The Power of W

W is daring and goes beyond fashion, art and culture to celebrate a world of diversity and discovery through stunning visual storytelling, exquisite artistry, bold photography and cutting-edge design.
New Vision & Tone
Disruption, Discovery, Photography, Inclusivity
An Evolved & Enhanced Print Product

**Audience Development**
- W is employing a digital audience development strategy to its print subscription model targeting VIPs, and highly sought after fashion & luxury consumers in key markets

**Increased Visibility**
- Enhanced presence in airport kiosks internationally
- Retail Drops with key partners and store managers

**Exclusive Distribution**
- W to be the exclusive fashion magazine at 400+ private jet terminals in the US, Mexico and Canada
- Jet terminals include Jet Center Los Angeles; International Flight Center, Miami; Signature Flight Support San Francisco and more

“W Magazine continues to delight us with its fresh twists to covering the beauty and fashion industries.” —*AdAge*

“The Most Watched Editor at Fashion Week” —*NY Times*
W by Volume

VOLUME I
Best Performances/
March Fashion
W's Volume I features more
than 20 of the year’s most
important actors in print and
online at the start of red
carpet season.
AD CLOSE: 12.20.19
NEWSSTAND: 2.4.20

VOLUME II
The Director’s Issue
W taps an Oscar-nominated
director(s) to serve as a guest
editor(s) for an unexpected
issue that sits at the
intersection of film and fashion.
Vol II will also have an
expanded beauty section that
runs in the well.
PLUS: Extended Beauty
Feature
AD CLOSE: 1.17.20
NEWSSTAND: 3.3.20

VOLUME III
The Music Issue
W’s first-ever music issue,
shining a spotlight on up-and-
coming musicians in a highly
elevated way, lending itself
to inspiration and innovation.
PLUS: Extended Watch
Feature
AD CLOSE: 3.22.20
NEWSSTAND: 5.5.20

VOLUME IV
Pop Portfolio
Equal parts Hollywood and
fall fashion—this issue
opens with W’s annual “Pop
Portfolio” featuring the need-
to-know men and women
leading the fall TV lineup.
PLUS: Extended Beauty
Feature
AD CLOSE: 6.26.20
NEWSSTAND: 8.11.20

VOLUME V
Fall Fashion
Collaboration
Fall style is reimagined
through the lens of a special
collaborator who will serve
as our guest editor.
AD CLOSE: 7.26.20
NEWSSTAND: 9.8.20

VOLUME VI
The Originals
Celebrating The Originals—
the unique tastemakers
and creatives across
discipline who have a
distinct personal style and
are unparalleled
mastersminds in their
respective fields.
PLUS: Extended Jewelry
And Beauty Features
AD CLOSE: 8.22.20
NEWSSTAND: 10.6.20

VOLUME VII
Art Icons
Groundbreaking
collaborations, exclusive art
world profiles, a glimpse
inside the homes and
collections of today’s
creative class, and evocative
imagery that serves as a
commentary on
contemporary culture.
AD CLOSE: 9.20.20
NEWSSTAND: 11.3.20

VOLUME VIII
Holiday
Gift guides curated by our
editors and high-profile
personalities showcasing
W’s take on the very best in
holiday luxury, inspiring
readers to celebrate the
season in style.
PLUS: Extended Watch &
Jewelry and Beauty Features
AD CLOSE: 10.22.20
NEWSSTAND: 12.3.20
Influence of W Digital

Social-First, Always On

1.6m+ Site Uniques
• 679k YouTube Subscribers
• 7.1M Video Views Monthly

New Content Platforms

Outsized social

7.4m+ total followers
 [+5% YoY]

W delivers an Instagram followers-to-subscriber ratio 2X higher than the average fashion brand. (W: 6.7-to-1 vs. Fashion Average: 3.3-to-1)
Inside the world of W

Oscars / Directors Cut / LA

February

Golden Globes / Best Performances / LA

March

Music Issue Celebration / NY

April

Emmys / NY

May

The Originals Dinner / NY

June

Art Basel / MIAMI

July

Event lineup subject to change.
## W Audience

<table>
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<tr>
<th></th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>SOCIAL</th>
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<tbody>
<tr>
<td>MALE/FEMALE</td>
<td>34%/66%</td>
<td>45%/55%</td>
<td>49%/51%</td>
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<tr>
<td>AVERAGE AGE</td>
<td>42</td>
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<td>AVERAGE HHI</td>
<td>$489,000</td>
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<td>NET WORTH</td>
<td>$2.5 Million</td>
<td>$3.0 Million</td>
<td>$3.4 Million</td>
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<tr>
<td>MILLENNIALS</td>
<td>37%</td>
<td>59%</td>
<td>63%</td>
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<tr>
<td>GEN Z</td>
<td>11%</td>
<td>23%</td>
<td>17%</td>
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“W is a must-read among the all important audience: affluent millennials.”

—AdWeek
# 2020 rates

## General

Rate Base: 450,000

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<tr>
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<td>C3</td>
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<td>S4CB</td>
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## Closing & On-Sale Dates

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<tr>
<td>VOLUME I</td>
<td>BEST PERFORMANCES</td>
<td>12.20.19</td>
<td>2.4.20</td>
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<tr>
<td>VOLUME II</td>
<td>DIRECTOR’S CUT</td>
<td>1.17.20</td>
<td>3.3.20</td>
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<td>FALL FASHION COLLABORATION</td>
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<td>9.8.20</td>
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<td>THE ORIGINALS</td>
<td>8.22.20</td>
<td>10.6.20</td>
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<td>VOLUME VII</td>
<td>ART ICONS</td>
<td>9.20.20</td>
<td>11.3.20</td>
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<td>HOLIDAY</td>
<td>10.22.20</td>
<td>12.3.20</td>
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