VOGUE places fashion in the context of culture and the world we live in—how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Before it's even in fashion, it's in VOGUE.

By The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL AUDIENCE REACH</td>
<td>67.2M</td>
</tr>
<tr>
<td>MILLENNIALS</td>
<td>8.0M</td>
</tr>
<tr>
<td>HHI $100K+</td>
<td>6.7M</td>
</tr>
<tr>
<td>INFLUENCERS</td>
<td>8.3M</td>
</tr>
</tbody>
</table>

Across Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>11.9M</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>9.3M</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>46.4M</td>
</tr>
<tr>
<td>VIDEO</td>
<td>24.8M</td>
</tr>
</tbody>
</table>

Tentpoles & Editorial Pillars

Spring Fashion
Fashion Week (February - March 2018), Transformation Issue (March 2018)

The Met Gala & Exhibition
The Met Gala on Vogue.com (May 2018), Met Issue (May 2018), Met Special Edition (May 2018)

Fall Fashion
The Fall Fashion Issue (September 2018), Fashion Week (September - October 2018), Forces of Fashion Conference (October 2018), CFDA/Vogue Fashion Fund (November 2018)
Editorial Calendar

WELLNESS

ISSUE: JANUARY
ON SALE: 12/19/17
CLOSE: 11/1/17

FASHION DREAMERS

ISSUE: APRIL
ON SALE: 3/27/18
CLOSE: 2/1/18

SUSTAINABILITY

ISSUE: JULY
ON SALE: 6/26/18
CLOSE: 5/1/18

FORCES OF FASHION

ISSUE: OCTOBER
ON SALE: 9/25/18
CLOSE: 8/1/18

LOVE, FAMILY & COMMUNITY

ISSUE: FEBRUARY
ON SALE: 1/23/18
CLOSE: 12/1/17

THE COSTUME INSTITUTE AT THE METROPOLITAN MUSEUM OF ART EXHIBITION AND BENEFIT

ISSUE: MAY
ON SALE: 4/24/18
CLOSE: 3/1/18

MY FIRST VOGUE

ISSUE: AUGUST
ON SALE: 7/24/18
CLOSE: 6/1/18

THE CFDA/VOGUE FASHION FUND

ISSUE: NOVEMBER
ON SALE: 10/23/18
CLOSE: 8/31/18

TRANSFORMATION

ISSUE: MARCH
ON SALE: 2/20/18
CLOSE: 12/29/17

SUMMER STYLE AND ESCAPES

ISSUE: JUNE
ON SALE: 5/22/18
CLOSE: 3/30/18

THE FALL Fashion ISSUE

ISSUE: SEPTEMBER
ON SALE: 8/21/18
CLOSE: 6/29/18

CHIC FOR THE HOLIDAYS

ISSUE: DECEMBER
ON SALE: 11/20/18
CLOSE: 10/1/18

CONTACT: Amy Oelkers, VP Revenue, VOGUE

*Subject to change