Mission Statement

With a reputation for award-winning journalism and world-class events, Vanity Fair both shapes history and sets the stage for what’s next. We set the standard for a modern media brand—with an engaged audience across platforms, a custom content agency, a growing conference business, and a brand that lives center stage.

By The Numbers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total Audience</th>
<th>Growth in Millennials</th>
<th>HHI $100K+</th>
<th>Male/Female</th>
<th>More Likely to Be Influentials</th>
<th>Entertainment Enthusiasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>36M Total Audience Reach</td>
<td>36M</td>
<td>40%</td>
<td>40%</td>
<td>31/69</td>
<td>1.8X</td>
<td>50%</td>
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<td>+19% Growth in Millennials</td>
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Across Platforms

- Print: 8M
- Digital: 20M
- Social: 16M
- Video: 50M

Tentpoles & Editorial Pillars

Campaign Hollywood & The Vanity Fair Oscar Party
For more than a decade, “Campaign Hollywood,” a week-long series of exclusive events, has served as the official start of Oscar week, culminating with the Vanity Fair Oscar Party on Sunday night.

Founders Fair
Founders Fair is Vanity Fair’s single-day conference devoted to exploring and discussing the accomplishments and challenges of ambitious female entrepreneurs.

Cannes Film Festival
Vanity Fair hosts its renowned Cannes Film Festival celebration at the Hôtel du Cap Eden Roc in Cap d’Antibes, France.

Toronto International Film Festival
Each year, Vanity Fair celebrates a leading cast or film timed to the Toronto International Film Festival’s opening weekend at a celebrity event.

Emmys
Vanity Fair has a well-earned reputation as the premier chronicler of all things Awards Season. To celebrate television’s biggest night, Vanity Fair partners with the FX network to celebrate the studios Primetime Emmy nominations with an exclusive event.

International Best-Dressed List
Founded in 1940, the annual List recognizes the chicest celebrities and hottest tastemakers from around the world.

New Establishment Summit
The ultimate invitation-only event, the three-day conference gathers 300+ of the world’s most compelling personalities, business minds, and tech pioneers to talk about the topics that are shaping the future of their industries.

CONTACT: Alice McKown, VP Revenue, Vanity Fair
Source: 2017 comScore Multi-Platform/GfK MRI Media + Fusion (07-17/S17); comScore Key Measures Dec. 2017 (Total Audience Desktop 2+ and Total Mobile 13+); Social: TrackMaven 2017; Video Global Views: Adobe, DFP, YouTube Analytics, Internal data
Editorial Calendar

February
Issue Close: 12.01.17
On-Sale: 1.09.18

Hollywood
Issue Close: 12.29.17
On-Sale: 2.06.18

March - Style
Issue Close: 1.22.18
On-Sale: 3.06.18

April
Issue Close: 2.21.18
On-Sale: 4.03.18

May
Issue Close: 3.20.18
On-Sale: 5.01.18

Summer
Issue Close: 4.24.18
On-Sale: 6.05.18

August
Issue Close: 6.01.18
On-Sale: 7.10.18

September - Style
Issue Close: 7.02.18
On-Sale: 8.07.18

October - International Best Dressed List
Issue Close: 8.01.18
On-Sale: 9.11.18

November - New Establishment
Issue Close: 8.31.18
On-Sale: 10.09.18

December
Issue Close: 10.01.18
On-Sale: 11.06.18

Holiday
Issue Close: 10.23.18
On-Sale: 12.04.18

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