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CONDÉ NAST UNVEILS 'NEXT GEN' - A NEW CAMPAIGN FEATURING CONDÉ NAST'S NEXT GENERATION APPROACH TO CONTENT AND AUDIENCES

NEW YORK – April 18, 2017 – Condé Nast today launched a new company-wide marketing campaign, “Condé Nast Next Gen,” challenging the company’s advertising partners to think differently about the content with which they align their brands. Condé Nast Next Gen illustrates the powerful experiences content can create in the moments when consumers start finding and stop searching, inviting advertisers to be a part of that moment. The creative was drawn from the 22 brands comprising Condé Nast’s portfolio and centers around the company’s new approach to content creation connecting to a new generation of audience. The campaign will appear across video, mobile, display and social and was created in-house by the company’s chief marketing officer Pamela Drucker Mann, along with head of the Condé Nast creative group Raul Martinez, and Alex Grossman.

[Click here to view and download the creative.](#)

“Condé Nast brands have always been at the forefront of provocative storytelling, but what’s organically happening right now is quite different,” said Drucker Mann. “Whether it’s Teen Vogue’s strategic pivot to more politically active editorial or the launch of Vanity Fair’s The Hive, there is a new energy at the company and it’s informing everything we create. Audiences are always searching for the next thing, but there is searching and there is finding – and they’re finding what they’re looking for in our brands.”

“The most important thing Condé Nast’s legendary editorial director Alexander Liberman told me was to always take risks and try new things,” said Anna Wintour, Condé Nast artistic director and editor-in-chief of Vogue. “It’s thrilling to see a generation of fearless young editors and creators carry that tradition forward. At a time when there is far too much disposable content in media, this company is investing in substantive and exciting talent who are creating brilliant journalism across all platforms that is finding a loyal and engaged audience.”

Condé Nast is home to some of the biggest and most trusted brands in the world, and reaches audiences of 174 million across social platforms, 102 million in digital, 48 million in print and more than 15 million in digital video. Condé Nast connects with the youngest and most affluent audiences among the company’s competitors, and ranks No. 1 for unique visitors among Affluent Millennials within comScore’s Lifestyle category for both digital and video*. Central to this growth has been the emergence of a next gen approach to creating compelling and provocative content everywhere consumers spend their time. In the past year alone, the company has launched multiple new brands with diverse and distinct points of view, including Vanity Fair’s The Hive, GQ’s T&E and GQ Style and Bon Appétit’s Healthyish, and reimagined existing brands like Teen Vogue, Allure, Self and The Scene.

*Sources: GfK MRI Spring 2016, MPA Magazine Media 360° Brand Audience Report February 2017 & comScore, February 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, 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.

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