

VOGUE

UA



MEDIA KIT 2021

EDITOR'S LETTER

In their first issues of 2020, all international Vogue editions unveiled the values they believed to be most relevant. Among Vogue UA's new values were diversity, sustainability and social justice. Throughout the year numerous stories and special projects – both in print and online – were produced to support the initiative. With Ukrainian rap star alyona alyona we talked about body positivity and bullying; with TV-host and activist Masha Efrosinina – about a major hidden problem of domestic violence; with Ukraine's First Deputy Minister for Foreign Affairs Emine Dzhaparova – about women diplomats. Our regular Sustainability sections covered, for example, ethics in fashion production, diamond tracing, vegan silk, beauty brands protecting water resources. We made it through 2020 doing our best to be conscious, meaningful and successful – and our values are shared by Vogue Man UA, the new publication we launched last March.



This December, along with other editions of Vogue we will announce our mission statement for 2021. Meanwhile, I can assure you that in the coming year we are going to focus not only on fashion and beauty trends, celebrating individuality and telling all about looking great, but also on living and consuming consciously. Being in Vogue means making the world a better place.

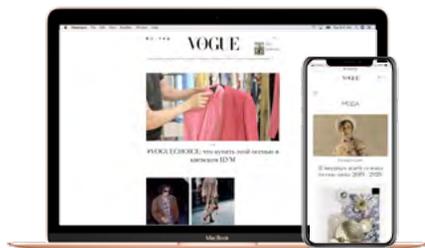
A handwritten signature in black ink that reads "Philipp Vlasov". The signature is written in a cursive, flowing style.

PHILIPP VLASOV,
EDITOR'S IN CHIEF

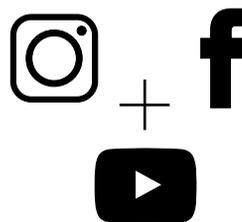
VOGUE IN UKRAINE



PRINT



WEBSITE



SOCIAL NETWORKS



EVENT MARKETING



EDUCATIONAL PLATFORM

BRAND
ACHIEVMENTS



No 1

AMONG THE FASHION
GLOSSIES IN UKRAINE

7

YEARS ON THE MARKET

111 240

READERSHIP PER MONTH

1 600 000

WEBSITE UNIQUE USERS PER MONTH

733 000

SOCIAL NETWORKS FOLLOWERS



PRINT

MAGAZINE



10
ISSUES
PER YEAR

50 000
CIRCULATION
PER MONTH

BEAUTY SUPPLEMENTS INSIDE OF THE MAIN MAGAZINE

50%
KYIV

46%
DNIPRO, KHARKIV, LVIV, ODESA

4%
OTHER CITIES WITH
POPULATION 50 000+



VOGUE UA BEAUTY



VOGUE UA BEAUTY



VOGUE UA BEAUTY

PRINT

VOGUE UA MAN



2

Issues per year
(April and October)

50 000

CIRCULATION
PER MONTH

50%

KYIV

46%

DNIPRO, KHARKIV, LVIV, ODESA

4%

OTHER CITIES WITH
POPULATION 50 000+

Vogue Man UA is not only a fashion magazine, it is about lifestyle in the broadest sense: a wardrobe, grooming and wellness, watches and jewelry, success stories, culture, technology, cars and boats, design and rare alcohol.

PRINT AUDIENCE

Magazine readers are mostly innovators-individualists. They are egocentric and self-confident. Their key value is prestige and self-expression.

They are progressive, extremely selective towards all sources of information, trust exceptionally to authoritative media.



AGE

36% — 30-40
OF READERS YEARS OLD

35% — 20-30
OF READERS YEARS OLD

SEX

77%
WOMEN

23%
MEN

WEBSITE

1 600 000
UNIQUE USERS PER MONTH

3 800 000
NUMBER OF UNIQUE VIEWS
PER MONTH

2,7
PAGES PER VISIT

00:02:18
AVERAGE TIME SPENT
ON PAGE



TRAFFIC SOURCES

18%
SOCIAL

45%
ORGANIC

23%
DIRECT

DEVICES

81%
MOBILE

16%
DESKTOP

2%
TABLET

*Google Analytics 2020

WEBSITE AUDIENCE

Website audience is mostly careerists. Ambitious and confident, committed to success. They actively follow the trends and want to be in vogue. The way they look is a symbol of success. Their key value is time.

Within the content they are mostly engaged in educational materials, in “Editor’s test” and “Fashion trends” formats’ materials.



AGE

36% — 25-34
OF READERS YEARS OLD

28% — 35-44
OF READERS YEARS OLD

SEX

76%
WOMEN

24%
MEN

SOCIAL NETWORKS



VOGUEUKRAINE

238 000

SUBSCRIBERS

+8%
AUDIENCE GROWTH
IN 2020



VOGUE_UKRAINE

265 000

SUBSCRIBERS

+15%
AUDIENCE GROWTH
IN 2020



VOGUEUA_BEAUTY

13 000

SUBSCRIBERS

+10%
AUDIENCE GROWTH
IN 2020



VOGUEMANUKRAINE

5 200

SUBSCRIBERS



VOGUE UA

230 000

SUBSCRIBERS

+30%
AUDIENCE GROWTH
IN 2020

FACEBOOK AUDIENCE

Facebook audience is mostly conformists (imitators, followers). They are guided by other people opinions as well as are easily influenced by external factors. Their key value is status and public image, attention and recognition from others.

Within the content they best respond to classic style photos and the most discussed topics. They often make reposts of publications: as an additional opportunity to maintain their status and sphere of interests.



AGE

38% — 25-34
OF READERS YEARS OLD

27% — 35-44
OF READERS YEARS OLD

SEX

87%
WOMEN

13%
MEN

INSTAGRAM AUDIENCE

Instagram audience is mostly innovators-individualists and very similar to the magazine readers. They are egocentric and self-confident. Their key value is prestige and self-expression.

They best respond to non-standard content: close-up photos, street-styles, nostalgic images and the publications about pop culture.



AGE

40% — 25-34
OF READERS YEARS OLD

29% — 18-24
OF READERS YEARS OLD

SEX

75%
WOMEN

25%
MEN

EVENT
MARKETING



10

and more events
per year

EVENT
MARKETING
VOGUE UA
CONFERENCE



The largest and the most ambitious educational fashion and business project in Ukraine with the unique content, uniting key fashion industry players.



Full day event in April: educational part during the business day time and evening afterparty

[LANDING PAGE](#)

350
CONFERENCE
PARTICIPANTS

100%
FOREIGN SPEAKERS

60
PUBLICATIONS, INCLUDING
FOREIGN MEDIAS

EVENT MARKETING VOGUE BACKSTAGE

Vogue Backstage is a unique event for a forward-looking young audience, for people who consider it important to be aware of all aspects of modern life. Attenders will be able to immerse themselves into the editorial atmosphere and to meet the Vogue UA team, to learn about the latest beauty and fashion trends, to take part in master classes and public talks. The “instagrammability” of partners’ zones will allow all millennials to share the content of an eventful day. Communication



with the Vogue UA editor-in-chief or a master class from the Vogue UA photographer, tips from the fashion editor on finding personal style or

make-up from a world-famous brand - each guest of the event will receive his or her own Vogue Experience.

EVENT MARKETING LEOPOLIS JAZZ FESTIVAL

Vogue UA is the main media partner of the one of the most popular jazz festivals in Europe — Leopold Jazz Festival, which is held in Lviv.

Within the festival program, Vogue UA holds the brunch: public talks with the experts in fashion, music and beauty. The integral part of the event is live jazz performances. Among our guests — Vogue UA partners and friends, celebrities and festival's VIP visitors

Day event at the end of June, 300-350 guests.



EVENT
MARKETING
ART ISSUE
PRESENTATION



Annually, in August Vogue UA presents the special Art Issue, dedicated to the modern art.

The Issue is always created in collaboration with famous artists from all over the world: Marina Abramovic, Nan Goldin, Vanessa Beecroft, Paul Mpagi Sepuya, Coco Captain and others.

Evening event at the end of July, 300-350 guests.



ONLY TWO VOGUE MAGAZINES WORLDWIDE HAVE THE ART ISSUE AND VOGUE UA IS ONE OF THEM

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THANK YOU!