

CASA

VOGUE

Media Kit
2024



CASA VOGUE

Casa Vogue is a Brazilian publication dedicated to spotting and validating relevant trends in its industry, a source of national and international benchmarks in interior design, architecture design, art and lifestyle, and the only one able to enter the homes of the most influential people in the country



There is no lack of information about architecture, decoration and design out there. Well treated information, however - well refined, deepened, debated, portrayed - is rarer. When a topic is about a visual aspect being overrated, other layers of knowledge that a house, or an object, has run the risk of being lost. Not at Casa Vogue. To reveal all the dimensions of the themes we cover, discerning what is relevant from what is noise, what is new from what is passé, what is luxurious from what is frivolous, is our greatest virtue, a heritage built along 47 years. And we know that a well-informed audience consumes more and better, right? Join us!

GUILHERME AMOROZO
Content Director

MISSION AND VALUES

- To actively promote the **development** of decoration, design, architecture, and real estate markets
- To value **authorial design** in all scales, from an object to a building, from a piece of furniture to a city
- To promote, above all, Brazilian **professionals, industries, and cultures**, without, however, losing sight of international references
- To prioritize responsible agendas, that promote environmental, social and economic **sustainability**, as well as ethnic and cultural **diversity**
- To produce collectible hardcopies, of **superior quality**, with content that does not age, being mindful of all photography aspects
- To offer **informative, accessible and practical** digital content every day, enabling inspiration in all readers



CASA
VOGUE

CONTENT AREAS

ARCHITECTURE

DECORATION

DESIGN

CULTURE

TRAVEL

GASTRONOMY

SPECIAL MULTI-PLATFORM PROJECTS



THE CASA VOGUE EXPERIENCE

Events that materializes all the content published by Casa Vogue in the form of lectures, talks, workshops, classes, live interviews and performances, inside a real house decorated by our editorial staff

CASA VOGUE LIVING MARKET

Ongoing event based on curatorship of Brazilian designers, where, at the same time, visitors can admire and learn about the work of several authors, besides having the opportunity to take home their favorite objects and furniture, sold by the magazine's partners.

YEARBOOK

A special annual edition, in which Casa Vogue gives the centerstage to decoration, architecture and landscaping designers so they can showcase their projects themselves, telling their stories in their own voices, assisted by our editorial staff's curatorship and know-how. In addition to the magazine, they get a coffee table book that compiles decoration references for the whole year. The publication stays on newsstands for three months, and, simultaneously, all content unfolds on our digital platforms, increasing the participants' visibility

EDUCATION

Courses and mentorships for interior design and architecture professionals, independent or in partnership with schools and universities such as Istituto Europeo di Design, Escola Superior de Propaganda e Marketing and Perkins & Will

SPECIAL MULTI-PLATFORM PROJECTS

CASA VOGUE ESTATE

A digital platform dedicated to the luxury real estate market, with reports, customized ads of properties for sale, market analysis, curated interiors for developers and real estate agents, home staging, courses and events

SMART

A digital channel focused on stylish small-budget projects. Insights, hacks, solutions, and tips for remodeling one's kitchen, living room, bedroom, home office ... The agenda scope includes lists and reference murals for all rooms in the house; tutorials on small projects and do-it-yourself designs; organization tips, painting, lighting, plant care; solutions for space utilization, maintenance, cleaning; décor trends and new technologies; plus real stories, with before and after.

NEWSLETTER

A weekly newsletter, delivered directly to the email of our most loyal audience, with a selection of the best decoration, design, architecture, travel and lifestyle content published on our digital and print platforms: the most beautiful houses in Brazil and the world; furniture and object launches; reports on major themes and characters in the industry; shopping tips and other topics – with space for content from partner brands

CUSTOM ACTIONS

Events, branded content and native advertising are among the options. With a specialized eye and curatorship, the proposals are developed individually to meet the different needs of each brand/client



CASA VOGUE

AUDIENCE PROFILE

Casa Vogue is the title that best communicates with its audience, interested in decoration, architecture, design, travel, and gastronomy.

78% **69%** **72%**
WOMEN **CLASSES AB** **UP TO 44 YEARS**

Casa Vogue readers are loyal to the print media: they say they cannot stop buying magazines (303 affinity), they consider magazines as one of the main sources of entertainment (163 affinity) and they trust magazines to stay informed (146 affinity).

- 89% like to have high-quality objects
- 87% consider it worth paying more for high-quality products
- 85% say that when they find a brand they like, they tend to be loyal to it
- 96% consider it important to be well informed
- 90% do not give up comfort
- 86% are willing to pay extra for an eco-friendly product

Source: Clickstream MP TG BR 2023 R1 – Personas - TGI Clickstream 2023 - Base: Amostra Total | Perfil Impresso >> Impresso + Versão Digital PDF >> Kantar Ibope Media – TG BR 2023 R4 - Pessoas



CASA
VOGUE

PLATFORMS & FIGURES

MAGAZINE (MONTHLY)

14.101

CIRCULATION

1.528.828

READERS (PRINT + DIGITAL)

WEBSITE

2.709.378

UNIQUE VISITORS

3.849.268

PAGE VIEWS

FACEBOOK

1.180.771

FOLLOWERS

INSTAGRAM

1.838.739

FOLLOWERS

Source: IVC - Circulação Paga (edição impressa) e Total Tiragem - Dados Ago/23 - média últimos 3 meses auditados | Google Analytics - KPI Mensal - Out/23 - Média Jan-Out/23 | Analytics Redes Sociais (dados com sobreposição entre as redes) - Consulta em 22/11/23

EDIÇÕES | GLOBO CONDÉ NAST



CASA
VOGUE

PLATFORMS &
FIGURES

PINTEREST

765.163

FOLLOWERS

YOUTUBE

261.000

FOLLOWERS

TWITTER

35.101

FOLLOWERS

Source: Analytics Redes Sociais (dados com sobreposição entre as redes) - Consulta em 22/11/23

EDIÇÕES | GLOBO CONDÉ NAST

PRICES

MEDIA

Magazine

MATERIAL

1 undetermined page
Double-page spread
3rd cover
4th cover
2nd cover + page 3
Cover spread
Double cover spread
1 indeterminate promo page
Double indeterminate promo page
1/2 page promo*
1/3 page promo*
1/4 page promo*

PRICE

US\$ 26.106,87
US\$ 52.213,74
US\$ 38.725,11
US\$ 33.539,21
US\$ 62.519,08
US\$ 75.840,19
US\$ 111.232,28
US\$ 35.500,32
US\$ 69.515,09
US\$ 18.193,92
US\$ 12.432,51
US\$ 9.496,34

Website

Branded site
(Article with enveloping media
sent by the client + featured on homepage
for 48hs + Facebook post)

On request

Curatorship

(storytelling for social / video /
special cover / 10 choices)

On request

Instagram

Post on feed
Extra photo (gallery)
Video
Reels
Instagram live
Instazine (10 telas com capa)
Stories (post individual)
Sequence of 3
Sequence of 5
Featured Profile
Collaborative Post
Darkpost

On request
On request
On request
On request
On request
On request
On request
On request
On request
On request
On request

Facebook

Post
Live

On request
On request

Youtube

Video
Live

On request
On request

Podcast

Episode published on the site and
on Spotify + promotion package

On request

TikTok

Post

On request

Zoom

Mentorship

On request

Pinterest

Board (folder with 10 images)
Pin

On request
On request

Twitter

Post

On request

LinkedIn

Post

On request

Newsletter

Title Base

On request

Media Display

On request

Event

On request



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CONTACT

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