Mission Statement

W is daring and goes beyond fashion, art and culture to celebrate a world of diversity and discovery through stunning visual storytelling, exquisite artistry, bold photography and cutting-edge design.

By The Numbers

<table>
<thead>
<tr>
<th>PRINT</th>
<th>1.1 M</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL</td>
<td>2.5 M</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>6.7 M</td>
</tr>
<tr>
<td>VIDEO</td>
<td>40.2 M</td>
</tr>
</tbody>
</table>

Tentpoles & Editorial Pillars

Golden Globes/Best Performances: January
Each year, leading up to the Golden Globe Awards, W’s Stefano Tonchi and Lynn Hirschberg kick off awards season with an exclusive, star-studded celebration for 300+ nominees, industry influencers and Hollywood’s latest talents.

It Girl Luncheon: Twice A Year (January & September)
In celebration of the ingénues debuted month-after-month in the pages of the magazine, W welcomes guests to attend a private VIP luncheon honoring these influential women across fashion, film, music, art, design and beyond. Hosted by W’s Editor at Large, Lynn Hirschberg, the luncheon offers brands maximum exposure among an A-list audience.

Art Basel Miami
Each year, W takes an ownership position at Art Basel Miami — one of the worlds most celebrated art happenings—via a series of custom activations anchored in our premium editorial art content.

CONTACT: Amber Estabrook, VP Revenue, W
Editorial Calendar

VOL I: March Fashion - Best Performances Portfolio
Issue Close: 12.20.17
On-Sale: 2.6.18

VOL II: Spring Fashion Collaboration
Issue Close: 1.19.18
On-Sale: 3.6.18

VOL III: Dual Discovery
Issue Close: 3.23.18
On-Sale: 5.8.18

VOL IV: September Fashion - Pop Portfolio
Issue Close: 6.26.18
On-Sale: 8.14.18

VOL V: Fall Fashion Collaboration
Issue Close: 7.24.18
On-Sale: 9.11.18

VOL VI: Dual Legends
Issue Close: 8.21.18
On-Sale: 10.9.18

VOL VII: Art
Issue Close: 9.18.18
On-Sale: 11.6.18

VOL VIII: Holiday
Issue Close: 10.16.18
On-Sale: 12.4.18

CONTACT: Amber Estabrook, VP Revenue, W