



VOGUE

INDIA

India Media Kit

2021

CONDÉ NAST

VOGUE

INDIA

220K
READERSHIP

5.6M
AVERAGE MONTHLY
UNIQUE USERS*

6.4M
FOLLOWERS ON
SOCIAL MEDIA*

3 IN 5
TRAVEL ABROAD
AT LEAST ONCE A YEAR

3 IN 5
OWN AT LEAST 2 CARS

91%
OF READERS PURCHASE
FASHION/BEAUTY PRODUCTS
AT LEAST ONCE A MONTH

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. In addition, it has also built strong properties like the Vogue Wedding Show and Vogue Women of the Year awards.

“2020 has been an unprecedented year, a year where everything changed. What sustained us as a market leader was our ability to adapt while not losing sight of our core values and identity. Based on our recent successes, we will extend our virtual event calendar through the next year, building new IPs, whilst strengthening our existing properties. We will continue creating mindful content, keeping in mind the impact of the year that was, without losing focus on our Vogue Values of sustainability, inclusivity and diversity. Even as we further our digital footprint and reach, and add a proactive layer of participating-in-change through our campaigns, collaborations and coverage.”

PRIYA TANNA, EDITOR IN CHIEF

*As on October 2020

CONDÉ NAST



INDIA
VOGUE

BRAND
HIGHLIGHTS

VOGUE WEDDING SHOW

A by-invitation-only show, the Vogue Wedding Show, brings together some of the most sought-after fashion designers under one roof. From leading bridal designers and jewellers to top wedding planners, invitation designers and gifting specialists, 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. An all-access pass to international masterclasses, beauty school videos and experience-based tips from the Vogue India team.

WOMEN OF THE YEAR

In 2021, Women of the Year will celebrate the most remarkable talent across fields, and will play host to some of the biggest names in the world. An evening of glitz and glamour, the award ceremony will felicitate achievers in film, philanthropy, sports, business and more.

THE POWER LIST

From style icons and industry experts to designers, fashion influencers and disruptors, Vogue India turns the spotlight on the best of the industry.



VOGUE

INDIA

2021 PRODUCTION SCHEDULE

JANUARY 2021

BOOKING DEADLINE: 20/12/2020 ON SALE DATE: 04/01/2021

FEBRUARY 2021

BOOKING DEADLINE: 19/01/2021 ON SALE DATE: 03/02/2021

MARCH 2021

BOOKING DEADLINE: 18/02/2021 ON SALE DATE: 05/03/2021

APRIL 2021

BOOKING DEADLINE: 19/03/2021 ON SALE DATE: 03/04/2021

MAY/JUNE 2021

BOOKING DEADLINE: 21/04/2021 ON SALE DATE: 06/05/2021

JULY 2021

BOOKING DEADLINE: 21/06/2021 ON SALE DATE: 06/07/2021

AUGUST 2021

BOOKING DEADLINE: 22/07/2021 ON SALE DATE: 06/08/2021

SEPTEMBER 2021

BOOKING DEADLINE: 23/08/2021 ON SALE DATE: 07/09/2021

OCTOBER 2021

BOOKING DEADLINE: 22/09/2021 ON SALE DATE: 07/10/2021

NOVEMBER 2021

BOOKING DEADLINE: 22/10/2021 ON SALE DATE: 06/11/2021

DECEMBER 2021

BOOKING DEADLINE: 21/11/2021 ON SALE DATE: 06/12/2021

*Subject to change

CONDÉ NAST



VOGUE
INDIA

2021 PRINT RATE
CARD

PRINT RATE CARD

SIZE/POSITION	RATE (₹)
Single Page Before Well	5,50,000
Double Page Spread Before Well	11,00,000
Single Page After Well	3,80,000
Double Page Spread After Well	7,60,000

PREMIUM POSITIONS	RATE (₹)
Inside Front Cover Gatefold	40,00,000
Inside Front Cover Spread	21,00,000
1st Fashion/Beauty/Watch DPS before Table of Contents	20,00,000
2nd Fashion/Beauty/Watch DPS before Table of Contents	19,00,000
Double Page Spread before Table of Contents	17,25,000
Double Page Spread - Specified Position	14,50,000
Single Page Facing Contents	10,50,000
Single Page Facing Editor's Letter/ Masthead/ Contributors	9,30,000
Single Page - Specified Position	7,25,000
Inside Back Cover	10,50,000
Outside Back Cover	14,00,000



VOGUE
INDIA

2021 DIGITAL AND
WEB RATE CARD

DIGITAL RATE CARD

FORMAT

RATE (₹)

Display Advertising Opportunities*

Display Ads- Static 400 CPM

Interscroller (High impact Mobile only unit) 600 CPM

** Targeting Options available at 20% Premium*

Homepage native ad carousel 6,00,000

(HP takeover for one week-
no impressions commitment)

Branded Video Distribution (websites + social)

2 Per View

Native Advertising Opportunities

Native Story 3,75,000

(1 Story with 4 FB Posts
and 50,000 page views)

Native Microsite 30,00,000

(6 Stories with 24 FB Posts,
1 emailer inclusion, discovery on
website and 300,000 page views)

Social Media Opportunities

Facebook Post 50,000

Instagram Post 2,50,000

Instagram Story 3,15,000

(Photo / Video)

Instagram Carousel 3,15,000

(Photo / Video)

CONDÉ NAST