

CONDÉ NAST LAUNCHES NEXT GEN INFLUENCER PLATFORM

*New Platform Leverages Company-Wide Editorial Talent and Curated Influencers
with a Focus on Fashion and Beauty*

NEW YORK – February 26, 2018 – Following the February launch of Condé Nast’s Next Gen Network, the company has also created a new Influencer Platform to identify and curate the most influential voices for advertisers. The Platform features both in-house and external talent with significant and meaningful social followings, harnessing and multiplying the authority of the company’s portfolio of brands in new ways. It will launch with a focus on fashion, style and beauty, and expand to other categories shortly.

“When you create the most innovative, relevant content, you build a great following, and now we’re leveraging the power and influence of that following for our advertising partners,” said Pamela Drucker Mann, chief revenue and marketing officer for Condé Nast. “By combining the insight and influence of our editors with the exponential impact of our curated group of external influencers, we are offering clients an unparalleled level of measurable engagement and ROI, across all platforms. It’s not just about the raw scale of a campaign, it’s also critical to reach the right audience, and our editorial and data capabilities give us a significant advantage over our rivals.”

The new Influencer Platform offers clients a highly-curated, brand-safe environment of authentic creators identified by Condé Nast editors. The program will include approximately 3,500 influencers, with estimated social followings of more than 300 million, which can be organized and selected by category.

Advertisers will be able to filter the influencers for each campaign to ensure that they are reaching the desired audience using CitizenNet, the social data and marketing platform Condé Nast acquired in 2017. CitizenNet also offers powerful analytics tools to prove the effectiveness of each campaign. In addition, the Platform will offer creative strategy, development and production resources, ensuring the quality of each campaign executed through the new program.

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, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, them, Iris, 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.

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