WHO’S HEARD OF VICE MEDIA? WILD, INTERESTING EFFORT TO INTEREST MILLENNIALS WHO DON’T READ OR WATCH ESTABLISHED MEDIA. GLOBAL SUCCESS.

—Rupert Murdoch
via Twitter
VICE

A 360, MULTI-PLATFORM, VERTICALLY INTEGRATED, GLOBAL MEDIA BRAND

A GLOBAL PHENOMENON IN OVER 34 COUNTRIES

Launched in 1994 as a newsprint monthly in Montreal, VICE is now a truly global media force, operating the world’s premier original online video destination VICE.COM, an international network of digital channels, a television production suite, a magazine, a record label, feature films, events, a book publishing division, and even an in-house creative services agency.

VICE ARE ON A MISSION. THEY’RE INVENTING NEW THINGS EVERY DAY. IT REMINDS ME OF MTV IN THE EARLY DAYS.

—Tom Freston
MTV Founder &
Former Viacom CEO
INSPIRING A NEW GLOBAL GENERATION

VICE represents a whole generation of young people— influencing what they see, hear, wear, think, put in their mouths, dream about, and flush shamefully down the toilet when no one’s looking.

READERSHIP GENDER

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Male</td>
<td>63%</td>
</tr>
<tr>
<td>Female</td>
<td>37%</td>
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MEAN AGE 27.6

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<td>8%</td>
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<tr>
<td>41+</td>
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ONLINE AUDIENCE PROFILE

- 62% Spend 3 hours online per day
- 61% have 500+ Facebook friends
- 51% visit VICE.COM more than 3 times each week
- 40% shop online every month
- 83% purchase clothing/accessories every month
- 52% own a video game console
- 83% eat out at least once a week
- 82% go to a bar or club at least once a week
- £24,414 Mean individual income
- £49,637 Mean household income

- 83% like to know about music/bands/releases before everyone else
- 52% like to know about fashion brands/designers before everyone else
- 49% like to know about new technology/gadgets before everyone else
VICE MAGAZINE

Our first love. VICE still publishes the world’s first and only free, internationally distributed youth culture magazine. In fact, VICE Magazine is one of the few publications that is still growing in a shrinking industry.

Distributed at over 16,000 selected lifestyle venues in urban markets world-wide, VICE MAGAZINE is the voice of youth culture, defining trendsetting music, fashion, politics and culture.

There is no parallel for it in the publishing world. Quality? Originality? Scope? Check, check, and check. Each international edition of Vice is tailor-made for its community, but content is also shared between all territories. That means the best features from each region are shared in VICE editions everywhere.

---

2013 VICE MAGAZINE VITALS

- Global circulation 1.2 Million
- Pick-Up rate 100%
- Passalong rate 5.6 per copy

WORLDWIDE DISTRIBUTION FIGURES

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<thead>
<tr>
<th>Country</th>
<th>Copies</th>
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<td>Canada</td>
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<td>Mexico</td>
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<td>South Africa</td>
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</table>

TOTAL WORLDWIDE 1,239,000

Launching in 2013:

- China
- South Korea
**VICE.COM**

**THE MOTHERSHIP**

VICE.COM is where everything VICE makes ends up. It houses every article ever written and every video ever shot, either by us, or by one of our growing family of digital channels and partner sites.

**FIFTEEN MILLION AND COUNTING**

Visited by over 15 million unique readers a month (Source: ComScore), VICE.COM expects to entertain, amuse, titillate and inform millions of young people who seek original content experiences and alternative views to those served up by tired mainstream media.

**TICKING ALL BOXES, AND MORE**

VICE.COM offers intuitive navigation and a visually striking design. Every visitor is a high-value young adult consumer, burning their way through some 40 million page views.

**VICE.COM. WELCOME AND ENJOY.**

**“VICE IS LEADING THE INTERNET CONTENT REVOLUTION.”**

— EL PAÍS

---

**PARTNER OPPORTUNITIES**

- Channel Sponsorship, Programme Sponsorship, HPTO, Special Build, Dynamic Media, Video Ads, Display Media

**2013 VICE.COM VITALS**

- Uniques: 15 million
- Average time on site: 11 minutes
- Pages per visit: 14
CONTENT HIGHLIGHTS

VICE CREATE MORE ORIGINAL ONLINE CONTENT THAN ANYONE ELSE. OVER 180 MINUTES OF VIDEO EVERY DAY.

IT’S AWARD WINNING TOO. VICE TOOK HOME 5 PRIZES AND 2 HONOREE MENTIONS AT THE 2012 WEBBY AWARDS.

SERIES HIGHLIGHTS

VICE NEWS
The pinnacle of investigative journalism. VICE reporters deliver regular global dispatches from all the places other news outlets dare not tread.

FASHION WEEK INTERNATIONALE
Exploring the world’s most fabulous fashion events, plus the culture and politics behind them.

ON THE ROAD
A documentary series celebrating the unsung heroes of rock ‘n’ roll, the roadies. Made in conjunction with Marshall Headphones.
BUT WAIT, THERE’S MORE...

VICE IS BUILDING A FAMILY OF DIGITAL VIDEO-LED CHANNELS

Drawing upon the knowledge, insight and talents of VICE’s globally-dispersed music editorial team, Noisey is able to broadcast new music content on a daily basis from the planet’s musical hotspots.

The Noisey.com experience is a curated source of original video, editorial and photography, capturing live performance and the culture that surrounds it on Earth.

Noisey also operates the world’s number 1 music channel on YouTube, which hit 108 million views in 2012 - its debut year.

MOTHERBOARD

Motherboard is a new media channel designed to celebrate the culture of technology. Rather than get stuck in reviewing the latest gadget, Motherboard features emotional, character-driven stories that bring to life the culture of technology, the people and the science that make wonderful things happen.

The content is delivered via a unique “motherboard” interface that promotes deep dive content browsing and rewards user participation.

“BLAZINGLY AMBITIOUS? YES. BRILLIANTLY EXECUTED? ABSOLUTELY.” — Advertising Age
AND MORE...

**FIGHTLAND**

Don’t be fooled by all the shaved heads and broken bones: Mixed martial arts is a world of tacticians, moralists, spiritualists, traditionalists, eccentrics and innovators — men and women who willingly lock themselves away from the world to master the fine art of fighting the way others master the piano or quantum theory.

Fightland tells the story of MMA as it is today: an ever-expanding, ever-evolving culture where athletes sacrifice their blood and bodies in a shared search for something like art.

**THE CREATORS PROJECT**

VICE and Intel teamed up to create a new media channel that celebrates creativity around the world. THE CREATORS PROJECT is an arts & culture video channel that boasts a global event series and its own arts grant foundation.

For Intel, Creators is a way to stay in touch with a core demographic, but in a way that shows Intel active inside of culture, not just hidden away in the depths of a computer.

"THE YOUTH CULTURE CONGLomerate
THAT DELIGHTS IN CONTROVERSY."

— theguardian
NEW FOR 2013

i-D | RESTYLING FASHION MEDIA

Over 30 years i-D has earned its position at the vanguard of fashion and style, abiding by the premise of originate – don’t imitate.

In December 2012, i-D joined forces with VICE’s operations to expand our collective reach into digital fashion content. VICE know digital, i-D knows style, and together we’ll utilise our creative vision and talent to give the world the gift of eye-catching, mind-blowing, video-driven fashion content. Exploring everything from high-end couture to the myriad of underground fashion scenes all over the world.

BOILER ROOM | PIRATE RADIO 2.0

VICE have confirmed an alliance with Boiler Room, the definitive showcase of new music globally. Evolving from the UK’s rich pirate radio heritage, DJs and live acts broadcast live over the web from secret locations to millions of people worldwide. Boiler Room attracts artists that money can’t buy, because the artists want to play.

From a webcam taped to the wall to the world’s biggest lens on underground music, Boiler Room has changed the online music landscape. It is now THE seminal music platform for Gen Y.

thump | THE METEORIC RISE OF EDM


The platform will chronicle every aspect of a growing EDM movement that’s nothing short of a religion. The music. The artists. The fans. The culture. The experience. Thump sets out to unite electronic music fan communities from around the world by documenting them and their local scenes. From the major cities and massive shows, to the underground DJs and clubs, we’ve got the whole spectrum of electronic dance music covered.
AND THERE ARE MORE TO COME

NEW CONTENT CHANNELS IN DEVELOPMENT

**VICE NEWS**

NEWS—audiences are skewing at 50 or older. No one is creating journalism appropriate for young people. VICE is creating a new channel dedicated to global video driven journalism.

**VICE SPORTS**

SPORTS—a sports channel with a character-driven point-of-view. VICE Sports will look beyond the statistics and events and profile the characters, the fans, culture and back-stories surrounding sport.

**VICE TRAVEL**

TRAVEL—Gen Y are looking for unique experiences, VICE are bringing it to them with a street-smart, multi-media global travel utility. VICEs global network of contributors and strong editorial voice will bring the most authentic and immersive guide for young travellers searching for more than the current slew of web offerings.

**MUNCHIES**

FOOD—there has been a massive popularization of global food culture, and a huge proliferation of food programming, unfortunately mostly made for middle-aged housewives. Amazingly there are no channels created for young people, the people who consume the most. A massive opportunity to which Munchies is the answer.

---

WE ARE LOOKING FOR DEDICATED BRAND PARTNERS TO HELP US BUILD NEW VERTICAL CONTENT CHANNELS IN 2013, ENGAGING MILLIONS OF YOUNG PEOPLE ACROSS THE WORLD.

DROP US A LINE IF YOU WANT TO EXPLORE HOW WE CAN DEVELOP TOGETHER.
We’ve always made it possible for brands to reach key demographics beyond the boundaries of VICE-owned channels, and deliver their message through traditional and innovative advertising opportunities.

Introducing AdVICE – an exclusive hand-picked collection of premium online publishers, thousands of blogs, social media influencers, and technology platforms with passionate and hard-to-reach audiences.

A digital distribution and seeding network that connects brands with appropriate content made by trusted publishers and social platforms. Delivering the right message, in the right format.

THE NUTS AND BOLTS OF ADVICE

Crafting the perfect blend of formats for the job.

Using laser-targeted techniques to reach the most relevant audiences.

Seeded across exclusive premium environments.

Driving low cost-per-engagements that make it worth every penny.
VIRTUE

THE OTHER SIDE OF VICE IS...

VIRTUE a full-service agency that has been helping global brands find new ways of communicating with young audiences since 2006.

VIRTUE is not like any other agency, as it draws from the creative resources of the VICE talent network around the world.

This knowledge, combined with the ability to access distribution channels – including VICE distribution – in the activation stage of any creative brand programme, gives a massive competitive advantage. No other agency has its own global media distribution network.

VIRTUE is full service, however it specialises in entertainment strategies and solutions, providing media platforms, content, and experiences for the biggest brands in the world.

SELECTED CLIENTS

adidas  DIESEL  vodafone  LEVI'S

NIKE  SMARTBOND  PALLADIUM  AEROSOL  LG

EA  Red Bull  VOLVO  intel

HP  BlackBerry  LG  DELL

L'OREAL  Ford  Bench  WB

RESEARCH
Online Panels
Focus Groups
Tastemaker Groups
Content Tracking Studies
Usability Studies
In-Depth Interviews
Vox Pops

DISTRIBUTION
VICE Network
Online Syndication
Linear upstream
Direct to Consumer
Retail
Media Buying

MARKETING
Digital
Retail
Events
PR
Street
Events

STRATEGY
Brand Planning
Communication Planning
Digital Strategy
Content Strategy
Distribution Strategy
Creative Briefs

CREATIVE
Graphics
Packaging
Logo Design
Content Treatments
Websites & Apps
IPTV Vertical
Custom Publications
Animation

PRODUCTION
Video
Web
TV
Print
Music
Events
VICE offers a myriad of different digital advertising formats and solutions across our website, mobile site, native iOS app, and Newstand-based iPad app. Contact our sales team to talk pricing and specifications.

OUR DIGITAL OFFERINGS INCLUDE

- **STANDARD DISPLAY**
- **HIGH IMPACT / RISING STARS**
- **TAKEOVERS**
- **MOBILE**
- **VIDEO**
- **SPONSORSHIPS**
### Rates and Specs

#### Magazine Rates (Net)

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<th>Back Cover (C4)</th>
<th>Front Spread (C2P1)</th>
<th>Inside Back Cover (C3)</th>
<th>Spread (DPS)</th>
<th>Full Page</th>
<th>Half Page</th>
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</table>

* Fashion Issue  * Photo Issue  ‡ Fiction Issue

#### Images

Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it’s recommended that you deliver art at 600 dpi to prevent pixilation. 300% is the maximum ink density.

**Remember:** Always keep important info like photo credits etc. away from the gutter or they might get chopped.

Any questions can be directed to: matt.parle@vice.com
T: 0207 749 7820

#### Sending Ads

Preferred file type is PDF. If InDesign is used, please include all fonts and links. Disks or other hard production materials can be sent to:

Michael Stephens  
@ VICE Magazine  
New North Place  
London, EC2A 4JA

Digital proofs and files can either be emailed directly to matt.parle@vice.com or if too big, send via wetransfer or upload to our FTP. FTP details below (please email once uploaded):

Address    
User   
Password   

This FTP can only be accessed using an FTP client such as Transmit or Fetch.
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