

CONDÉ NAST BREAKS DIGITAL AUDIENCE RECORDS IN OCTOBER

Digital Video Records on YouTube Also Topped in November 2017

NEW YORK – November 30, 2017 – Condé Nast announced today that the company reached a record 113 million consumers in October 2017, a 17% YoY increase from October 2016.* In that same time, mobile visitors grew 23% to an audience of 91.1 million, and total visits were up 24%. Many of Condé Nast’s brands also showed double-digit YoY growth in unique visitors, including Vanity Fair, Bon Appétit, Ars Technica, Vogue, SELF, Golf Digest, W and AD.

Additionally, Condé Nast topped its digital video records on YouTube in November 2017. During the week of November 19, the company saw a record 61 million video views on YouTube, including a record-breaking 14.1 million views on November 21. According to recent studies**, when compared to industry benchmarks, Condé Nast video drives +104% brand favorability, +88% purchase intent and, on YouTube, +33% in consumer recall performance.

Top Condé Nast articles in October 2017:

1. [From Aggressive Overtures to Sexual Assault: Harvey Weinstein’s Accusers Tell Their Stories](#) (New Yorker), 3.4 million visitors***
2. [“I Hate Everyone in the White House!”: Trump Seethes as Advisers Fear He Is “Unraveling”](#) (Vanity Fair), 3.4 million visitors
3. [Ginsburg Slaps Gorsuch in Gerrymandering Case](#) (New Yorker), 1.9 million visitors
4. [The Danger of President Pence](#) (New Yorker), 1.3 million visitors
5. [All the Other Harvey Weinsteins](#) (New Yorker), 1.2 million visitors

Videos that drove Condé Nast’s November performance on YouTube:

1. [Stranger Things Cast Answer the Web’s Most Searched Questions](#) (WIRED), 13.6 million views
2. [73 Questions With Liza Koshy](#) (Vogue), 7.4 million views
3. [Cheese Expert Guesses Cheap vs. Expensive Cheeses](#) (Epicurious), 1.4 million views
4. [Meryl Streep Meets Anna Wintour at Vogue](#) (Vogue), 1.4 million views
5. [Miranda Sings Hijacks a Stranger’s Tinder](#) (Vanity Fair), 1.1 million views

*Source: comScore Media Matrix October 2017

**Sources: Kantar Millward Brown; Neuro-Insights

***Source: Parse.ly October 2017

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, them, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

MEDIA CONTACT:

Jill Weiskopf, Director, Corporate Communications

Jill_Weiskopf@condenast.com or 212-286-5203