Condé Nast is the most important publishing group in the world. Its portfolio of brands in Mexico and Latin America include: Architectural Digest, Glamour, GQ and Vogue.

With a high standard of quality, Condé Nast has become an opinion leader to its audience, reaching more than 270 million consumers, and having 26% more influential power than Google and Facebook in the purchase intention.

Our goal is to connect readers looking for inspiration with products and brand experiences via high level authentic and influential content. Excellence, innovation, exclusivity and passion mark our values.

The 1st publisher of lifestyle by Comscore with 3,827,000 audience

Magazines are an important force of reference for audiences, especially for their ability to intervene in the consumers’ purchasing decisions. Studies indicate that the consideration phase is the stage in the purchase cycle where people invest the most time.

69% of readers pay more attention to advertisements when they come from sources they know and trust. After advertising exposure, 34% search for the advertiser’s website and 33% look for more information about the products.

According to surveys conducted in Mexico, 84% of people read magazines on a regular basis, of which 47% do so to get information and 23% to entertain themselves. 40% of readers spend an average of $2.68 USD and $5.26 USD per month in magazines, while 42% spend between $5.31 USD and $10.52 USD in the same period.

The most famous PUBLISHING BRAND OF ALL TIME.

Founded in 1892, *Vogue* has crossed world borders to become not only an icon of pop culture but also the *Fashion Bible* of all regions to which it belongs.

A title with authority and style that serves as a barometer of CULTURE, FASHION, BEAUTY, LUXURY, LIFESTYLE AND THE DIGITAL UNIVERSE. With its exquisite and careful styling, it offers unique and relevant content for the reader.
The face behind FASHION

Karla Martinez de Salas

Having graduated with a degree in Marketing and Business Administration from the University of Arizona, Karla began her career in 2001 as an Assistant at Vogue US. In just one year, she became Fashion Associate Editor and collaborated with editors like Grace Coddington, Tonne Goodman, Camilla Nickerson and Phyllis Posnick.

She then went on to become the Fashion Director of the New York Times Magazine from 2005 to 2010. There, she learned not only from the fashion industry, but also from the richness of interior design, art and travel. Afterwards, she led the fashion direction of Interview magazine, where she specialized in photography and design for a year, and later became the Fashion and Accessories Director of W Magazine in 2011.

In 2015, Karla Martínez de Salas moved to Mexico City with her family and, in June 2016, she was named Editor-in-Chief of Vogue Mexico and Latin America. Since then, Vogue has been stronger than ever presenting magnificent and exclusive productions of fashion and beauty, and establishing in turn new alliances in the market. She has been included in The Business of Fashion US list of the 500 leaders of international fashion. Under her direction Vogue Mexico and Latin America has been awarded with best editorial content by Mexico’s Fashion Digital Awards.

As a member of Project Paz, a non-profit organization based in New York, Karla Martínez de Salas has worked with renowned personalities like: Patrick Demarchelier, Kim Kardashian, Salma Hayek, Alex White, Annie Christensen, Edward Enninful, Marie Amelie Sauve, Melanie Ward, Olivier Rizzo, Stefano Tonchi, Steven Pan, Tim Walker and Virginia Smith, among others. Her position of Editor-in-Chief of Vogue Mexico and Latin America reflects her extensive editorial knowledge of all the brands’ platforms. Today she continues to consolidate and enrich the presence of the fashion bible in our region.
Audience

VOGUE

LEADERSHIP 43%*
advertising share in female magazine

3,257,260
Unique users

4,722,868
Followers

1,472,765
Readers

TOTAL
9,452,893


Photo: Phil Poynter.
PROFILE

Vogue print

51% of the readers are SINGLE
96% have a college DEGREE
79% consider having their own STYLE
46% like to be at the forefront of TRENDS

34%
25-34 years old

26%
35-44 years old

Source: General Media Survey Executives 2016, Ipsos Mexico.
THE VOGUE READER LOVES SHOPPING:
98% go shopping
51% do so in department stores
78% in boutiques
44% online

98% purchase luxury items
44% correspond to accessories
97% have their own cars
87% live in their own homes
73% like to go for drinks
97% have bought some insurance

THE VOGUE READER CONSULT before buying luxury products
AMONG THE FAVORITE RECREATIONAL ACTIVITIES WE HAVE:
Going to the beauty salon (99%)
Reading books (93%)
Exercising (76%)
Visiting museums (88%)
Going to concerts (85%)

58% of our audience ARE LOYAL to brands

53% think it’s worth paying more for BRANDED CLOTHING

PROFILE

Source: General Media Survey Executives 2016, Ipsos Mexico.
PROFILE

Vogue digital

UNIQUE USERS
3,257,260

SESSIONS
7,168,697

PAGES VIEWS
15,960,199

SESSIONS
40% 24% 13% 10%

AGE / YEARS
25-34 35-44 45-54 55-64

Source: Google Analytics Premium y Comscore 2018-2019.
90% set trends especially in fashion and are avid news readers.

33% are interested in health and sports.

70% are interested in these topics and the entire industry around them.

35% of the people who visit Vogue, buy the latest gadgets.

58% love to go out, try new places and enjoy gastronomic experiences to share with their friends and family.

50% are constantly seeking to improve their health and well-being by using methods, exercise and products.

45% like visiting new places.

27% travel for the sake of shopping, Latin America being their number one destination.

67% love a good film.

35% of the people who visit Vogue, buy the latest gadgets.

Vogue digital

TRENDSETTERS

BEING FIT IS EVERYTHING:

33% are interested in health and sports.

FASHION AND BEAUTY ADDICTS

NEVER LOSING CONNECTION:

FOODIES

67%

58%

MOVIE FANS:

HEALTHY

50%


VOGUE ADORES LATIN AMERICA:

Social Media

FACEBOOK
2,285,166

INSTAGRAM
910,495

TWITTER
1,493,686

Competition

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<td>ELLE</td>
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Source: Social Media and Comscore 2019.
81% of our VOGUE subscribers are women.

CONTROLLED CIRCULATION:
- Medical offices: 30.82%
- VIP airport lounges: 24.82%
- Hotels: 12.81%
- Beauty salons: 7.49%
- Airlines (flights on board): 5.98%
- Restaurants: 4.49%
- Sports clubs: 3.72%
- Barber Shops: 2.19%
- Executive clubs: 2.09%
- Boutiques: 1.73%
- Hospitals: 1.52%
- Banking reception areas: 1.57%
- Universities: 0.40%
- Corporations: 0.21%
- Furniture stores: 0.17%

COMPOSITION OF BULK COPIES SOLD:
- Real estate: 40%
- Hotels: 28%
- Boutiques: 13%
- Beauty salons: 8%
- Clinics: 7%
- Others: 3%
1. JANUARY
New beginnings

2. FEBRUARY
Hollywood: Love and passion in film
Valentine’s day special
Lingerie special

3. MARCH
Fashion celebration
Especial Joyas

4. APRIL
Spring balance
Hair special

5. MAY
The power of the Latina mother
Mother’s day special

6. JUNE
Vacation issue

7. JULY
Summer edition
Colombia special

8. AUGUST
Fall

9. SEPTEMBER
The fashion issue
Jewelry special

10. OCTOBER
Hot list
Halloween special and Día de Muertos special

11. NOVEMBER
A date with luxury
Hotel special
Art Basel special (Latin America)

12. DECEMBER
The big celebration

SUPPLEMENT VOGUE NOVIAS
SUPPLEMENT VOGUE BELLEZA
SUPPLEMENT VOGUE HOMBRE
SUPPLEMENT VOGUE TRAVEL & SHOPS GUIDE
VOGUE NIÑOS & CHRISTMAS

INDEX
The supplement that gathers the best options for the big day. In the same place, the best ideas come together to make a wedding pure Vogue style. From dresses, banquets, places, wedding planners, music and more.

We reveal the unmissable in terms of cosmetic, body treatments, fragrances that hide an elixir that delights the senses and the most extravagant pigments that bring majestic tones to the face.

The benchmark in fashion turns its glance and presents, twice a year, the proposals that mark the trends in lifestyle and male fashion. Clothing, accessories, places, treatments and everything you need to be a Vogue man.

Traveling is the closest thing to freedom. Vogue brings you the best destinations, hotels, shops, and everything that should be a must for your next vacation.

The world of the little ones through style. Advice, news and everything that parents should know for a childhood full of fashion and adventure.
Vogue presents the pivotal event in the planning of luxury weddings. Everything you need for your big day gathered in one place.

The international competition that looks for new talent in fashion returns in its seventh annual edition. Be part of the premier platform that supports national fashion.

Photos: Israel Esparza.

Photos: Maureen M. Evans.
LET US TELL YOUR STORY!
You want to know more?
Coffee is on us. ☕️

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