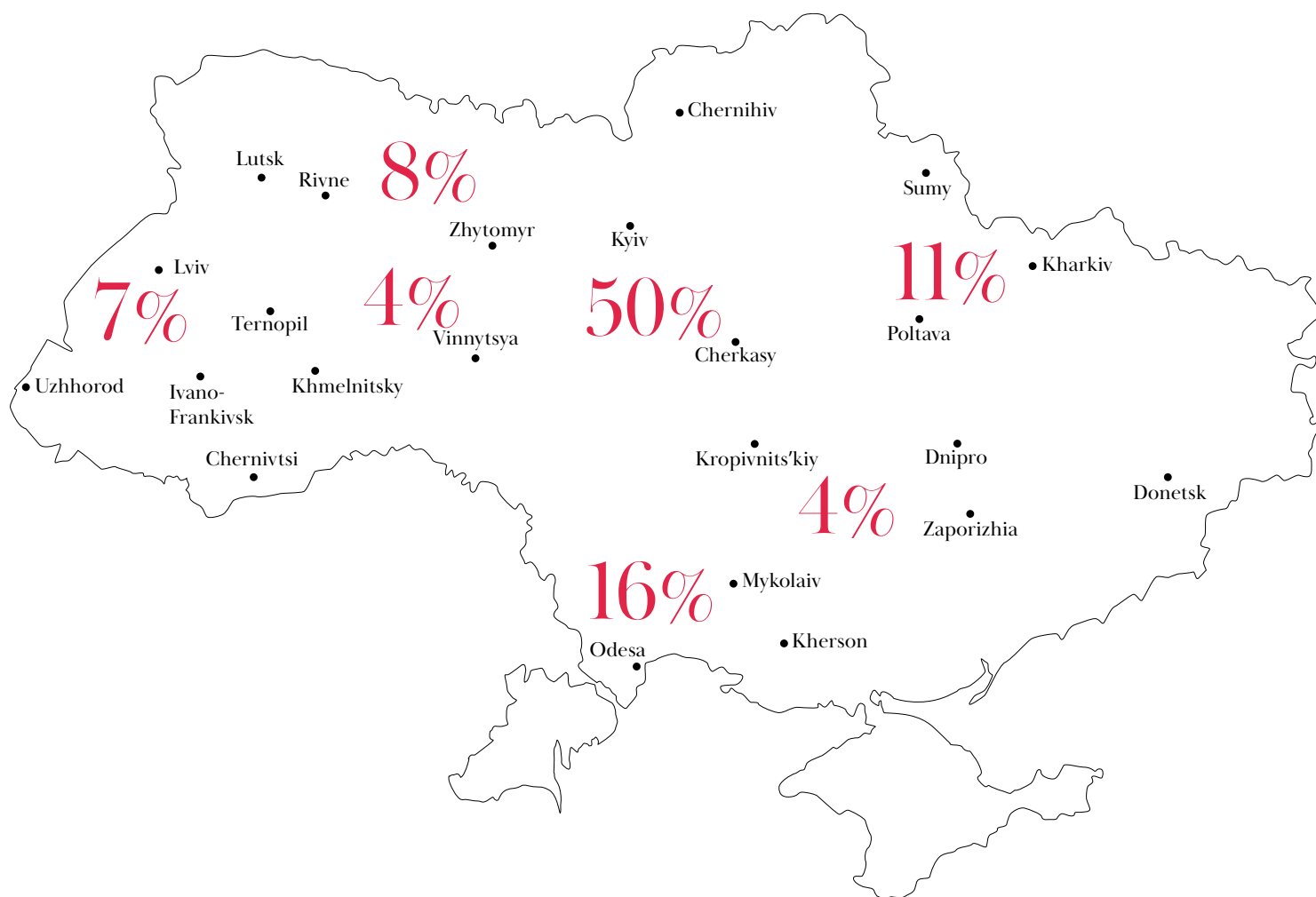
VOGUE UA MAN
October



VOGUE UA HOROSCOPE
December

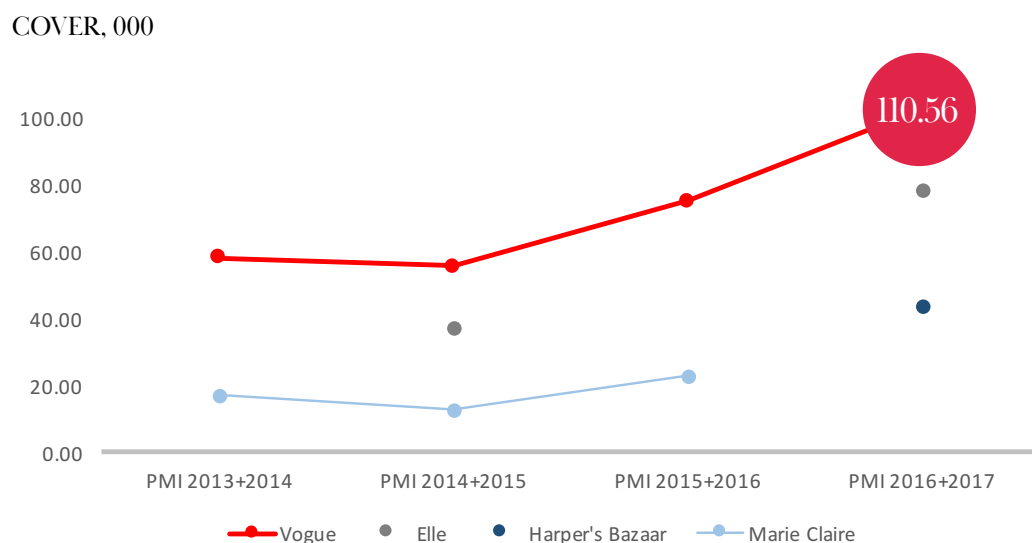
VOGUE^{UA}

Distribution



VOGUE UA

Vogue UA and competitive editorials' readership rate per month



Vogue UA and competitor editorials' Audience intersection

VOGUE'S TA READING COMPETITORS:

21,83%

19,35%

13,77%



COMPETITORS' TA READING VOGUE:

31,43%

39,29%

36,74%

VOGUE

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Price

GENERAL RATES*	EURO**
4-COLOUR	
Full page	8 400
4th cover	22 400
3rd cover	14 400
Table of contents 1	13 600
Table of contents 2	13 600
Table of contents 3	13 600
Masthead1.....	13 600
Masthead2.....	13 600
Editor's letter.....	13 600
Editor's choice	13 600
Contributors	13 600
Full Page in 1/3 of the book.....	10 000
Double-page spread.....	15 200
1st spread	26 400
Gatefold***	42 000
2nd spread	25 600
3rd spread.....	24 800
4th spread.....	24 000
5-10th spreads.....	23 200
Spread in 1/3 of the book	16 000
SMALL FORMATS	
One-half page	5 200
One-third page.....	3 600
VOGUE PROMOTION	
Full page	7 200

* Without VAT
 ** UAH rates are on demand
 *** When the Inside Cover Gatefold is sold,
 1 DPS goes after it with no change of the price.

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Vogue magazine 2019-2020 schedule

Issue number	Date of PR materials delivery	Date of filing application	Date of layout delivery, payment and product delivery to the warehouse (sachet, samples, catalogs, etc.)	Released publication
№1/2019 January.....	09.11.2018	20.11.2018.....	23.11.2018	17.12.2018
№2 February	10.12.2018	14.12.2018.....	20.12.2018.....	18.01.2019
№3 March	10.01.2019	18.01.2019.....	25.01.2019.....	19.02.2019
№4 April.....	08.02.2019	20.02.2019.....	25.02.2019	18.03.2019
№5 May.....	07.03.2019.....	20.03.2019.....	25.03.2019	19.04.2019
№6 June.....	10.04.2019.....	15.04.2019	22.04.2019	17.05.2019
№7 July	08.05.2019	20.05.2019.....	24.05.2019	19.06.2019
№8 August.....	10.06.2019.....	20.06.2019	25.06.2019	19.07.2019
№9 September	10.07.2019	19.07.2019	25.07.2019.....	19.08.2019
№10 October	09.08.2019	20.08.2019	23.08.2019	19.09.2019
№11 November	10.09.2019.....	20.09.2019.....	25.09.2019	18.10.2019
№12 December	10.10.2019	18.10.2019.....	25.10.2019.....	19.11.2019
№1/2020 January.....	08.11.2019	20.11.2019.....	25.11.2019	19.12.2019

vogue.ua *audience*

Vogue.ua audience shows high social activity. They are always up-to-date, well-aware of the fashion world's news, get the photos from fashion shows first, often update the Instagram's feed and shop online. They travel a lot, visit cultural events and wish to be in vogue.

Core
25-35
years old
50% of audience

76% **24%**
women men



Website

600 000

unique users per month

+22%

page views

00:02:50

average time spent
on site

7,97

pages per visit

TRAFFIC SOURCES

16% social

40% organic

19% direct

DEVICES

66% mobile

29% desktop

5% tablet

**Google Analytics 2018*



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Social networks



VogueUkraine
169 000
subscribers

+35%
audience
growth



vogue_ukraine
188 000
subscribers

+31%
audience
growth



vogueua_beauty
9 200
subscribers

+77%
audience
growth



Vogue UA
112 000
subscribers
5 700 000
views

+2 140%
audience growth
+692%
views

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Price, euro*

BANNERS (CPT, EURO, VAT EXCL).

Format	Wide banner 990x200	Standard banner 320x475		Rich	
	1st Screen	1st Screen	2nd Screen	FullScreen	MPU (FlyScreen)
Main page	13	20	13	66	53
Section	10	13	10	53	40
ROS	8	12	8	40	625

BRANDING (EURO, VAT EXCLUDED, COST PER WEEK)

	Branding	Branding+Wide banner (990x200)	Branding+Wide banner(990x200) +Standard banner (320x475)
Main Page	8000	8700	10700
Section	6700	7400	10000
ROS	13400	14000	20000
Article	2700		

ADVERTORIALS** (EURO, VAT EXCLUDED)

TOP-announcement on a homepage for 1 day	1700
Any section with a homepage announcement	1500
Any section	1000

VIDEO (EURO, VAT EXCLUDED)

Video in the VOGUE TV Section with TOP-announcement in the Vogue TV (1 week)	1700
Video in the VOGUE TV section with a homepage announcement	1000
Video in the Vogue TV Section	600

SOCIAL NETWORKS (EURO, VAT EXCLUDED)

Instagram post	400
Facebook post	400

* UAH rates are on demand

** Marked as Promotion

VOGUE

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Events



More than **15** events per year. Media support of projects connected with arts, ballet and music.

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Vogue UA conference



The largest and the most ambitious educational fashion-project in Ukraine with the unique content, which unites all the key fashion industry players.

300
conference
participants

100%
foreign speakers,
more than

60
publications,
including foreign
medias



Creative solutions of *Vogue UA* team will help to combine the sponsorship promotions and editorial content.

- Supplements with the special themes (Man, Travel, Home, Kids, Beauty Horoscope)
- Photo shoots and advertorials (**original** content for the magazine and website from the best photographers and stylists)
- Video (video clips, web-series and sponsorship videos by **top cameramen** and directors)
- Social networks (viral content for the fast-growing audience – videos, stories, live with bloggers and **opinion leaders**)
- Native** special projects (from the articles, tests and galleries)

VOGUE^{UA}

Advertising team

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Thank you!
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