


A woman with long dark hair stands in a room, wearing a sleeveless, floor-length dress covered in intricate beading and a colorful floral pattern. She is positioned next to a large, plush green velvet armchair. The room has a patterned floor and a doorway in the background. The lighting is dramatic, with strong shadows.

# VOGUE

TÜRKİYE

Turkey Media Kit  
2022



For 129 years Vogue offers an inspiring lifestyle which goes beyond fashion, style and beauty to it's audience and informs them about what will happen next with its pioneering position. As Vogue Turkey, we aim to honor fashion, discover new talents, empower women and raise awareness in the society with the content we create in the light of independence, individuality, creativity, equality, inclusiveness and sustainability in 2022.

**DEBORA ZAKUTO, EDITOR IN CHIEF**

**VOGUE**  
TÜRKİYE

BRAND  
MISSION

19.403.200

**WEBSITE VIEWS PER MONTH**

1.214.800

**WEBSITE UNIQUE USERS  
PER MONTH**

1.915.724

**FOLLOWERS ON  
SOCIAL NETWORKS**

25-34

**AVERAGE AGE**

**CONDÉ NAST**





VOGUE  
TÜRKİYE

BRAND  
MISSION

## CELEBRATING 10 YEARS OF EMPOWERING IMAGINATIONS.

The year 2020 marks the 10th anniversary of Vogue Turkey. A milestone, it presents not just an opportunity to momentarily look back and see how far we have come, but also provides a golden ticket to chart the path forward with renewed values and a newfound determination.

Since its inception in 2010, Vogue Turkey has been a pioneer in driving the fashion and beauty industries forward. We have always stood up for what we cherish, namely creativity, craftsmanship and optimism through thought-provoking imagery and intelligent storytelling. And this year, much like our very first day, we stand tall and proud to have supported creators in all shapes and forms without reservation.

At this juncture where we celebrate our 10th anniversary, we declare our dedication to build upon our authentic values and to continue to tell stories that speak volumes about how we perceive and experience the world. In line with Vogue Values shared by 27 editions published all around the world, Vogue Turkey looks to the future with bright optimism and renews its commitment to practices that celebrate cultures and preserve our planet for future generations. We hereby pledge to continue standing up for diversity, responsibility and respect for individuals, communities and for our natural environment. We are ready to get the wheels in motion to create new and exciting projects with local and global partners that inspire, innovate and instill hope in us for many years to come.

CONDÉ NAST



VOGUE  
TÜRKİYE

## PRINT RATE CARD

### PRINT RATE CARD

SIZE/POSITION	RATE (EURO)
RIGHT-HAND PAGE	
1.Form	17.325
2.Form	16.500
3.Form	15.950
4.Form	15.125
5.Form	14.300
6.Form+	12.650
4 Page	8.250
PREMIUM PAGE	
Back Cover	31.350
Inside Covers	22.550
IFC (DP)	34.925
Gatefold	52.525
Insert	32.450
Content Page	13.750
Left-Hand Page	9.900
DOUBLE PAGE	
4-5 Pages	32.450
6-7 Pages	31.350
8-9 Pages	29.975
1.Form	29.150
2.Form	28.050
3.Form	26.950
4.Form	25.850
5.Form	24.750
6.Form+	22.550





## DIGITAL TECHNICAL SPECS

### FORMAT

STANDART BANNER

### SIZE

300X250px.

300x600px.

728x90px.

980x250px.

### MASTHEAD

970X250px.

728x90px.

970x90px.

8980x250px.

### INTERSTITIAL

800X600px.

### VIDEO

640x360px.

# VOGUE

TÜRKİYE

DIGITAL  
TECHNICAL SPECS

CONDÉ NAST