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MEDIA KIT 2007

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*

VICE is the world’s first free, internationally distributed lifestyle magazine, distributing 855,000 copies worldwide, with a circulation of 89,000 in the UK. Founded in 1994 by a trio of over-educated, unemployed drunks, VICE revolutionised publishing by delivering uncompromising editorial directly into the hands of trendsetters via its grass-roots distribution network. Embracing pop culture while dismissing mainstream media conventions, VICE has established itself as one of the world’s most unique forces in publishing.

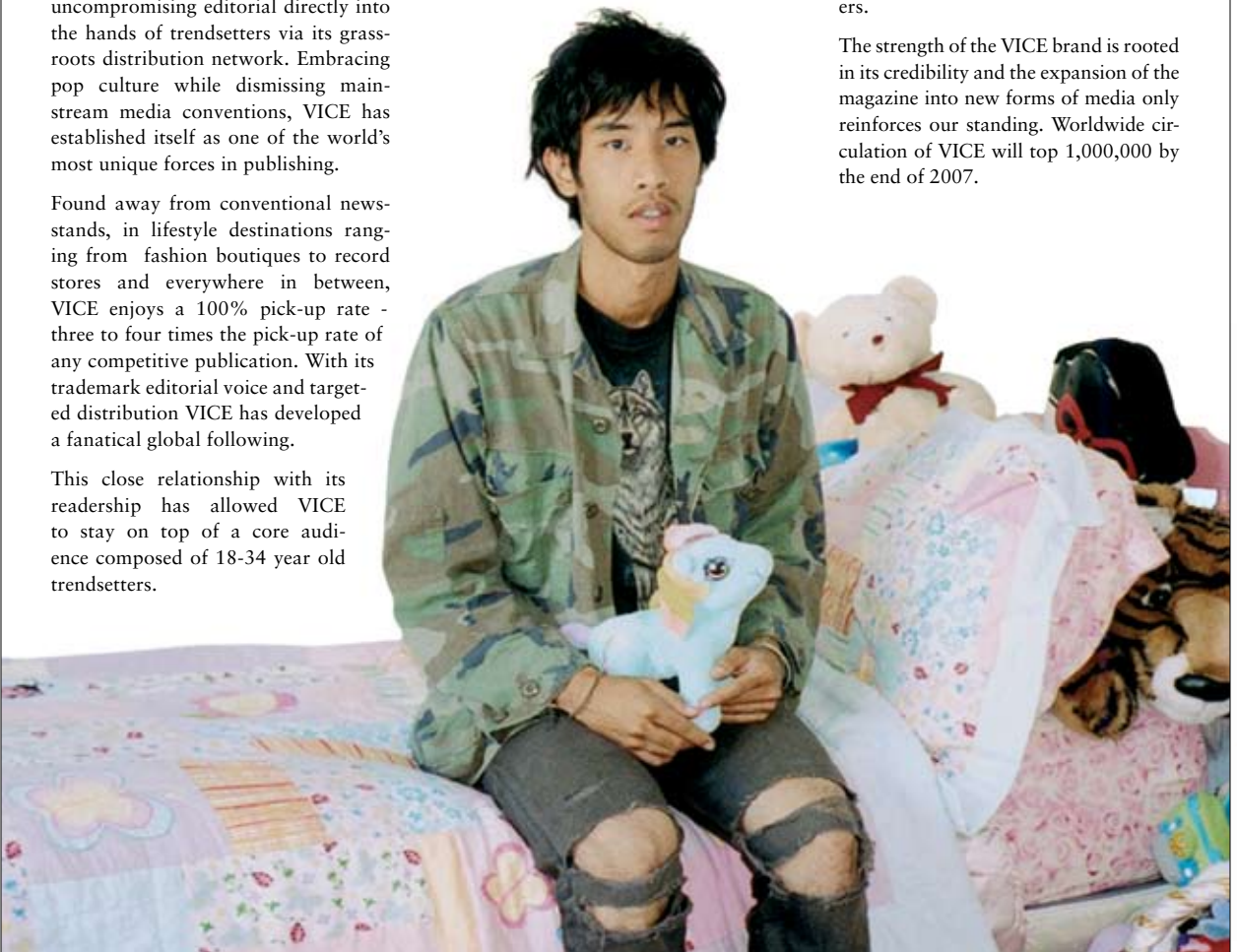
Found away from conventional newsstands, in lifestyle destinations ranging from fashion boutiques to record stores and everywhere in between, VICE enjoys a 100% pick-up rate - three to four times the pick-up rate of any competitive publication. With its trademark editorial voice and targeted distribution VICE has developed a fanatical global following.

This close relationship with its readership has allowed VICE to stay on top of a core audience composed of 18-34 year old trendsetters.

These iconoclastic, culture-obsessed readers are opinionated and irreverent and they trust VICE implicitly. In fact, marketing survey The Cassandra Report has named VICE the #1 trendsetter title for 2003, 2004, 2005 and 2006.

VICE is the ideal vehicle for brands to reach this highly sought after demographic. Such brands include Nike, Microsoft, MTV, 20th Century Fox, Unilever, Nokia, 3 Mobile, Adidas, Sony, Puma, American Apparel, Diageo, Rockstar Games, Universal Music, Warner Music Group and many others.

The strength of the VICE brand is rooted in its credibility and the expansion of the magazine into new forms of media only reinforces our standing. Worldwide circulation of VICE will top 1,000,000 by the end of 2007.



WORLDWIDE DISTRIBUTION

“VICE magazine has grown into a global music, publishing and fashion empire.”
—The Guardian

“An international phenomenon”
—The National Post

13 Global Editions



People all over the world want more VICE. Constantly staying one step ahead of mainstream tedium and media saturation, our twelve global editors have crafted a content machine that is unparalleled in terms of quality, originality, and scope. Each edition is tailored for its community and content is shared between all territories, with the best features from each region being fed to the network of editions around the globe.

As the magazine expands internationally, advertisers will be increasingly able to affect global style trends and reach the right people everywhere. With each new territory that launches, VICE's hold on the elusive tastemaker demographic grows exponentially, affording spectacular opportunity for key brand partnerships.

2007 will see VICE launch in France, Spain, Argentina, Brazil, Switzerland, Mexico, Greece, Austria, and Portugal.

TOTALS:

1. U.K. 89,000
2. U.S.A. 125,000
3. Canada 50,000
4. Germany 100,000
5. Italy 100,000
6. France 75,000
7. Spain 75,000
8. Scandinavia 45,000
9. Holland 28,000
10. Belgium 18,000
11. Japan 100,000
12. Australia & N.Z. 50,000

LAUNCHING IN 2007:

13. Mexico
14. Brazil
15. Argentina
16. Portugal
17. Austria
18. Switzerland
19. Poland
20. Greece

TOTAL WORLDWIDE 855,000



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 is one of the fastest growing young media companies in the world. On the strength of its cutting-edge content and audience loyalty, the magazine has expanded into numerous media streams. VICE aims to be the most credible and influential lifestyle content producer in the world. **The VICE brand divisions include:**

VICELAND.COM: The global portal to VICE Magazine online, VICELAND features special daily articles and a revealingly candid interaction with VICE’s audience worldwide. Receiving over 500K UK hits each month and 4.5m worldwide, Viceland is a valuable marketing asset on its own or when combined with the magazine. See viceland.com/onlineadvertising for more info.

VBS.TV: An IP broadcast network featuring video on demand and a startling array of original content for the web, including news, music, comedy, animation and food. Produced and broadcast LIVE from VICE’s in-house production studios around the world.

VICE Films: VICE Films’ current projects include a feature film collaboration with Academy Award nominated director Spike Jonze, *White Lightning: The Jesco White Murders*, a co-production with The United Kingdom Film Council and directed by British director Dominic Murphy, and a feature film project with Plan B/ Paramount.

The Old Blue Last: VICE purchased its very own beautiful Victorian pub in November 2004. The Old Blue Last has since turned into one of the most exciting live music venues in the UK, hosting a variety of popular club nights, gigs and tailor-made brand events. 2006 witnessed exclusive performances from heavyweight artists such as the Arctic Monkeys, Sonic Youth and Lily Allen.

In addition, the VICE brand includes our VICE Guides mini-magazine series (Student & Festival Guides), VICE Books (The VICE Guide to Sex and Drugs and Rock and Roll, 2006; VICE Dos and Don’ts, slated for 2007); custom publishing for brands including Nike, Brahma, Lynx and Casio; and VICE Events, a full-service events and production company launched in 2006.

VICE Recordings: A joint venture with ATC Management, VICE Recordings UK launched in late 2006, building on VICE’s success in America where our roster includes The Streets, Bloc Party, The Stills, Justice and many more.

VICE DVD: A joint venture with MTV Networks, producing three original long-form DVDs a year, including the *VICE Guide to Travel*. These investigative and hilarious documentaries bring VICE Magazine to life.

VIRTUE: Virtue is the other side of VICE. It’s not an advertising agency. It’s brand strategy, print and film production, art direction and product development, all under one roof. A fully integrated creative, branded entertainment and distribution studio with offices in New York, London, Berlin, Toronto, Stockholm and Sydney, – providing brands the chance to harness the creative power of VICE’s worldwide creative network, and produce original content that speaks directly to leading edge consumers locally and globally.



Vice Student Guide



*VICE Custom Publication:
BRAHMA Art Showcase*



Vice Pub: The Old Blue Last



Vice Festival Guide



*VICE Custom Publication:
Nike Skate Photo Special*



VICE Guide to Travel DVD

DEMOGRAPHICS

Source: September 2006 3rd Party Research. Data and methodology available upon request.

86% OF VICE'S AUDIENCE IS OVER 21

Under 21:	14%
21-25:	38%
26-30:	30%
31-35:	11%
36+:	7%
Mean age	24

MALE SKEW

Male	59%
Female	41%

EDUCATION

Secondary Education+	78.8%
University+	63.3%

AN EXTREMELY LOYAL AND INVOLVED AUDIENCE

67%	save/collect an issue after reading it
45%	pick up every issue
5.6	readers per-copy on average
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

VICE READERS ARE BIG-TIME CONSUMERS

94%	purchase clothing/accessories every month, 38% every week
89%	buy music every month, 41% every week
83%	eat out at least once a week
91%	go to a bar or club at least once a week
92%	purchase alcohol every week
79%	go to the cinema every month, 37% go every week
96%	have a mobile phone
71%	buy movies, videos or DVDs every month, 11% every week
56%	buy health and beauty products every month
40%	shop online every month
15%	own a Mac (the world at large is 5%), 79% own a PC
61%	own a video game console
81%	use a digital camera
80%	intend to travel overseas in the next 12 months
94%	have a credit card
95%	use the internet daily
94%	use email daily

WHAT READERS THINK OF VICE

	OVERALL AGREE
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%

VICE READERS HAVE STRONG TRENDSETTING ATTITUDES

	OVERALL AGREE
I like to know about music/bands/releases before everyone else	83%
I like to know about fashion brands/designers before everyone else	65%
I like to know about new technology/gadgets before everyone else	56%



RATES

MAGAZINE RATES

	UK	CANADA	USA	JAPAN	AUSTRALIA & NEW ZEALAND	FRANCE/ GERMANY/ ITALY/SPAIN	BELGIUM/ HOLLAND/ SCANDINAVIA
Full Page	£3,500	\$7,700 CAN	\$9,067	¥700,000	\$3,800 AUD	€5,500	€3,850
Half Page	£1,900	\$4,950 CAN	\$4,625	¥380,000	\$2,280 AUD	€3,000	€2,750
Quarter Page	£1,050	\$2,750 CAN	\$3,264	¥200,000	\$1,368 AUD	€1,650	€1,500
Spread	£6,000	\$13,200 CAN	\$15,117	¥1,200,000	\$6,460 AUD	€9,500	€6,500
Back Cover	£8,000	\$15,400 CAN	\$18,150	¥1,200,000	\$7,146 AUD	€12,500	€8,700
Front Spread	£8,400	\$15,520 CAN	\$17,555	¥1,600,000	\$9,044 AUD	€13,300	€10,360
Inside Back Page	£4,550	\$9,955 CAN	\$12,241	¥1,000,000	\$4,940 AUD	€7,150	€5,665

(35% GROSS DISCOUNT ON WORLDWIDE BUYS)

VICELAND.COM AD RATES (UNITED KINGDOM ONLY)*:

Homepage Size: 733 x 271px	Banner Steaming Video: £30 CPM, Flash: £30 CPM
Vertical Size: 120 x 600px	Banner £15 CPM
Horizontal Size: 468 x 60px	Banner £12 CPM
Square Size: 300 x 250px	Banner £15 CPM
Newsletter 43,000 recipients	e-blast £1,250

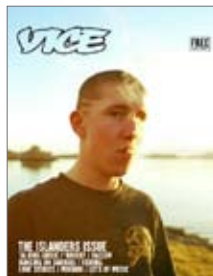
*viceland.com kit available at viceland.com/onlineadvertising

STICKER SHEET (10 PER SHEET)

Sticker	£750/sticker
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DISCOUNTS

AD BUY RATE	GROSS DISCOUNT
4X	10%
8X	12.5%
12X	15%



TECHNICAL SPECS

DIMENSIONS

TRIM AREA 213mm *w* x 276mm *h*
BLEED SIZE 219mm *w* x 282mm *h*
LIVE AREA 193mm *w* x 256mm *h*

1/2 PAGE HORIZONTAL . 197mm *w* x 124mm *h*
1/2 PAGE VERTICAL 95mm *w* x 257mm *h*

1/4 PAGE SQUARE 95mm *w* x 124mm *h*
1/4 PAGE HORIZONTAL . . 197mm *w* x 59mm *h*
1/4 PAGE VERTICAL 48mm *w* x 257mm *h*

HOW AND WHERE TO SEND ADS

All ads must be sent to VICE in a digital format electronically (email or FTP) or on a CD. The preferred format for final artwork is QuarkXPress files with all used images and fonts (including screen and print fonts). Once you have collected everything on CD, send it to:

ATTN. PRODUCTION DEPT.
VICE UK
77 Leonard Street
London, UK
EC2A 4QS

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.

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

SENDING VIA EMAIL OR FTP*

If files are under 3mb, stuff and send to candi@viceuk.com. If bigger than 3mb, stuff and send to our FTP server (address info below). If you don't have an FTP program, call us or go to www.panic.com/transmit/download.html and download a program called Transmit. Once download is complete, enter the following information into the Transmit window:

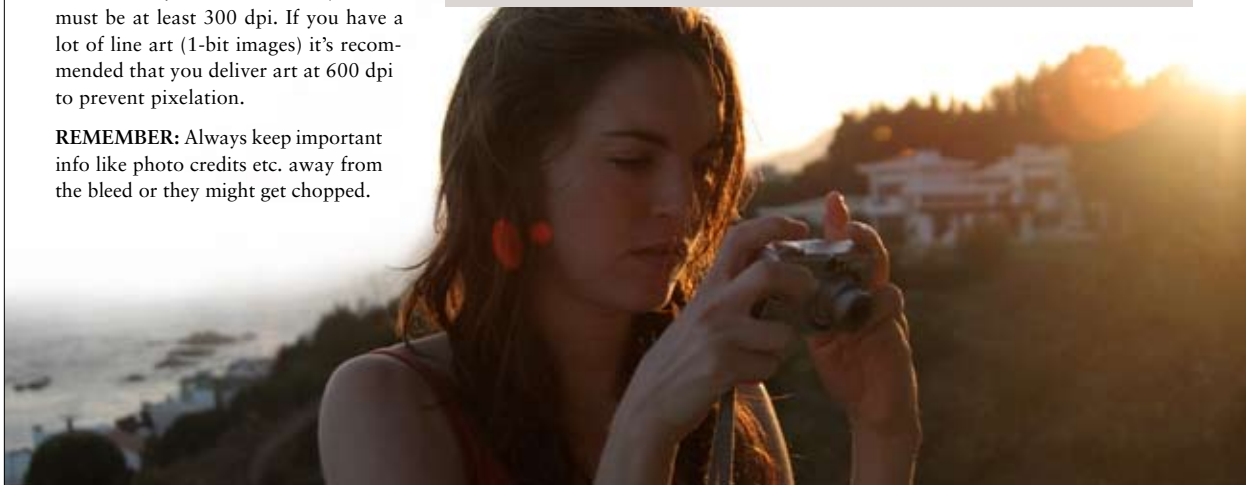
ADDRESS viceuk.com
USER viceupload
PASSWORD vice88
DIRECTORY /UK

Only upload in the UK sub directory. Files placed in the root directory will be lost. After the file is uploaded, confirmation should be emailed to candi@viceuk.com containing name of file.

DEADLINES

ISSUE DATE	STREET DATE	AD CLOSING DEADLINE	ART CLOSING DEADLINE	SPECIAL EXPOSURE
JANUARY	08/12/06	17/11/06	24/11/06	-
FEBRUARY	12/01/07	15/12/06	22/12/06	BREAD & BUTTER
MARCH	02/02/07	12/01/07	19/01/07	TBC, Soltex, Park, Margin
APRIL	09/03/07	16/02/07	23/02/07	-
MAY	06/04/07	16/03/07	23/03/07	-
JUNE	04/05/07	13/04/06	20/04/06	-
JULY	08/06/07	18/05/07	25/05/07	Glastonbury
AUGUST	06/07/07	15/06/07	22/06/07	BREAD & BUTTER
SEPTEMBER	03/08/07	13/07/07	20/07/07	TBC, Park, Margin
OCTOBER	07/09/07	17/08/07	24/08/07	-
NOVEMBER	12/10/07	21/09/07	28/09/07	-
DECEMBER	09/11/07	19/10/07	26/10/07	-

STUDENT ISSUE	16/02/07	26/01/07	02/02/07	Freshers week
FESTIVAL GUIDE	25/05/07	04/05/07	11/05/07	Various Festivals
STUDENT ISSUE	21/09/07	31/08/07	07/09/07	-



RECENT PRESS

“Make way for the new honesty”

–**Observer Magazine**

“Scurrilious... the hottest magazine.”

–**NME**

“...delivers humour by the crateload and skewed intelligent cultural analysis melded to a shocking gift for irreverent delivery...”

–**Arena**

“[A] hipper-than-thou alternamag with dreams of world domination”

–**The New Yorker**

“Cutting, clever and hilariously crude”

–**Visionaire**

“Vice is the rarest of beasts - a success story in the cut-throat style magazine sector.”

–**Media Guardian**

“[Among the] biggest brand success stories of the year”

–**Advertising Age**

“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**

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 people actually deliver them. Through brand integrity, community & 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 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, Managing Director, WEA London**

“Vice is currently the most interesting magazine being produced in the UK. I would recommend advertising in Vice to anyone... It works!”

–**Richard Willis, Marketing Manager, Vital Sales and Marketing**

“I love Vice, it's gonna take over Europe, it's a bad magazine.”

–**Johnny Knoxville, Jackass Guy**

VICE CONTACTS

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