

# VANITY FAIR: A Cultural Catalyst



“Insider Access to Hollywood, Culture and World Affairs.”  
—VanityFair.com user

## DRIVING POPULAR CULTURE

Vanityfair.com has a big personality and a powerful connection with its audience. From world affairs to Hollywood, business to fashion, crime to gossip, VanityFair.com is the **cultural catalyst** that drives popular dialogue online with up-to-the-minute blogs, video, photography, award-winning journalism and engaging rich media and interactive features. With unusually smart and influential visitors that have a broad range of interests, VanityFair.com uniquely satisfies them with the high-quality, broad-content covered on the site.

## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	2.2 million
Page Views	14 million

Source: Omniture, January 2010

### ■ Passionate Community

- 90% Vanity Fair is one of their favorites
- 89% Are likely to visit the site again
- 84% Are satisfied with the website
- 72% Share site content with friends

Source: NetRatings MEGAPANEL 07-09/S09

### ■ Demographics

Female/Male	49%/51%
Ages 25-54	72%
College Graduates	77%
Average HHI	\$115,098

Source: NetRatings MEGAPANEL 07-09/S09

### ■ Affluent & Sophisticated Consumers

Stays in luxury hotels	232
Spends \$800+ on Internet orders yearly	228
Spends \$300+ on men's/women's health & beauty aids yearly	175
Spends \$2,500+ on home remodeling yearly	168

NetRatings MEGAPANEL 0909/S09

### Active, Aware, Influential

- 95% Are socially conscious and stay up-to-date on global issues
- 88% Like to be the first to know about breaking news
- 85% Feel that media, politics, business and entertainment are inter-related

Source: The Strategy Group November 2008

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or [Josh\\_Stinchcomb@condenast.com](mailto:Josh_Stinchcomb@condenast.com)

# VANITY FAIR

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## VANITIES



**Vive Laurent**  
Mélanie Laurent, the beautiful Nazi-killer from Quentin Tarantino's Oscar-nominated *Inglourious Basterds*, reveals her blood connection to *Les Simpsons*.

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