

Mission Statement

Condé Nast is a premier media company—producing the highest-quality content for the world's most influential audiences through world-renowned brands and a suite of enterprise products fueled by data and technology that deliver ROI.

Who We Reach

320MTotal Audience
Reach**1 IN 2**

US Women

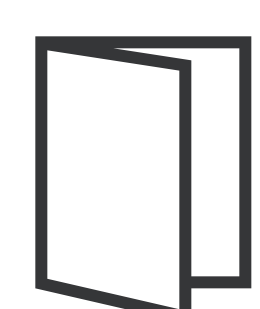
1 IN 3

US Men

\$3.6T

Spending Power

Across Platforms

**PRINT**
50M**DIGITAL + VIDEO**
106M**SOCIAL**
200M

Our Brands

Condé Nast has unparalleled influence worldwide, with 27 distinct brands from the iconic VOGUE, Vanity Fair and The New Yorker to a powerhouse of next generation brands such as them, The Hive, healthyish and Teen Vogue. These brands have a recognized tradition of excellence and the cultural foresight to see ahead, uncovering what's new and what's next in today's world.

Over the past 18 months, Condé Nast has introduced 12 entirely new brands to the portfolio — the only U.S. publisher to foster this sizable of an editorial expansion.

For more brand information, [click here](#).

Our Enterprise Products

We want to make business as easy as possible for our partners. You can access the entire Conde Nast portfolio of brands with our data and technology-led enterprise products in data, video, social and experiential.

All Eyes On ROI

With increased pressure to prove our return on ad spend, many brand marketers are investing disproportionately in lower funnel tactics rather than fueling the consumer-decision journey.

“I invested in Google Search to drive sales. When that didn’t convert, I realized that I never told anyone to search for my product.”

—CMO, FORTUNE 500 COMPANY

Condé Nast Influence Comes First

Influence comes before search in the consumer decision journey. That’s where Condé Nast comes in — what our brands talk about today is what consumers will be searching for tomorrow.

Introducing The Evolution of Spire: Where Influence Meets Intent And Drives ROI

Spire is a next gen, precision audience-targeting platform that makes Condé Nast’s influence actionable in new, more effective ways. The platform enables advertisers to follow consumers through every stage of the purchase journey, connecting brands with consumers they’re most interested in, at the earliest point of their purchasing decisions — when they’re discovering what they want to buy through our content.

- +30% Increase in Search
- +40% Brand Awareness
- 2:1 ROI
- +10% Sales Increase

How to Buy Influence

- **Turnkey Opportunities:** 30+ pre-built Spire segments that can be activated across social, email, or programmatic
- **Spire Solutions Elite:** Custom Spire segments, custom ROI study and insights analysis with actionable data sets

>> Please reach out to Evan Adlman for more information.



Brand Safety Is Paramount

In the wake of advertisers fleeing video channels due to inappropriate content, the need for brand safety and transparency has never been more essential to marketers.

“Big brand advertisers have stopped advertising on YouTube after their ads appeared next to inappropriate content”

—THE WALL STREET JOURNAL NOV 2017

Introducing Condé Nast Prime

The most culturally relevant videos in the world, in a brand-safe environment at scale. Access an engaged audience of 42.1M consumers with \$3.6 Trillion in spending power by choosing from 16 curated premium video lineups of exclusive editorial videos across categories such as fashion, beauty, travel, food and music.

Prime Advertisers Access

- **Guaranteed brand safety** across Condé Nast’s digital properties, YouTube channels, and trusted distribution partners
- **100% transparency** with full 3rd-party verified visibility
- **Superior Performance vs. Industry Benchmarks**
 - +104% Brand Favorability
 - +88% Purchase Intent
 - +33% Purchase Intent vs. YouTube

>> Please reach out to Steve Demain for more information.



*Comparisons based on Industry Benchmarks, Sources: Adobe. FreeWheel. Twitter Analytics. Facebook Insights. TrackMaven, July 2016 - June 2017. Shareable; Kantar MWB Study, Condé Nast Neuroscience Study July 2017

*SOV cannot be guaranteed against any one series or video. Series inclusion based on sponsorship status.

^Advertiser must provide both VAST and VPAID tags to ensure full access to content and complete delivery

CONDÉ NAST
NEXT GEN

CONDÉ NAST
PRIME



Food

Need to know the trendiest new restaurant in town? Wonder where you can find the best tacos in the country? The Condé Nast Food lineup offers you insider information on the best ways and places to eat well.

Topics include: Recipes, Cooking tutorials, Healthy eating, Chefs, Restaurants, Cocktails and Mixing



Celebrity

See your favorite celebrities like you never have before. With unprecedented access to today's A-List and an eye on the stars of tomorrow, the Condé Nast Celebrity lineup delivers everything from Red Carpet to intimate interviews and sketches.

Topics include: Celebrity talent, Hollywood, Red carpet, Cover shoots



Fashion

Get backstage access to Fashion Weeks around the globe, trend roundups, what to wear advice, and more from the most trusted names in fashion. Fashion starts here, at Condé Nast.

Topics include: Men/Women's Fashion, Fashion Week, Runway, Designers, Models



Travel

Spend a day in Nashville. Jet off to a safari in Ethiopia. Eat your way through Chicago. With city guides, hidden treasures off the beaten path, and more, the Condé Nast Travel lineup takes you there — without leaving your desk.

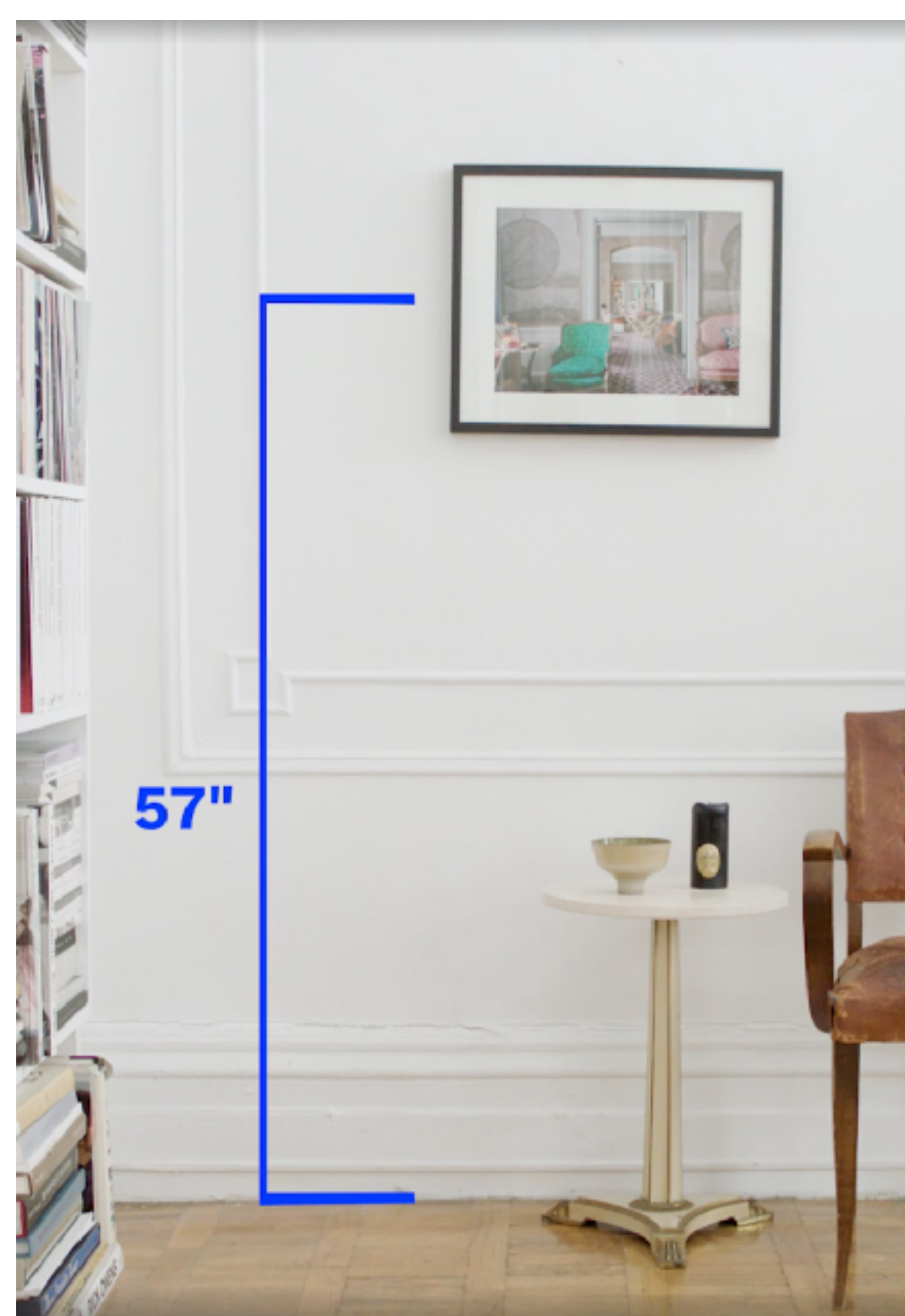
Topics include: Travel lifestyle, Exotic locations, Vacations, Restaurants and travel



Arts & Entertainment

Stay in the pop-culture know and get a look at what comes next. The Condé Nast Arts & Entertainment lineup delivers everything from exclusive interviews with Oscar-winning actors and directors to behind the scenes looks at the hottest upcoming films and TV shows.

Topics include: TV, Film, Fine arts, General culture, Pop culture



How-To

Whether you're looking for a quick way to jazz up your home décor, a new cocktail to serve at your next dinner party, or how to wear that out-there trend, the Condé Nast How-To lineup has all the tips and tricks you need to learn something new from experts across the Condé Nast portfolio.

Topics include: Techniques, Tutorials, Advice



Luxury

Explore the homes of the richest and famous. Have a slumber party in Chanel's latest couture collection. The Condé Nast Luxury lineup delivers your most elaborate fantasies and more, with access to some of the most exclusive experiences on earth.

Topics include: High-end travel, Insider experiences, expensive homes, High-end auto



Beauty

From contouring tutorials to real women sharing what makes them feel beautiful, the Condé Nast Beauty lineup delivers unfiltered takes from trusted, go-to brands like Allure, Glamour and Vogue.

Topics include: Make-up, Skin, Hair, Beauty products, Makeovers, Tutorials

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Comedy

Whether it's celebrities going undercover to prank unsuspecting fans, a behind-the-scenes look at the New Yorker cartoons that make you laugh the hardest, or skits featuring some of comedy's best, the Condé Nast Comedy lineup, is guaranteed to make you laugh out loud.

Topics include: Humor, Pop culture, Comedians



Sports

How do Olympic swimmers stay fit? Does your favorite NBA star have an un-tapped comedic side? With access to the best athletes in the world, the Condé Nast Sports lineup gives you an inside look at what makes these players run, on and off the field.

Topics include: Athletes & coaches, Sports coverage, Inspirational stories



Innovation

From apps changing the way we go about our daily lives to the next generation of thinkers and activists challenging the establishment, innovation is happening all around us. The Condé Nast Innovation lineup features voices and thought leadership changing the game for everyone.

Topics include: Thought leadership, Entrepreneurs, New ideas, New products, Business & Politics



Men's Lifestyle

Whether it's how to dress well, how to tell the difference between dating and being in a relationship, or advice on how to be the best damn golfer, the Condé Nast Men's Lifestyle lineup is a go-to guide for the 21st century man.

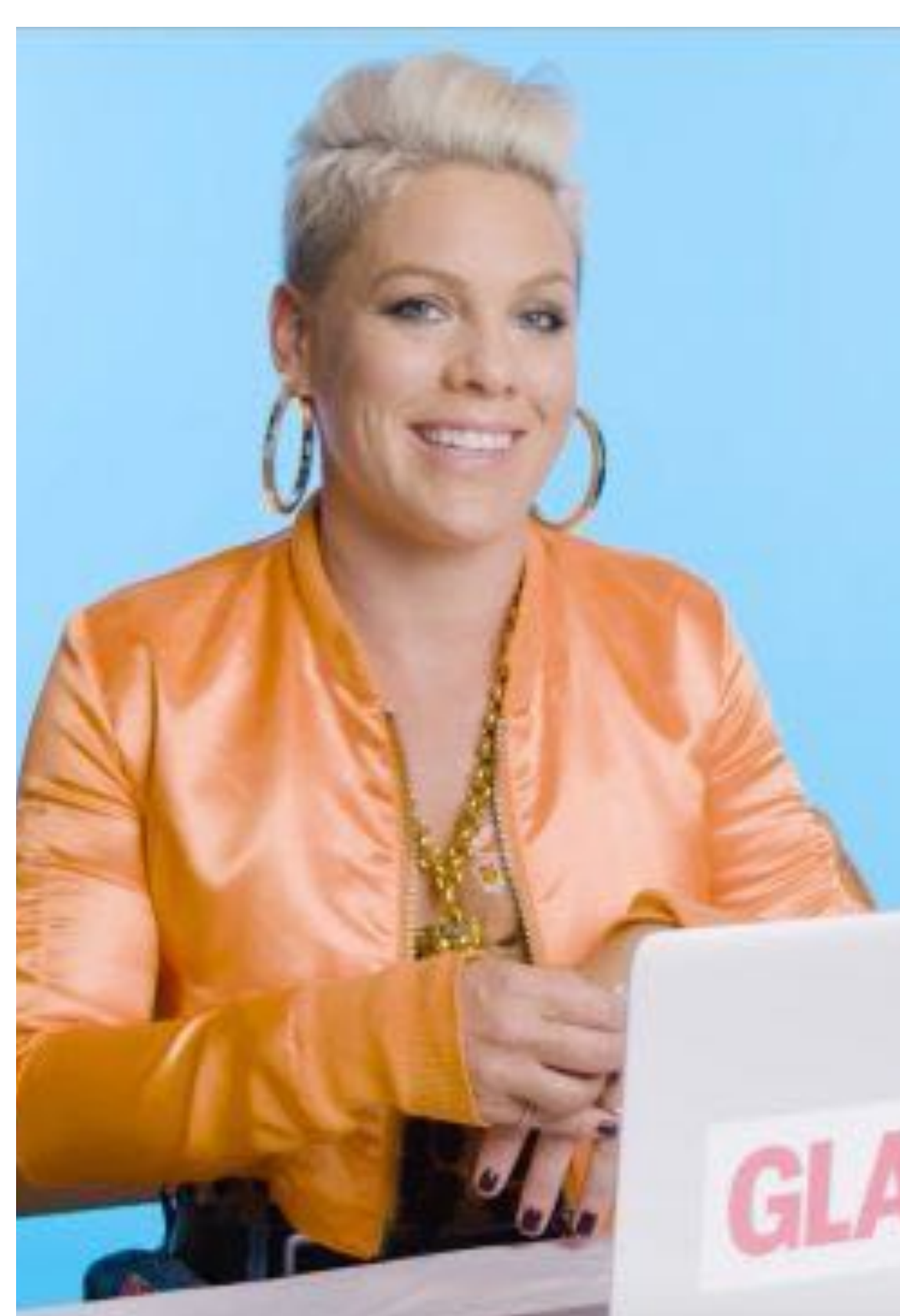
Topics include: Men's fashion, Grooming, Style, Advice & How-tos, Relationships



Wellness

Sometimes wellness takes form in going through an expert-recommended detox. Other times it means fitting a five minute yoga routine into your morning while still in your pajamas. The Condé Nast Wellness lineup offers the best advice, guides, and more to help you take care of you.

Topics include: Healthy Eating, Exercise & Fitness, Mental health, Body love



Music

Wonder what your favorite singer's writing process is like? Curious how that iconic album got made? The Condé Nast Music lineup, with some of the most established and enthusiastic voices in music criticism and culture, shares what happens behind the music.

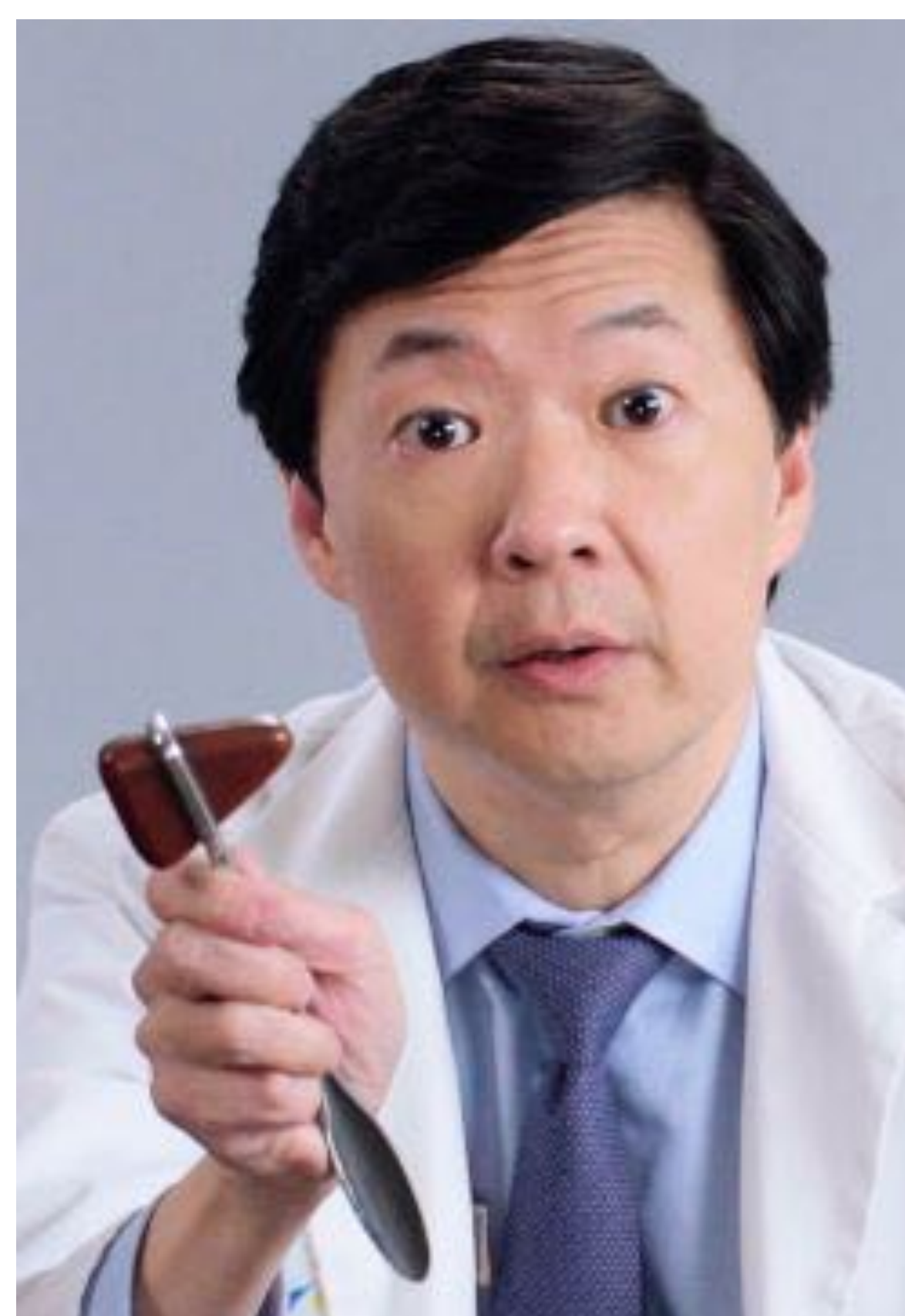
Topics include: Artists, Culture, Interviews, Live Music, Music videos, Reviews



Women's Lifestyle

How much does it cost to be a woman? What does 9 months of pregnancy look like in 2 minutes? What happens when exes confront each other about infidelity? The Condé Nast Women's Lifestyle lineup gets in the thick of things, empowering women to start conversations about difficult subjects they face every day.

Topics include: Women's fashion, Women's beauty, How-to, shopping, Relationships



Science & Tech

From curiosities about how eclipses really work to a look at the futuristic world of driverless cars, the Condé Nast Science & Tech lineup delivers explanations from experts at brands like Wired and The New Yorker in terms anyone can understand.

Topics include: Science, Technology, Gadgets, Internet culture

Market Need

Co-creation with the best storytellers in the world.

- 1M+ Subscribers on 3 YouTube Channels
- 17 Minutes Average Time Spent
- 10.3M monthly total video shares by CN consumers

Opportunity

An Unprecedented Editorial Collaboration That Enables You To Build A Video Brand From The Ground Up With The Team That Drives 1 Billion Views Of Condé Nast Video Content Every Month.

Together We'll Build, Launch, And Iterate On A Video-Led Franchise That Is Culturally Meaningful And Connects With Your Audience.

Entitlements

An Unprecedented Editorial Collaboration

BUILD: Original Video Series

- Audience Insight + Cultural Foresight
- Concept + Format Ideation
- Storyline, Casting + Script Development
- Rough to Final Cuts

LAUNCH: Marketing & Promotion

- Impactful Marketing campaign with Custom Media and Cross-promotion
- PR and Buzz

GROW: AUDIENCE & BRAND DEVELOPMENT

- Cross-Platform Distribution Strategy
- Ongoing Audience Development
- Beyond-Video Franchise Expansion (Experiences, commerce, Content)

>> Please reach out to Lisa Boyars or Steve Demain for more information.



The Noise on Social Is Deafening

Every 24 hours, 422 million status updates are published on Facebook, 3 billion likes are distributed on Instagram, and 500 million tweets go live on Twitter. With so much content being created— and at such a rapid, consistent pace — it has become increasingly challenging for brands to rise above the noise.

“Social media presents a huge opportunity for marketers, but you need quality content and real influence to rise to break through the feed.”

—CEO, GLOBAL MARKETING AGENCY, DEC 2017

Condé Nast Breaks Through The Feed

120M consumers, representing \$3.6 trillion in spending power, choose Condé Nast and drive ROI for your brand.

- 2M Social Interactions Daily
- #1 Verified Followers of Any Media Company
- 34% Higher Purchase Intent When Content is Posted from CN Editorial Handle.

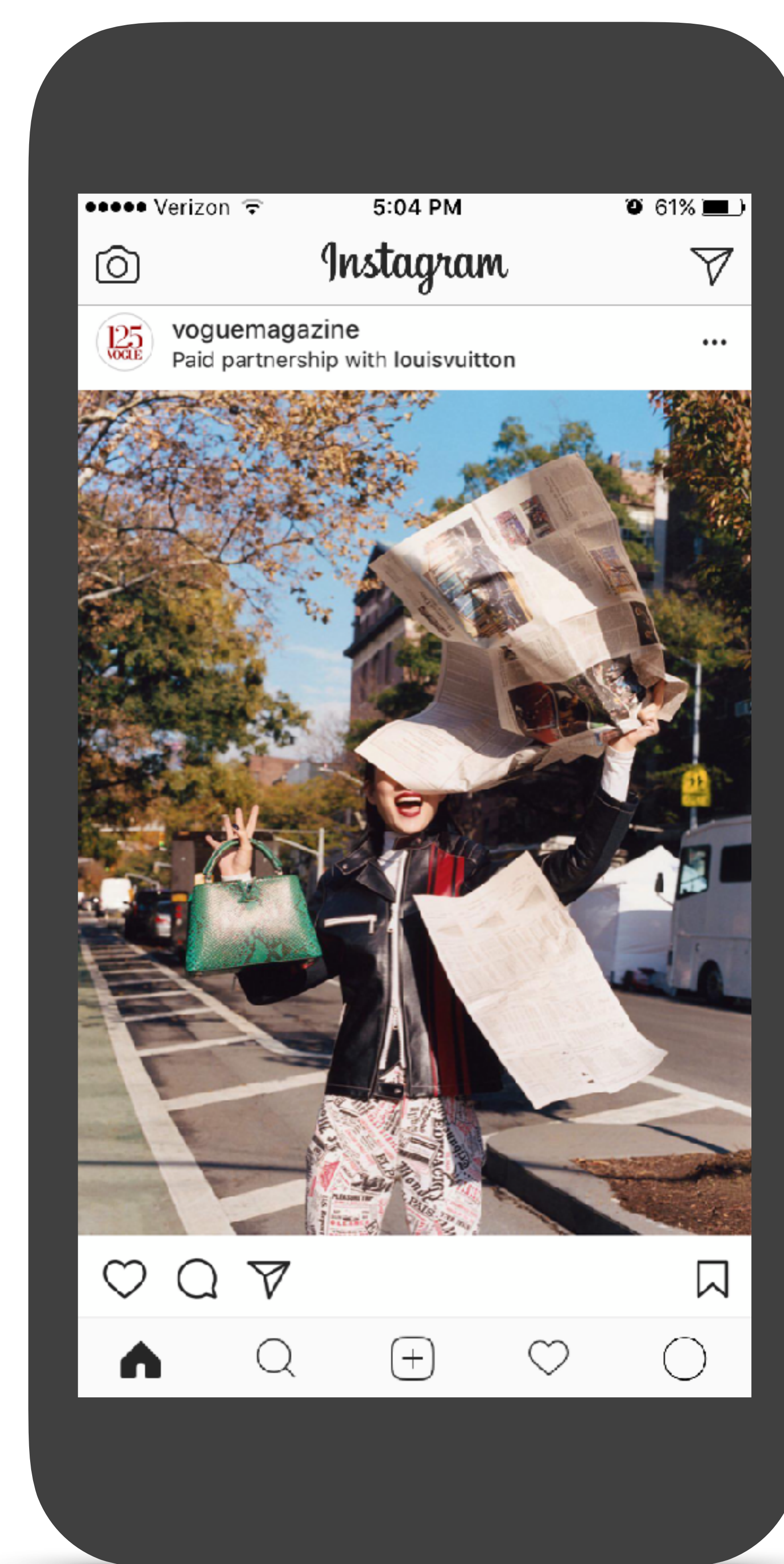
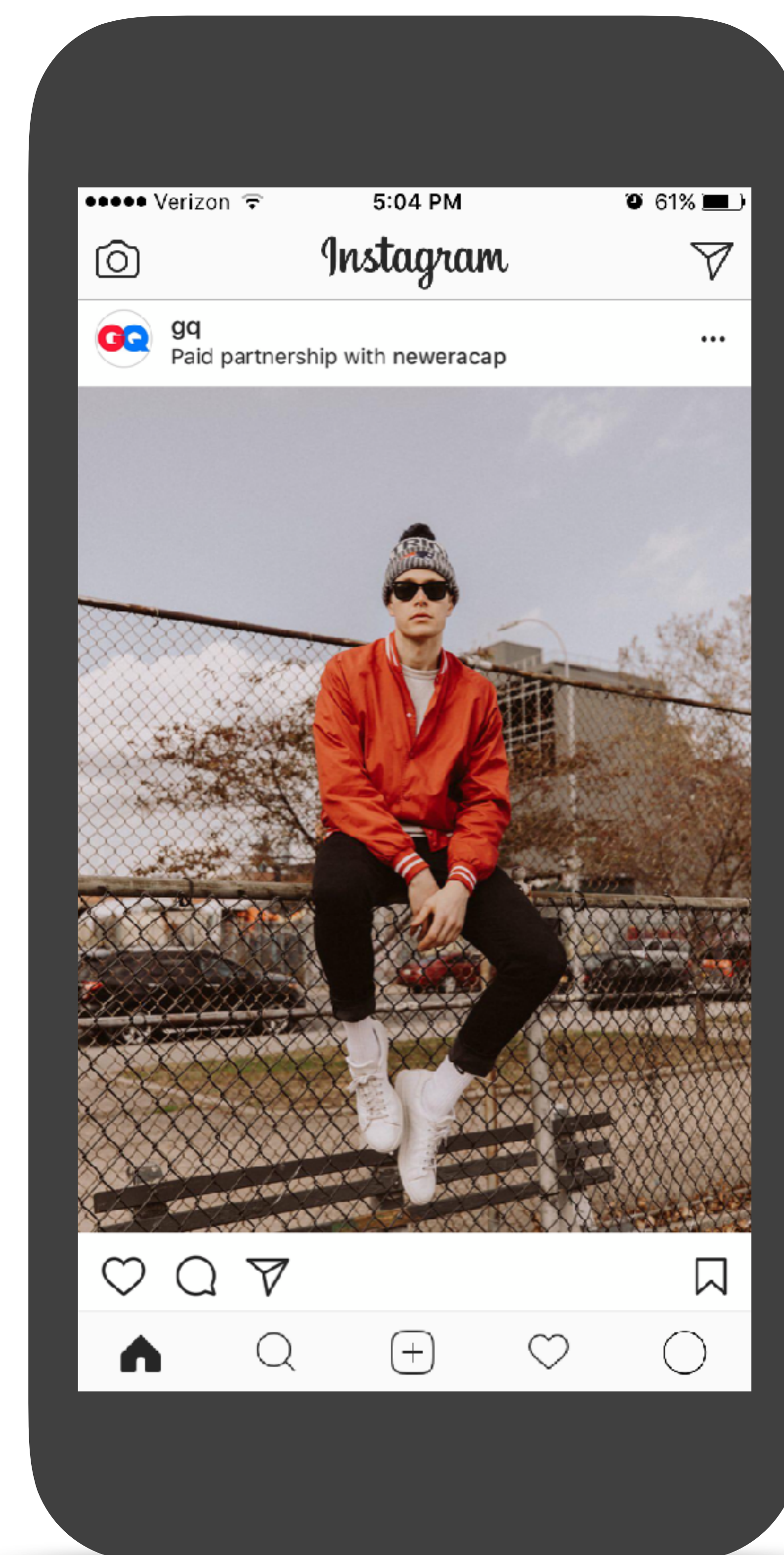
Introducing Condé Nast Amplify

The most influential brands in the world, amplifying your message in-feed. By invitation only. Condé Nast’s influence breaks through the feed to have a meaningful dialogue with a hyper-engaged audience. Amplify sparks curiosity and consideration to accelerate your campaign performance.

How To Buy Influence

- Dark Posts from one or more Condé Nast handles
- Existing or Co-created Assets
- Advanced targeting (FB + 1st party Data)
- All Creative Units Available
- Captions written by social editors
- CPM or Cpv cost model

>> Please reach out to Eden Gorcey or Lulu Krause for more information.



Market Need

Use data to harness the power of experiential to further engage influential consumers.

- 3 in 4 Millennials Spend on Experience Over Product
- 72% More Likely to Buy Brands They Experience
- 15x More Likely to Share Content From Events

Opportunity

Condé Nast creates the most culturally relevant experiences in the world at a time when Experiential Enthusiasts are an economic force.

Culture XP is a data-led mash up of audience, experience and content that enables you to scale your influence among this powerful consumer - far beyond the events themselves.

Entitlements

3x Category Exclusive Events within a Targeted Event Portfolio

- Audience-Led Recommendations
- Linked + Custom Activations
- Data Led Communication Strategies

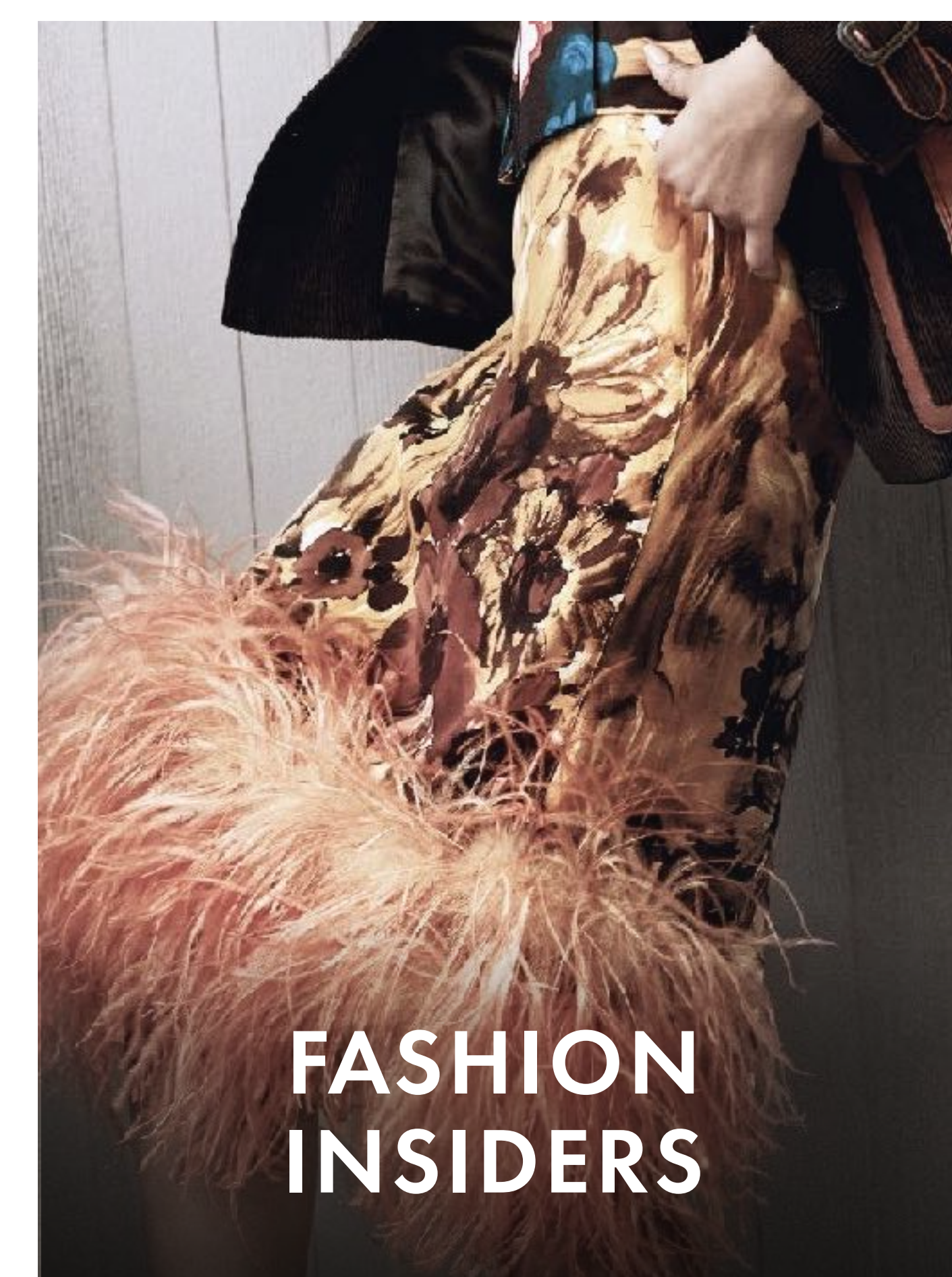
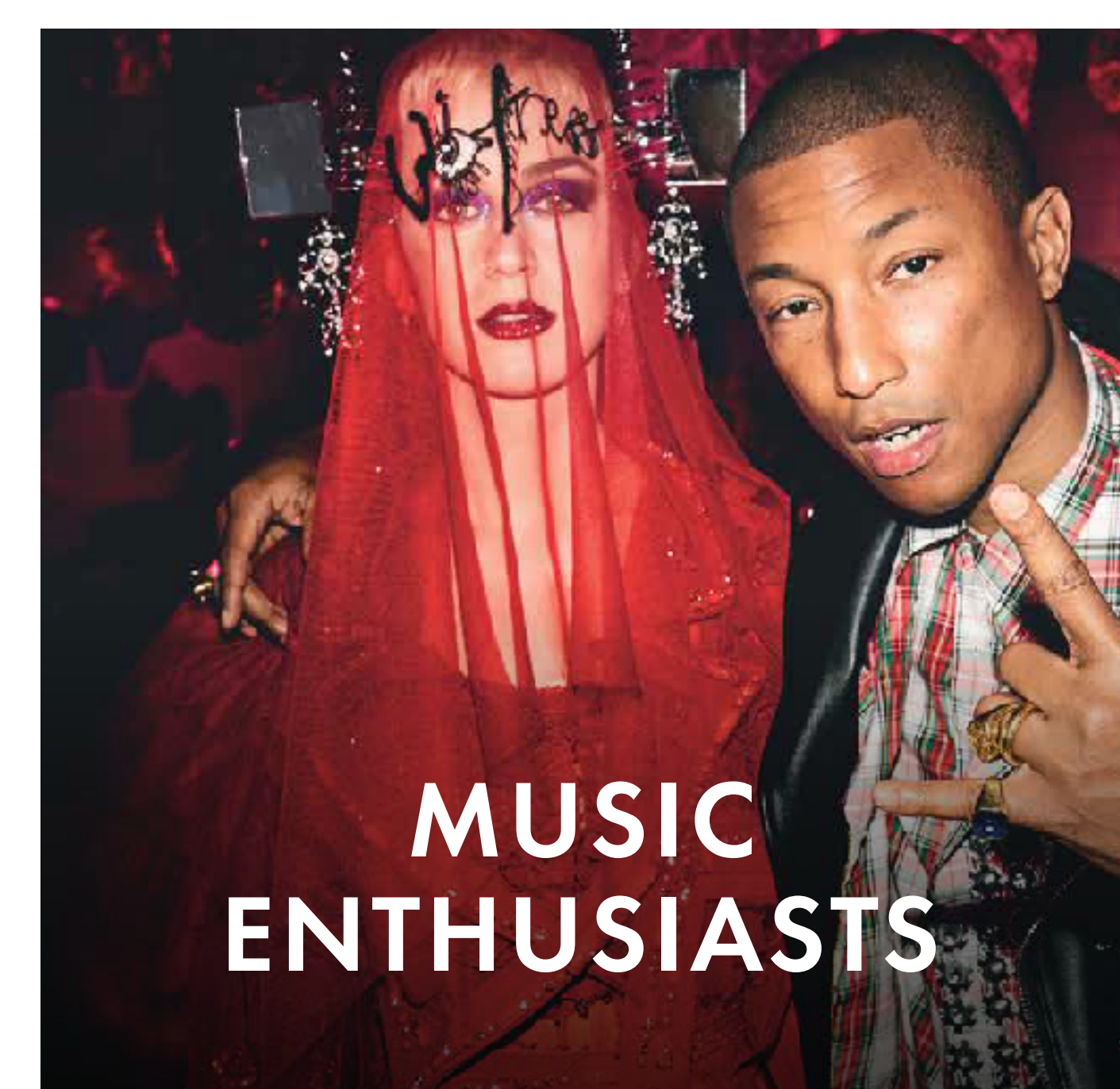
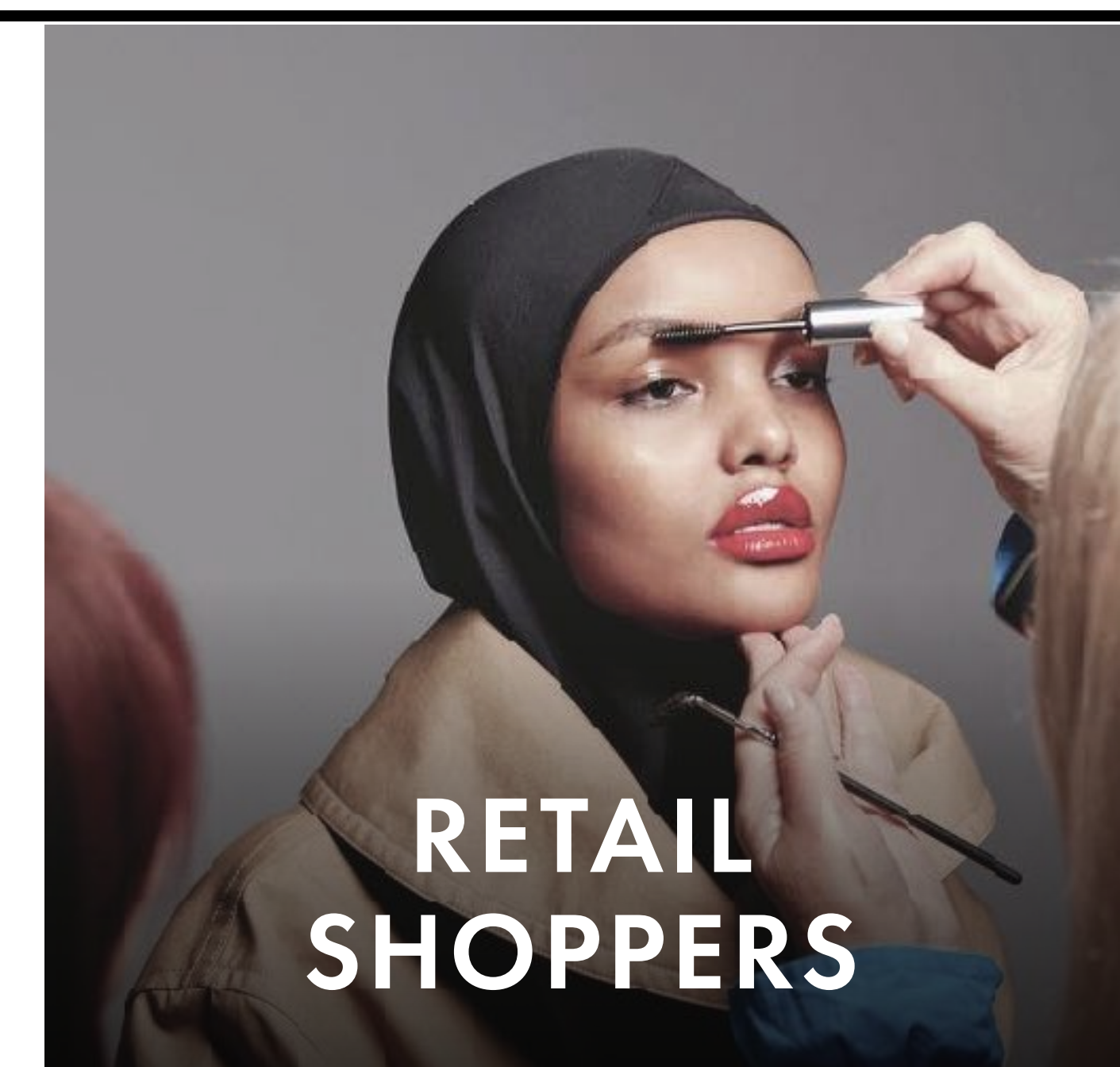
2x Custom Experiential Audience Segments

- Lookalike Model Powered By Spire
- First party data = CN Consumer Event Database

100+ pieces of Connected Content

- Ongoing Experiential Narratives
- Content Captured at Events
- Aligned Editorial and Branded Content
- Outside Partnerships

>> Please reach out to Lisa Boyars or Micky Teng for more information.



How To Work With Us

Condé Nast is structured to best meet client needs through a single point of contact for each industry across our portfolio of brands and offerings. This Chief Industry Officer will tailor the Condé Nast points of contact based on client objectives. For clients who engage mostly through a single Brand Collection, the main contact remains the Chief Business Officer of that collection.

Industry Leads

Automotive

Tracey Baldwin, CIO

Consumer Packaged Goods

Craig Kostelic, CIO and CBO Lifestyle Collection

Fashion & Retail

Chris Mitchell, CIO and CBO Culture Collection

Tech, Business & Finance

Douglas Grinspan, CIO

Beauty

Lucy Kriz, CIO

Pharmaceuticals

Jennifer Mormile, CIO

Agency

Jonathan Schaaf, CIO

Collections

Lifestyle: Bon Appétit, Epicurious, Architectural Digest, Self and Condé Nast Traveler

Craig Kostelic, CBO

Culture Collection: Vanity Fair, W, The New Yorker, Teen Vogue, Them.

Chris Mitchell, CBO

Beauty Collection: Glamour, Allure, The Scene and Brides

Alison Moore, CBO

Innovation Collection: GQ / GQ Style, Pitchfork, Wired, Golf Digest, Ars Technica, Backchannel

Kim Kelleher, CBO

VOGUE

Susan Plagemann, CBO