



Before it's in fashion –
it's on VOGUE.COM

Product

VOGUE.COM stands for the fascinating world of fashion and its stars.

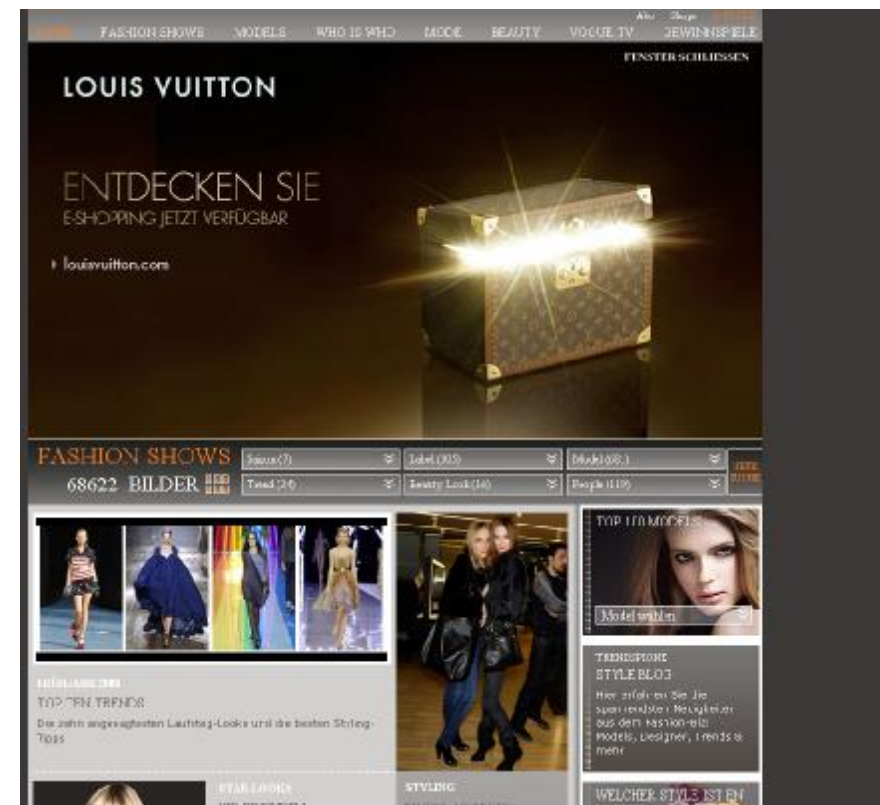
- Detailed information on collections and trends, designers, models and companies make **VOGUE.COM** a capable and inspiring brand on the Internet.
- Up-to-date looks and reports from the runways of the shows in New York, Paris, Milan and London are provided in the channel “Fashion Shows“.
- The web site’s special highlight is the picture and slide shows of the most important international catwalks. The “look book” includes more than 100,000 pictures, arranged by designers, seasons, cities and trends. Thousands of pictures are being added continuously.
- More channels such as **Models, Who is Who, Fashion, Beauty, Videos, Competitions** answer to all wishes and questions of today’s sophisticated woman who is interested in fashion and life style.

“Before it's in fashion – it's in VOGUE.“

Content

Up-to-date and detailed information in the following channels:

- Fashion Shows
- Models
- Beauty
- Who is Who
- Fashion
- Beauty
- Vogue TV
- Competitions



Content

“Before it’s in fashion – it’s in VOGUE“

- | Star Looks
- | Outfits
- | Trends
- | Fashion
- | Meet the Designers
- | Shopping Guide



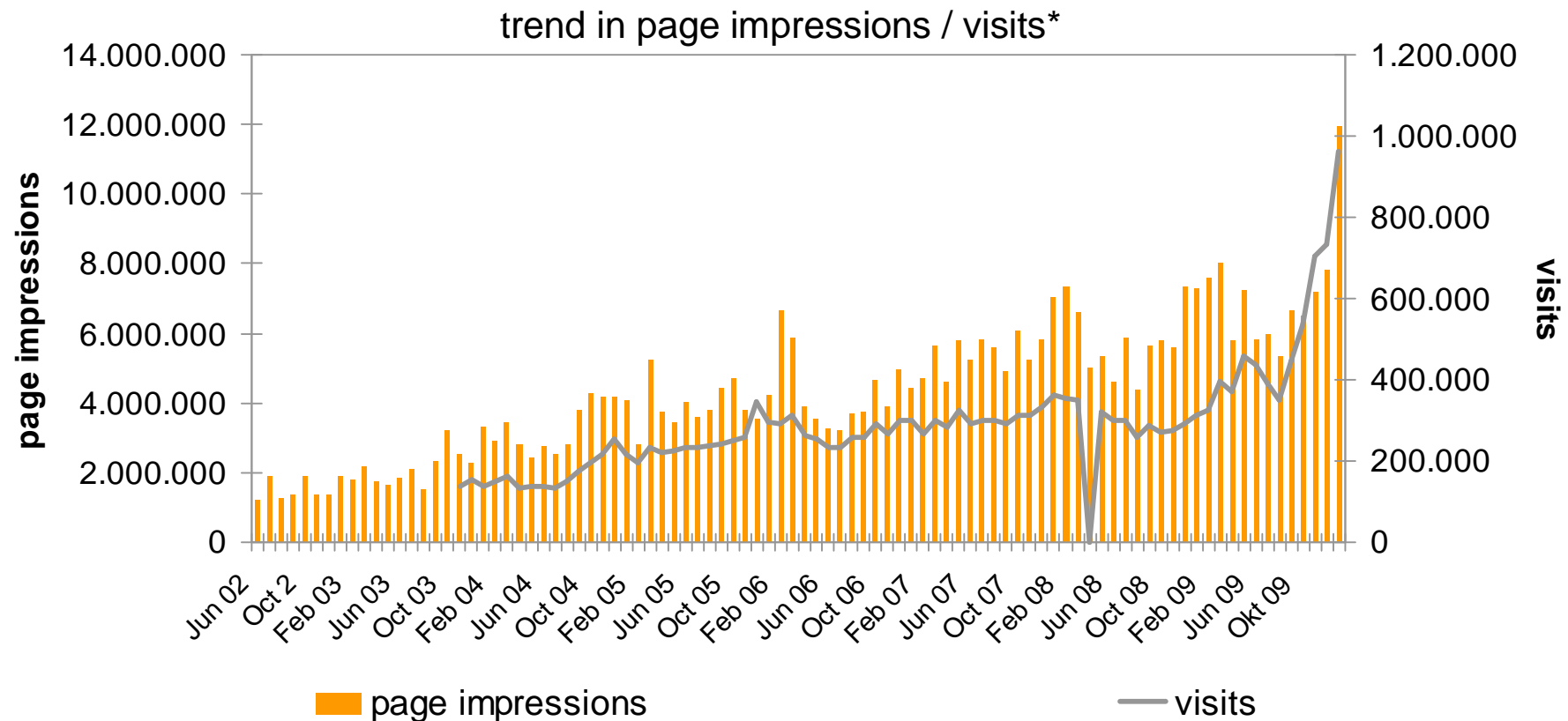
Visualisation

Models, VOGUE.TV, Homepage



Traffic

Page impressions and visits on VOGUE.COM remain on a constant good level.

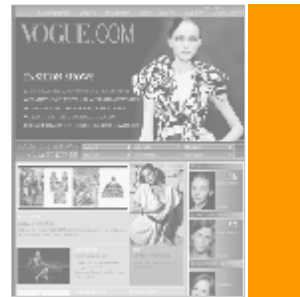


Source: IVW (January 2010); April 2008: no visits measured *As of November 2003, visits are being measured according to the IVW audit system.

Advertising Formats



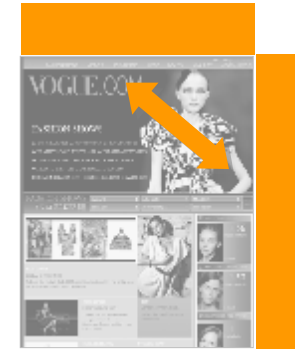
Banner



Skyscraper



Wallpaper



Tandem Ad
(combination of standard advertising formats)



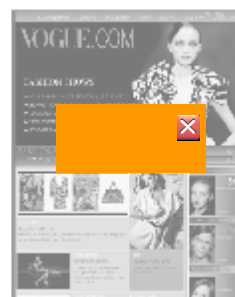
Medium Rectangle -MPU- (within channel)



Flip Ad (opens automatically for 6 seconds, after that on mouse over)



Expandable (mouse over, available for all standard advertising formats)



Flash Layer



Flash Layer + follow up (available for all standard advertising formats)

*schematic illustration, exact placement may differ

References

Sample customers on VOGUE.COM:



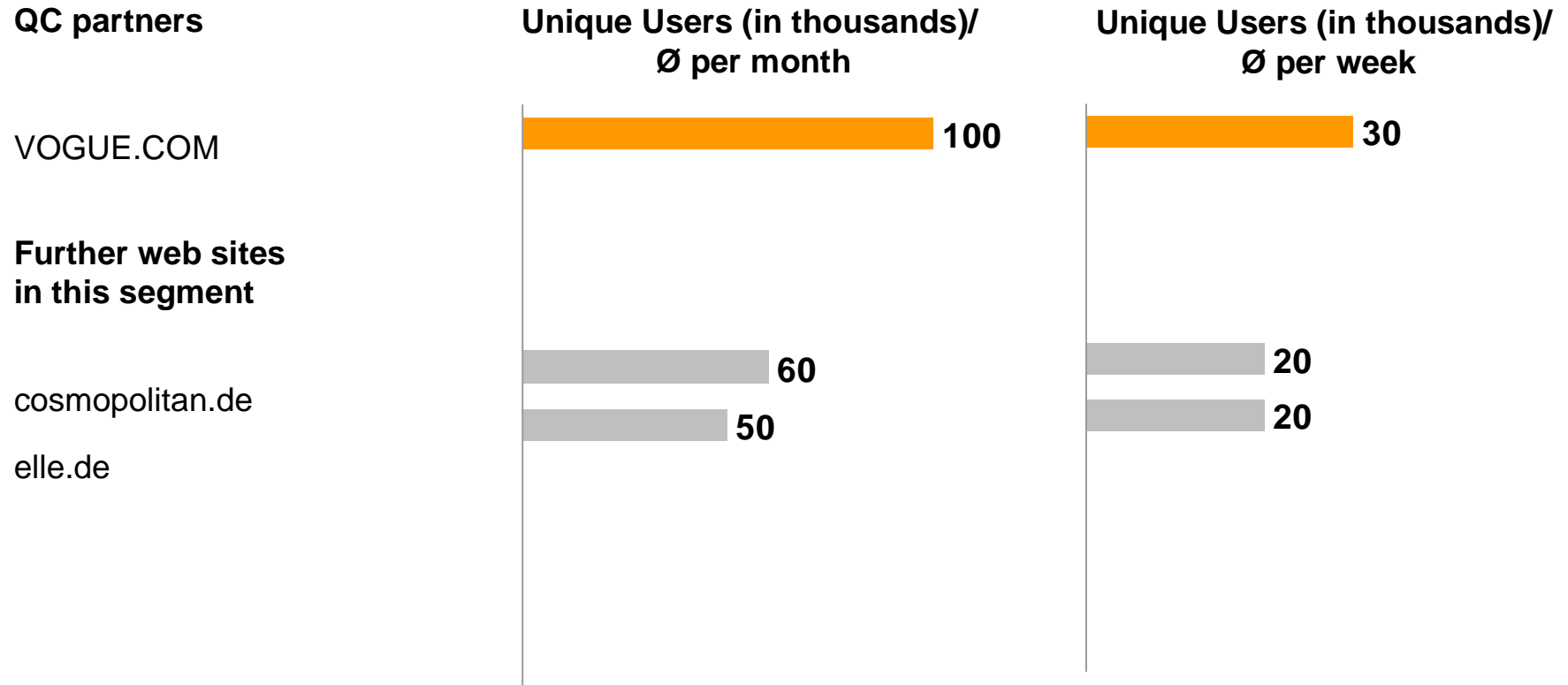
Basic Data on Internet Use in Germany

internet facts 2009-II - a survey by AGOF -



Unique Users

High-class site VOGUE.COM reaches more Unique Users than the competition.



Source: AGOF internet facts 2009-II

Unique Users

The Unique Users of VOGUE.COM ...

Socio-demographic profile		Composition Index
69%	are female	149
59%	are up to 39 years old	118
36%	are highly educated*	124
63%	are interested in ladieswear	141
49%	are interested in women's cosmetics	150

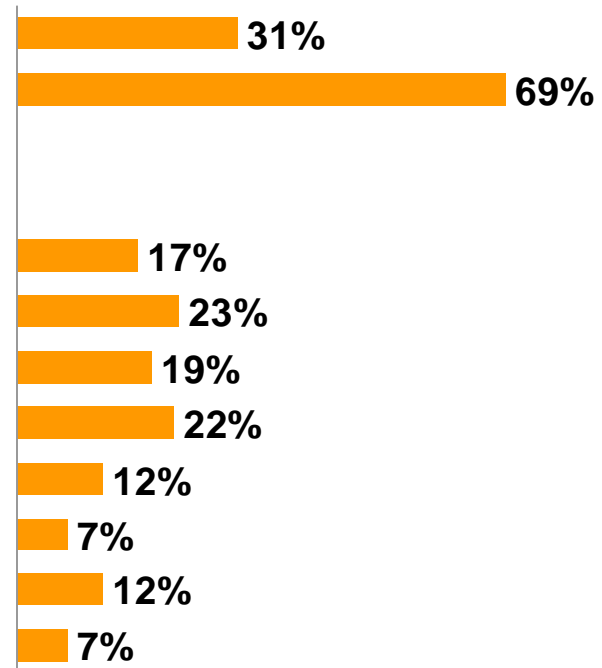
Source: AGOF internet facts 2009-II, period: average month / Index vs. Internet users over the last 3 months (pot. 42.22m)

*at least A levels, specialised A levels / **self-employed, freelancers, middle and senior managers, civil servants on administrative or senior level

Gender / Age

69% of all VOGUE.COM users are women.

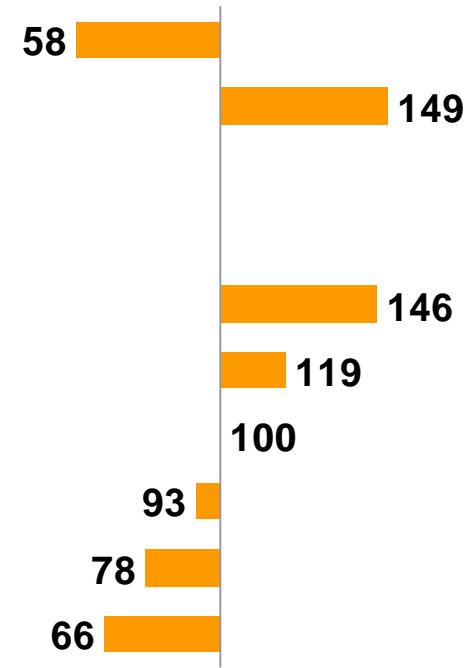
Compositional share in %



Gender

Male
Female

Index



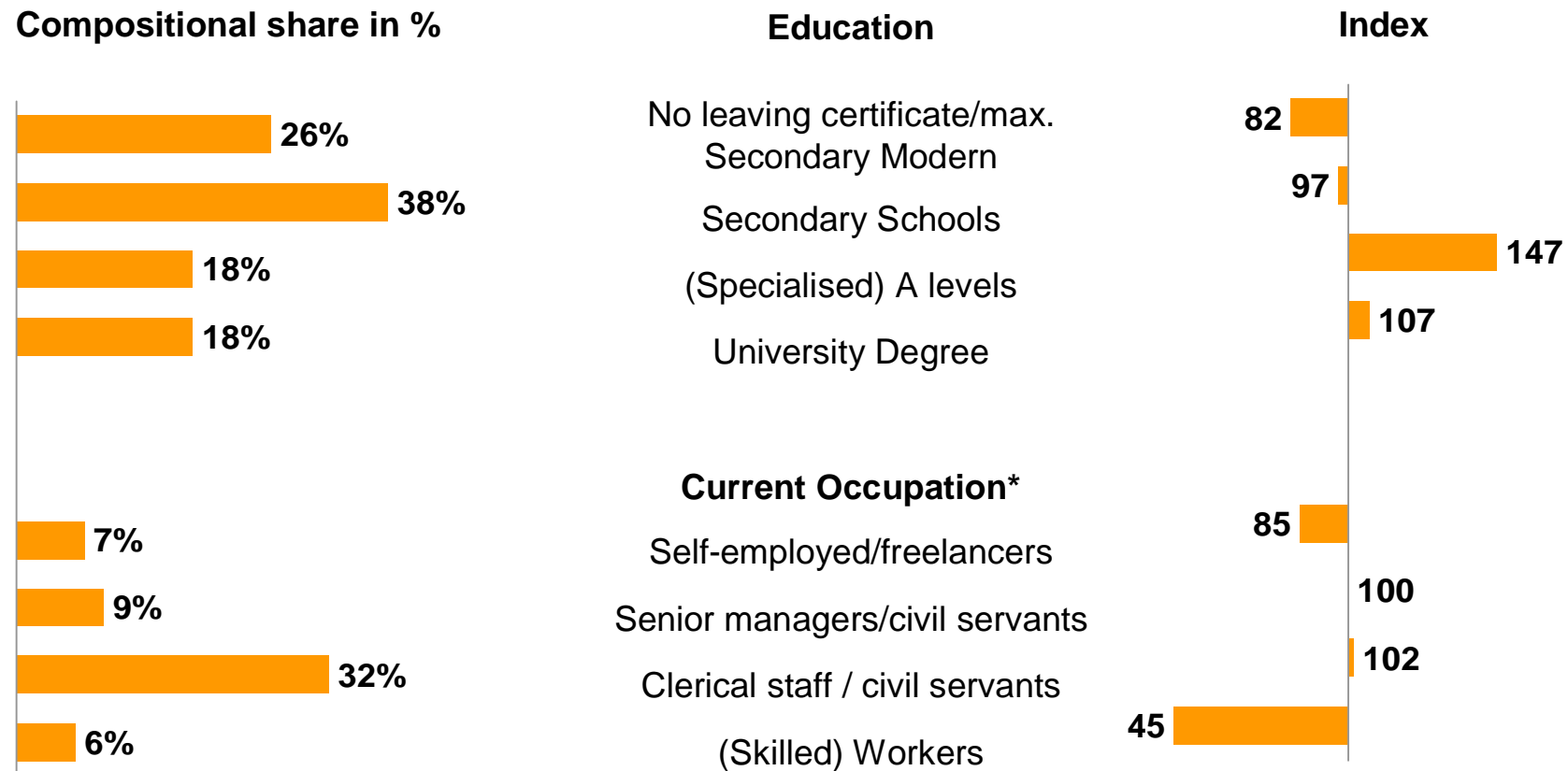
Age

14-19
20-29
30-39
40-49
50-59
60+

Source: AGOF internet facts 2009-II, period: average month / Index vs. Internet users over the last 3 months (pot. 42.22m) .

Education / Current Occupation

VOGUE.COM users are on above-average educational levels.



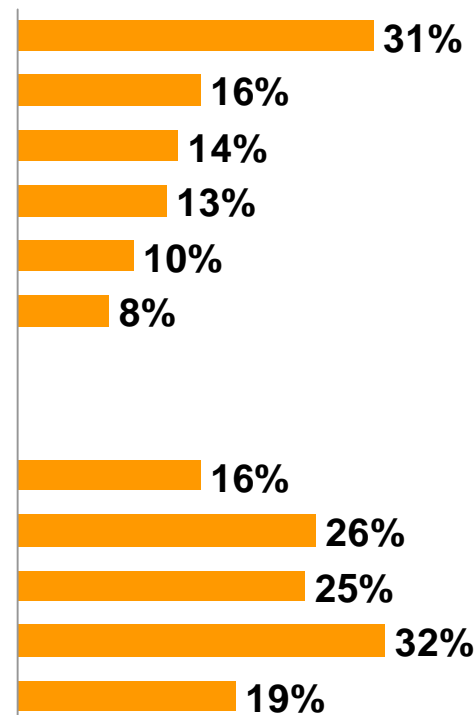
Source: AGOF internet facts 2009-II, period: average month / Index vs. Internet users over the last 3 months (pot. 42.22m).

* Audience composition falls below 100% because it does not include: "Other, in training", "Farmers" or "Not in employment (any more)".

Net Income

57% of the users have household net incomes of €2,000 and more.

Compositional share in %



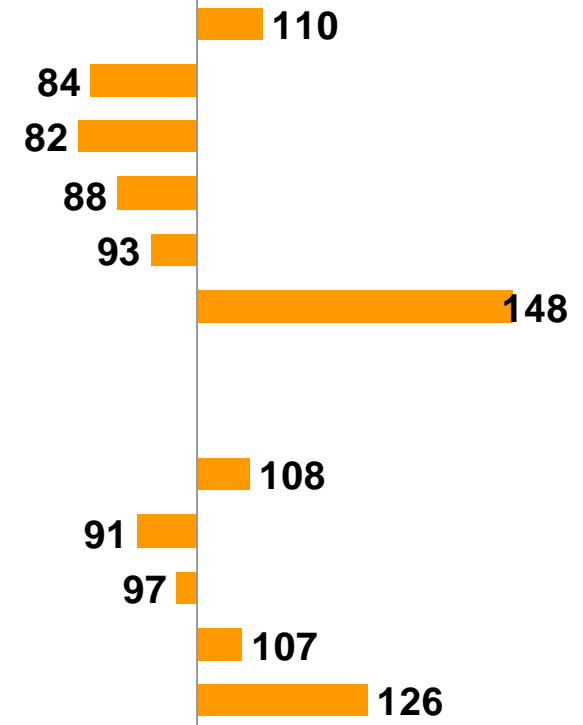
Personal net income*

- Less than €1,000
- €1,000 – 1,500
- €1,500 – 2,000
- €2,000 – 3,000
- €3,000 or more
- €4,000 or more

Household net income

- Less than €1,000
- €1,000 – 2,000
- €2,000 – 3,000
- €3,000 or more
- €4,000 or more

Index



Source: AGOF internet facts 2009-II, period: average month / Index vs. Internet users over the last 3 months (pot. 42.22m)

* Audience composition falls below 100%, because it does not include those respondents who have no income of their own or who left the question unanswered.

Contact

Please do not hesitate to contact us for further questions or individual proposals.

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