



An Anthology For The Fashion, Art And Culture-Obsessed.

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.

Who We Reach

\$3.3B

SPENT ON
FASHION

137 index

FASHION SUPER
INFLUENCERS

\$86K

MEDIAN
HHI

166 index

ATTENDED ART/
GALLERY IN PAST 12MO

Across Platforms

1.1M

PRINT READERS

1.6M

DIGITAL UNIQUES

6.8M

SOCIAL FOLLOWERS

26.6M

VIDEO VIEWS

Editorial Tentpoles & Pillars

GOLDEN GLOBES & AWARDS SEASON

W sits at the front lines of red carpet season with intimate stories about your favorite celebrities, award season style and more. Kicking off award season with our annual Best Performances issue and celebrity-filled party the weekend of the Globes, W's coverage spans from best-dressed roundups, to interviews with nominees, to first-person polaroid diaries from your favorite on-the-verge stars. Most importantly, W's award season coverage takes a social-first approach with a focus on moments not normally covered to give users inside access on the platforms they value most.

HIGH FASHION COLLABORATIONS

Twice a year, W invites guest editors and visionaries to make the pages of W their own -- bringing the high fashion moments of March and September to life through their unique and boundary-pushing lenses. Ranging from renowned film directors Luca Guadagnino and Greta Gerwig to artistic icons like Cate Blanchett, W's Spring Fashion and Fall Fashion collaborators will interpret the season's trends in an unconventional and unexpected way with visually-striking imagery, exclusive-for-digital video and more.

DUAL-GENDER DISCOVERY

Known for its unparalleled predictive eye, W is an incubator of talent, consistently defining the next generation of cultural influencers, artists, photographers, stylists and designers in every issue and across their experimental social platforms. W's commitment to discovery comes to the forefront with Volume III, the Dual Gender Discovery issue and Volume VI the Dual Gender Legends issues. Inspired by their commitment to discovery, W has given stars like Jennifer Lawrence and Kim Kardashian their first big cover moments, elevating them to sovereign status in their respective worlds.