Mission Statement

Condé Nast is a premier media company—producing the highest-quality content for the world’s most influential audiences through world-renowned brands and a suite of enterprise products fueled by data and technology that deliver ROI.

Who We Reach

2 IN 3
US Women

1 IN 3
US Men

$4.9T
Spending Power

1 IN 2
Millennials

Across Platforms

PRINT
50M

DIGITAL
126M

SOCIAL
236M

VIDEO VIEWS
889M

Our Brands

Condé Nast has unparalleled influence worldwide, with 29 distinct brands from the iconic VOGUE, Vanity Fair and The New Yorker to a powerhouse of next generation brands such as them, The Hive, healthyish and Teen Vogue. These brands have a recognized tradition of excellence and the cultural foresight to see ahead, uncovering what’s new and what’s next in today’s world.

Over the past 18 months, Condé Nast has introduced 12 entirely new brands to the portfolio — the only U.S. publisher to foster this sizable of an editorial expansion.

For more brand information, click here.

Our Enterprise Products

We want to make business as easy as possible for our partners. You can access the entire Conde Nast portfolio of brands with our data and technology-led enterprise products in data, video, social and experiential.
Brand Loyalty Starts Before Search

With increased competition to gain consumer loyalty, many brand marketers are investing disproportionately in lower funnel tactics rather than fueling the consumer decision journey.

“66% of Consumers Already Know the Brand They’re Going to Buy When They Begin a Search.”
- Tapestry, 2017

Condé Nast Influence Drives The Action

Influence comes before consumers search, purchase, and share. That’s where Condé Nast comes in — what our brands write about today is what consumers will be searching about tomorrow.

Pre-Search Data, Powering Condé Nast Spire

Influence is the DNA of Condé Nast, and combined with our audience insights, gives us something truly unique in market. Data that helps you understand and action on your consumers’ motivation before they even start to search for your product.

Proven Performance:
Pre-search data differentiates Spire, our smart data platform, and delivers results.

| +30% Search | +40% Brand Awareness | 2:1 ROI | +10% Sales |

Spire Delivers

- Complex consumer insights that can inform creative and business decisions
- Superior advanced targeting to reach high value consumers

>> Please reach out to Evan Adlman for more information.

Source: Nielsen Catalina, Millward Brown, 2017
Advertisers Need Voices They Can Trust

As viewers migrate from traditional TV to digital platforms like YouTube, advertisers are enlisting digital creators to engage audiences. While they may have followings, advertisers are finding that these “native voices” prove to be risky partners.

“Recent controversies underline that influencers can create environments unfit for brands.”
–THE DRUM MARCH 2018

Buy into Highest Quality Content

Condé Nast Collaborations is the only way advertisers can buy into the highest quality content on YouTube, integrating directly into top performing series across Condé Nast exclusive YouTube channels.

Condé Nast Collaborations offers:
• **Authentic Integrations**: Opportunity for product placement, featured brand talent or thematic storylines
• **Premium Audiences**: Built-in viewership driven by loyal audiences
• **Established Franchises**: Proven series produced by trusted brands, consistently averaging over 1M views per episode

>> Click [here](#) to see our latest and greatest video series on our curated YouTube channel.

Condé Nast Breaks Through on YouTube

Through 20 brand channels led by 35+ ongoing unscripted series, Condé Nast represents the highest quality content on YouTube:
• 1.5B annual YouTube views (+100% YoY)
• 13M total YouTube subscribers (+2.5M YTD)
• 22 avg. trending leaderboard appearances per month
• 35 ongoing series with 1M+ avg. views per episode

How to Buy Influence

• Placement into an upcoming episode
• “Presented by” attribution
• Guaranteed viewership on YouTube
• Opportunity to extend to O&O, OTT, and Facebook

>> Please reach out to Scott Saperstein for more information.

Source: YouTube Analytics
*Final investment will be based on series, nature of integration, and talent selection*
Brand Safety Is Paramount

Video viewers are choosing digital platforms over traditional TV, often trading curated programming blocks for algorithmic recommendations.

However, trending content does not guarantee quality — creating new challenges for advertisers regarding premium content and brand safety.

“Algorithmic recommendations often present divisive, misleading content.”
—The Wall Street Journal Feb 2018

Conde Nast Breaks Through in Video

Conde Nast creates video with influence, expertise, and access, attracting 64M viewers representing $3.6 trillion in spending power.

• 12B video views annually (+163% YoY)
• Top 20 ComScore Industry Ranking
• +100% YoY growth of YouTube views and subscribers

Introducing Conde Nast Prime

Curated lineups of exclusive editorial video from, offering:

• Guaranteed brand safety across Conde Nast’s digital properties, YouTube channels and trusted distribution partners
• 100% transparency with 3rd party verified visibility
• Superior performance vs. industry benchmarks*
  • 104% higher brand favorability
  • 88% higher purchase intent
  • 33% higher performance vs. other video ads
• Varied ad formats via 6s, 15s, skippable 15s/30s video

How to Buy Influence

• Choose from Premium Lineups, including:
  • 16 Content Lineups based on verticals such as Beauty, Fashion, Food, and Travel
  • 8 Audience Segments powered by Spire, Conde Nast’s smart data platform

>> Please reach out to Scott Saperstein for more information.
Food
Need to know the trendiest new restaurant in town? Wonder where you can find the best tacos in the country? The Condé Nast Food lineup offers you insider information on the best ways and places to eat well.

Topics include: Recipes, Cooking Tutorials, Healthy Eating, Chefs, Restaurants, Cocktails and Mixing

Celebrity
See your favorite celebrities like you never have before. With unprecedented access to today’s A-List and an eye on the stars of tomorrow, the Condé Nast Celebrity lineup delivers everything from Red Carpet to intimate interviews and sketches.

Topics include: Celebrity Talent, Hollywood, Red Carpet, Cover Shoots

Fashion
Get backstage access to Fashion Weeks around the globe, trend roundups, what to wear advice, and more from the most trusted names in fashion. Fashion starts here, at Condé Nast.

Topics include: Men/Women’s Fashion, Fashion Week, Runway, Designers, Models

Travel
Spend a day in Nashville. Jet off to a safari in Ethiopia. Eat your way through Chicago. With city guides, hidden treasures off the beaten path and more, the Condé Nast Travel lineup takes you there — without leaving your desk.

Topics include: Travel Lifestyle, Exotic Locations, Vacations, Restaurants and Travel

Arts & Entertainment
Stay in the pop culture know and get a look at what comes next. The Condé Nast Arts & Entertainment lineup delivers everything from exclusive interviews with Oscar-winning actors and directors to behind the scenes looks at the hottest upcoming films and TV shows.

Topics include: TV, Film, Fine Arts, General Culture, Pop Culture

How-To
Whether you’re looking for a quick way to jazz up your home décor, a new cocktail to serve at your next dinner party, or how to wear that out there trend, the Condé Nast How-To lineup has all the tips and tricks you need to learn something new from experts across the Condé Nast portfolio.

Topics include: Techniques, Tutorials, Advice

Luxury
Explore the homes of the richest and famous. Have a slumber party in Chanel’s latest couture collection. The Condé Nast Luxury lineup delivers your most elaborate fantasies and more, with access to some of the most exclusive experiences on earth.

Topics include: High-End Travel, Insider Experiences, Expensive Homes, High-End Auto

Beauty
From contouring tutorials to real women sharing what makes them feel beautiful, the Condé Nast Beauty lineup delivers unfiltered takes from trusted, go-to brands like Allure, Glamour and Vogue.

Topics include: Makeup, Skin, Hair, Beauty Products, Makeovers, Tutorials

Note: Videos included in each lineup are subject to change at any time.
Comedy
Whether it’s celebrities going undercover to prank unsuspecting fans, a behind-the-scenes look at the New Yorker cartoons that make you laugh the hardest, or skits featuring some of comedy’s best, the Condé Nast Comedy lineup, is guaranteed to make you laugh out loud.

Topics include: Humor, Pop Culture, Comedians

Sports
How do Olympic swimmers stay fit? Does your favorite NBA star have an untapped comedic side? With access to the best athletes in the world, the Condé Nast Sports lineup gives you an inside look at what makes these players run, on and off the field.

Topics include: Athletes & Coaches, Sports Coverage, Inspirational Stories

Innovation
From apps changing the way we go about our daily lives to the next generation of thinkers and activists challenging the establishment, innovation is happening all around us. The Condé Nast Innovation lineup features voices and thought leadership changing the game for everyone.

Topics include: Thought Leadership, Entrepreneurs, New Ideas, New Products, Business & Politics

Men’s Lifestyle
Whether it’s how to dress well, how to tell the difference between dating and being in a relationship, or advice on how to be the best damn golfer, the Condé Nast Men’s Lifestyle lineup is a go-to guide for the 21st century man.

Topics include: Men’s Fashion, Grooming, Style, Advice & How-to, Relationships

Wellness
Sometimes wellness takes form in going through an expert-recommended detox. Other times it means fitting a five minute yoga routine into your morning while still in your pajamas. The Condé Nast Wellness lineup offers the best advice, guides, and more to help you take care of you.

Topics include: Healthy Eating, Exercise & Fitness, Mental Health, Body Love

Music
Wonder what your favorite singer’s writing process is like? Curious how that iconic album got made? The Condé Nast Music lineup, with some of the most established and enthusiastic voices in music criticism and culture, shares what happens behind the music.

Topics include: Artists, Culture, Interviews, Live Music, Music Videos, Reviews

Women’s Lifestyle
How much does it cost to be a woman? What does 9 months of pregnancy look like in 2 minutes? What happens when exes confront each other about infidelity? The Condé Nast Women’s Lifestyle lineup gets in the thick of things, empowering women to start conversations about difficult subjects they face every day.

Topics include: Women’s Fashion, Women’s Beauty, How-to, Shopping, Relationships

Science & Tech
From curiosities about how eclipses really work to a look at the futuristic world of driverless cars, the Condé Nast Science & Tech lineup delivers explanations from experts at brands like Wired and The New Yorker in terms anyone can understand.

Topics include: Science, Technology, Gadgets, Internet Culture

Note: Videos included in each lineup are subject to change at any time.
**Streamers**
Viewers researching and purchasing SVOD services, and viewing streaming content.

Based on:
- Condé Nast content engagement
- Stream provider data

**Beauty Buyers**
Viewers that exhibit consistent searching, product browsing, and purchase behavior for beauty products such as luxury, mass, and beauty skin care, cosmetics, perfume, and beauty tools.

Based on:
- Condé Nast content engagement
- Search engine queries
- Purchase-based data

**Travelers**
Viewers who frequently research airline/cruise companies, luxury hotels and travel rewards programs.

Based on:
- Condé Nast content engagement
- Search engine queries
- Airline/Cruise line loyalty data
- Hotel/Resort loyalty data

**Chefs at Home**
Viewers searching, viewing, and engaging with recipe ideas, healthy lifestyle, as well as spending at grocery stores.

Based on:
- Condé Nast content engagement
- Search engine queries
- Purchase-based data

**Auto Buyers**
Viewers searching, viewing, or pricing SUVs, Trucks, Sedans, Luxury Auto, and Electric cars.

Based on:
- Manufacturer domain visitation
- Search engine queries
- Lead gen/marketplace site data

**Finance Conscious**
Viewers actively seeking investing, retirement, and other financial services, as well as applying for credit cards.

Based on:
- Condé Nast content engagement
- Search engine queries
- HHI data

**Parents**
Viewers that have been identified as having children (< 3-12+) in their households.

Based on:
- Condé Nast content engagement
- Grocery purchase transaction data
- Condé Nast subscriber data

**Social Drinkers**
Viewers who are frequently viewing, searching and engaging with content related to beer, liquor, cocktails, and nightlife.

Of course, A21+ only.

Based on:
- Condé Nast content engagement
- Search engine queries
- Demographic data

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*Note: Audience Segments target viewers across Condé Nast portfolio.*
Fewer, Bigger, Better

While demand for branded content has doubled in the past two years, 90% of consumer interactions come from only 5% of the content produced. Competition for consumer attention has never been higher. In this sea of branded content, marketers are charged to be more selective in finding bold, influential partners to drive true awareness and relevancy.

Enter Condé Nast Video

With 10 brands launched in the last 18 months, and over 1 billion monthly views, consumers are choosing Condé Nast video across screens and platforms. Viewers are loyal fans of original series and are dedicated to engaging and re-engaging with video content across all 29 Condé Nast brands.

• 13M+ YouTube subscribers
• Social videos shared 87% more than any competitor
• 1,250 videos with 1M+ views in 2017
• 35 ongoing original series

Co-Create the Next Big Video Franchise

Partner with Condé Nast for an unprecedented editorial collaboration that enables you to underwrite the next big series or brand channel. You’ll have access to the team that has the insight, creativity and expertise to drive one billion views of Condé Nast video content every month.

BUILD: Original Video Series

• Audience insight + cultural foresight
• Concept + format ideation
• Storyline, casting + script development
• Rough to final cuts

LAUNCH: Marketing & Promotion

• Impactful marketing campaign with custom media and cross-promotion
• PR and buzz

GROW: Audience & Brand Development

• Cross-platform distribution strategy
• Ongoing audience development

>> Please reach out to Lisa Boyars or Scott Saperstein for more information.

The Noise on Social Is Deafening

Every 24 hours, 422 million status updates are published on Facebook, 3 billion likes are distributed on Instagram, and 500 million tweets go live on Twitter. With so much content being created—and at such a rapid, consistent pace—it has become increasingly challenging for brands to rise above the noise.

“Social media presents a huge opportunity for marketers, but you need quality content and real influence to rise to break through the feed.”

—CEO, GLOBAL MARKETING AGENCY, DEC 2017

Condé Nast Breaks Through the Feed

120 million consumers representing $4 trillion in spending power choose Condé Nast and drive ROI for your brand.

• 8M social interactions daily
• 230M followers

Introducing Condé Nast Amplify

Amplify connects advertisers to Condé Nast’s highly influential social communities, amplifying your message in-feed—by invitation only.

• Curated environment: Trusted Condé Nast brands help your message break through the social media clutter
• Real influence: Present your message through the most influential editorial voices
• Real impact: Deliver across hyper-engaged social communities to drive consideration and purchase intent

How to Buy Influence

• Dark posts from one (1) or more Condé Nast brand handles
  • Captions written by Condé Nast social editors
  • Leverage existing or co-created assets (all creative ad units available)
• Advanced social targeting (Facebook + 1st party data)
• Platforms: Facebook, Instagram or Twitter
• Cost model: CPM or CPV

>>> Please reach out to Eden Gorcey or Andrew Frischman for more information.

Market Need

Use data to harness the power of experiential to further engage influential consumers.
- 3 in 4 Millennials Spend on Experience Over Product
- 72% More Likely to Buy Brands They Experience
- 15x More Likely to Share Content From Events

Opportunity

Condé Nast creates the most culturally relevant experiences in the world at a time when Experiential Enthusiasts are an economic force.

Culture XP is a data-led mash up of audience, experience and content that enables you to scale your influence among this powerful consumer - far beyond the events themselves.

Entitlements

3x Category Exclusive Events within a Targeted Event Portfolio
- Audience-Led Recommendations
- Linked + Custom Activations
- Data Led Communication Strategies

2x Custom Experiential Audience Segments
- Lookalike Model Powered By Spire
- First party data = CN Consumer Event Database

100+ pieces of Connected Content
- Ongoing Experiential Narratives
- Content Captured at Events
- Aligned Editorial and Branded Content
- Outside Partnerships

>> Please reach out to Lisa Boyars or Micky Teng for more information.
How To Work With Us

Condé Nast is structured to best meet client needs through a single point of contact for each industry across our portfolio of brands and offerings. This Chief Industry Officer will tailor the Conde Nast points of contact based on client objectives. For clients who engage mostly through a single Brand Collection, the main contact remains the Chief Business Officer of that collection.

**Industry Leads**

**Automotive**  
Tracey Baldwin, CIO

**Consumer Packaged Goods**  
Craig Kostelic, CIO and CBO Lifestyle Collection

**Fashion & Retail**  
Chris Mitchell, CIO and CBO Culture Collection

**Tech, Business & Finance**  
Douglas Grinspan, CIO

**Beauty**  
Lucy Kriz, CIO

**Pharmaceuticals**  
Jennifer Mormile, CIO

**Agency**  
Jonathan Schaaf, CIO

**Collections**

**Lifestyle:** Bon Appétit, Epicurious, Architectural Digest, Self and Condé Nast Traveler  
Craig Kostelic, CBO

**Culture Collection:** Vanity Fair, W, The New Yorker, Teen Vogue, Them.  
Chris Mitchell, CBO

**Beauty Collection:** Glamour, Allure, The Scene and Brides  
Alison Moore, CBO

**Innovation Collection:** GQ / GQ Style, Pitchfork, Wired, Golf Digest, Ars Technica, Backchannel  
Kim Kelleher, CBO

**VOGUE**  
Susan Plagemann, CBO