

CONDÉ NAST DEBUTS AN EXPANDED 23 STORIES

The Next Generation of 23 Stories Offers Full Suite of Capabilities Including Creative, Talent, Experiences and Consulting Services

NEW YORK – October 3, 2017 – Condé Nast today unveiled a newly expanded 23 Stories, offering a full suite of products including creative and content development, experience and event creation, talent and casting, and consulting services. The 23 Stories' Creative Group is now led by Condé Nast creative director Raul Martinez, working in partnership with editor-in-chief Dirk Standen, and has the full portfolio of the company's award-winning brand studios and creative talent to engage on behalf of Condé Nast's clients.

"With a collaborative, next-gen approach to idea development and creative work, we believe we can create the unexpected, and be a catalyst for new norms" said Martinez. "Our brands have long set the precedent for creative innovation and inspiration, and by working together, we're now able to deliver on those capabilities for our partners."

"Advertisers are seeking new ways to reach audiences," said Standen. "This expansion allows us to offer a range of solutions that are tailored to the needs of each campaign. That could be an unforgettable live experience or a great creative campaign. It could mean leveraging our talent relationships or providing our insight on overall strategy. And more and more, we're seeing the demand for a combination of all those capabilities."

These new capabilities were debuted earlier this year with the launch of the fall ad campaign for FOX's hit television show "Empire," as well as with the Navigator Experience, a three-day popup event in New York City executed for the 2018 Lincoln Navigator. Guests were invited to experience the new vehicle in an innovative branded space, resulting in over 57.5 million social engagements.

"Today, 23 Stories, powered by the incredible talent at Condé Nast, stands toe to toe with the best creative agencies in the business," said Josh Stinchcomb, chief experience officer for Condé Nast. "From developing and producing creative, to immersive experiences and consulting, we're bringing the best of what Condé Nast brands do to our partners."

In December, the inaugural Teen Vogue Summit will be the first in-house brand project at Condé Nast to leverage 23 Stories' experiential capabilities in programming and production. Hosted in Los Angeles by Teen Vogue editor-in-chief Elaine Welteroth, the event will feature inspiring keynotes, hands-on workshops and mentoring sessions. Confirmed partners include LIFEWTR, PBteen and TOMS.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler,

Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

MEDIA CONTACT:

Jill Weiskopf, Director, Corporate Communications

Jill_Weiskopf@condenast.com or 212-286-5203