Mission Statement

Teen Vogue is the young person’s guide to saving the world. We aim to educate, enlighten, and empower our audience to create a more inclusive environment (both on- and offline) by amplifying the voices of the unheard, telling stories that normally go untold, and providing resources for teens looking to make a tangible impact in their communities.

By The Numbers

<table>
<thead>
<tr>
<th>18.5M</th>
<th>63%</th>
<th>$11B</th>
<th>#1</th>
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</thead>
<tbody>
<tr>
<td>TOTAL AUDIENCE REACH</td>
<td>GEN Z/ MILLENNIALS</td>
<td>SPENT ON FASHION &amp; BEAUTY</td>
<td>REACHING INFLUENTIAL ACTIVISTS</td>
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Across Platforms

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>SOCIAL</th>
<th>VIDEO</th>
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<tbody>
<tr>
<td>5.4M</td>
<td>13.1M</td>
<td>24.4M</td>
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Tentpoles & Editorial Pillars

The Teen Vogue Summit: June 1-3, New York City / Nov. 30 - Dec. 1, Los Angeles
The Summit inspires, encourages, and connects a new generation of activists, creators and innovators, providing them with the insights and tools to change the world.
Themes: “Turn Up” — June event focused on activism; “@Work” — November event focused on career

Young Hollywood: Q1
Leading up to the Oscar’s. Teen Vogue’s Young Hollywood portfolio will feature the new faces who are shaking up the industry.

Acne Awards: Q2
A dream team of aestheticians and dermatologists give their best skincare tips and picks for best products.

Back to School Awards: Q3
The products our editors choose as the official winners of Teen Vogue’s 2018 Back to School Awards — covering everything from head to toe.
Tentpoles & Editorial Pillars cont.

21 Under 21: Q3
The annual guide to the girls changing the world.

A Seat at the Table: Q4
A close look at what’s at stake with the Midterm Elections - rallies, events, and more.

SOCIAL:

Social Covers: Cover stories like Dua Lipa and Young Hollywood optimized for Instagram and Snapchat Discover exclusives.

Her @Platform: A new editorial vertical on Instagram featuring a mix of street style storytelling and imagery — dedicated to women with style and purpose.

DIGITAL SERIES:

Pop Feminist: Discussing and dissecting all that’s good and fun in pop culture - though a feminist lens.

OG History: The history lesson that you didn’t learn in history class (AKA real history).

Thigh-High Politics: An op-ed column by columnist Lauren Duca that breaks down the news and provides resources for the resistance.

VIDEO SERIES:

Ask A: How girls of specific identities feel about their place in the world.

Teen Vogue Take: Our staff helps to explain what’s happening in the news - from reproductive justice to Riverdale - i a way that only we can.

Compliment Battle: Celebrities forgo the troll tweets and read complimentary tweets about each other from some of their biggest internet fans in the most dramatic way possible.