ADVERTISING MEDIA KIT

V MAGAZINE

Advertising in V's large-format magazine and across its digital channels. Book through LARA Media Group.



2026–2027 rate-card edition · US dollars

Contact LARA

Print advertising | Website ads and newsletter | Web articles and hubs | Social ads | Dates and booking

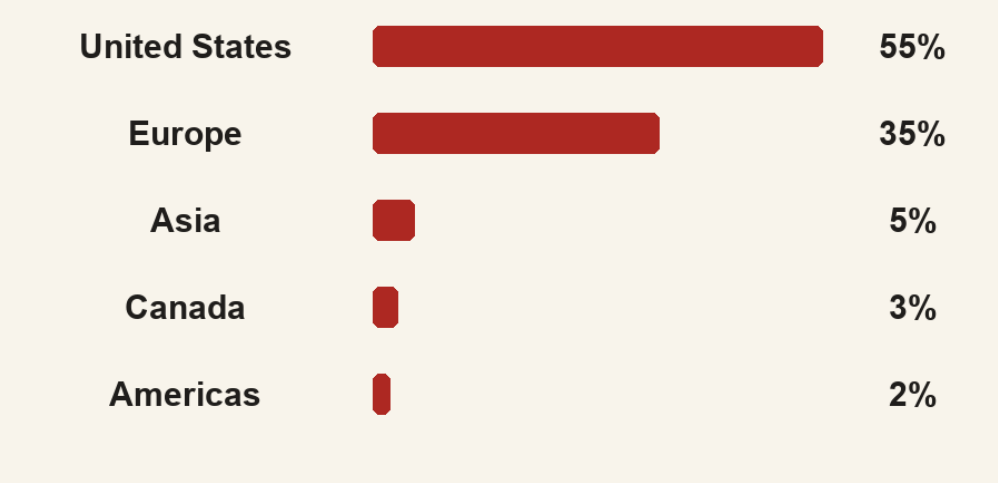
THE AUDIENCE

Who V Magazine reaches

V is a large-format magazine published every two months. It covers fashion, beauty, art, music and celebrity.

118,185	450,000	350,000	64,000
Print circulation	Print readership	Average monthly website visitors	Newsletter subscribers and VIP mailing list

Where readers are



Reader profile

43% are aged 25–39. The reported average age is 32. The print profile lists 62% female and 38% male readers.

V lists a print advertising rate base of 100,000, which is the circulation figure used to plan its ad rates.

V reports 3 million Instagram followers. Ask for the reach of the particular social placement you're considering.

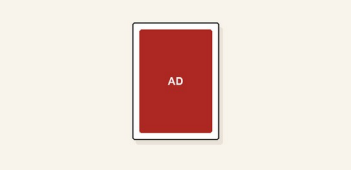
Source V Magazine. "Americas" is the publisher's label. The booking quote confirms expected campaign delivery.

See print ad sizes and rates | See online rates

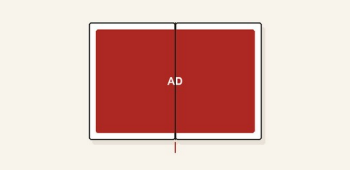
PRINT ADVERTISING

Choose a print position

V lists single pages, facing-page spreads and named positions. Ask which issue and position LARA can confirm.



One page



Two facing pages



A cover position

Placement	What you book	2026–2027 rate
Single page	One page in the issue	$19,550
Double-page spread	Two facing pages	$39,100
Inside front cover spread	The inside front cover and the page facing it	$49,450
Outside back cover	The back of the closed magazine	$54,050
Inside back cover	The inside of the back cover	$25,300
Contents pages 1 and 2	Confirm which contents position the quote covers	$25,300
Editor’s letter	Position associated with the editor’s letter	$25,300
Masthead	Position associated with the magazine’s staff and credits page	$25,300

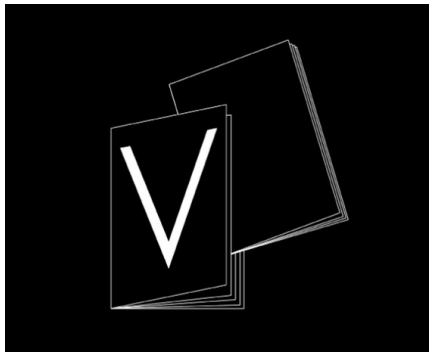
Check before booking Rates are for planning. LARA confirms the position, availability, taxes and payment terms in writing.

See special print formats | See exact artwork dimensions

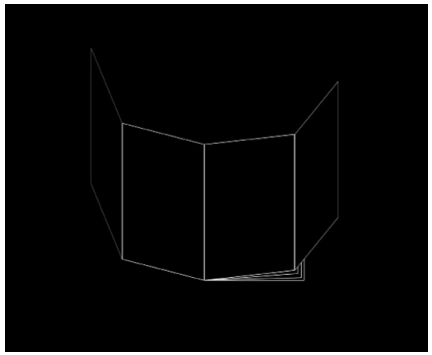
SPECIAL PRINT FORMATS

Add an insert, fold-out or wrap

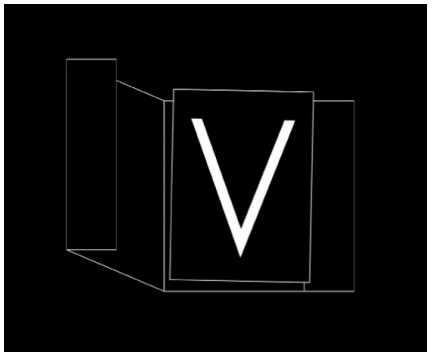
Choose from ten print formats for pieces readers can open, pull out or keep. Ask LARA for a production quote.



16-page booklet



Double cover gate



Cover wrap

Illustrations by V Magazine.

Put it inside	Open it out	Wrap or hold it
Single-leaf insert, four-page insert, 16-page saddle-stitched booklet and 28-page calendar. A saddle-stitched booklet is stapled through the fold.	Cover gate, double cover gate and Z-gate. Ask how the panels open and what the final size will be.	Cover wrap, O-card and custom envelope. Confirm the material, shape and how it fits around the issue.

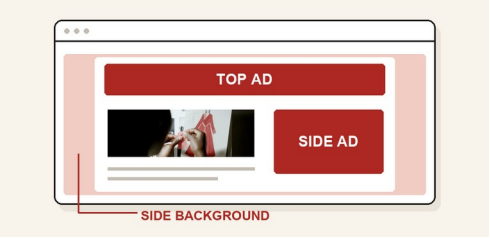
Quote required Confirm the finished size, stock, weight and number of copies. Ask whether design, production, handling and transport are included.

See print ad prices | See gatefold measurements

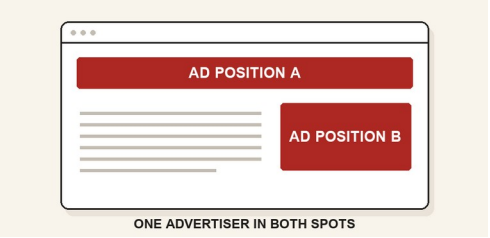
WEBSITE AND NEWSLETTER

Book a website or newsletter placement

Choose a full day on the homepage, two coordinated website ad positions or a placement in one newsletter.



Homepage takeover



Paired sitewide ads



Newsletter

Illustrative layouts. Ask LARA for the exact positions included in your quote.

Placement	What you book	2026–2027 rate
Daily homepage takeover	Several homepage ad spaces for a day	$5,750
Sitewide tandem ads	Both agreed ad slots are yours during the run	From $11,500
Newsletter placement	One newsletter. Confirm how the placement will appear	$5,750

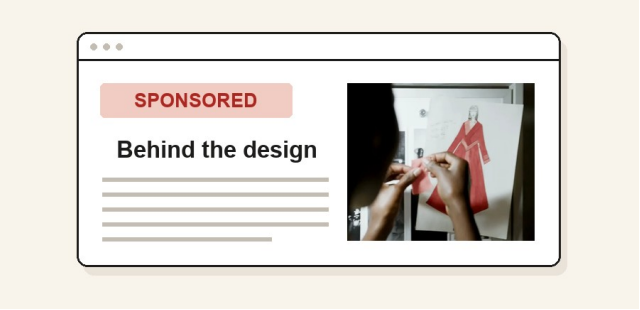
Timing and prices A 20% premium may apply to digital bookings in March and September. Confirm the final price and included positions with LARA.

See web articles and hubs | See social media rates | See dates and booking

WEB ARTICLES AND HUBS

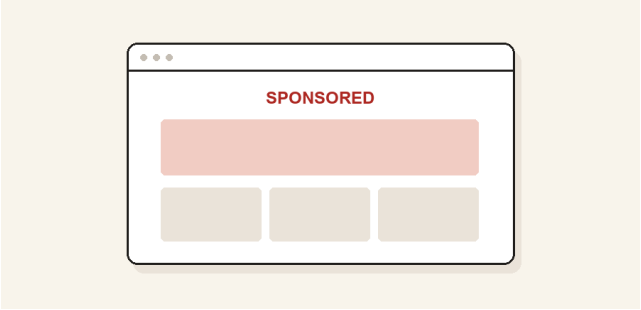
Publish a web article on V Magazine

Book a single sponsored article or discuss a dedicated homepage area for your campaign.



One web article

Your story appears as an article on V Magazine's website.



A dedicated homepage hub

Agree the contents, homepage position and how long it runs.

Illustrative layouts. LARA confirms the final format and placement.

Placement	What you book	2026–2027 rate
Sponsored web article	One article post on V Magazine's website	$5,750
Dedicated homepage hub	A dedicated area on the homepage. Confirm its contents and run dates	$40,250

What to confirm Ask who supplies the copy and images, who signs off the story, how long it stays online and whether promotion is included. Confirm any seasonal premium with LARA.

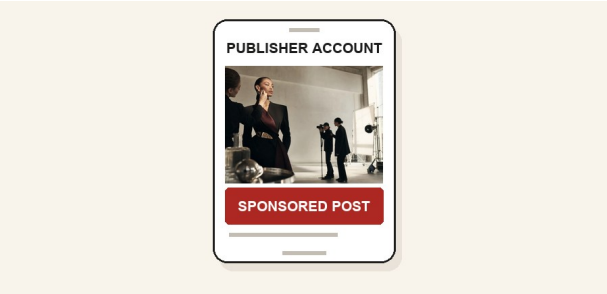
Custom digital covers V Magazine has produced collaborative digital covers. Ask LARA for a separate project quote.

See website ad placements | See past V projects | See dates and booking

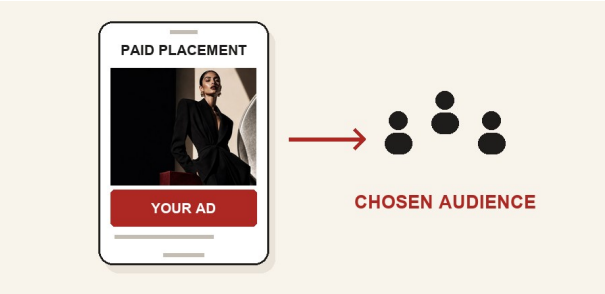
SOCIAL ADVERTISING

Choose a feed post or Story

V lists regular posts and paid ads. A paid ad can run without appearing in the publisher's public feed, a format sometimes called a dark post.



A regular feed post



An ad shown to a chosen group

Placement	How it's priced	2026–2027 rate
Regular feed post	Per post on the publisher's feed	From $5,750
Paid feed ad	Per 1,000 times the ad is shown	$69
Regular Instagram Story	Per Story post	$2,300
Paid Instagram Story ad	Per 1,000 times the ad is shown	$46

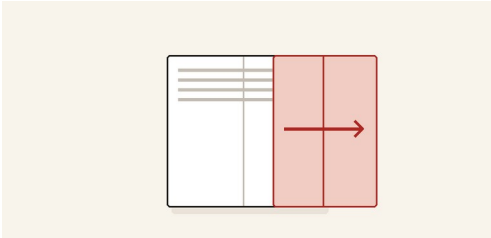
How to read the price An impression is one recorded display of the ad. The paid rates above are per 1,000 displays. Confirm the platform, audience, planned volume and March or September premium in your written quote.

See website and newsletter rates | See dates and booking

PAST WORK

Ideas from V Magazine’s past projects

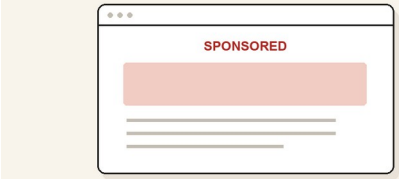
These examples show projects V has produced. Ask LARA whether V can take on a similar brief and what it would cost.



Print keepsakes

Books and calendars

V produced a Chanel art book, a Bvlgari hardbound feature and branded calendars.



Covers and stories

Collaborative covers and video

Past work includes digital cover collaborations, a Coach print cover and a video and cut-out print feature for Maison Margiela and Reebok.



Events

Launches and celebrations

V shows cover-launch dinners, a Chanel event and celebrations connected to a Ray-Ban cover series.

For a custom quote Send the idea, channels, date and budget to LARA. Confirm scope, artwork rights, production and delivery in writing.

See special print formats | Discuss a project with LARA

PRINT ARTWORK

Send artwork that fits the issue

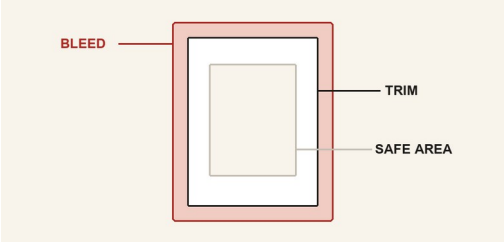
All dimensions below are width × height. Trim is the finished page edge. Bleed extends the artwork beyond that edge.

Format	Trim size	Size including bleed
Single page	9.8 × 13.375 in 248.92 × 339.725 mm	10.05 × 13.625 in 255.27 × 346.075 mm
Double-page spread	19.6 × 13.375 in 497.84 × 339.725 mm	19.85 × 13.625 in 504.19 × 346.075 mm

Gatefold panel sizes

Gate panel	Cover panel	First page
9.3 × 13.375 in / 236.22 × 339.725 mm	9.55 × 13.375 in / 242.57 × 339.725 mm	9.8 × 13.375 in / 248.92 × 339.725 mm

How to set up the page



Bleed and safe area
Allow 0.125 in (3.175 mm) bleed beyond every edge. Keep text and logos at least 0.25 in (6.35 mm) inside trim.

Centre fold
Allow 0.5 in (12.7 mm) for March and September issues, and 0.25 in (6.35 mm) for other issues.

Files to hand over Send a print-ready PDF to LARA with the issue number and brand name. Supply spreads as one file spanning both pages. Use CMYK, at least 350 dpi at full size, embedded fonts and crop marks. Confirm any spot-colour requirement in advance.

Colour and proof Supply a colour proof calibrated to SWOP at full size with crop marks. V lists a 175 lines-per-inch screen and requires a compliant proof to guarantee colour.

See print positions | See dates and booking

DATES AND BOOKING

Plan your booking through LARA

The print artwork deadlines below have passed. Share your preferred issue or campaign dates with LARA for the next available placement.

Past print issue dates for reference

V issue	Final artwork	Digital launch	On sale	On stands until
V158 · Spring preview	5 Dec 2025	1 Jan 2026	16 Jan 2026	1 Mar 2026
V159 · Spring	2 Feb 2026	20 Feb 2026	2 Mar 2026	7 May 2026
V160 · Summer	27 Mar 2026	4 May 2026	8 May 2026	9 Jul 2026
V161 · Fall preview	5 Jun 2026	6 Jul 2026	10 Jul 2026	10 Sep 2026
V162 · Fall	30 Jul 2026	2 Sep 2026	11 Sep 2026	10 Nov 2026
V163 · Winter	1 Oct 2026	2 Nov 2026	6 Nov 2026	6 Jan 2027

What to send us Tell us the placement, target audience, timing and budget. We'll confirm availability, rate, included work, payment terms and the final artwork deadline in writing.

contact@laramediagroup.com | laramediagroup.com/advertising/

LARA Media Group operates through LARA MEDIA GROUP LTD in the United Kingdom (company number 13952247) and LARA MEDIA GROUP LLC in the United States, a New Mexico limited liability company (Business ID 0008062379). US mailing address: 322 Robinson Ln, Wilmington, DE 19805, United States.

Return to print prices | Return to digital prices