

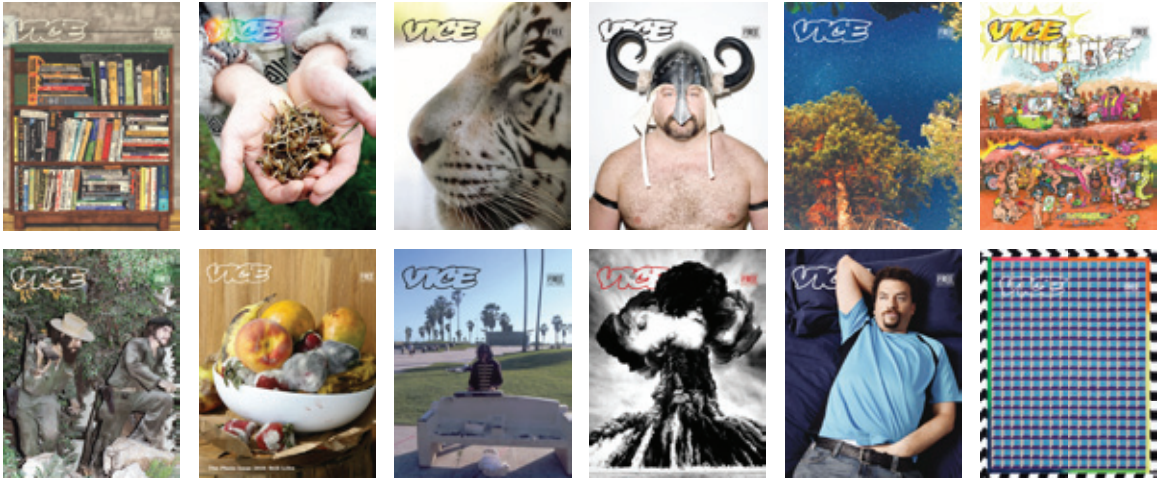
VTE



MEDIA KIT 2011

VICE IS #1

“Each generation has a small-run, intensely hip magazine that proves influential far beyond its circulation numbers, be it Wenner Media’s *Rolling Stone* or the independents *Spy* or *Might*... *Vice* is this generation’s model.” —*Advertising Age*



We’ve been saying it for a few years now, but it’s media kit time so here we go again: *Vice* is the coolest magazine in the world. There, we said it.

But we’re not just grandstanding. It’s weird to have someone tell you how amazing their magazine is, but we’re totally serious. We can prove it with cold, hard math. And nobody can argue with math.

Our audience is made up of, in marketing speak, “trendsetting metropolitans aged 21-34,” as witnessed by news outlets as varied as the *New York Times*, CNN, *ABC News*, *Wired*, Britain’s *The Independent*, and *Adbusters*, among a great many others. Our editors are regularly featured online and on TV as talking heads, and our

stories are obsessed over by the coolest consumers in the Americas and around the world.

What’s more, *Vice* has recently been an ideal platform for brands like Nike, EA Games, Scion, HBO, Adidas, Harley Davidson, Xbox, PlayStation, Honda, Jeep, Red Bull, Diageo, Miller Brewing, and hundreds of others to reach the highly sought-after, free-spending demographic that we speak to.

The reason? *Vice* is the first free, internationally distributed lifestyle magazine on Earth, ever. We pass out over a million copies of every issue around the world—spanning 28 countries. With simultaneous issues from Tokyo to São Paulo to New York to Berlin and back, each issue of *Vice* is being read and collected

by smart and funny young people the world over every month. Plus, each edition has the latest news and opinions from people on the ground in each of our territories. What other magazine can do that? Not one.

And don’t forget, *Vice* is FREE. Because it’s distributed through the living, breathing fashion boutiques, bars, record stores, galleries, and cafes where our audience actually shops and socializes, every single copy of *Vice* gets picked up. That’s right, a 100% pick up rate—three to four times the rate of any competitive publication. It’s because of this targeted distribution that *Vice* has a global army of fanatical readers who await each new issue as fervently as if it were bottled water in the desert or something.

WORLDWIDE DISTRIBUTION

“An unlikely arbiter of global youth culture...” —Playboy

25 Global Editions



In 20 major markets in the U.S.

The United Nations could stand to take some notes from our twenty-five global editors. *Vice* has successfully unified the planet in international harmony with our multi-limbed content machine. There is no parallel for it in the publishing world. Quality? Originality? Scope? Check, check, and check. Each international edition of *Vice* is tailor-made for its community, but content is also shared between all territories. That means the best features from each region are shared in *Vice* editions everywhere. We really are the world's first fully global, independent magazine.

As *Vice* magazine expands internationally, advertisers will be increasingly able to affect global style trends and reach the right people everywhere. Do you understand the implications of that? With *Vice*, you can change the world, and with each new territory that launches, our hold on the elusive and rare bird known as the “tastemaker” grows. Together, we can grow drunk and bloated with power.

TOTALS:

United States	155,000
Canada	50,000
Mexico	55,000
Brazil	20,000
Argentina	20,000
Germany	100,000
Italy	100,000
United Kingdom	89,000
France	80,000
Spain	75,000
Greece	50,000
Scandinavia	45,000
Netherlands	38,000
Portugal	30,000
Austria	26,000
Belgium	25,000
Poland	25,000
Bulgaria	20,000
Czech Republic	15,000
Romania	25,000
Switzerland	9,000
Japan	35,000
Australia	38,000
New Zealand	12,000
South Africa	25,000

TOTAL WORLDWIDE 1,162,000

LAUNCHING IN 2011:

China, Russia, South Korea.



DEMOGRAPHICS

“They’ve discovered an international tribe that’s out there — young, hip, disaffected people who are beyond the normal commercial culture.” —Tom Freston, *Sunday Times*

AN EXTREMELY LOYAL AND INVOLVED AUDIENCE

68%	save/collect an issue after reading it
45%	pick up every issue
87%	pick up each issue 3+ times to read
23%	pick it up 8+ times to read
44%	spend 1-2 hrs reading each issue, 34% spend over 2 hrs
17%	don't read ANY magazines other than VICE
45.6%	visit viceland.com once a month or more
5.6	readers per-copy on average
1,512,000	TOTAL NORTH AMERICAN AUDIENCE

VICE READERS ARE BIG-TIME CONSUMERS

83%	purchase clothing/accessories every month, 38% every week
81%	buy music every month, 41% every week
83%	eat out at least once a week
82%	go to a bar or club at least once a week
84%	purchase alcohol every week
79%	go to the cinema every month, 37% go every week
90%	have a mobile phone
39%	buy movies, videos, or DVDs every month, 11% every week
56%	buy health and beauty products every month
40%	shop online every month
80%	intend to travel overseas in the next 12 months
15%	own a Mac (the world at large is 5%), 79% own a PC
52%	own a video game console
81%	use a digital camera
94%	have a credit card
95%	use the internet daily
94%	use email daily

92% OF VICE'S AUDIENCE IS OVER 21

Under 21:	8%
21-25:	24%
26-30:	34%
31-35:	20%
36-40:	8%
41+	6%
Mean age	27.6

WHAT READERS THINK OF VICE

The writing is different from anywhere else	89%
The articles are always entertaining	86%
I love its sense of humor	93%
I love the international nature of its content	76%
The ads in the magazine are interesting	58%
I like the fact that advertising is not disguised as editorial, unlike other magazines	77%

OVERALL AGREE

VICE READERS HAVE STRONG TRENDSETTING ATTITUDES

I like to know about music/bands/releases before everyone else	83%
I like to know about fashion brands/designers before everyone else	52%
I like to know about new technology/gadgets before everyone else	49%

OVERALL AGREE

MEAN INDIVIDUAL INCOME

\$38,225

MEDIAN HOUSE-HOLD INCOME

\$77,717

MALE SKEW

Male 63%
Female 37%



THE VICE BRAND

“VICE is comfortable enough with modern media and marketing to leverage its cachet into a multi-tentacled business play.” —*Business Week*

Vice has been doing a wee bit of expansion lately. The VICE Brand Divisions now include:

VICE Films: In 2007 VICE Films produced *Heavy Metal in Baghdad*, the critically acclaimed feature-length documentary following the only heavy metal band in Iraq, Acrassicauda, and in 2008 produced *White Lightnin'*: The Jesco White Murders, starring Ed Hogg and Carrie Fisher, with Dominic Murphy directing and the UK Film Council co-producing. 2009 saw the production of *The Ride* a documentary following the cowboys of the Professional Bull Riding circuit. There is also a feature film collaboration with Academy Award-nominated director Spike Jonze in the works.

VICE DVD: A series of original long-form DVDs, including the VICE Guide to Travel. These scary and hilarious documentaries bring *Vice* magazine to life. We've heard it described as “60 Minutes meets *Jackass*” and we aren't going to argue with that, really. In 2009 VICE DVD released the Webby-winning Season One of Patrick O'Dell's VBS.TV skate series “Epicly Later'd,” and a Richard Kern DVD is also on the way featuring Kern doing what he does (shoot amazing photographs of amazing subjects) around the world.

VICE Music: An all-encompassing music company consisting of a label roster that includes The Raveonettes, Black Lips, OFF!, and Win Win, a management roster that includes Davila 666, music publishing, and a full service music supervision team. Through strategy, solutions, events, supervision, and corporate consulting, VICE Music seamlessly integrates music into the global VICE brand.

VICE Books: In 2008 VICE released three critically acclaimed photography collections: *True Norwegian Black Metal* by Peter Beste, *Skins & Punks: Lost Archives, 1978-1985* by Gavin Watson, and the much-lauded, 335-page tome *The Vice Photo Book*. We like to think of them as the visual counterparts to our pair of 2003 bestsellers *The Vice Guide to Sex and Drugs and Rock and Roll*, a compilation of *Vice* magazine's greatest hits through 2002, and our first DOs & DON'Ts book featuring *Vice*'s famously acerbic street-fashion critiques. Winter 2009 saw the release of a sequel to our original best-of collection: *News, Nudity & Nonsense*, a compendium of *Vice*'s best articles from 2003 to 2008. We also published *Heavy Metal in Baghdad*, the oral history companion to *VICE*'s eponymous award-winning documentary. In Fall of 2010 VICE Books released *Full Bleed*, the much-anticipated photo book documenting the last 30 years of New York City skateboarding by Alex Corporan, Ivory Serra and Andre Razo. VICE Books releases for 2011 will include a book of photos from Sasha Grey, titled *Neu Sex*; *Fashion Cats* by Takako Iwasa; and the second *DOs & DON'Ts* book.

VIRTUE: Virtue is the other side of VICE. It's an agency that does brand strategy, creative development, production, and distribution under one roof. Virtue is built on the belief that every brand today has to think and act like a media company, pulling an audience in rather than pushing advertising out, and that at the root of every great brand lies an idea or insight that is a story worth telling.



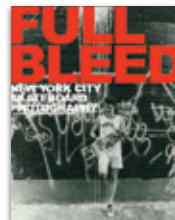
VICE Films: *White Lightnin'*



VICE DVD: *Epicly Later'd*



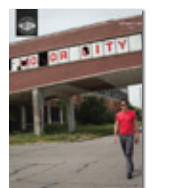
VICE Books: *Neu Sex*



VICE Books: *Full Bleed*



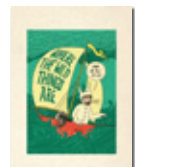
VICE Music: *OFF!*



VIRTUE: *Palladium Boots Explorer's Guide*



VICE Custom Publication: *The Colt 45 Photo Supplement*



VICE Custom Publication: *Where The Wild Things Are*

We're not even done yet. The VICE brand includes the city-specific Vice Guides mini-magazine series. We also do custom publishing for brands including Nike, Puma, Beck's, PSP, Paramount, EA Games, Calvin Klein, and Dewar's. Plus we have our own pub in London. It's called The Old Blue Last. Stop by sometime. It might be the only place in all of the UK where you can reliably and regularly find attractive people.

VICE ONLINE

“VBS is a template for a successful online TV station with original content.” –*The Sunday Times*



VICELAND.COM

Viceland.com is where *Vice* magazine lives online. Extending the free content model of the print edition, visitors can find every issue, current and from the archives, available on the site. In addition to all of the humor, hyper-smart attitude, and content that our audience expects from *Vice*, Viceland also features online exclusives, articles from around the world, a daily blog full of links, reviews, and general musings, as well as tons of reader comments.

VICELAND VITALS

(ALL STATS PER MONTH AND US ONLY)

UNIQUES	1.5 Million
AVERAGE TIME ON SITE	6:31
PAGES PER VISIT	9.8



VBS.TV

VBS is VICE's broadband television network. With acclaimed director Spike Jonze as Creative Director, VBS produces 100% original, short-form video content. Launched in March of 2007 in partnership with Viacom, VBS is now recognized as the industry leader in original content for the web, boasting 40+ established shows covering news, culture, music, and sports. All of this translates into 30 minutes of brand new programming each day and a fanatically loyal viewership.

VBS VITALS

(ALL STATS PER MONTH AND US ONLY)

UNIQUES	2.6 Million
AVERAGE TIME ON SITE	12:45
PAGES PER VISIT	14.2

ADVICE NETWORK

ADVICE is a consortium of leading digital publishers focused on the things we care about: music, travel, gaming, action sports, and fashion. With over 50 million unique visitors and 150 million pageviews per month, AdVICE allows brands to reach multiple key demographics through a single, finely-tuned network, including a gang of industry leading sites like Rhapsody, Thrasher, Booooooom, Hypebeast, Chictopia, and VICE flagships VBS and Viceland.

Complete online kit available upon request

RATES & SPECS

“Even in the recession, *Vice* has continued to maintain its premium rates across its range of advertising formats.” —*Financial Times*

MAGAZINE RATES

	USA	CANADA
BACK COVER	\$26,520	\$17,787 CAN
FRONT COVER	\$25,650	\$17,926 CAN
INSIDE BACK COVER	\$17,886	\$11,498.3 CAN
SPREAD	\$22,088	\$15,246 CAN
FULL PAGE	\$13,248	\$8,894 CAN
HALF PAGE	\$6,759	\$4,792 CAN
QUARTER PAGE	\$4,770	\$3,177 CAN

DISCOUNTS

AD BUY RATE	GROSS DISCOUNT
4X	10%
8X	12.5%
12X	15%
WORLDWIDE BUY	Available Upon Request

DEADLINES

ISSUE DATE	ON SALE FRIDAY	AD CLOSING MONDAY	ART CLOSING MONDAY	TRADE SHOW EXPOSURE
JANUARY	01/07/11	11/29/10	12/06/10	ASR, SIA, PROJECT NYC
FEBRUARY	02/04/11	1/03/11	01/10/11	MAGIC/Pool, PROJECT LV
MARCH*	03/04/11	01/31/11	02/07/11	SXSW, WMC
APRIL	04/01/11	02/28/11	03/07/11	—
MAY	05/06/11	04/04/11	04/11/11	—
JUNE	06/03/11	05/02/11	05/09/11	—
JULY*	07/01/11	05/30/11	06/06/11	Pool, PROJECT NYC
AUGUST	08/05/11	07/05/11	07/11/11	MAGIC/Pool, PROJECT LV
SEPTEMBER	09/02/11	08/01/11	08/08/11	Fashion Week
OCTOBER	10/07/11	09/05/11	09/12/11	CMJ
NOVEMBER	11/04/11	10/03/11	10/10/11	—
DECEMBER‡	12/02/11	10/31/11	11/07/11	Art Basel

* Fashion Issue * Photo Issue ‡ Fiction Issue

DIMENSIONS

SINGLE PAGE

TRIM AREA	8.375" w x 10.875" b
BLEED SIZE	8.625" w x 11.125" b
LIVE AREA	7.875" w x 10.375" b

DOUBLE PAGE SPREAD

TRIM AREA	16.75" w x 10.875" b
BLEED SIZE	17" w x 11.125" b
LIVE AREA	16.25" w x 10.375" b

1/2 PAGE HORIZONTAL	7.75" w x 4.875" b
1/2 PAGE VERTICAL	3.75" w x 10.25" b
1/4 PAGE	3.75" w x 4.875" b

IMAGES

Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it's recommended that you deliver art at 600 dpi to prevent pixelation. 300% is the maximum ink density.

REMEMBER: Always keep important info like photo credits, etc. away from the gutter or they might get chopped.

Questions about gutter compensation can be directed to: ads@viceland.com

SENDING ADS

Preferred file type is PDF. If InDesign is used please include all fonts and links. Disks or other hard production materials can be sent to:

Vice Magazine
 ATTN: Production Department
 97 N. 10th St.
 Suite 204
 Brooklyn, NY 11211

Digital proofs and files can either be emailed directly to ads@viceland.com or uploaded to our FTP here:

Address viceftp.com
 User mag
 Password viceland

This FTP can only be accessed using an FTP client such as Transmit or Fetch.

Questions can be directed to: ads@viceland.com

PRESS

"There are no holds barred for the revolutionary, bold, irreverent Vice TV, aka VBS.tv. The media website, which grew out of *Vice Magazine*, explores the strange, the controversial and the timely in exciting often edgy long and short form documentaries, covering stories that mainstream media just can't or won't do."
-*Huffington Post*

"*Vice* is known for its raw, unsparingly honest editorial voice....*Vice's* editors are either totally tuned-in geniuses or prankster revisionists. Or maybe both."
-*The Wall Street Journal*

"A hipper-than-thou alternamag with dreams of world domination..."
-*The New Yorker*

"*Vice* magazine has built a small empire out of a raw, ironic sensibility, risqué photographs, and a willingness to deal in taboo subjects."
-*New York Times*

"The new media overlords" -*NBC*

"*Vice* is so cool—in a way MTV would love to be." -*CNN*

"An online network with an astonishingly varied slate of current-affairs-oriented programming, from wry series to dead serious multipart documentaries..."
-*Advertising Age*

"*Vice* magazine has grown into a global music, publishing and fashion empire. Its take no prisoners approach has captured the imagination of what marketing people call 'trendsetting metropolitans' aged 21-34. *The Cassandra Report*, the influential consumer guide, named the magazine the number-one tastemaker in this crucial demographic for the past five years."
-*The Guardian*

"Often so far and away the funniest print publication in the world that it's sort of embarrassing to compare anything else with it. The *Vice* zeitgeist is hard to define, but you know it when you see it."
-*Business Week*

"The first-movers of culture have embraced a continuum that includes the hip, subversive aesthetic of *Vice Magazine*."
-*New York Times Magazine*

"The most innovative and insightful social commentary on the web."
-*PSFK.com*

"The superedgy hipster bible has a secret identity as a media powerhouse"
-*Vice Ranked Number 3 Media Company on Fast Company's Most Innovative Companies 2010*

"The empire of cool."
-*Vice Ranked Number 9 on Advertising Age's Magazine A-List 2010*

"There is something bigger at work here, a hell-bent libertarianism and cultural literacy that brings to mind *Playboy* in its prime, when people came for the pictures, but stayed for the articles."
-*New York Times*

TESTIMONIALS

"The most arrogant people I've ever met. I want to be in business with them."
-*Van Toffler, President, MTV*

"A lot of people claim to target trendsetters, but very few people actually deliver them. Through brand integrity, community and truth, *Vice* speaks to every single one of those elusive yet very essential assholes."
-*Livia Tortella, Vice President of Marketing & Artist Development, Atlantic Records*

"*Vice* is our *Vanity Fair*." -*Iris Alonzo, Creative Director, American Apparel*

"[*Vice*] was the original hipster brand and its influence certainly is felt on what we do."
-*Hamilton Nolan, Gawker*

"*Vice* has a certain anarchic edge to it, and has developed a real identity for itself unlike anyone else at the moment. Magazines can be very dull and shallow, *Vice* seem to have turned that on it's head somehow."
-*Dame Vivienne Westwood*

"VBS is punk rock for the 21st Century. They are better-looking and more rock-and-roll than we will ever be."
-*U2's Bono*

"I couldn't work out what *Vice* was all about...I thought it was very eclectic, very odd and very interesting. Most magazines are driven by a desire to make money, by putting celebrities in them. But this looks like it's here because it wants to be."
-*Ian Hislop*

"*Vice* is hugely influential. It's kept them on the cutting edge... Within months they are doing in the record industry what they already did in publishing; change the standard operating procedure in order to make things happen."
-*John Reid, CEO, Warner Music UK*

"The people [at VBS.tv] are on a mission. They're inventing new things every day. It reminds me of MTV in the extremely early days."
-*MTV Founder & Former Viacom CEO Tom Freston*

"I haven't gotten a copy of *Vice* since 2000, people fiend that mag like crack."
-*David Choe, Painter, Illustrator, Vice Contributor & VBS.tv host*

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