



# VMMN

2020 MEDIA KIT





**THE BIENNIAL VMAN IS THE DESTINATION FOR MEN'S FASHION. REFLECTING THE GLOBAL VMAN READER, V'S GLOSSY MASCULINE COUNTERPART DELIVERS AN UNPARALLELED MIX OF TREND REPORTS, SERVICE-BASED COVERAGE AND CELEBRITY PROFILES. IN 2018, THE SPRING/ SUMMER ISSUE OF VMAN STARRING TIMOTHÉE CHALAMET BECAME THE HIGHEST GROSSING ISSUE IN HISTORY, OFFICIALLY SELLING OUT IN STORES. SINCE LAUNCHING IN 2003, THIS LONG-RUNNING MEN'S RESOURCE HAS CONTINUED TO SHOWCASE THE BEST OF MENSWEAR AND OFFER A CURATED DISPLAY OF ART, FILM, DESIGN, TRAVEL, MUSIC, GROOMING, AND SPORTS.**





# VMAN AUDIENCE

## VMAN READERS ARE

- TRENDSETTING**  
96% consider themselves style-conscious.
- DISCERNING**  
90% will pay more for quality/brand names.
- WELL-GROOMED**  
90% spend time and money to make themselves look their best.
- DECISIVE**  
93% agree that if they want something, they buy it.

## READER PROFILE

<b>GENDER</b>	
Male	87%
Female	12%
Non-binary	1%
<b>AGE BREAKDOWN</b>	
Under 21	6%
21–24	13%
25–34	30%
35 –44	21%
45–54	18%
55+	12%
<b>AVERAGE AGE</b>	36
<b>AVERAGE HOUSEHOLD INCOME</b>	\$175,000
<b>DEMOGRAPHIC</b>	
USA	67.5%
Europe	24%
Asia	3.9%
Canada	2.8%
Americas	1.8%

## DISTRIBUTION

<b>PUBLICATION FREQUENCY</b>	Biannual
<b>CIRCULATION</b>	90,000
<b>READERSHIP</b>	378,000
<b>PAID</b>	<b>87%</b>
Newsstand	40.3%
Subscription	46.5%
<b>CONTROLLED VERIFIED DISTRIBUTION</b>	<b>13%</b>
Hotel Program	6.6%
Airport Lounges	2.8%
Comp List	3.8%
<b>COVER PRICE (USD)</b>	\$6.95
<b>ANNUAL PRINT SUBSCRIPTION PRICE (USD)</b>	\$15





# VMAN DIGITAL

## VMAN.COM

AVERAGE MONTHLY UNIQUES	500,000
AVERAGE PAGE VIEWS	3.1 M
AVERAGE TIME ON SITE	2:10 Minutes

## DEVICE BREAKDOWN

MOBILE	69%
DESKTOP	25%
TABLET	6%


## DIGITAL CONTENT


**FASHION**  
Designer spotlights, insider scoops, and backstage access to all of the major shows of the year.


**MUSIC**  
Exclusive interviews, videos and premieres from up-and-coming artists and the icons we continue to love.


**CULTURE**  
Your go-to guides on must-see films and TV shows, grooming essentials, and access to exclusive events.

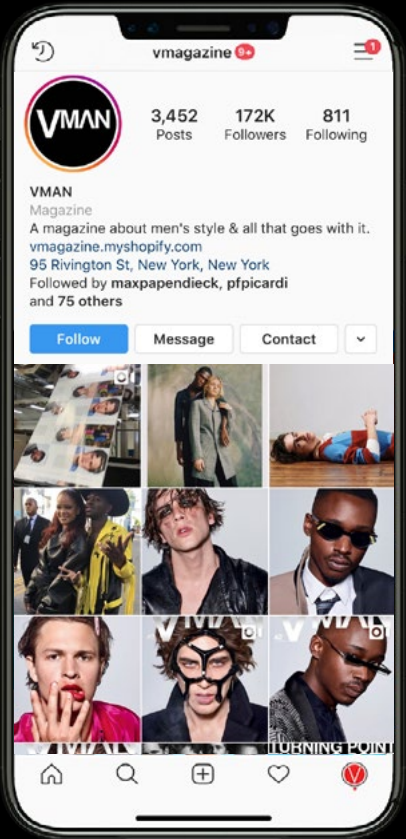
**EDITORIALS**  
Online-exclusive editorials and videos with the most sought after talents, photographers, and stylists in the industry.

 42K

 52.3K

 172K

 12K







# EDITORIAL CALENDAR

## VMAN43

Spring 2020, The Global Issue

With the Olympic games on the horizon, we take a trip of global fashion discovery. Globetrotting from Asia to the Americas, this is your roadmap for cultural and lifestyle discovery, all seen through the lens of the forward-thinking VMAN. With bespoke travel guides, miles of Spring/Summer gear, and sport-centric profiles, we go for the gold.

**Space Close** February 7, 2020

**Material Close** February 14, 2020

**On Sale** March 12, 2020

## VMAN44

Fall 2020, VMAN Awards

A yearly tradition, we look back on the year's most memorable and recent breakouts across fashion, technology and culture. In addition to highlighting the Fall/Winter must-haves – from men's collections, exclusive collaborations, and everything in between – we cast our ballots for the reigning VMEN of 2020: actors, musicians, athletes, and those creating categories all their own.

**Space Close** July 31, 2020

**Material Close** August 7, 2020

**On Sale** September 3, 2020





# SPECIAL PROJECTS

## ARMANI ON THE HIGH SEAS

For our Spring/Summer 2019 VMAN issue, Emporio Armani partnered with VMAN to organize a special pictorial showcasing their latest looks amongst Emporio Armani branded surf boards. A beautiful spread within the print magazine encouraged readers to visit the VMAN website for the full drone-captured footage.

[WATCH NOW](#) | [VIEW GALLERY](#)

## TOMMY HILFIGER X LEWIS HAMILTON

Tommy Hilfiger called upon VMAN to deliver a supercharged partnership with Formula 1 superstar Lewis Hamilton. In an in-depth interview and photoshoot featured in the Fall/Winter 2018 print issue, as well as an extension online, Lewis discusses his decision to partner with the brand and encourages other racers to involve themselves in other fields of interest, especially fashion.

[WATCH NOW](#) | [VIEW GALLERY](#)



## DSQUARED2 GOES DANCING

Alongside Spring/Summer 2018 issue of VMAN, DSquared2 took the opportunity to create an exciting dance video debuting all of their seasonal looks. VMAN provided support and coordination for the shoot, resulting in a fun, youthful expression of DSquared2's spring fashions, captured at New York hotspot Baby's All Right.

[WATCH NOW](#) | [VIEW GALLERY](#)





**VMAN X BENCH CALENDAR**

In the latest VMAN calendar, powered by Bench, top male models, playful puppies, and unique artist sketches charted out the year ahead. Packaged in a limited-edition crisp, deluxe portfolio.

**WATCH NOW | VIEW GALLERY**



**HUGO BOSS ACTOR PORTFOLIO**

When VMAN decided to feature several rising TV and Film stars in the Fall/Winter 2017 VMAN print issue, Hugo Boss jumped at the idea to dress the likes of Cole Sprouse, Owen Campbell, Mitchell Slaggert, Stefan Argus and several others, photographed by Steven Klein. The special polaroid-driven project appeared online as striking GIFS.

**VIEW GALLERY**

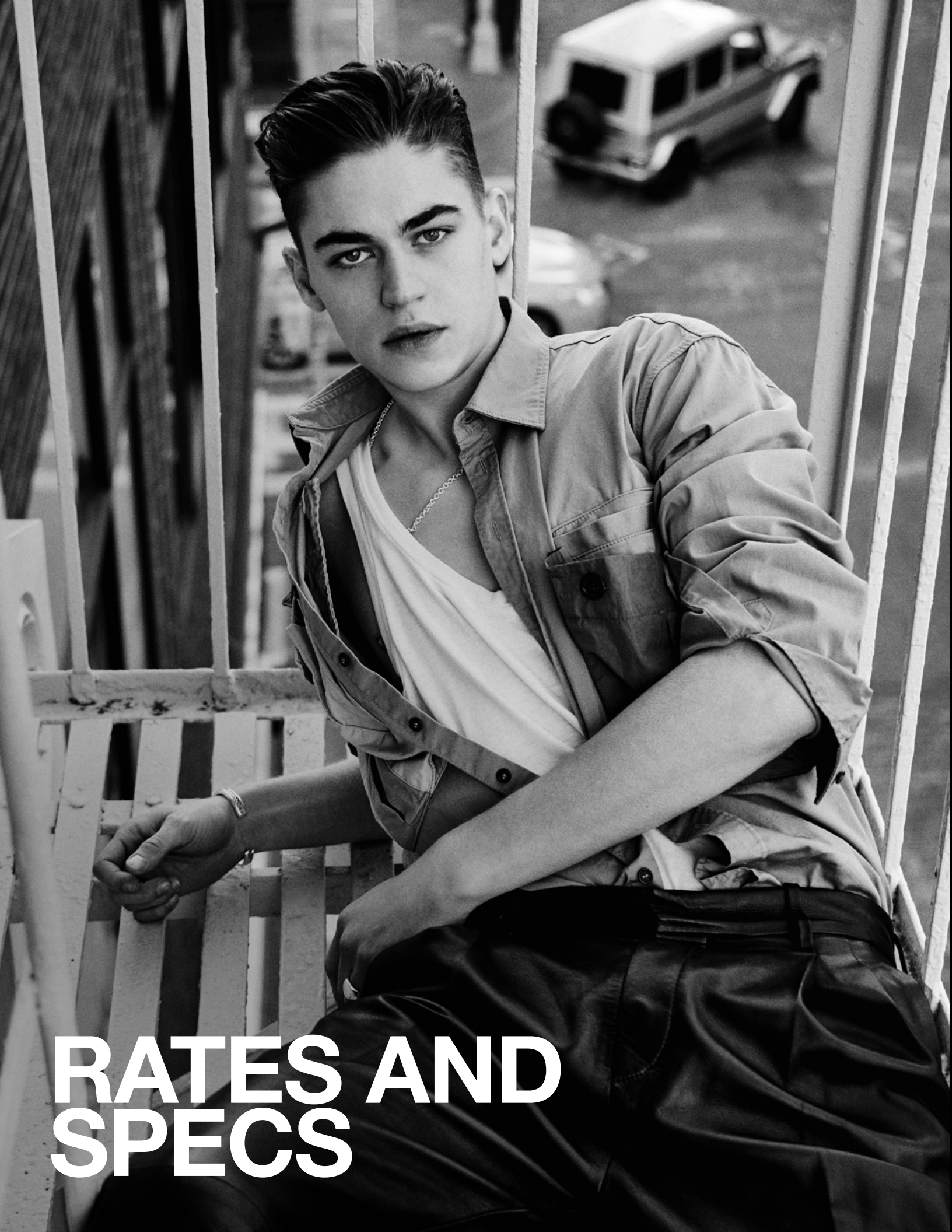


**VMAN MODEL SEARCH**

For years, VMAN has embarked on the search for the next big thing. The VMAN model search has paired fresh face talents with the likes of Steven Klein, Karl Lagerfeld, and Richard Burbridge.

**VIEW GALLERY**





# RATES AND SPECS

## PRINT RATE

SINGLE PAGE	\$17,000
DOUBLE PAGE SPREAD	\$34,000
INSIDE FRONT COVER	\$43,000
SPREAD	\$47,000
OUTSIDE BACK COVER	\$22,000
INSIDE BACK COVER	\$22,000
TOC 1 & 2	\$22,000
EDITOR'S LETTER	\$22,000
MASTHEAD	\$22,000

## DIGITAL RATE

DAILY HOMEPAGE TAKEOVER	\$2,000
TANDEM ROS 100% SOP	\$25 cpm
TANDEM TARGETED 100% SOP	\$32 cpm
SOCIAL POST ORGANIC	\$10,000
SOCIAL POST DARK	\$10,000 + Media

**Rate Details**  
Open rates are negotiable based on committed paging levels. These page rates are net and do not include agency commission. It is the responsibility of the agency to add on their commission.

**Payment/Contracts**  
Terms and Conditions details to be shared at client's request. These rates are valid if and only if the payment terms and conditions are approved by both parties.

## PRINT SPECIFICATIONS

	IN INCHES	IN MILLIMETERS
<b>SINGLE PAGE</b>		
Trim Size	W 9.8" x H 13.375"	W 248.92 mm x H 339.725 mm
Bleed Size	W 10.05" x H 13.625"	W 255.27 mm x H 346.075 mm
<b>DOUBLE PAGE SPREAD</b>		
Trim Size	W 19.6" x H 13.375"	W 497.84 mm x H 339.725 mm
Bleed Size	W 19.85" x H 13.625"	W 504.19 mm x H 346.075 mm
<b>GATEFOLD</b>		
Gate	W 9.3" x H 13.375"	W 236.22 mm x H 339.725 mm
Cover	W 9.55" x H 13.375"	W 242.57 mm x H 339.725 mm
Page One	W 9.8" x H 13.375"	W 248.92 mm x H 339.725 mm

**BLEED**  
0.125" / 3.175mm bleed is required, all around the ad.

**SAFETY**  
0.25" / 6.35mm from the trim, all around. All type and graphic elements not intended to trim must be placed within this live area.

**GUTTER SAFETY**  
All Other Issues: 0.25" / 6.35mm. Headlines and text must be at the above specified distance from the gutter.

**FILES**  
Print-ready PDF files only. All files must include the Issue # and brand name. Spread ads must be supplied as true spreads, not as single pages. All ads must be in CMYK and at least 350 dpi at 100%, with all fonts embedded. PMS, other spot colors or RGB will be converted to process unless otherwise specified with advance notice. Files must have crop marks indicating the final trim.

**COLOR GUIDANCE**  
Supply a color digital proof or a matchprint calibrated to SWOP specifications that represents the final file at 100%. The proof must also have crop marks indicating the final trim. Color cannot be guaranteed if the required proof is not supplied.

**LINE SCREEN**  
175 lines per inch

**DELIVERY**  
Please send all ads by directly emailing your files or the links to download your files.  
**Send all emails to:** advertising@vmagazine.com  
**Please forward SWOP standard proof to:** Nicola Bernardini de Pace  
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