

# VOGUE: Fashion as an Expression of Culture



“...a bible for anyone worshipping at the altar of luxury, celebrity and style.”

—Caroline Weber, *The New York Times*

## THE FASHION AUTHORITY ON THE WEB

Vogue.com provides readers with the ultimate insider access to global fashion coverage, culture, and current events. Up-to-the-minute blogs, definitive seasonal guides, in-depth party and red carpet coverage, and Vogue Diaries—the emmy-nominated video series—give readers exclusive insight into the world of Vogue.

## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	442,800
Page Views	5 million

Source: Internal Publishers Data; November-December 2009 (site re-launched 11/09)

### ■ Editorial Distinctions

**MIN** Winner, Advertiser Program/Partnerships, 2009, 2008  
Honorable Mention, Magazine-Branded Show, 2009  
Digital Hall of Fame Inductees Online Editor of Vogue.com, 2009

**Webby** Winner, Broadband: Model.Live/Vogue.TV, 2009

**NY Emmy** Nominee, Vogue Diaries, 2008

### ■ Demographics

Female	93%
Age 25-54	66%
HHI \$75k+	46%

Source: @Plan; Summer 2009; Style.com Demos

### ■ Passionate and Influential Consumers

Search for sales and deals weekly+	79%
Research products for purchase weekly+	71%
Browse through cool items weekly+	65%
Visit social networking sites weekly+	63%
Spend 30+ minutes online with fashion content daily	53%

### Inspired by Vogue.com

Researched a product to buy as a result of visiting Vogue.com	67%
Shared or recommended something after visiting Vogue.com	25%
Made a purchase online or in a store after visiting Vogue.com	23%

Source: Internal Publisher's Study, MRI, July 2009

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh\_Stinchcomb@condenast.com

**VOGUE**

# VOGUE

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**Sean "Diddy" Combs**  
The megamogul embarks on a movieland romance  
*Plus:* video at the fashion shoot

## VOGUE DAILY

**Fashion**

Need It Now: Sydney  
January 26, 2010 5:26 pm

We're all fans of East Hampton-based artist Sydney Albertini's unique

**Fashion**

A Look at Pre-Fall 2010: Acne  
January 26, 2010 5:06 pm

Should you have become deeply attached to your biker jacket and can't imagine not

**The Hamishsphere**

Charles James, Tsar Nicholas  
January 26, 2010 1:31 pm

A giant pixilated detail of a photograph of the wan, beautiful, and doomed

**more VOGUE DAILY**

Sign up for **VOGUE.COM** >

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## BLOG INDEX

- Amanda Brooks
- André Leon Talley
- Hamish Bowles
- John Powers
- Kathryn Neale
- Lauren Santo Domingo
- William Norwich

## NEW ON VOGUE.COM



### The Front Row

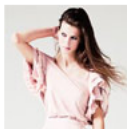
Hamish Bowles on the latest from the spring 2010 haute couture shows



### Teen Spirit

Tom Ford on casting Nicholas Hoult as a shadow of his younger self in *A Single Man*

### Brand Liftoff



Preen now has a second, well-priced offering in the field

### Readers' Choice



We asked you to vote for the most stylish woman of each year—and you answered the call

### On Exhibit



The Tate Britain opens a show of Chris Ofili's exuberant

### Most Wanted



All our inspirations for putting together one of spring's

## ISSUE FEBRUARY 2010



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