

A black and white photograph of three women standing side-by-side, posing for a Vogue India Media Kit cover. The woman on the left is wearing a long, black, strapless gown with a sweetheart neckline and has her hand on her hip. The woman in the center is wearing a black blazer over a low-cut top and a necklace, looking directly at the camera. The woman on the right is wearing a black, one-shoulder dress with a high slit and a bracelet, looking slightly to the side. The background is a plain, light color.

# VOGUE

INDIA

India Media Kit  
**1H 2023**

CONDÉ NAST



# VOGUE

INDIA

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**BRAND MISSION** Launched in 2007, Vogue India is the leading lifestyle authority in the country, covering fashion, beauty, jewellery and culture across platforms that include the magazine, video and digital.

“2023 will see a continued evolution beyond a one-dimensional approach to content, talent and creative, asserting Vogue India as 360° platform that champions the diverse and layered beauty of the entire Indian subcontinent and its diaspora by delivering a tailored content experience for our audience with a cohesive voice and identity that is reflective of the times we live in.”

**MEGHA KAPOOR, HEAD OF EDITORIAL CONTENT**

110K

ESTIMATED  
READERSHIP

15

YEARS IN PRINT

7.4M+

AVERAGE MONTHLY  
UNIQUE USERS

7.3M+

FOLLOWERS ON  
SOCIAL MEDIA

16M+

AVERAGE VIDEO VIEWS

CONDÉ NAST



## VOGUE WEDDING SHOW

A by-invitation-only show, the Vogue Wedding Show, brings together some of the most sought-after fashion and bridal designers, jewellers and other wedding services brands over a three-day curated luxury wedding extravaganza.

## VOGUE BEAUTY FESTIVAL

The Vogue Beauty Awards takes a digital avatar in the form of The Vogue Beauty festival— a three-day virtual affair celebrating the bright world of beauty with experts and influencers from across the globe.

## FORCES OF FASHION

Vogue Forces of Fashion is an annual conference with a series of inspiring and insightful conversations with some of the biggest and newest names in fashion and beyond.





VOGUE  
INDIA

## 2023 PRODUCTION SCHEDULE

### JANUARY / FEBRUARY 2023

BOOKING DEADLINE: 02/02/2023 ON SALE DATE: 16/01/2023

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### MARCH / APRIL 2023

BOOKING DEADLINE: 10/02/2023 ON SALE DATE: 28/02/2023

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### MAY / JUNE 2023

BOOKING DEADLINE: 12/04/2023 ON SALE DATE: 02/05/2023

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### JULY / AUGUST 2023

BOOKING DEADLINE: 10/06/2023 ON SALE DATE: 27/06/2023

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### SEPTEMBER / OCTOBER 2023

BOOKING DEADLINE: 12/08/2023 ON SALE DATE: 31/08/2023

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### NOVEMBER / DECEMBER 2023

BOOKING DEADLINE: 12/10/2023 ON SALE DATE: 31/10/2023

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### JANUARY / FEBRUARY 2024

BOOKING DEADLINE: 25/11/2023 ON SALE DATE: 16/12/2023

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\*Subject to change

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2023 PRINT RATE  
CARD

## PRINT RATE CARD

SIZE/POSITION	RATE (\$)
Single Page Before Well	4,500
Double Page Spread Before Well	9,000
Single Page After Well	3,100
Double Page Spread After Well	6,200

PREMIUM POSITIONS	RATE (\$)
Inside Front Cover Gatefold	32,000
Inside Front Cover Spread	22,400
1st Fashion/ Beauty/ Watch DPS Before Table of Contents	20,000
2nd Fashion/ Beauty/ Watch DPS Before Table of Contents	19,000
DPS before Table of Contents	17,300

Single Page Facing Contents	8,700
Single Page Facing Editor's Letter/ Masthead/ Contributors	8,000
Inside Back Cover	8,700
Outside Back Cover	13,400

\*Rates subject to change

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VOGUE  
INDIA

## 2023 DIGITAL AND WEB RATE CARD

### DIGITAL RATE CARD

FORMAT	RATE (\$)
<b>Display Advertising Opportunities*</b>	
Display Ads - Static	5 CPM
Interscroller (High impact Mobile only unit)	8 CPM
<i>* Targeting Options available at 20% Premium</i>	
Homepage native ad carousel (HP takeover for one week- no impressions commitment)	8,000
<b>Branded Video Distribution (websites + social)</b>	0.03 Per View
<b>Native Advertising Opportunities</b>	
Native Story (1 Story with 4 FB Posts and 50,000 page views)	5,000
Native Microsite (6 Stories with 24 FB Posts, 1 emailer inclusion, discovery on website and 300,000 page views)	40,000
<b>Social Media Opportunities</b>	
Instagram Post	3,500
Instagram Story (Photo / Video)	4,200
Instagram Carousel (Photo / Video)	4,200

\*Rates subject to change

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