

FOR IMMEDIATE RELEASE:

CONDÉ NAST, NBCUNIVERSAL AND VOX MEDIA PARTNER TO BRING INDUSTRY-LEADING DATA PLATFORM, SPIRE, AND PREMIUM ADVERTISING PLATFORM, CONCERT, TO MARKET IN UNIFIED OFFERING

The Three Companies' Digital Networks Will Distribute High-Performing Mobile Video and Branded Content, Reaching Over 200 Million Consumers and 99% of Millennials

NEW YORK—March 9, 2017—Condé Nast, NBCUniversal and Vox Media today announced a new partnership to deliver an unprecedented, unified offering to advertisers. Condé Nast brings its industry-leading data capabilities—Spire—and digital audiences to partner with Vox Media and NBCUniversal's Concert advertising platform, which will reach over 200 million consumers and 99% of millennials* in the U.S. across the three companies' digital networks.

As part of the partnership, Condé Nast, NBCUniversal and Vox Media have jointly developed two new innovative ad products, focused on high-performing mobile video and branded content capabilities pairing the highest-quality digital content on the market today, with best-in-class ad products and data solutions.

"The market demands innovation in advertising and data solutions against scalable audiences," said Fred Santarpia, chief digital officer and executive vice president of Condé Nast. "Offering marketers a combined reach of over 200 million consumers of premium content, using innovative ad products and highly targeted data solutions is an offering you can't find anywhere else."

Condé Nast's Spire combines digital behavioral data with online and offline purchase data to provide the ability to optimize campaigns in real time and at a highly personalized level. Spire's capabilities were recently enhanced to include targeting across social media, enabling marketers to reach their desired audiences at all of the right moments and across all platforms.

"When brand marketers choose Concert, they now gain access to the most trusted environment available in digital advertising today; the largest, most valuable audiences; and the best data insights from Condé Nast's Spire capabilities," said Jim Bankoff, CEO and Chairman of Vox Media. "The performance of video content distributed through Concert is unparalleled, visually stunning, and in the context of dozens of the most trusted, authoritative media brands."

Concert was jointly launched by Vox Media and NBCUniversal in April 2016 to deliver high impact, premium advertising solutions in a trusted environment that works for marketers and audiences at scale. Concert currently delivers five times the engagement of other premium advertising platforms.

"Our goal always is to deliver for our marketing partners scalable, high quality advertising experiences aligned with the targeted data they need to reach consumers in a uniquely trusted environment," said Linda Yaccarino, Chairman Advertising Sales and Client Partnerships, NBCUniversal. "Through this partnership, we and Vox Media are thrilled to join with Condé Nast—another like-minded premium content company—to not only deliver that quality content, but also reach over 200 million consumers like never before."

*January 2017 comScore

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.

About Vox Media:

Vox Media builds smart media brands people love, empowering trusted digital voices with proprietary technology to create and distribute stories to hundreds of millions of affluent and educated young adults worldwide. Vox Media is eight distinct brands: The Verge (Technology and Culture), Vox (General News), SB Nation (Sports), Polygon (Gaming), Racked (Shopping), Eater (Food and Dining), Curbed (Real Estate and Home), and Recode (Technology and Business). www.voxmedia.com

About NBCUniversal:

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: www.nbcuniversal.com.

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