

CONDÉ NAST ANNOUNCES EXPANDED DEAL WITH SNAP INC. TO LAUNCH ADDITIONAL PUBLISHERS ON DISCOVER PLATFORM

WIRED, GQ, and SELF to Launch Weekly Publisher Stories This Month

New York, New York – April 13, 2017 – Condé Nast today announced an expanded deal with Snap Inc., that will include launching three of its brands – WIRED, GQ, and SELF – as publishers on Snapchat’s Discover platform.

“Condé Nast is committed to innovating new and original programming experiences while preserving our brands’ standard of editorial excellence,” said Fred Santarpia, chief digital officer, Condé Nast. “Each experience is delivered at the same level of quality that our consumers have expected for over 100 years, regardless of platform. After seeing fantastic results with *Vogue*’s Discover launch last year, we are excited to expand our partnership with Snapchat to bring more of our brands to their growing Discover platform.”

“We want to give Snapchatters more premium content that speaks to their personal interests, and this expanded deal will give our community access to some of the best reporting from some of Condé’s most iconic brands,” said Nick Bell, Vice President of Content for Snap Inc.

Later this month, WIRED, GQ, and SELF will all be publishing weekly stories for Snapchatters in the U.S.. Condé Nast first launched one of its brands as a publisher on Discover in September 2016, when *Vogue* joined the platform. In addition, since 2015 Condé Nast has worked with Snapchat’s Our Stories team – the team that curates collections of Snaps around noteworthy events – on their coverage of *Vanity Fair*’s Oscar Party and *Glamour*’s Women of the Year Awards. SELF has also previously published special editions for Discover.

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 100 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*, *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.