ADVERTISING MEDIA KIT

VMAN

Advertising across VMAN’s twice-yearly menswear magazine and its digital channels. Book through LARA Media Group.



2026–2027 rate-card edition · US dollars

Contact LARA

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

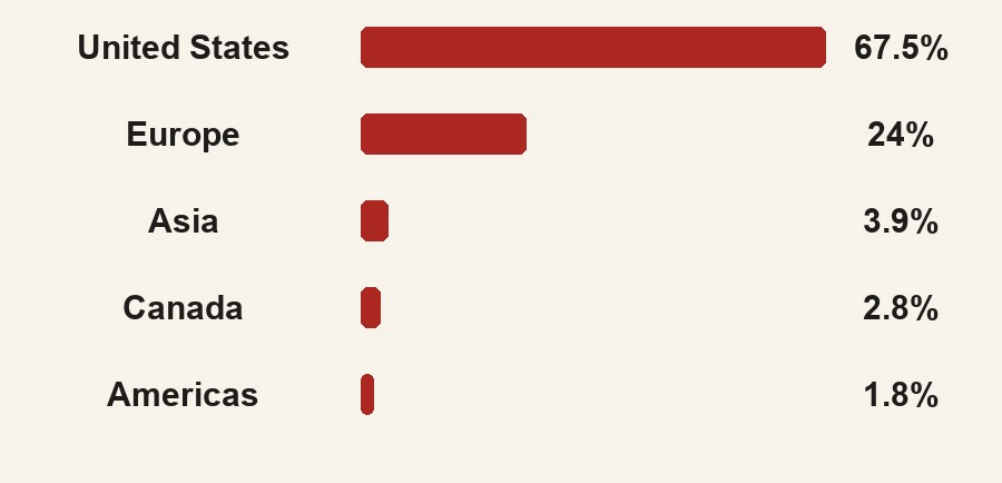
THE AUDIENCE

Who VMAN reaches

VMAN publishes twice a year and covers men’s fashion, grooming, film, music, sports and design.

90,000	378,000	150,000
Print circulation	Print readership	Average monthly website visitors

Where readers are



Reader profile

The reported average reader age is 36. The profile lists 87% male, 12% female and 1% non-binary readers. The largest age group is 25–34.

These figures are a publisher-reported snapshot. Ask LARA for updated figures for the placement and dates you’re considering.

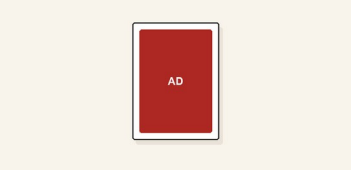
Source VMAN. “Americas” is the publisher’s label.

See print ad prices | See website ads

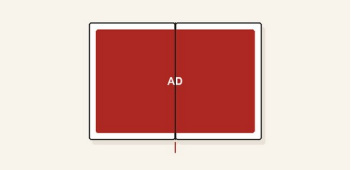
PRINT ADVERTISING

Choose a print position

Choose a full page, two facing pages or a named position in the issue.



One page



Two facing pages



Cover position

Placement	What you book	2026–2027 rate
Single page	One page in the issue	$23,655.50
Double-page spread	Two facing pages	$47,311.00
Inside front cover spread	Inside front cover and facing page	$59,834.50
Outside back cover	Outside of the back cover	$65,400.50
Inside back cover	Inside of the back cover	$30,613.00
Contents pages 1 and 2	Confirm which position the quote covers	$30,613.00
Editor’s letter	Position associated with the editor’s letter	$30,613.00
Masthead	Position associated with the magazine’s staff and credits page	$30,613.00

2027 planning estimates Prices are in US dollars. Ask LARA for a current written quote for your dates, placement and included work.

See inserts and wraps | See artwork requirements

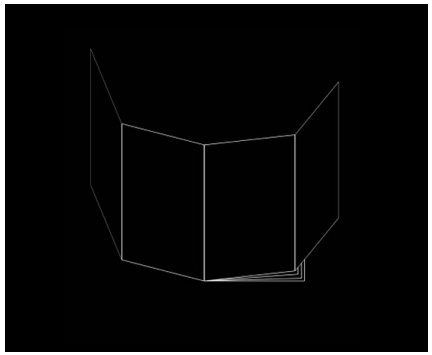
SPECIAL PRINT FORMATS

Add an insert, fold-out or wrap

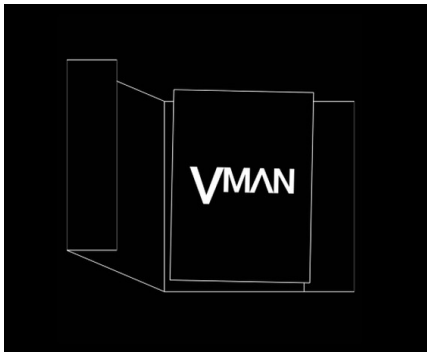
Choose a physical piece to include in or around the issue. Ask LARA which formats can be made for your booking.



16-page booklet



Double cover gate



Cover wrap

Illustrations by VMAN.

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.	Cover gate, double cover gate and Z-gate.	Cover wrap, O-card and custom envelope.

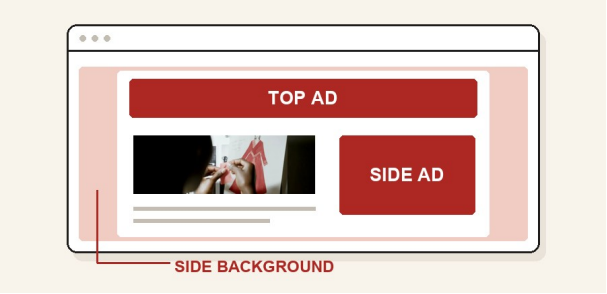
Quote required Confirm paper, shape, weight, number of copies and whether design, printing, handling and delivery are included.

See print prices | See gatefold measurements

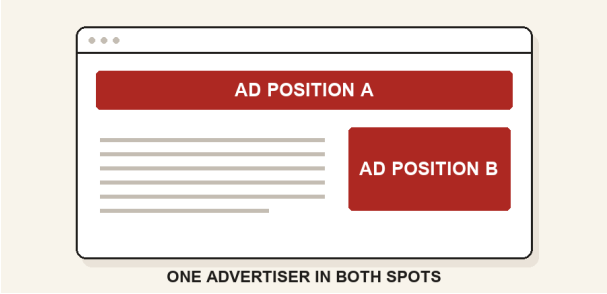
WEBSITE ADVERTISING

Book a website placement

Choose one day on the homepage or a pair of coordinated ad positions across the site.



Homepage takeover



Paired sitewide ads

Illustrative layouts. Ask LARA to confirm the positions and included website pages.

Placement	What you book	2026–2027 rate
Daily homepage takeover	Several homepage ad positions for one day	$4,870.25
Sitewide tandem ads	One advertiser in both agreed website ad slots	From $10,436.25

Seasonal pricing A 20% premium may apply to March and September digital bookings. LARA will confirm the rate for your dates.

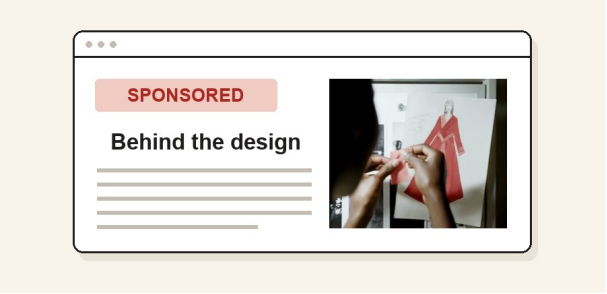
2027 planning estimates Prices are in US dollars. Ask LARA for a current written quote for your dates, placement and included work.

See web articles and hubs | See social ads

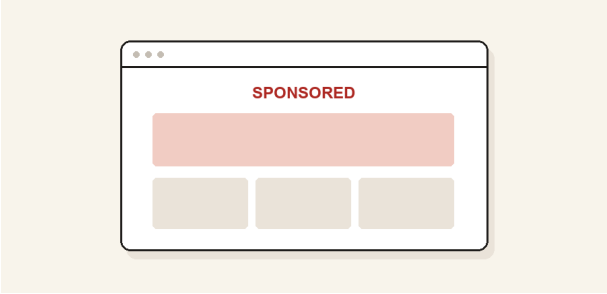
WEB ARTICLES AND HUBS

Publish an article on VMAN

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



One web article



Dedicated homepage hub

Illustrative layouts. Confirm the contents, position and duration before booking.

Placement	What you book	2026–2027 rate
Sponsored web article	One article post on VMAN's website	$1,391.50–$2,783.00
Dedicated homepage hub	Agree the homepage area, contents and dates	$34,787.50

What to confirm Agree who provides the words and images, who approves the piece and how long it stays online.

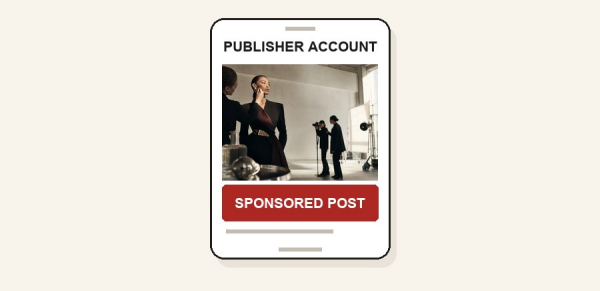
2027 planning estimates Prices are in US dollars. Ask LARA for a current written quote for your dates, placement and included work.

See website placements | See past VMAN projects

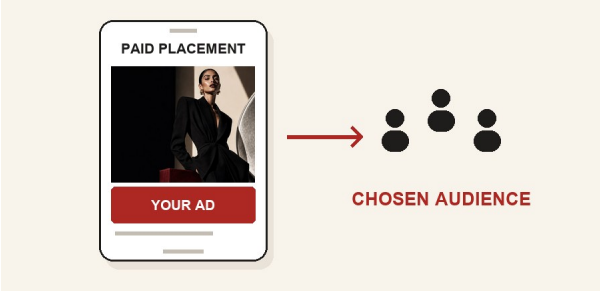
SOCIAL ADVERTISING

Choose a feed post or Story

VMAN lists regular posts and paid ads. A paid ad can run without a public feed post.



Publisher's feed



Paid placement

Placement	What you book	2026–2027 rate
Regular feed post	Per post on the publisher's feed	From $4,870.25
Paid feed ad	Per 1,000 recorded displays	$83.49
Regular Instagram Story	Per Story post	$1,391.50
Paid Instagram Story ad	Per 1,000 recorded displays	$55.66

How paid ads are priced An impression is one display of an ad. The paid rates above are for 1,000 displays. Ask about planned volume, eligibility and seasonal pricing.

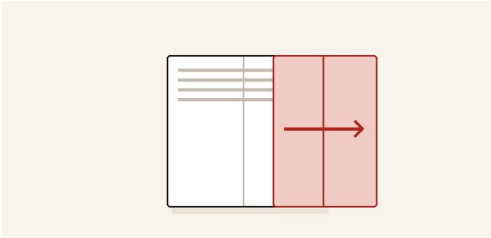
2027 planning estimates Prices are in US dollars. Ask LARA for a current written quote for your dates, placement and included work.

See website placements | See dates and booking

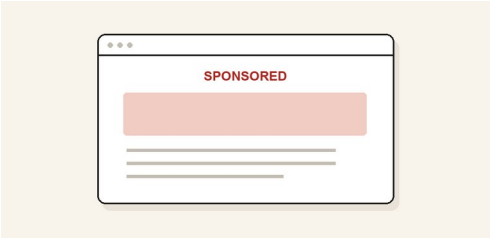
PAST WORK

Ideas from VMAN’s past projects

Ask LARA whether VMAN can take on a similar brief and what it would cost.



Special editions



Collaborative covers



Launch events

Zines and calendars

VMAN made a zine with Copenhagen Fashion Week and a branded calendar with BENCH.

Print and digital stories

Examples include a digital cover plus print feature with Armani Exchange and Omega, and an Austin Butler cover with Cartier.

Celebrations

Examples include an issue-launch dinner with Montblanc and a launch event with Valentino.

Quote required Agree the scope, people and production, where it appears, who owns the materials and how you can reuse them.

See special print formats | Discuss a project with LARA

PRINT ARTWORK

Get the current artwork template

The trim is the final cut size. These VMAN dimensions are width × height. Ask LARA for the template for the exact issue and position.

Format	Trim (inches)	Trim (millimetres)
Single page	9.25 × 12.125	234.95 × 307.975
Double-page spread	18.5 × 12.125	469.9 × 307.975

Gatefold panels

Back of front cover	Gate	First page
9.125 × 12.125 in / 231.775 × 307.975 mm	8.625 × 12.125 in / 219.075 × 307.975 mm	9.25 × 12.125 in / 234.95 × 307.975 mm

Bleed and supply size Ask LARA to confirm the bleed and full supply dimensions before you build the artwork. VMAN lists a 0.25 in (6.35 mm) safe area and centre-fold allowance.

Files Send LARA a print-ready CMYK PDF at 350 dpi or higher, with fonts embedded and crop marks. Include the issue number and brand name. Supply a spread as one continuous file.

Proof and digital specs Confirm a full-size SWOP colour proof with trim marks. The print specification lists a 175 lines-per-inch screen. For web or social, obtain the exact dimensions, file limits and delivery instructions with your quote.

See print positions | See dates and booking

DATES AND BOOKING

Plan your booking through LARA

The artwork deadlines for the past issues below have passed. Ask LARA for the next available print or digital date.

Past print issue dates for reference

VMAN issue	Final artwork	Digital launch	On sale	On stands until
VMAN 56 · Spring/Summer	6 Feb 2026	24 Feb 2026	16 Mar 2026	27 Aug 2026
VMAN 57 · Fall/Winter	21 Jul 2026	21 Aug 2026	28 Aug 2026	22 Feb 2027

What to send us Tell us the audience, placement, timing and budget. LARA will confirm live availability, final prices, artwork specifications and payment terms 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: 8206 Louisiana Blvd NE, Ste A #11545, Albuquerque, NM 87113.

Return to print prices | Return to web articles