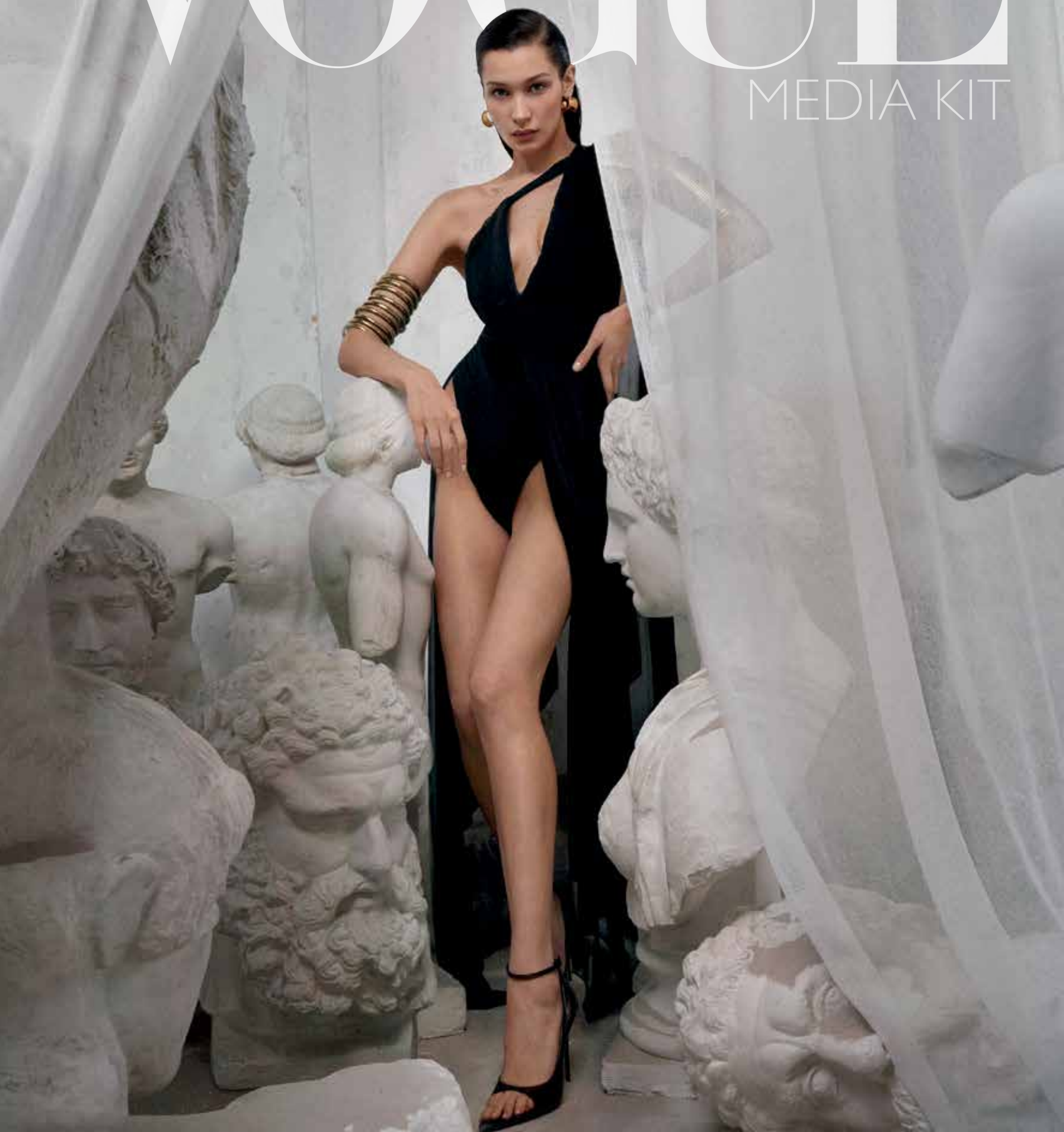


VOGUE

GREECE

MEDIA KIT



“THE NEW VOGUE IS THE
ULTIMATE FASHION BRAND
FOR A NEW GREECE;
A VOGUE FOR A DIGITALLY-
SAVVY GENERATION;
FOR AN INDEPENDENT,
CULTIVATED AND SOCIALLY
AWARE AUDIENCE; FOR
A VIBRANT AND CREATIVE
FASHION SCENE”

– KARINA DOBROTVORSKAYA
Executive Director Editorial Development, Condé Nast



*Amanda Wellsh by Dionisis Andrianopoulos for Vogue Greece,
December 2019-January 2020.*

THE TIME IS RIGHT

Greece is on the path that leads to an exciting and prosperous new era. New creative forces and talents are emerging in the fields of fashion, jewelry, design and the arts, gaining international praise. Greek society is rediscovering itself, embracing its diversity, building on its heritage and reclaiming the right to dream. This is especially true for the women of Greece - stylish, independent, empowered, open-minded and sophisticated women, who are striving for excellence and seeking a voice with the authority and confidence to inspire them and help them bring out the absolute best in themselves. Vogue Greece is that voice. It's their voice. It's a fashion bible, guiding its audience well beyond beauty and style to a new way of life. Inclusive yet eclectic, distinctively local yet global, visually stunning and intellectually stimulating, it offers a Greek perspective on what "luxury" means for the citizens of the 21st century.

GREECE, ALWAYS IN VOGUE

It's a perennial journey through light and time, drapes, pleats and sun-kissed gold. An uninterrupted, yet constantly evolving 3,000 year-old sense of aesthetics tracing glorious notions of beauty, harmony and proportion from antiquity through to our modern world. In the millennial environment, Greece's bold heritage takes on fresh dimensions: local designers who draw on this history for inspiration are increasingly making their mark in global markets, while international fashion powerhouses and their star creative directors put forward their own interpretations of Grecian chic on catwalks and in boutique displays around the world.

Bella Hadid by Txema Yeste for the very first cover story of Vogue Greece, April 2019.





VOGUE

GREECE

MORE
THAN
JUST A
MAGAZINE



PRINT
DIGITAL
SOCIAL
MEDIA
EVENTS

PRINT EDITION

- 8 ISSUES SO FAR
- 240 PAGES PER ISSUE ON AVERAGE
- 100% OF FASHION AND BEAUTY EDITORIALS PRODUCED OR COMMISSIONED IN-HOUSE

CONTRIBUTING TALENTS

Daniella Agnelli, Alique, Caitlin Cronenberg, Anna Daki, Boo George, Kat Irlin, Anna Katsanis, Adonis Kentros, Yorgos Lanthimos, Hugh Lippe, Jeanine Lobell, Max Papendieck, Petros Petros, Richard Phibbs, Sonia Szostak, Lee Whittaker, Txema Yeste and more.

COVER STARS SO FAR...

Alessandra Ambrosio, Grace Bol, Bella Hadid, Julia Hafstrom, Stella Lucia, Amanda Murphy, Sasha Pivovarova, Aymeline Valade, Amanda Wellsh.

EXCLUSIVE INTERVIEWS

Haider Ackermann, Alessandra Ambrosio, Maria Grazia Chiuri, Caroline Daur, Marina Diamandis, Emily DiDonato, Yolanda Edwards, Chiara Ferragni, Denise Gough, Stefanie Grainger, Iris Van Herpen, Tommy Hilfiger, Jacquemus, Mary Katrantzou, Akram Khan, Lisa Lang, Alexi Lubomirski, Gabriel Macht & Sarah Rafferty, Mahmood, Virginie Mouzat, Roisin Murphy, Dries Van Noten, Lisette Oropesa, Rick Owens, Olivia Palermo, Laetitia Pucci, Paul Smith, Pernille Teisbaek, Dana Thomas, Olivier Theyskens, Giambattista Valli, Tim Walker, Anya Ziourova.

“ANCIENT GREECE ECHOES THROUGH WESTERN CULTURE, AND HAS A NEVER-FADING INFLUENCE ON CONTEMPORARY FASHION. I WANTED TO REFLECT THAT BY PLAYING WITH SCULPTURES; THE IMAGES EVOKE SOLITUDE BUT ALSO STRENGTH, WHILE CARRYING BELLA HADID’S PLAYFUL AND JOYFUL STAMP” – TXEMA YESTE ON THE FIRST COVER STORY OF VOGUE GREECE (APRIL 2019)

On the right page, the covers of Vogue Greece so far.





2020 ISSUES

FEBRUARY
VOGUE VALUES ISSUE

MARCH
BLOOMING ISSUE

APRIL
ANNIVERSARY ISSUE

MAY
BODY ISSUE

JUNE
WORLD TRAVELLER ISSUE

JULY/AUGUST
THE BIG BLUE ISSUE

SEPTEMBER
NEW BEGINNINGS ISSUE

OCTOBER
ART/CINEMA ISSUE

NOVEMBER
CHANGE MAKERS ISSUE

DECEMBER
THE PARTY ISSUE

SOCIAL MEDIA

Join our @voguegreece community to discover fashion as it happens. With access to the most exclusive imagery and influential sources, Vogue Greece delivers content of the highest quality, keeping its followers always one step ahead in fashion, beauty, art, lifestyle and new talents and offering them well informed viewpoints and engaging interactive experiences. Thought provoking, engaging and always at the heart of now, Vogue Greece is present on multiple social media platforms, including Facebook, Instagram, Pinterest, LinkedIn and YouTube.

Our rapidly growing INSTAGRAM ACCOUNT already has 48.2K FOLLOWERS, of which 82% are women in the 20-39 age group, and is well on track to meet the target of 100K FOLLOWERS BY MARCH 2020. Featuring 3-5 posts per day, with an AVERAGE REACH OF 36K and AVERAGE ENGAGEMENT OF 5K, @voguegreece is a dynamic source of information and inspiration, as well as a premium and effective advertising environment for its partners and affiliates.



BE INSPIRED,
DISCOVER THE
UNEXPECTED,
BE PART OF
OUR CREATIVE
COMMUNITY. YOUR
ALL-ACCESS GUIDE
TO FASHION FROM
@VOGUEGREECE.





CHANGE MAKERS

*Snapshots from the first Vogue
Greece event, titled Change
Makers: Banner artwork by
Konstantin Kakanias, Anna
Wintour on stage and the editor-
in-chief of Vogue Greece Thaleia
Karafyllidou in conversation with
Candice Huffine.*

EVENTS

“Change Makers,” the first-ever Vogue Greece event featuring Anna Wintour as its guest of honor, took place on November 27th at the Athens Concert Hall attracting an audience of more than 2,000 readers, fashion industry professionals, designers and fashion students, as well as international media coverage by outlets including Reuters, Business Insider and Euronews. High profile international speakers including Dana Thomas and Cara Smyth, as well as designers and entrepreneurs representing prominent Greek fashion and jewelry brands offered their insights into timely topics such as Sustainability, Inclusivity, Female Empowerment and the Role of Vogue in the Future of Fashion, in a conference that informed and inspired all those who attended. Corporate partners and sponsors of the event were effectively promoted on the spot but also through all Vogue Greece’s outlets (print & digital). Promotion was also leveraged through the Kathimerini group’s media platform: Kathimerini daily newspaper, Kapa weekly magazine & Kathimerini English Edition newspaper published along with the New York Times in Greece. After the success of the first “Change Makers” event, the conference will be repeated in 2020 with the aim of attracting an even bigger fashion crowd and highlighting more hot topics that set the agenda of the world of fashion.

In 2020, Vogue Greece will also host “Beauty Talks,” a series of events appealing to women of all age groups.

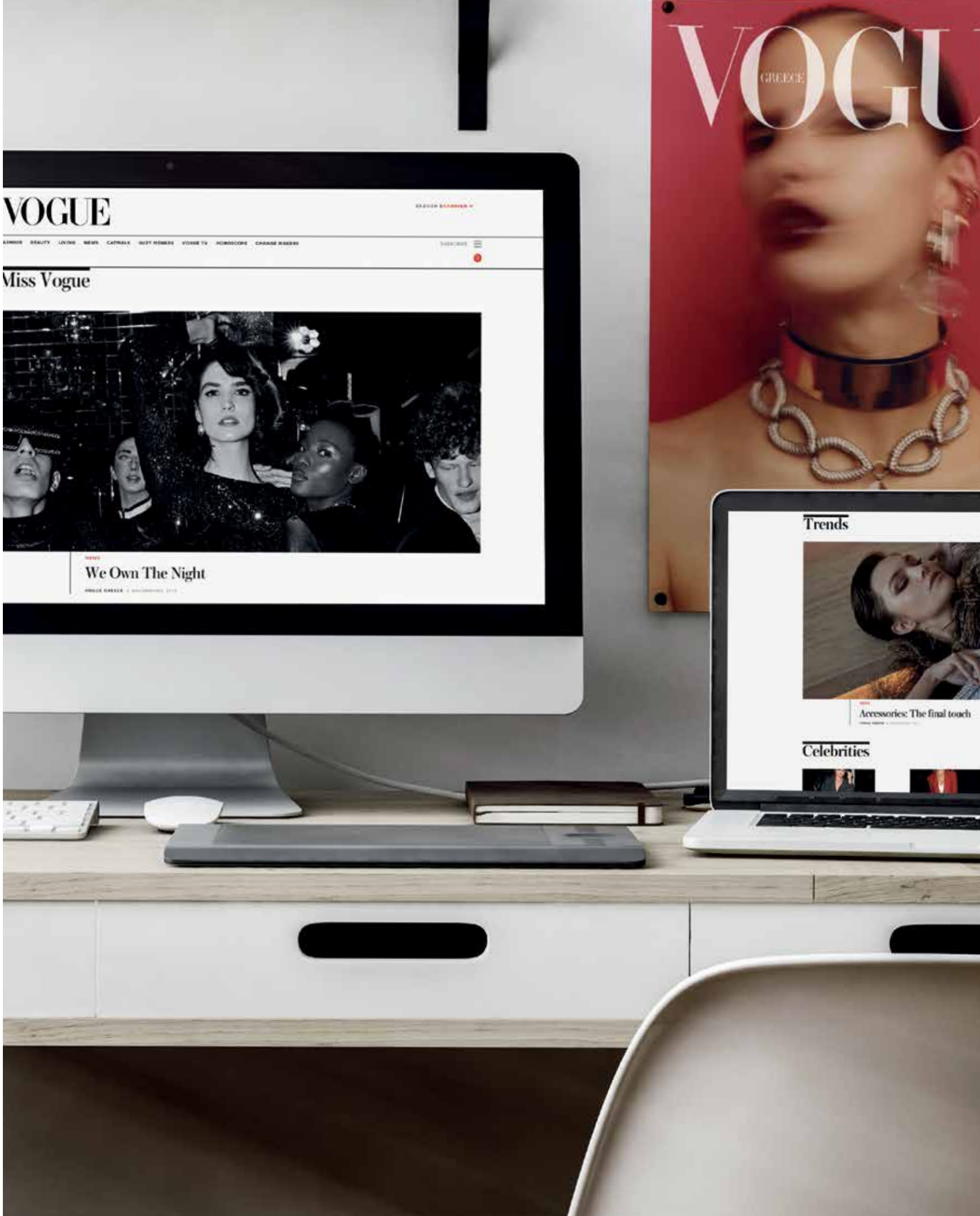
VOGUE.GR

Vogue.gr brings the world of fashion to your desktop screen and mobile devices through a dynamic, constantly updated website. Boasting scintillating writing, arresting imagery and engaging video content,Vogue.gr provides comprehensive runway coverage, in-depth reports on seasonal trends, the latest celebrity, beauty and fashion news, and lively, informed takes on matters of style and pop culture.

Always connected to @voguegreece’s social media platforms and emerging community and boasting high engagement rates as well as a dynamic, international profile, vogue.gr stands out in a crowd of local competitors. High-quality visuals meet authentic content, finding the perfect balance between fresh and evergreen features, while promoting new talent.

Vogue.gr leads the way in how we dress, live and socialize; in what we read, watch and listen to; in who influences and inspires us.Welcome to your front row seat for all things fashion.

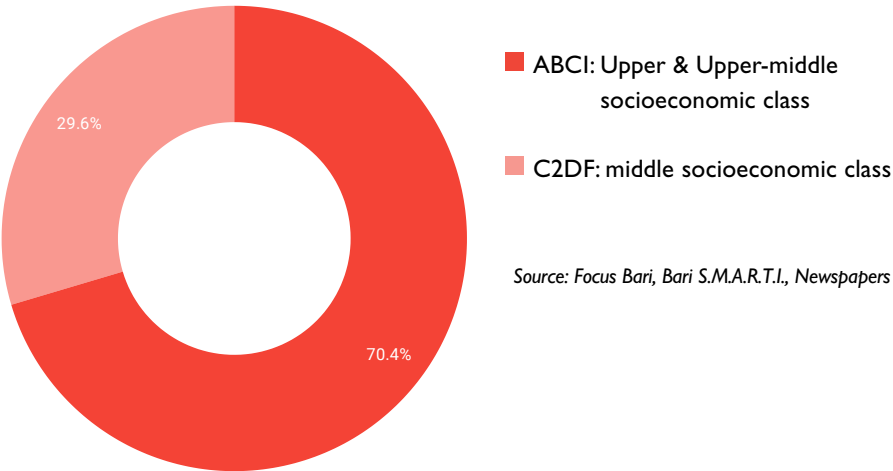
VOGUE.GR IS A DIGITAL PLATFORM WITH AUTHORITY AND STYLE THAT SERVES AS A BAROMETER FOR FASHION, BEAUTY, LUXURY, CULTURE AND LIFESTYLE; AN IDEAL MEDIUM FOR EFFECTIVE ADVERTISING IN THE CREATIVE YET SUBTLE WAY OF VOGUE.



TARGET MARKET

“Kathimerini” is the top – selling, most highly respected newspaper in Greece. The popularity of the “Kathimerini” – Sunday Edition, where Vogue Greece appears as a supplement before being sold as a stand-alone in both Greece and Cyprus, guarantees the highest circulation and the reach of a top-tier audience.

DEMOGRAPHIC PROFILE



PSYCHOGRAPHIC PROFILE

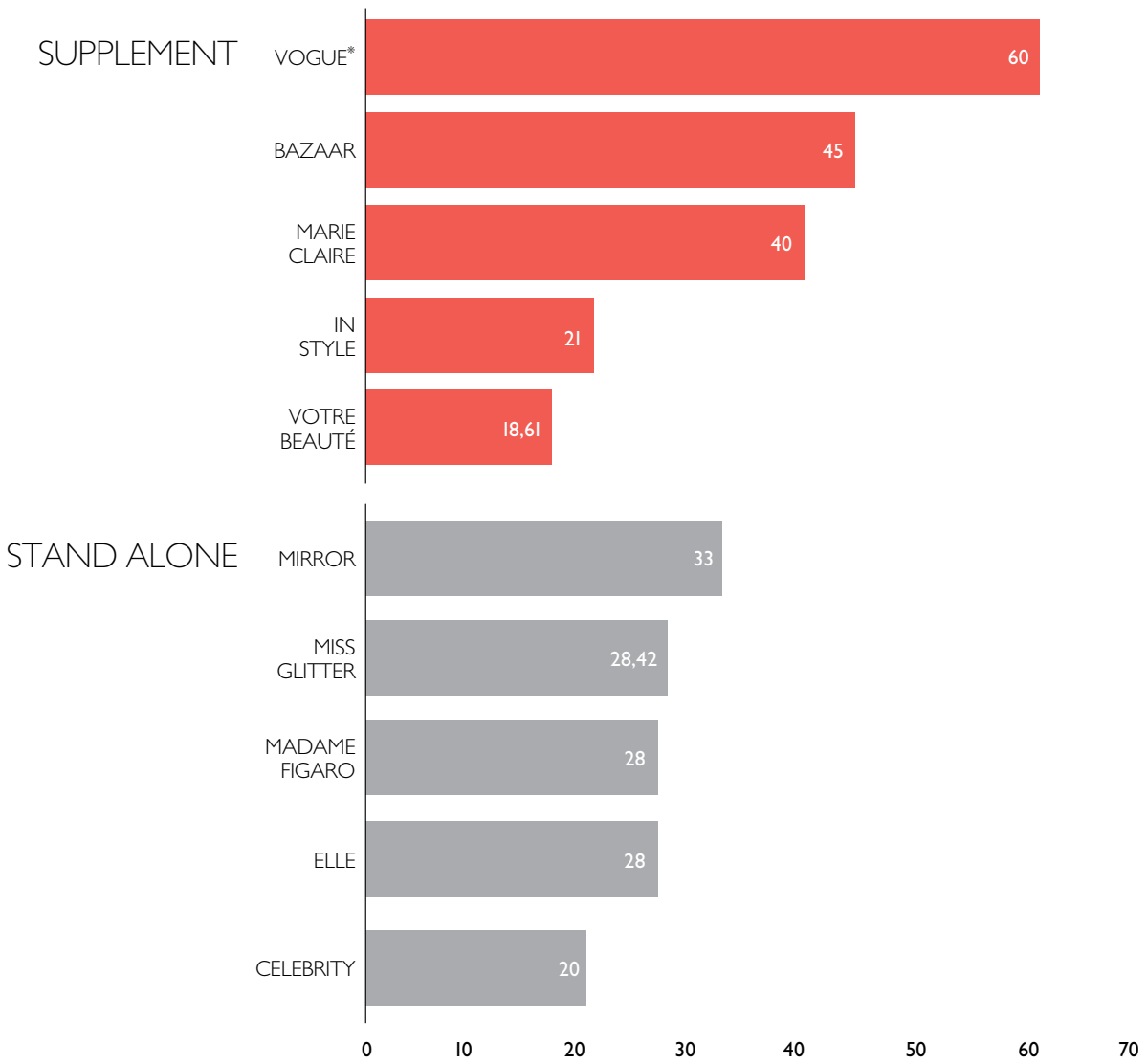
- Responsible
- Seeking self development and self improvement
- Socially aware
- Selective
- Enjoy a contemporary lifestyle
- Demand a high level of quality in their everyday activities
- Media savvy

Source: Target Group Index January 2019 - May 2019

- 61%
“I ENJOY PURCHASING PRODUCTS BY COMPANIES THAT IN SOME WAY CONTRIBUTE TO IMPROVING SOCIETY”
- 59%
“MY EATING HABITS ARE HEALTHIER THAN IN THE PAST”
- 48%
“I ENJOY LIVING LIFE TO THE FULLEST”
- 46%
“I ENJOY HANGING OUT WITH PEOPLE WHOSE IDEAS, OPINIONS AND LIFESTYLES DIFFER FROM MY OWN”

YEAR #1 AT A GLANCE

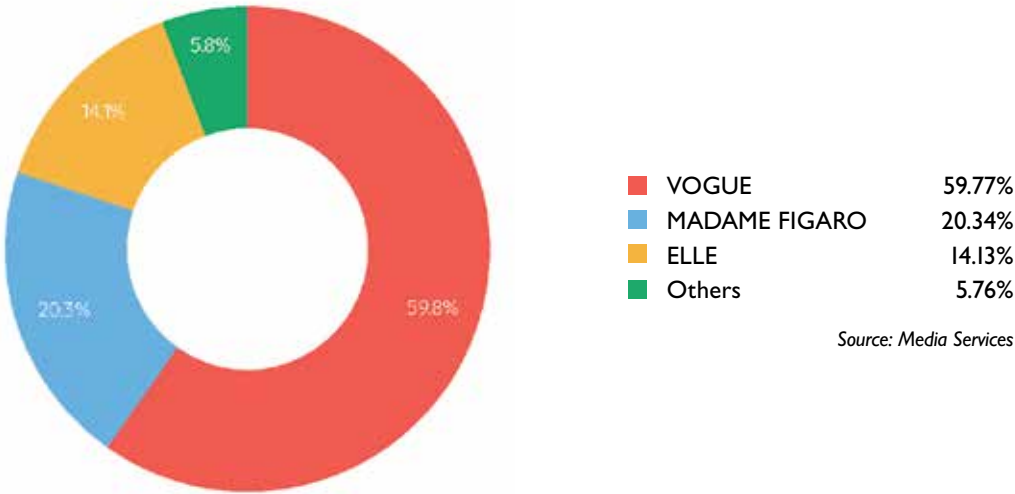
FASHION MAGAZINES CIRCULATION



Fashion Magazines Circulation 2019

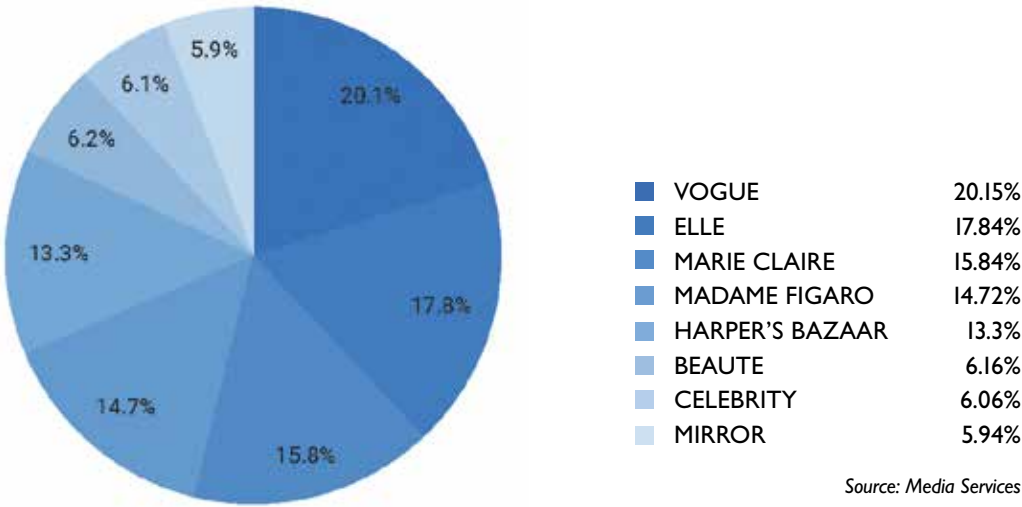
* An additional 5.000 copies of Vogue Greece are sold independently at newsstands in Greece and Cyprus.

ADVERTISING EXPENDITURE
FASHION MAGAZINES



Source: Media Services

ESTIMATION OF ADVERTISING REVENUE
FASHION MAGAZINES



Source: Media Services

PRODUCTION SCHEDULE 2020

ISSUE 2020	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DEADLINE	ON SALE DATE
FEBRUARY	13/12/2020	27/12/2020	03/01/2020	26/01/2020
MARCH	10/01/2020	24/01/2020	31/01/2020	23/02/2020
APRIL	14/02/2020	28/02/2020	06/03/2020	29/03/2020
MAY	27/03/2020	10/04/2020	17/04/2020	26/04/2020
JUNE	17/04/2020	01/05/2020	08/05/2020	31/05/2020
JULY-AUGUST	15/05/2020	29/05/2020	05/06/2020	28/06/2020
SEPTEMBER	17/07/2020	31/07/2020	07/08/2020	30/08/2020
OCTOBER	07/08/2020	28/08/2020	04/09/2020	27/09/2020
NOVEMBER	11/09/2020	25/09/2020	02/10/2020	25/10/2020
DECEMBER	16/10/2020	30/10/2020	06/11/2020	29/11/2020
JAN. - FEBR. 2021	16/11/2020	30/11/2020	01/12/2020	20/12/2020
	6 weeks earlier from sale date	4 weeks earlier from sale date	3 weeks earlier from sale date	

RATE CARD 2020

STANDARD POSITIONS	PRICE (€)	PREMIUM PLACEMENT	PRICE (€)
FULL PAGE	17.000	COVER GATEFOLDER	62.000
HALF PAGE	9.000	OPENING DOUBLE PAGE SPREAD	48.000
DOUBLE SPREAD	30.000	1ST DOUBLE PAGE SPREAD	38.000
HALF DOUBLE SPREAD	15.000	2ND DOUBLE PAGE SPREAD	37.000
		3RD DOUBLE PAGE SPREAD	36.000
		4TH DOUBLE PAGE SPREAD	35.000
		5TH DOUBLE PAGE SPREAD	34.000
		6TH-7TH-8TH DOUBLE PAGE SPREAD	32.000
		1ST LEFT PAGE / IN VOGUE	24.500
		2ND LEFT PAGE / BEAUTY	24.000
		3RD LEFT PAGE / FASHION	23.500
		4TH LEFT PAGE / LIVING	23.000
		TABLE OF CONTENTS A'	25.500
		TABLE OF CONTENTS B'	25.000
		EDITOR'S LETTER	24.500
		ID	24.000
		5TH -7TH FACING MATTER	23.500
		INSIDE BACK COVER	23.000
		INSIDE DOUBLE SPREAD BACK COVER	45.000
		OUTSIDE BACK COVER	35.000
AD SPECIFICATIONS - SINGLE PAGE: 300DPI RESOLUTION, 22X29CM + 5MM BLEED. CMYK COLOR PROFILE. OUTLINED TEXT. FILE FORMATS: PDF, EPS, TIFF			

WEB FORMATS: DESKTOP / MOBILE	CPM (€)
300X250	10
320X50	10
300X600	16
1000X250 / 970X250	24
SKIN HOMEPAGE	28
SKIN ROS	20

VIDEO FORMATS*	CPM (€)
PRE-ROLL	18
VIDEO IN CONTENT	20

* Videos with more than 15" will have a Skip Ad option

BRANDED CONTENT	PRICE (€)
NATIVE AD	4.000
VIDEO NATIVE	5.500

MEDIA COVERAGE	(€)
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VIDEO PACK	8.000
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- 1 video native article broadcasted on Vogue.gr (Home Page)

- 1 Facebook video post

- 1 Twitter video post

- 1 Instagram video post

GIFS OFFER	9.000
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- Production of 3 GIFS

- 3 Facebook posts

- 3 Instagram posts

- 3 posts on Vogue.gr

NATIVE ARTICLE OFFER	10.000
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- 1 native article with elements supplied by the brand (photos + press release)

- Broadcast of the native article on Vogue.gr (Home Page)

- 2 Facebook + Twitter posts with a redirect to the native article

- Editorial, graphic and technical coordination + marketing optimization of the campaign

1 SOCIAL MEDIA POST - Facebook & Twitter

- PHOTO : € 2.000 + € 500 technical costs= € 2.500

- VIDEO : € 3.000 + € 1.000 technical costs= € 4.000

1 SOCIAL MEDIA POST - Instagram

- PHOTO: € 3.000 + € 500 technical costs= € 3.500

- VIDEO: € 4.000 + € 1.000 technical costs= € 5.000

VOGUE

GREECE

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VOGUE