

VICE

DIGITAL

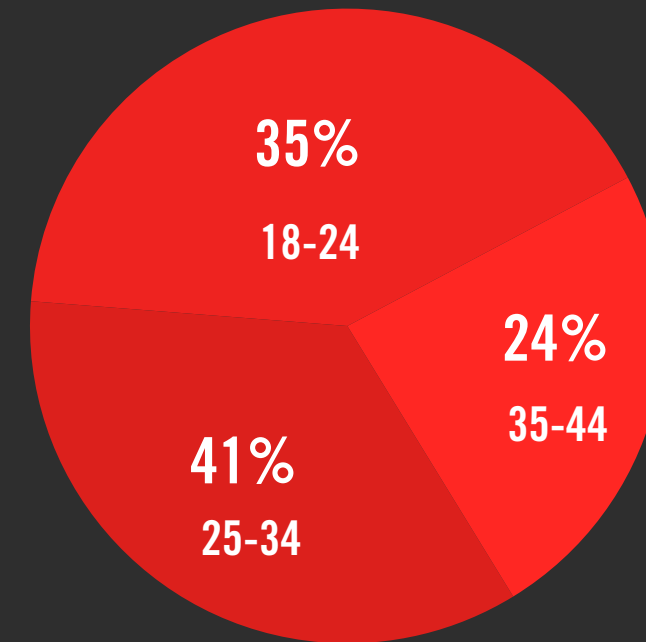
MEDIA KIT

January 2016



INJURED?
100) 888-8888

THE FASTEST GROWING, #1 YOUTH MEDIA COMPANY IN THE WORLD.



REACHES TWICE AS MANY 18-34 YEAR OLDS COMPARED TO OTHER MEDIA CHANNELS (INDEX OF 193)



7.34 MILLION

UNIQUE VISITS PER MONTH TO VICE OWNED CHANNELS (CA)



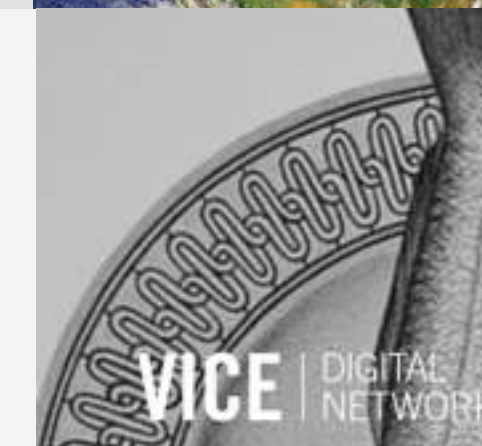
135 MILLION

UNIQUE VISITS PER MONTH TO VICE OWNED CHANNELS GLOBALLY



11 CHANNELS

ACROSS MILLENNIAL PASSION POINTS LIKE NEWS, MUSIC, FOOD & SPORTS



500 PARTNERS

REPRESENTING SOME OF THE MOST RESONANT VOICES IN PUBLISHING



60%

OF OUR AUDIENCE CONSUMES VICE CONTENT ON MOBILE



350%

YEAR-OVER-YEAR MOBILE AUDIENCE GROWTH SINCE 2012

11 MILLION

SUBSCRIBERS TO VICE'S YOUTUBE CHANNELS GLOBALLY



10.3 BILLION

MINUTES WATCHED ON YOUTUBE

WE WIN OUR AUDIENCE'S HEARTS THROUGH CONTENT

#1 VICE OFFERS
STORIES YOU CAN'T
GET ELSEWHERE

#2 VICE PROVIDES
A DIFFERENT
PERSPECTIVE



#1 ENGAGEMENT WITH OUR SITES, VIDEO AND SOCIALS



20+ MINUTES
AVERAGE SESSION TIME ON DESKTOP



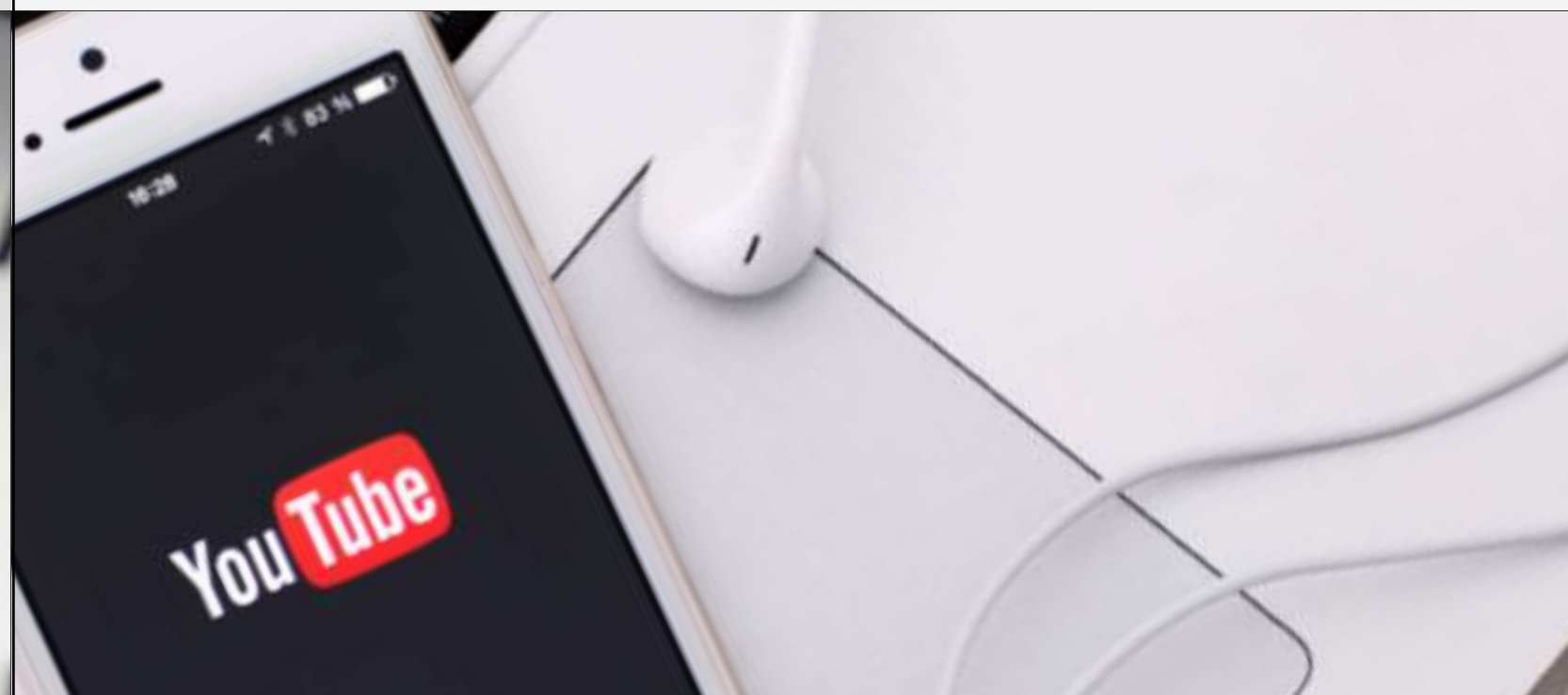
HIGHEST WATCH TIME
ACROSS ALL OF YOUTUBE ORIGINAL CHANNELS,
TOP 0.01% FOR ALL OF YOUTUBE.



7X AS MANY CONTENT REFERRALS
AS THE AVERAGE FACEBOOK PUBLISHER



20+ MINUTES
AVERAGE SESSION TIME ON MOBILE



HIGHEST ENGAGEMENT
BEST RATIO OF LIKES/ DISLIKES ON YOUTUBE



55% HIGHER ENGAGEMENT PER TWEET
THAN THE AVERAGE TWITTER PUBLISHER

VICE DIGITAL

An ever-expanding universe of influence.

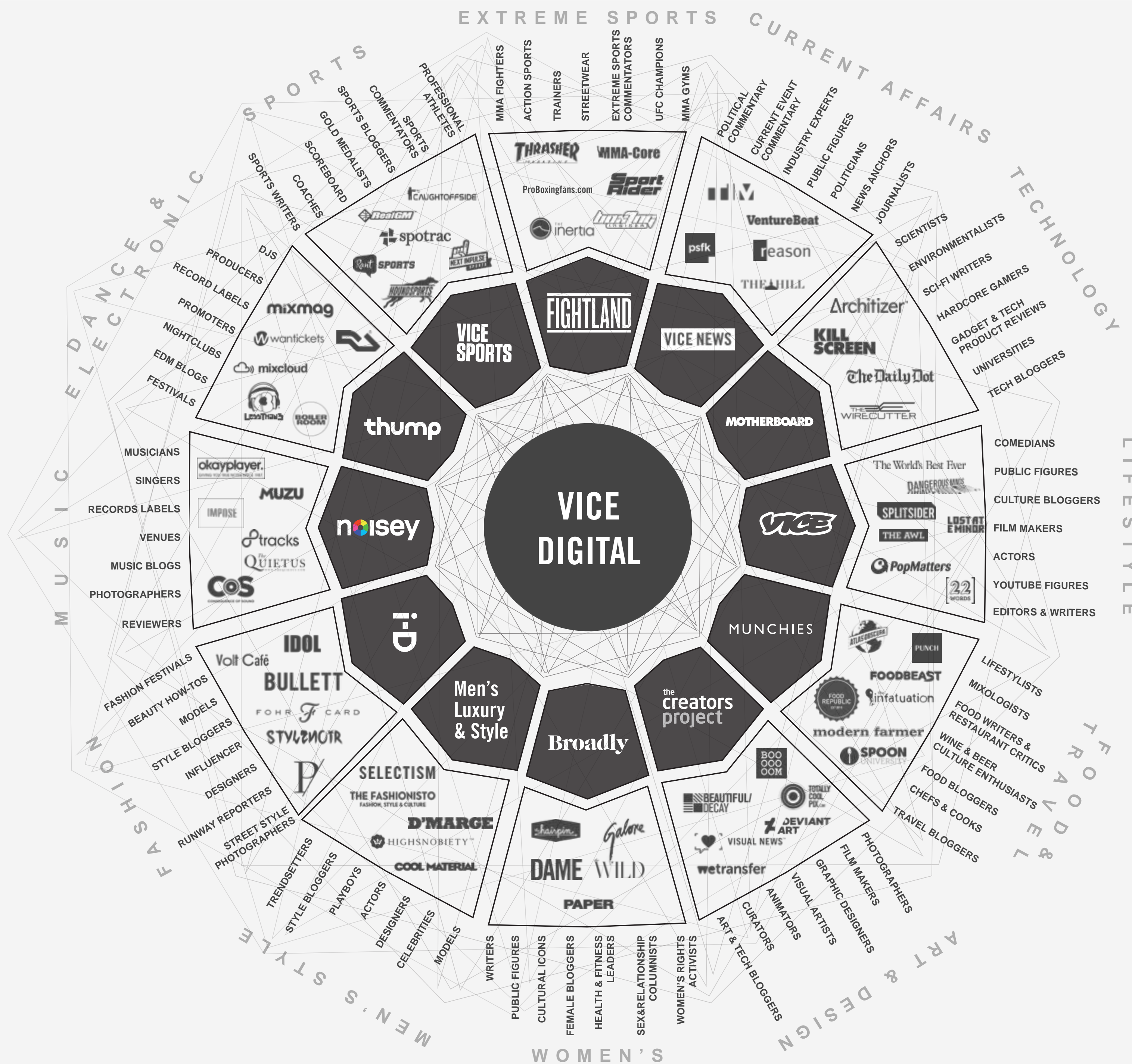
A network of channels built around Millennial passions. VICE organizes these interests into categories, anchored by the VICE verticals.



24 +MM
UNIQUES



18-34
INDEX:
193

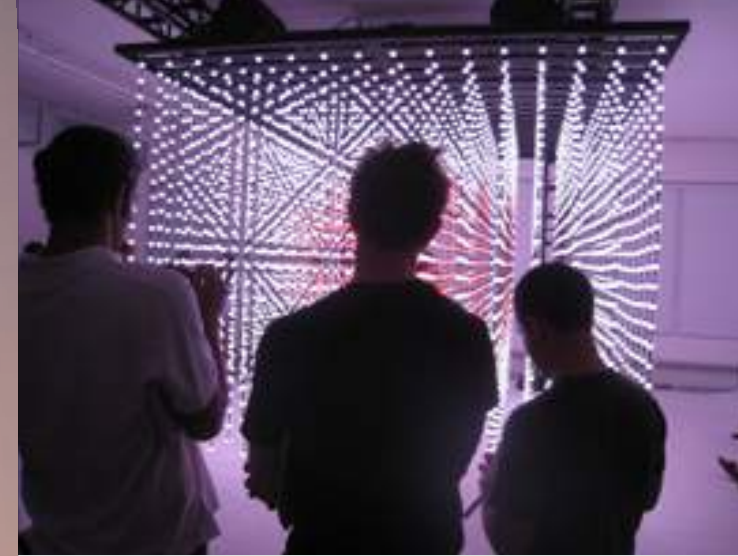


*source: comScore - MediaMetrix MultiPlatform & MediaBuilder - Jan 2015. Unique Views are aggregate & do not account for audience duplication.



AUDIENCE

THE MOST INFLUENTIAL AUDIENCE IN THE WORLD



227

LOVE DISCOVERING WHAT'S NEW IN ART, MUSIC, AND DESIGN



153

ADVENTUROUS, ALWAYS PLACING THEMSELVES IN NEW SITUATIONS



135

DETERMINE SOMETHING IS WORTHY OF THEIR TIME IF IT COMES FROM A WEBSITE THEY TRUST



340

SELF EMPLOYED



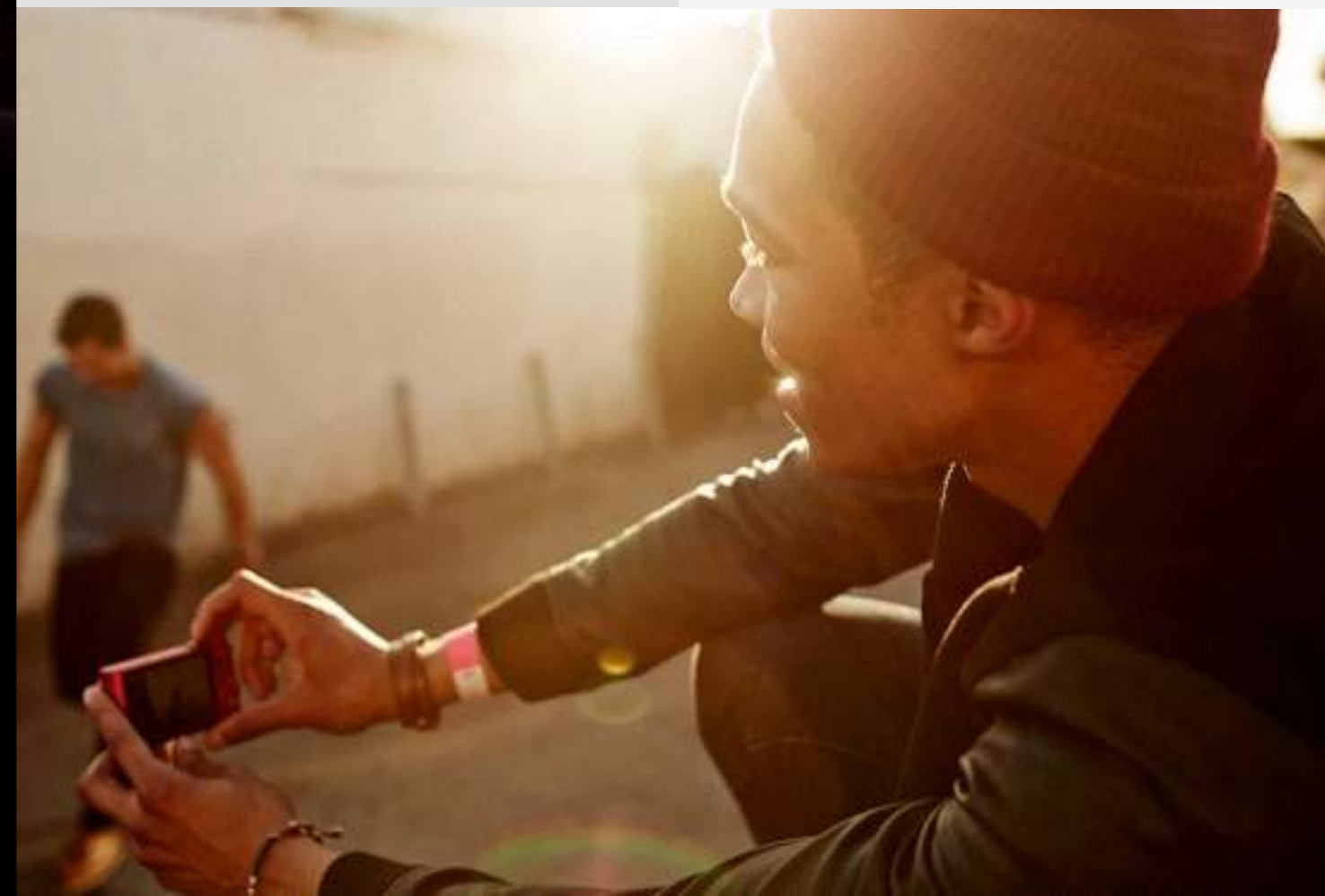
223

ONLINE STREAMING AS THEIR GO-TO SOURCE FOR TV SHOWS



152

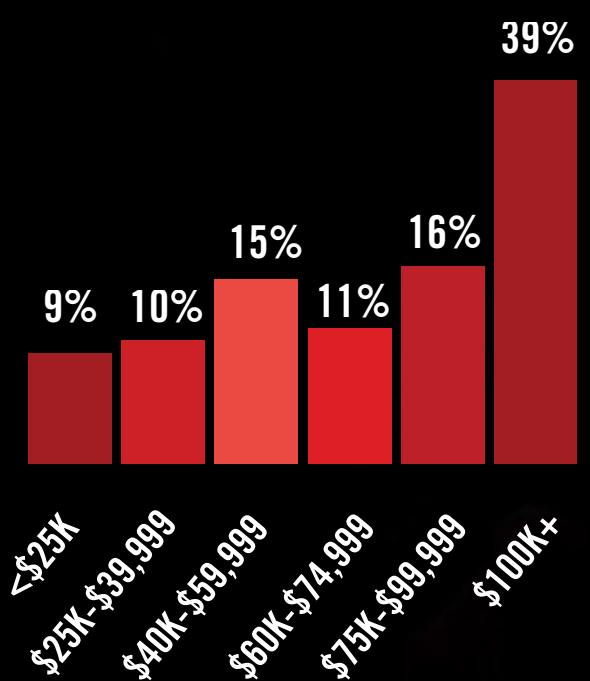
FINANCIAL HEALTH HAS IMPROVED OVER THE LAST YEAR



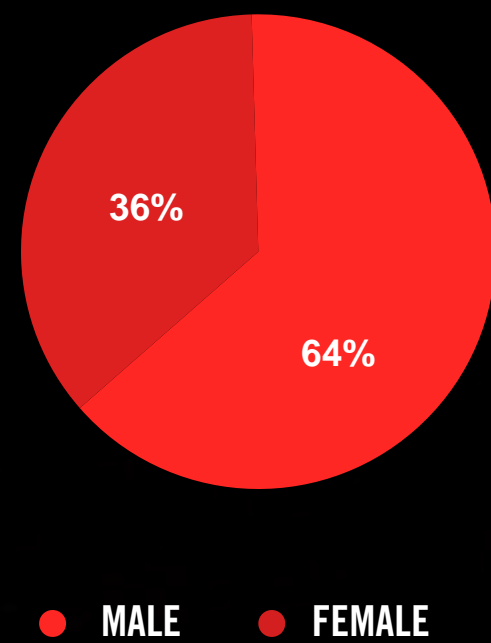
161

ON SOCIAL MEDIA THROUGHOUT THE WHOLE DAY

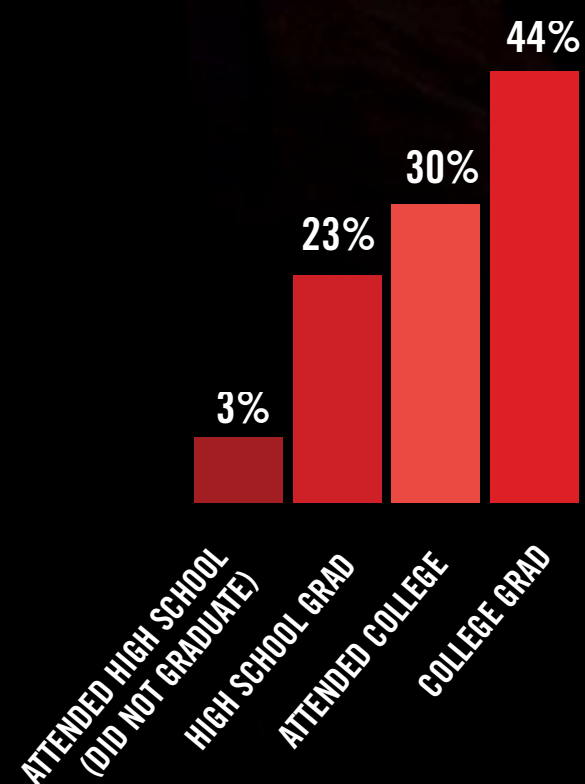
— HOUSEHOLD INCOME —



— GENDER —



— EDUCATION —



DATA CAPTURE

VICE collects audience data from all platforms, capturing the digital characteristics of every VICE audience member. Robust segmentation of our audience allows for targeted brand messaging.



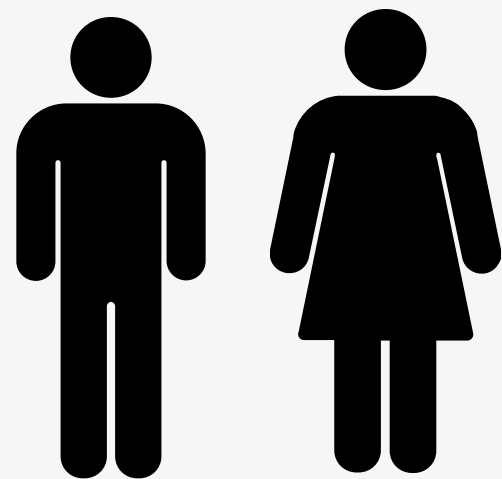
PROPRIETARY SEGMENTATION

VICE audience segments power targeted media and content campaigns, allowing for refined targeting across our network and extending our reach beyond. Segments are built by analyzing VICE audience behavior, interests and attitudes, overlaid with data from partners and 3rd party providers.



ATTITUDINAL

DEMOGRAPHIC



BEHAVIORAL



INTEREST



A person is walking across the crest of a large sand dune. They are carrying a camera on a shoulder rig. The person is silhouetted against a cloudy sky. The foreground shows some sparse, dry vegetation growing in the sand. The overall scene is a vast, open desert landscape.

CA DIGITAL NETWORK

VICE O&O VERTICALS



Our flagship hub of humour and hyper- smart attitude, crammed with wildly popular video series, every magazine article, extra content from around the world, reviews, and general musings, as well as running commentary on current trends.

Ages: 18 - 34 | M: 59 F: 41

Monthly UVs: 3.74 Million

Social Reach: 6.93 Million

VICE NEWS

Bringing you an unvarnished look at some of the most important events of our time, and shining a light on underreported stories around the globe. We get to the heart of the matter with reporters who call it like they see it.

Ages: 18 - 34 | M: 73 F: 27

Monthly UVs: 1.22 Million

Social Reach: 4.61 Million



Noisey is a video panorama of precisely what's exciting in music right now. With original documentaries produced by our worldwide bureaus Noisey pinpoints the best and most exciting music for young people.

Ages: 18 - 34 | M: 66 F: 34

Monthly UVs: 639,200

Social Reach: 2.2 Million



Thump is the definitive entertainment platform for global electronic dance music. It chronicles every aspect of the global EDM movement: The music. The artists. The fans. The culture. The experience.

Ages: 18 - 34 | M: 67 F: 37

Monthly UVs: 231,300

Social Reach: 1.27 Million

MOTHERBOARD

Motherboard is the culmination of all things strange or influential in the world of modern science and technology. Motherboard is Vice's platform for unique content that nobody had the brains to put together.

Ages: 18 - 34 | M: 75 F: 25

Monthly UVs: 639,200

Social Reach: 1.85 Million

Broadly.

Broadly is the sister site to vice, devoted to representing the multiplicity of women's experiences. Through original reporting and documentary film, we provide a sustained focus on the issues that matter most to women.

Ages: 18 - 34 | M: 60 F: 40

LAUNCHED AUGUST 3RD

the creatorsproject

The Creators Project is a global celebration of creativity, arts and technology. It features the works of visionary artists across multiple disciplines who are using technology to push the boundaries of creative expression.

Ages: 18 - 34 | M: 67 F: 33

Monthly UVs: 174,000

Social Reach: 520,000

VICE SPORTS

VICE Sports is a new kind of sports media that chronicles sports and their role in society. We publish original, reported, and researched stories, as well as videos that take you inside the lives of athletes on and off the field.

Ages: 18 - 34 | M: 85 F: 15

Monthly UVs: 331,000

Social Reach: 1.54 Million

i-D

i-D is the internationally-acclaimed cult magazine that features the best and most innovative in fashion, music, art and youth culture. It's one of the most prominent and influential fashion brands and is number 1

Ages: 18 - 34 | M: 45 F: 55

Monthly UVs: 278,300

Social Reach: 1.44 Million

MUNCHIES

Through engaging original video content, compelling editorial features, articles, how-tos, recipes and events, MUNCHIES offers a signature perspective on the intersection where humans and food connect.

Ages: 18 - 34 | M: 57 F: 43

Monthly UVs: 416,100

Social Reach: 1.68 Million

VICE O&O CA WEB & SOCIAL REACH



TO EXTEND REACH, EACH VERTICAL COMES WITH A SUITE OF TARGET-RELEVANT PARTNER PUBLISHERS.

VERTICAL NETWORK SITES FORTHCOMING.

LIFESTYLE + ENTERTAINMENT

VICE.com is the flagship of the VICE digital empire, home to VICE Magazine online, a daily offering of groundbreaking video, and all the weird and fascinating things you've come to expect from VICE over the past 20 years.

Its Lifestyle & Entertainment network encapsulates everything pop culture. From specialty travel sites to personal finance blogs, our publishers have no shortage of captivating content.

CANADA UNIQUES
8.5MM

| **59%**

UNIQUES FROM MOBILE
56%

CANADA PAGEVIEWS
32.2MM

| **41%**



PARTNERS INCLUDE



MUSIC CULTURE

Defining music coverage across genres, Noisey releases groundbreaking music programming and is backed by one of the fastest-growing YouTube audiences.

Its Music Culture network offering is unparalleled in today's market. Our publishers have been chosen for their respected music criticism and technology which attracts an audience of enthusiasts and aficionados.

CANADA UNIQUES
1.66MM

| **62%**

UNIQUES FROM MOBILE
45%

CANADA PAGEVIEWS
41.2MM

| **38%**

PARTNERS INCLUDE



DANCE + ELECTRONIC

Thump is VICE's own electronic music and culture site focused on the full range of EDM, from massive festival stages to renegade warehouse parties.

Collectively representing the veritable authorities in Electronic Dance Music, the Electronic & Dance network chronicles every aspect of the global dance music movement: the music, the artists, the fans, and the experience.

<p>CANADA UNIQUES 513M</p>	<p> 78%</p>	<p>UNIQUES FROM MOBILE 21%</p>
<p>CANADA PAGEVIEWS 8.6MM</p>	<p> 22%</p>	

PARTNERS INCLUDE



TECHNOLOGY + INNOVATION

Motherboard is where VICE explores the intersection of science, technology, and humans. We want to help you get your hands on tomorrow.

The Technology & Innovation category is home to forward-thinking technology journalism, from sites as cutting edge as the technology they're covering. This is where digital innovators come to find news and reviews surrounding the internet, gaming, and gadgets.

CANADA UNIQUES
1.7MM

 | **71%**

UNIQUES FROM MOBILE
43%

CANADA PAGEVIEWS
6MM

 | **29%**

MOTHERBOARD

PARTNERS INCLUDE



FEMALE CULTURE

i-D is the leading source of inspiration for the coolest fashion culture. It's the highest-performing fashion publisher in video and has consistent photography and editorial to support it.

Its Fashion & Style network covers a wide range of beauty, fashion, lifestyle news, and trends. From women's issues to celebrity gossip, the network connects brands with bright young women on the sites they trust.

CANADA UNIQUES
414M

 | **27%**

UNIQUES FROM MOBILE
41%

CANADA PAGEVIEWS
2.1MM

 | **73%**

PARTNERS INCLUDE



ART + DESIGN

i-D is the leading source of inspiration for the coolest fashion culture. It's the highest-performing fashion publisher in video and has consistent photography and editorial to support it.

Its Fashion & Style network covers a wide range of beauty, fashion, lifestyle news, and trends. From women's issues to celebrity gossip, the network connects brands with bright young women on the sites they trust.

<p>CANADA UNIQUES 557M</p>	<p> 69%</p>	<p>UNIQUES FROM MOBILE 20%</p>
<p>CANADA PAGEVIEWS 2.2MM</p>	<p> 31%</p>	

PARTNERS INCLUDE



SPORTS

VICE Sports chronicles sports and the role of sports in society. We publish original, reported, and researched stories, as well as videos that take you inside the lives of athletes on and off the field.

Its Sports network is derived of today's most relevant sports content and reporting publishers, covering athletes & events from all around the globe.

CANADA UNIQUES
957M

| **59%**

UNIQUES FROM MOBILE
56%

CANADA PAGEVIEWS
4.7MM

| **41%**

PARTNERS INCLUDE



FOOD + TRAVEL

Munchies chronicles the wide spectrum of the global culinary experience and the diverse voices that are pulling us forward: chefs and home cooks, makers and consumers, the politics and policies of food, and even “front” and “back of house” restaurant life.

Its Food & Travel network is a selection of the driving publishers behind food and travel culture, covering the best food and where to get it.



MUNCHIES

CANADA UNIQUES
1.36MM

| **59%**

UNIQUES FROM MOBILE
56%

CANADA PAGEVIEWS
4.7MM

| **41%**

PARTNERS INCLUDE



modern farmer



FOODBEAST



superfuture®

SAVEUR





MEDIA FORMATS

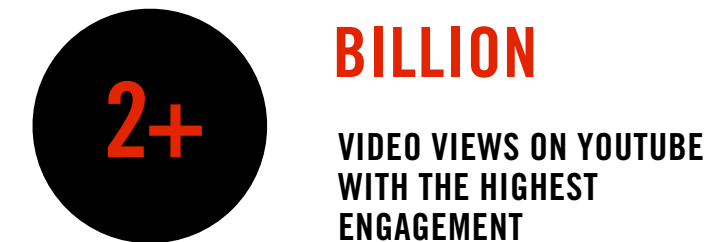
VIDEO

VICE offers a premium cross-platform solution for video distribution, including branded content and preroll.

Commercial video can be targeted effectively to associate with premium VICE content on YouTube, across VICE O&O sites, and the VICE Digital Network.

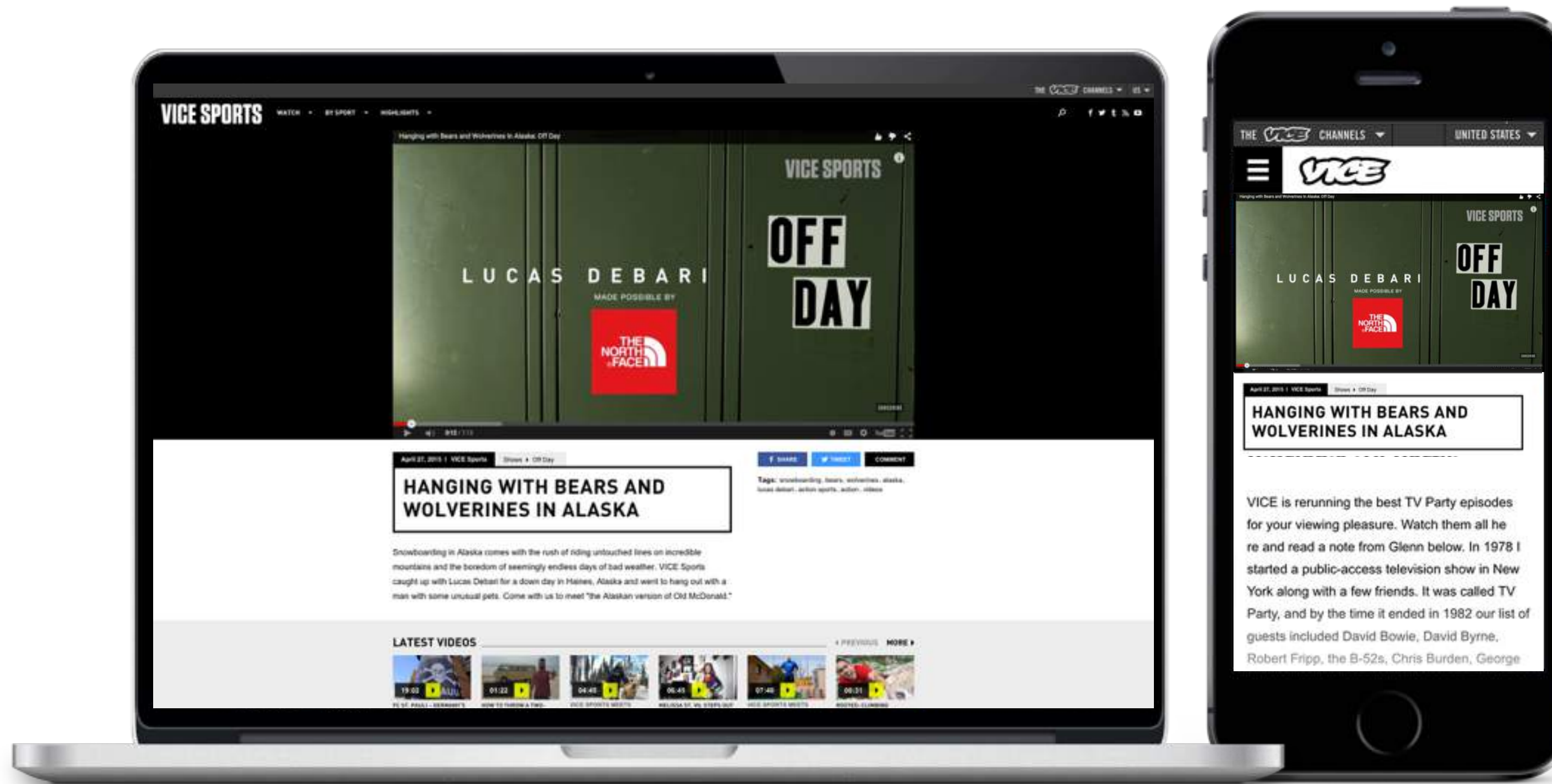
In-app preroll and OTT options coming soon.

PLATFORM	
DESKTOP	
TABLET	
MOBILE	
IN-APP	
YOUTUBE	



YouTube PREMIUM PARTNERSHIP

VICE's continued success in producing original video content has secured an evergreen relationship with YouTube



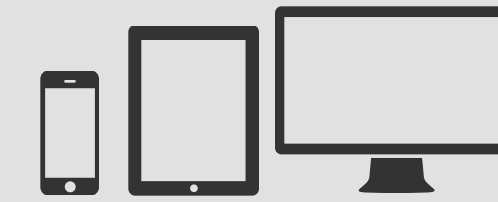
VICE is the exclusive distributor of YouTube pre-roll targeting for VICE & its verticals.

* 3rd party formats subject to testing and approval

DISPLAY

VICE has evolved display media beyond standard IAB formats, into the ultimate solution to promote brand messaging and content launches.

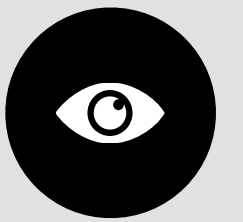
Custom rich media formats - from responsive takeovers of VICE owned channels, to engaging mobile-centric solutions - are designed to integrate seamlessly with the user experience, allowing for flexibility and exposure across platforms.



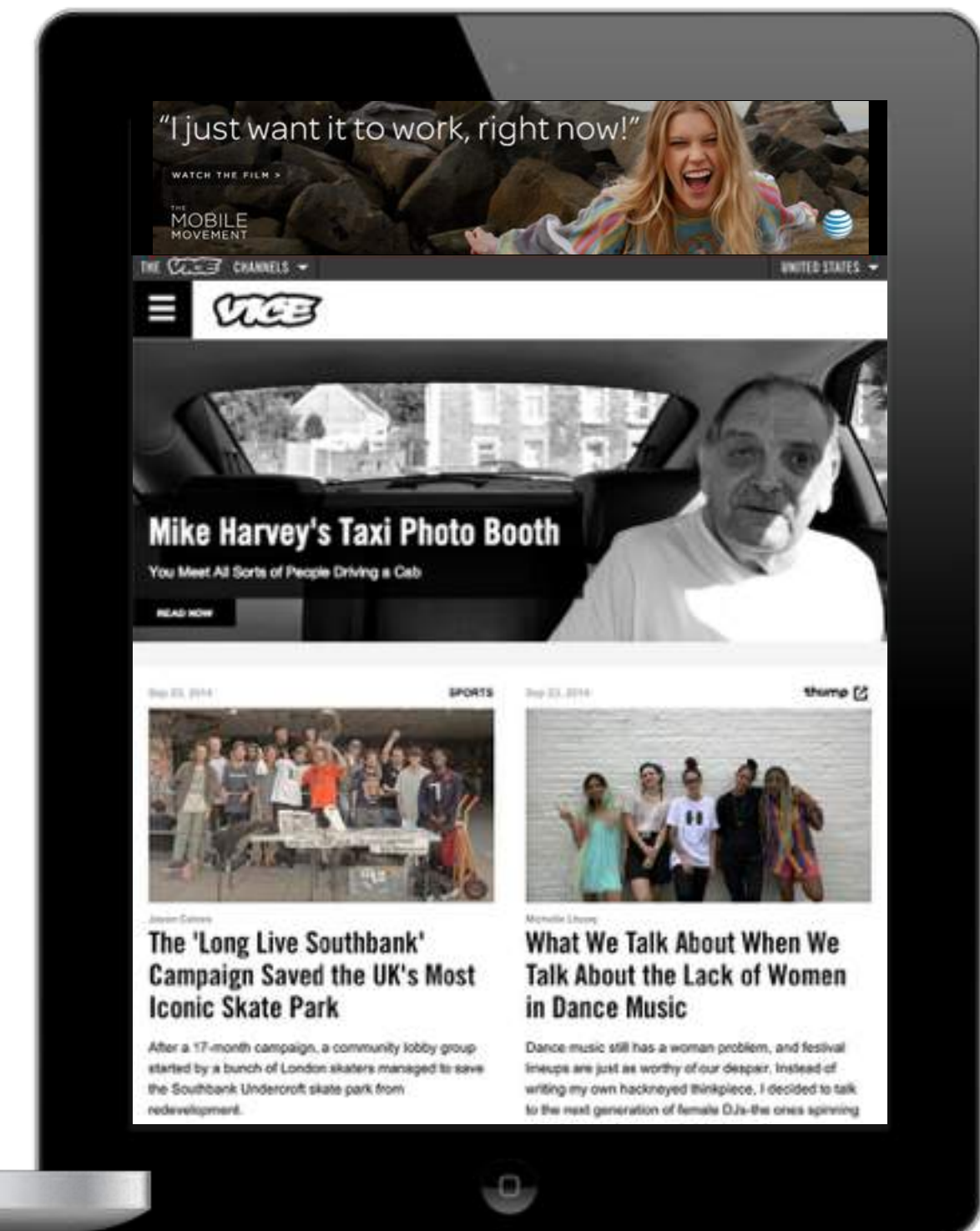
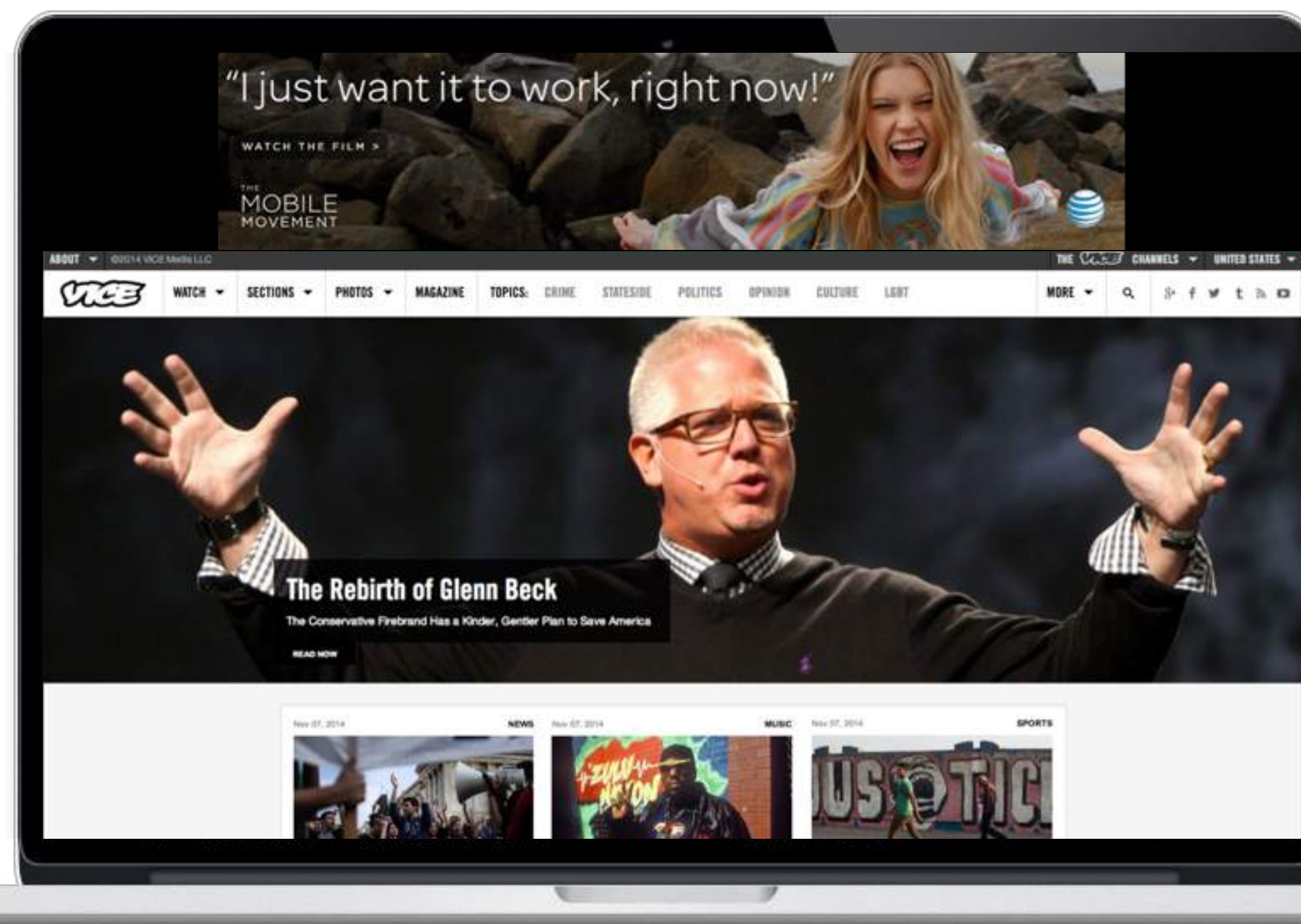
ALL SCREENS



RESPONSIVE SOLUTIONS



OPTIMIZED FOR VIEWABILITY



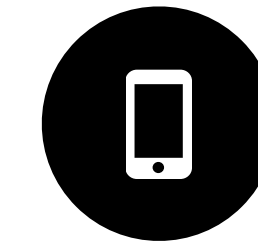
MOBILE

VICE mobile platforms are established as the core of the VICE Digital offering. The VICE audience is increasingly mobile-centric, with 350% year-on-year growth since 2012.

With 60% of users consuming VICE content on a mobile or tablet device, this valuable audience can be reached through granular segmentation using the suite of innovative custom ad products.



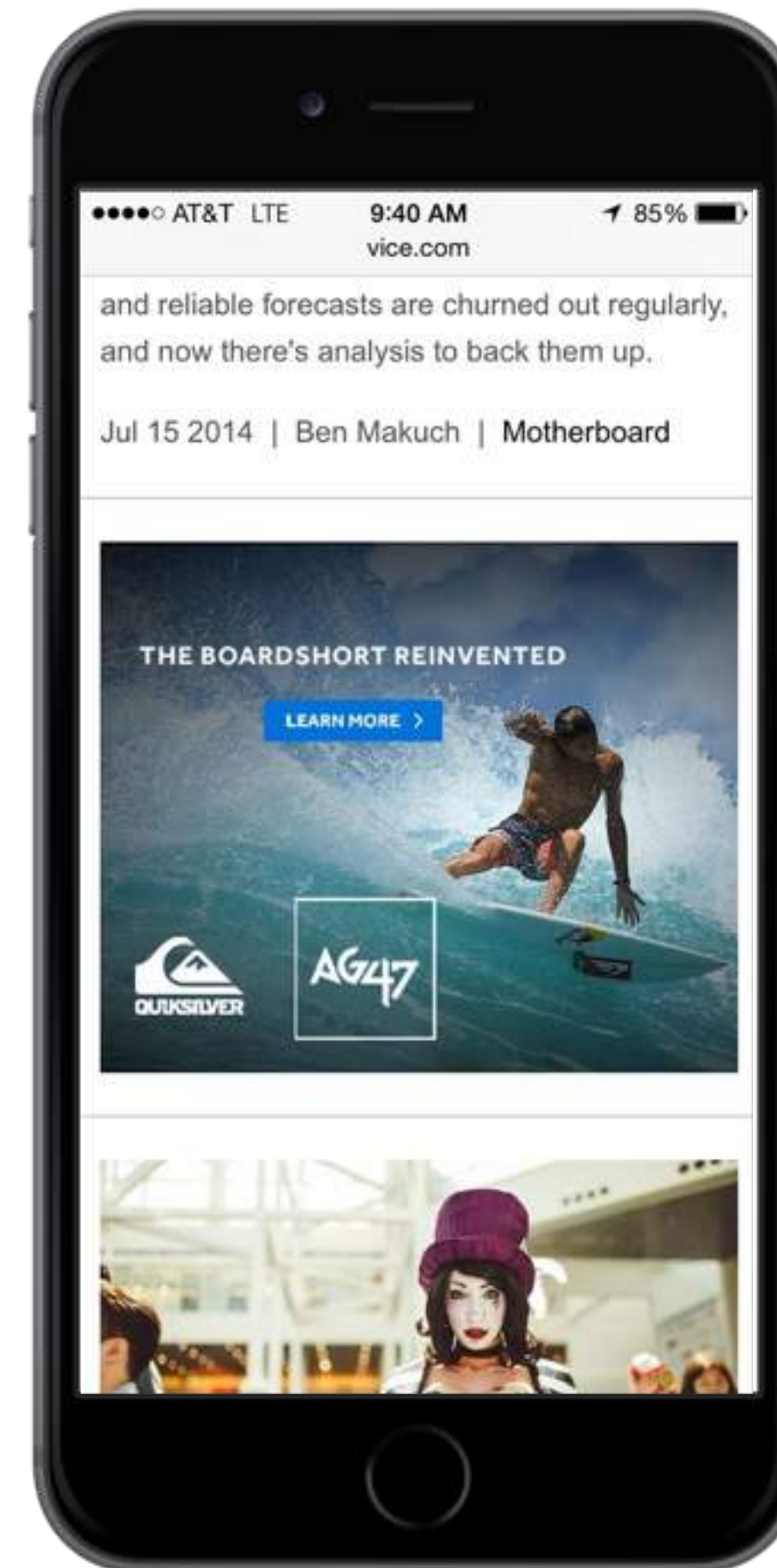
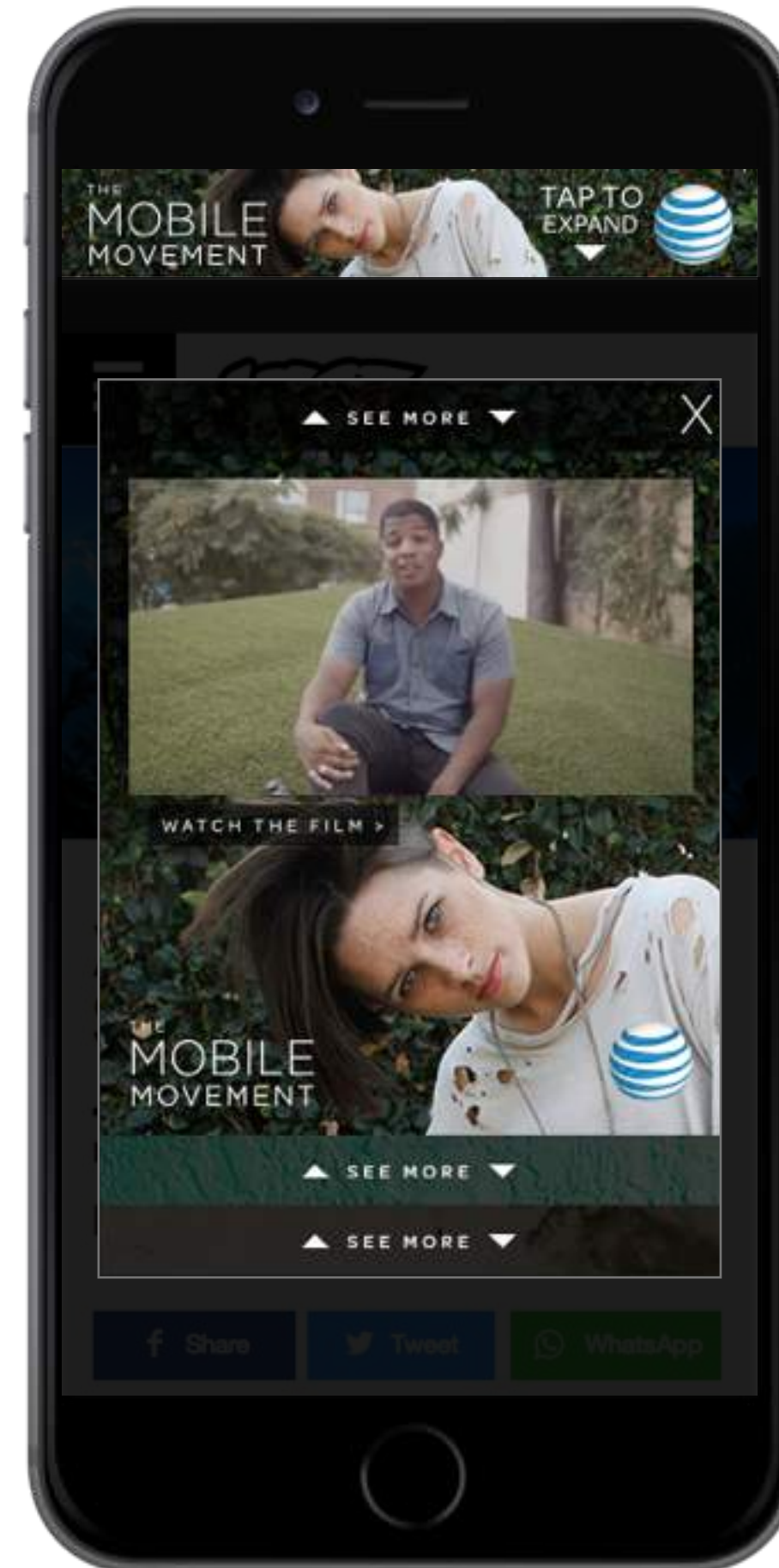
350%
YEAR-OVER-YEAR
MOBILE AUDIENCE
GROWTH SINCE 2012



60%
OF OUR AUDIENCE
CONSUMES VICE
CONTENT ON MOBILE.

AD UNITS

FORMAT	SIZE*
MOBILE LEADERBOARD	320x50
MPU	300x250
MOBILE BILLBOARD	320x150
DAILY TAKEOVER	ALL



* 3rd party rich media formats subject to testing and approval

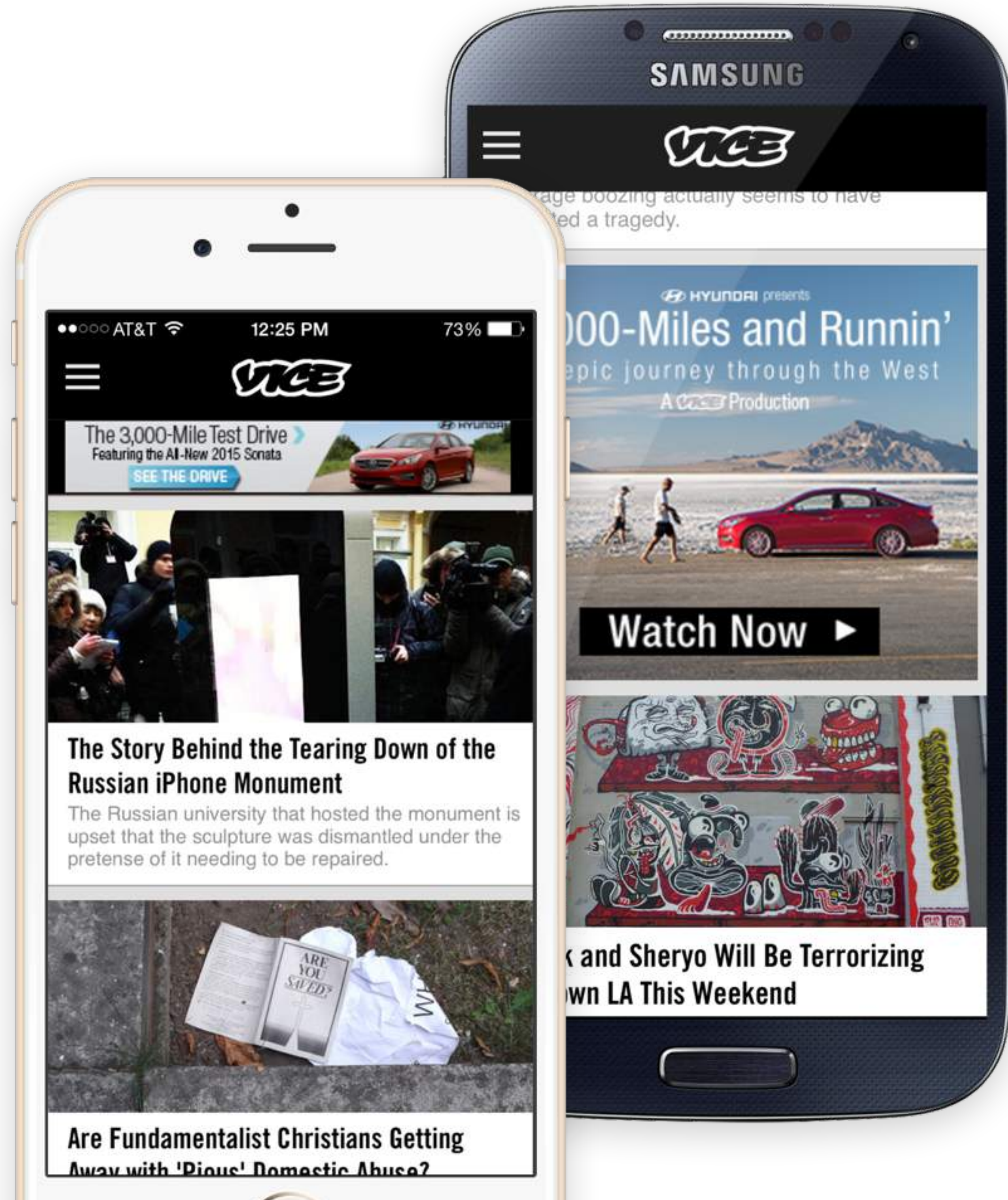
VICE APP

The VICE iOS and Android apps represent some of the most highly-engaged VICE audience members, with 50% more page views per session than mobile web, and a rapidly growing audience that has expanded 3x over the last six months.

This valuable core audience can be reached via in-app placements that can support rich media and daily takeovers.



AD UNITS	
FORMAT	SIZE*
MOBILE LEADERBOARD	320x50
MPU	300x250
MOBILE BILLBOARD	320x150
DAILY TAKEOVER	ALL



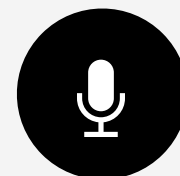
* 3rd party rich media formats subject to testing and approval

SNAPCHAT

Discover is Snapchat's new premium content offering. As a key launch partner, VICE utilizes a blend of video, imagery and editorial to distill the best content from around the VICE universe into a new edition each and every day.

HIGHLIGHTS FROM VICE ON SNAPCHAT TO DATE

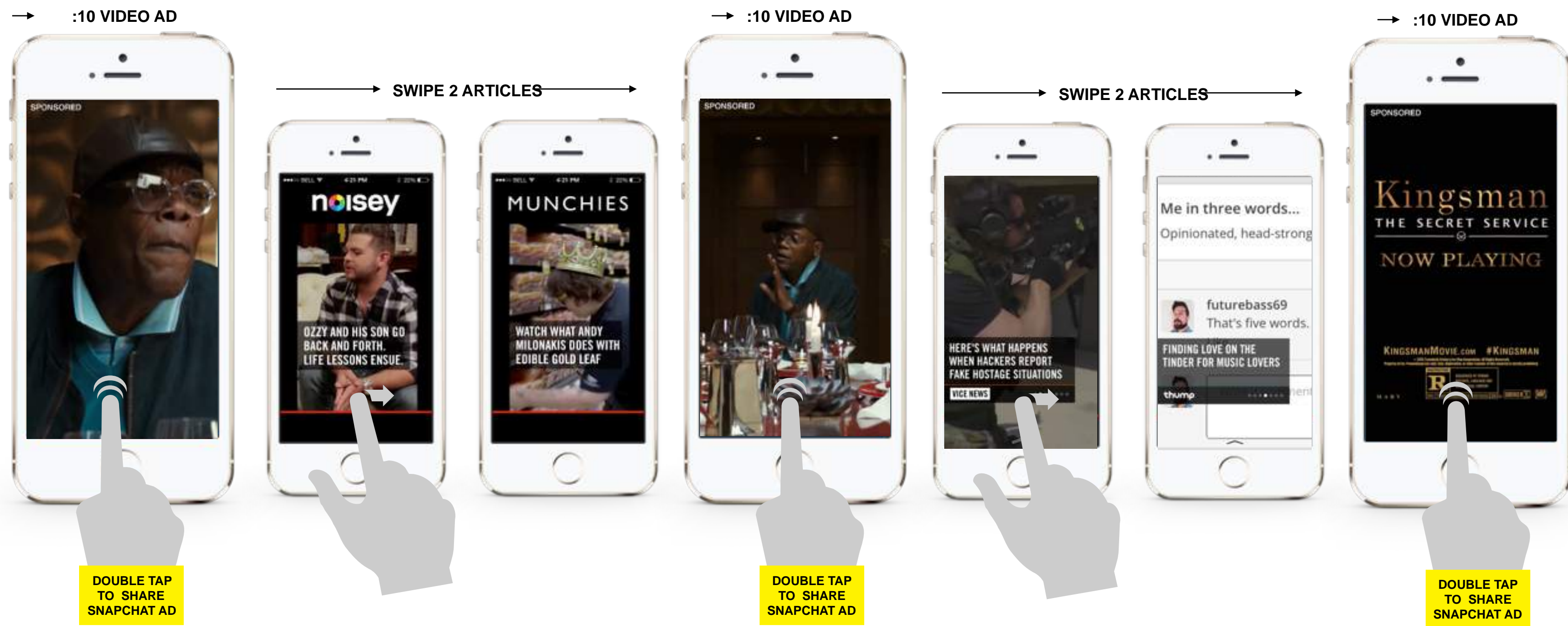
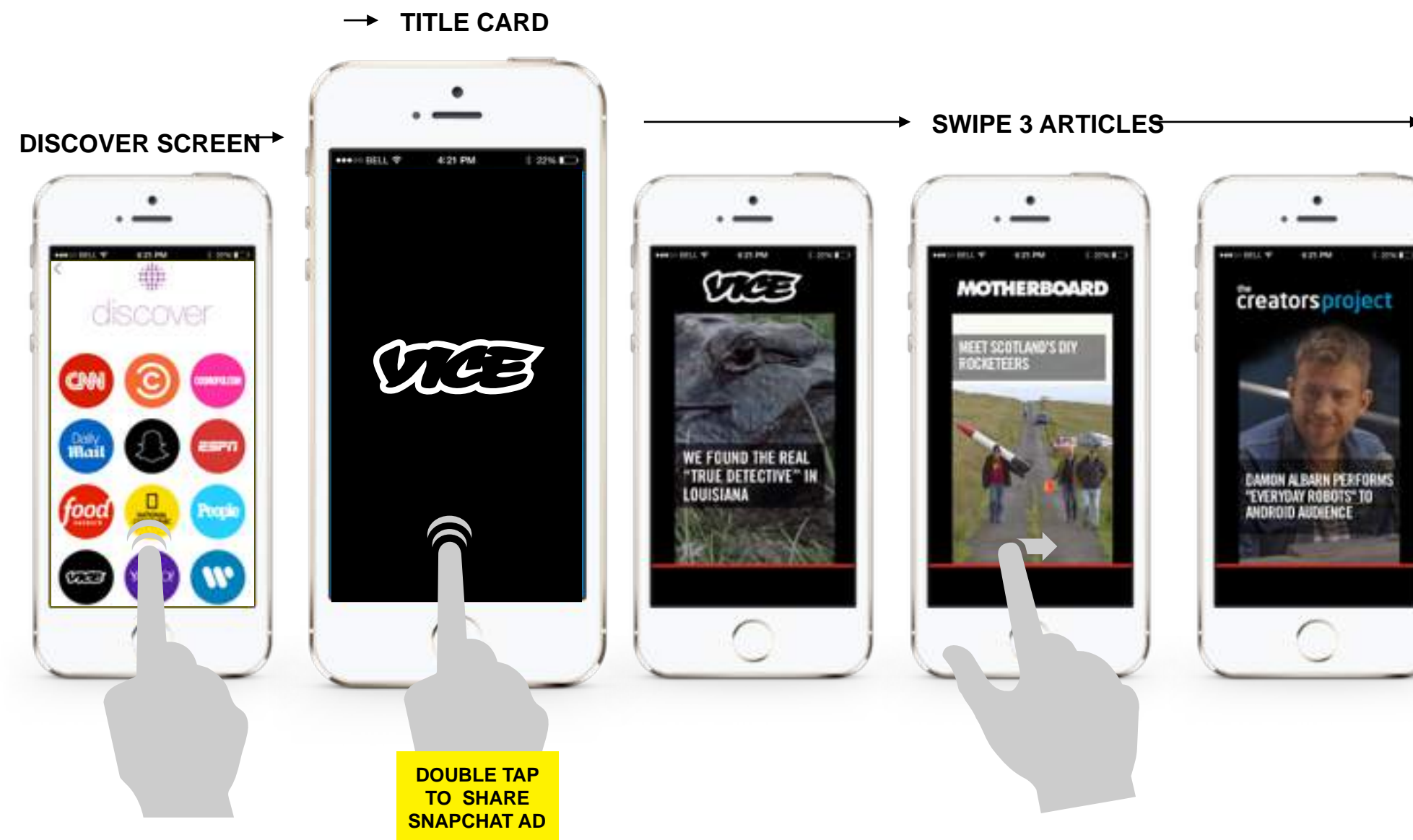
FULL DAY OF VICE ON SNAPCHAT DEDICATED TO VARIOUS SEGMENTS OF VICE NEWS' OBAMA INTERVIEW



FIRST EVER PUBLISHER EDITION PROMOTED ON AN OFFICIAL SNAPCHAT STORY (LOS ANGELES LIFE), FEATURING VICE'S SHANE SMITH'S INTRODUCTION



:10 IN-FLOW ENTERTAINMENT AD HAD THE BEST ENGAGEMENT SEEN ON THE PLATFORM IN THE FIRST MONTH



OVERVIEW

100% OWNERSHIP OF BRAND'S KEY DATES
3 :10 VIDEO IN-FLOW ADS PER EDITION

100% SPONSORSHIP OF THEMED CONTENT DAYS SURROUNDING TENTPOLE EVENTS I.E. GRAMMYS, FASHION WEEK, SXSW, VALENTINE'S DAY*

CUSTOM SNAPCHAT VIDEO CREATIVE BUILT BY VICE*

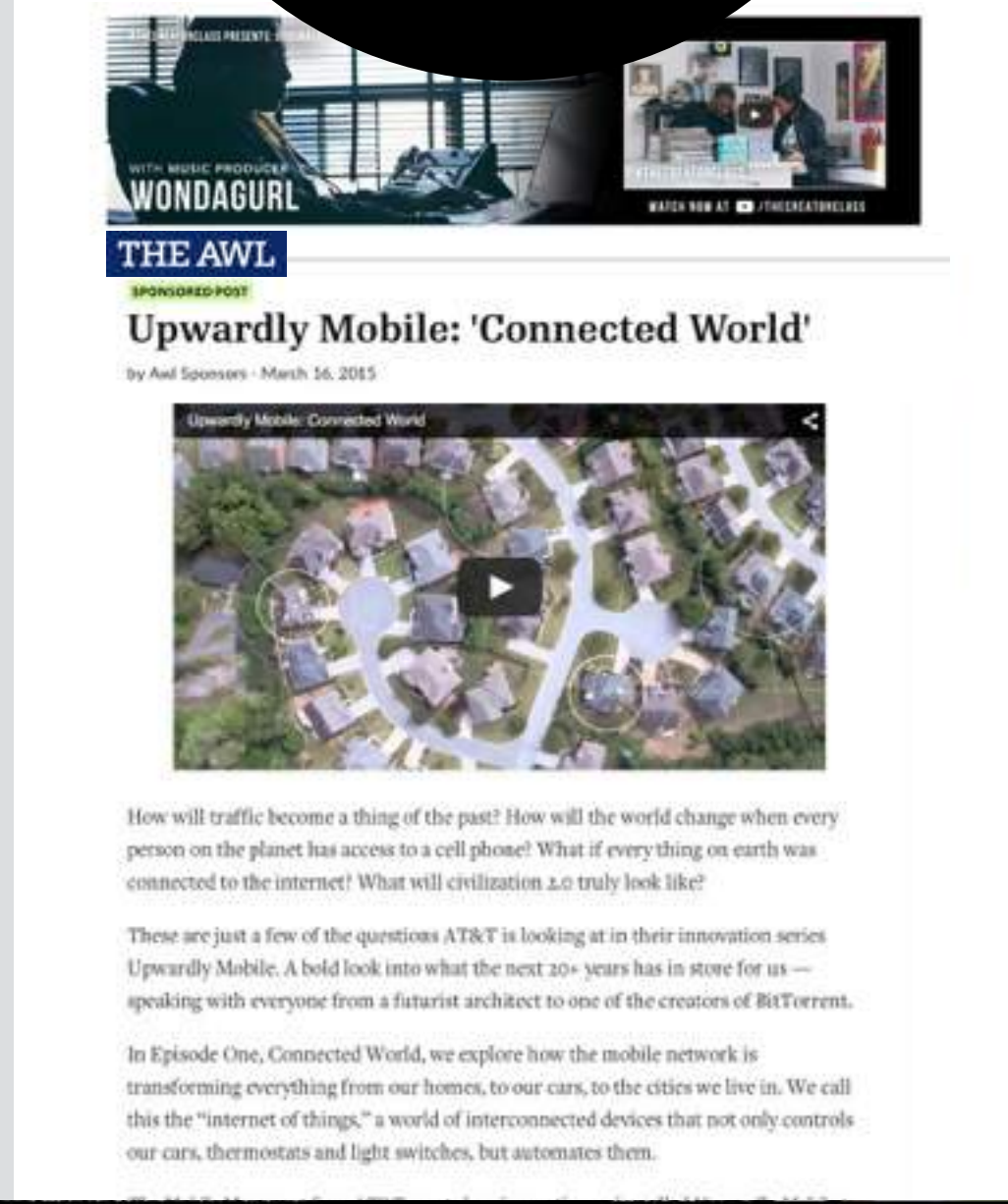
DAILY EDITION CUSTOMIZED BY THEME*

* Minimum spends apply

ADVERTORIAL

For particular client campaigns, VICE can facilitate the execution of paid advertorial from its network partners, including posts to their sites and socials.

**PAID EDITORIAL
POSTS ON
WEBSITES AND
SOCIALS**



ADVERTISING PRODUCTS



CREATIVE SOLUTIONS

VICE's creative and interactive design teams develop cross-platform custom ad products for brands, tailored to deliver against specific campaign objectives.

We create bespoke solutions that work seamlessly with the VICE experience through an understanding of how to engage our audience, built and delivered through a best-in-class rich media ad platform.



HTML5



CROSS-PLATFORM



3RD PARTY SUPPORT



CROSS-PLATFORM FILMSTRIP

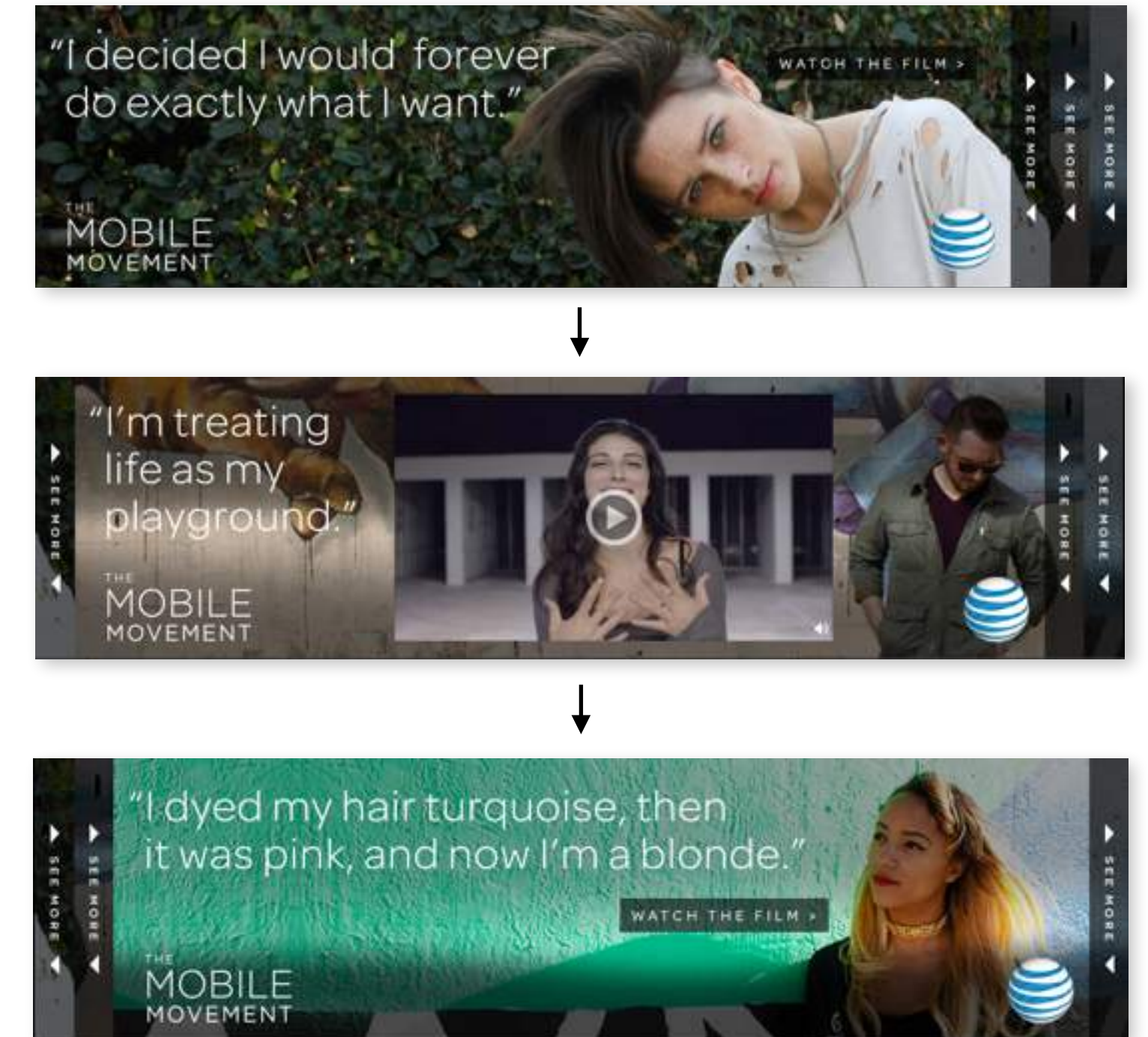
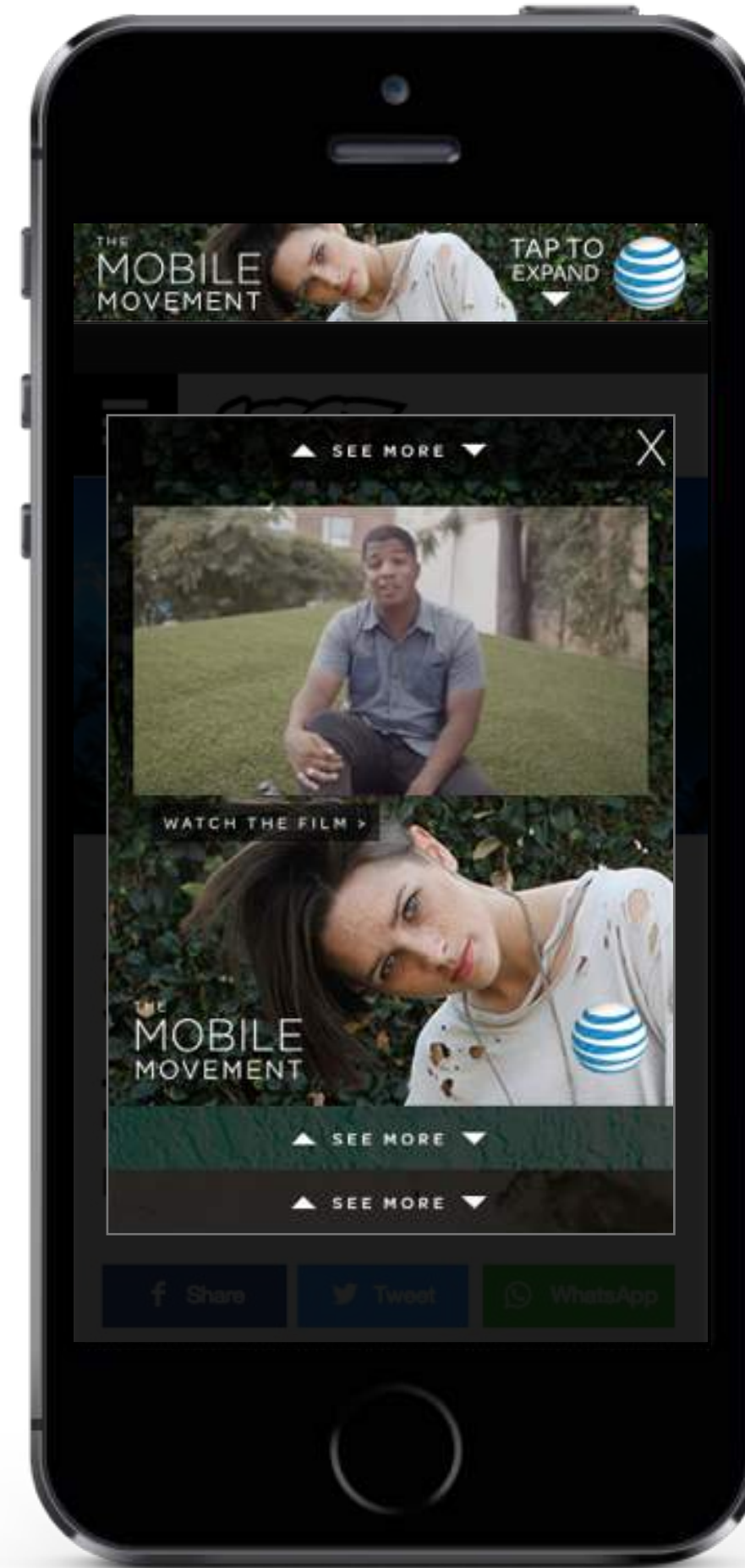
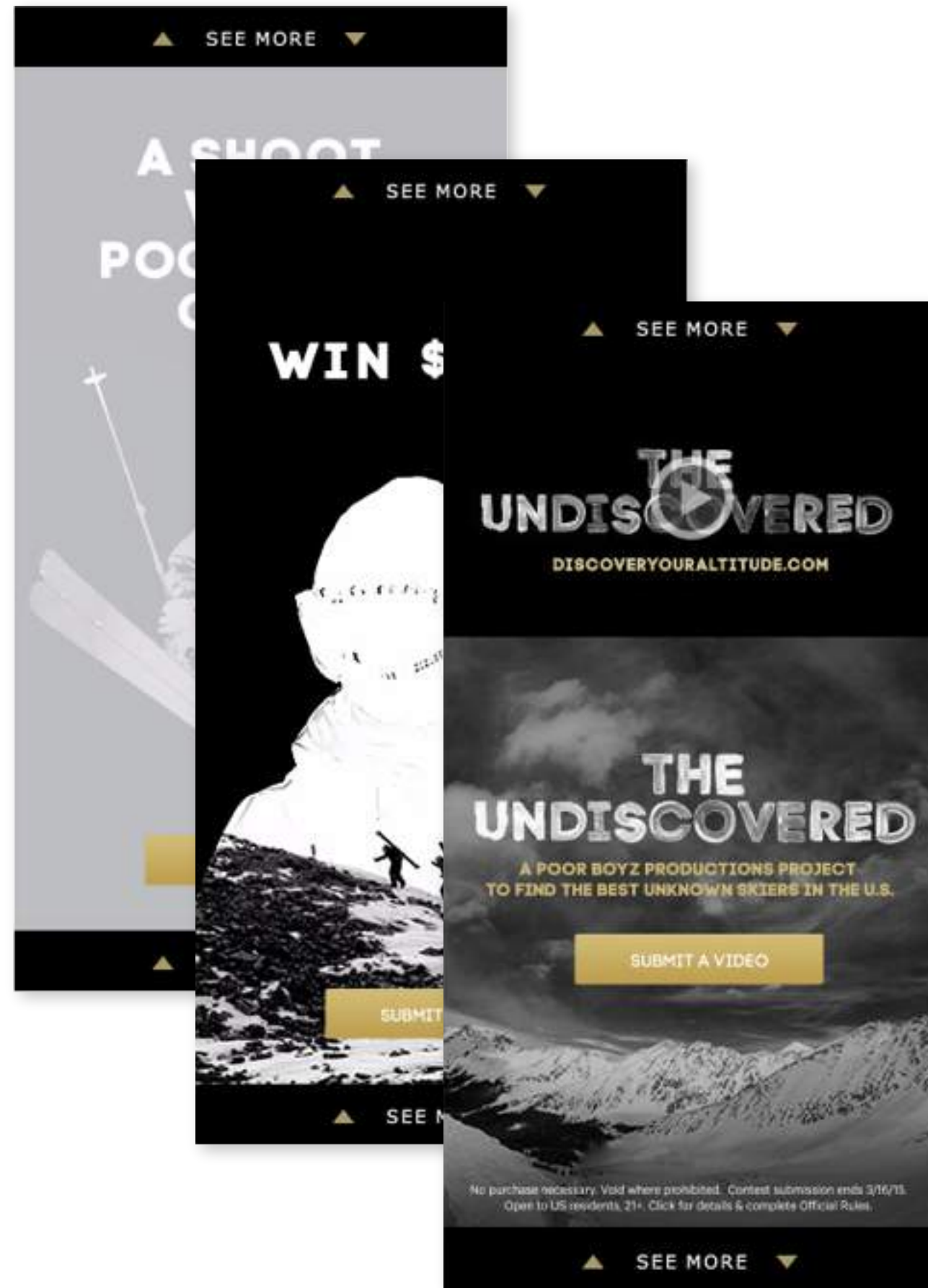


VIDEO GALLERY



FULL PAGE FLEX

MULTIPANEL — Units with multiple in-banner panels to house imagery, video and copy assets.

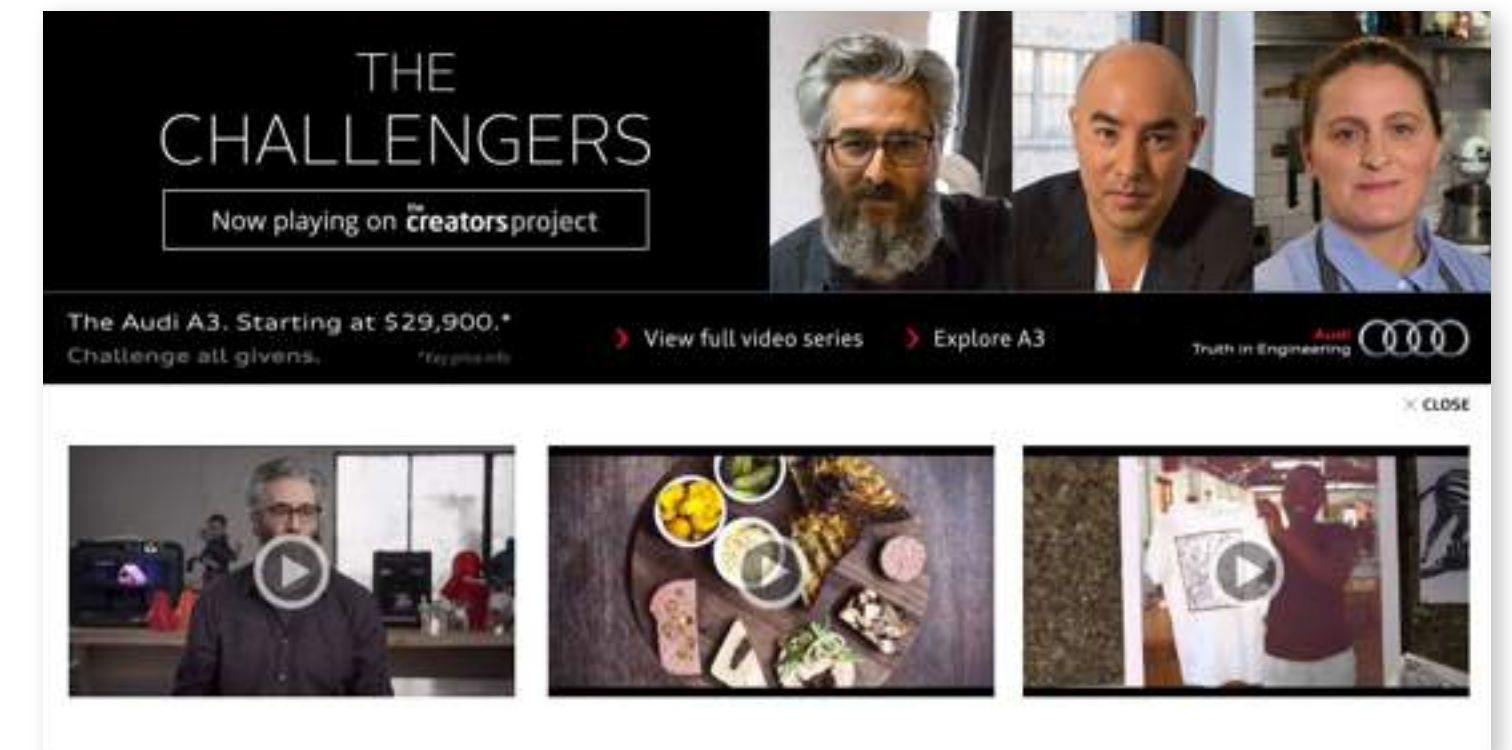
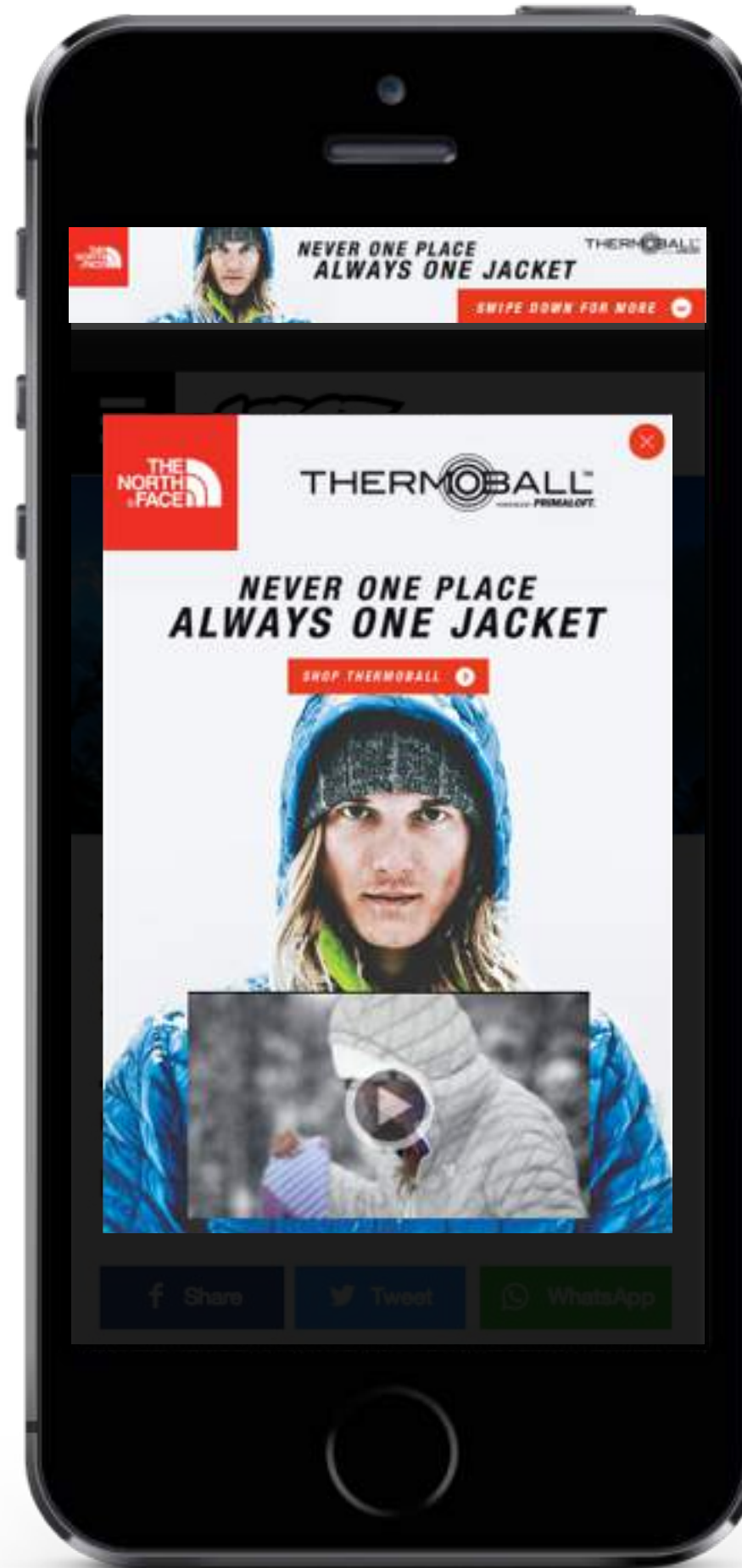


300x600 FILMSTRIP / THE UNDISCOVERED
[HTTP://BIT.LY/1E6MGOR](http://bit.ly/1E6MGOR)

MOBILE ACCORDION / AT&T "THE MOBILE MOVEMENT"
[HTTP://BIT.LY/1EYSOBF](http://bit.ly/1EYSOBF)

970x250 FILMSTRIP / AT&T
[HTTP://BIT.LY/1EYS99H](http://bit.ly/1EYS99H)

EXPANDABLES — High impact, user-initiated overlay formats which display a suite of brand assets.

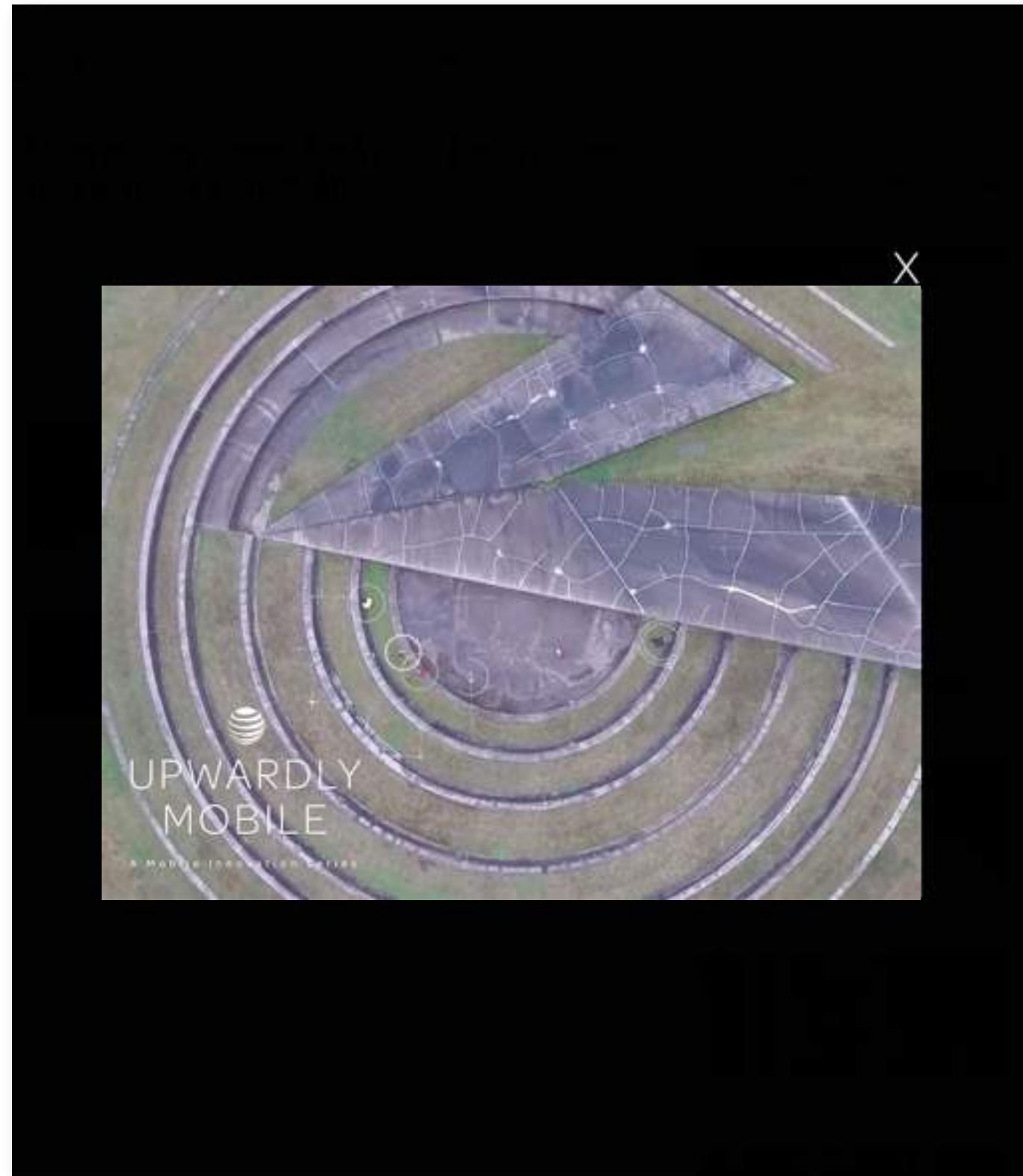


970x250 EXPANDABLE / AXE
[HTTP://BIT.LY/1XCH9IE](http://bit.ly/1XCH9IE)

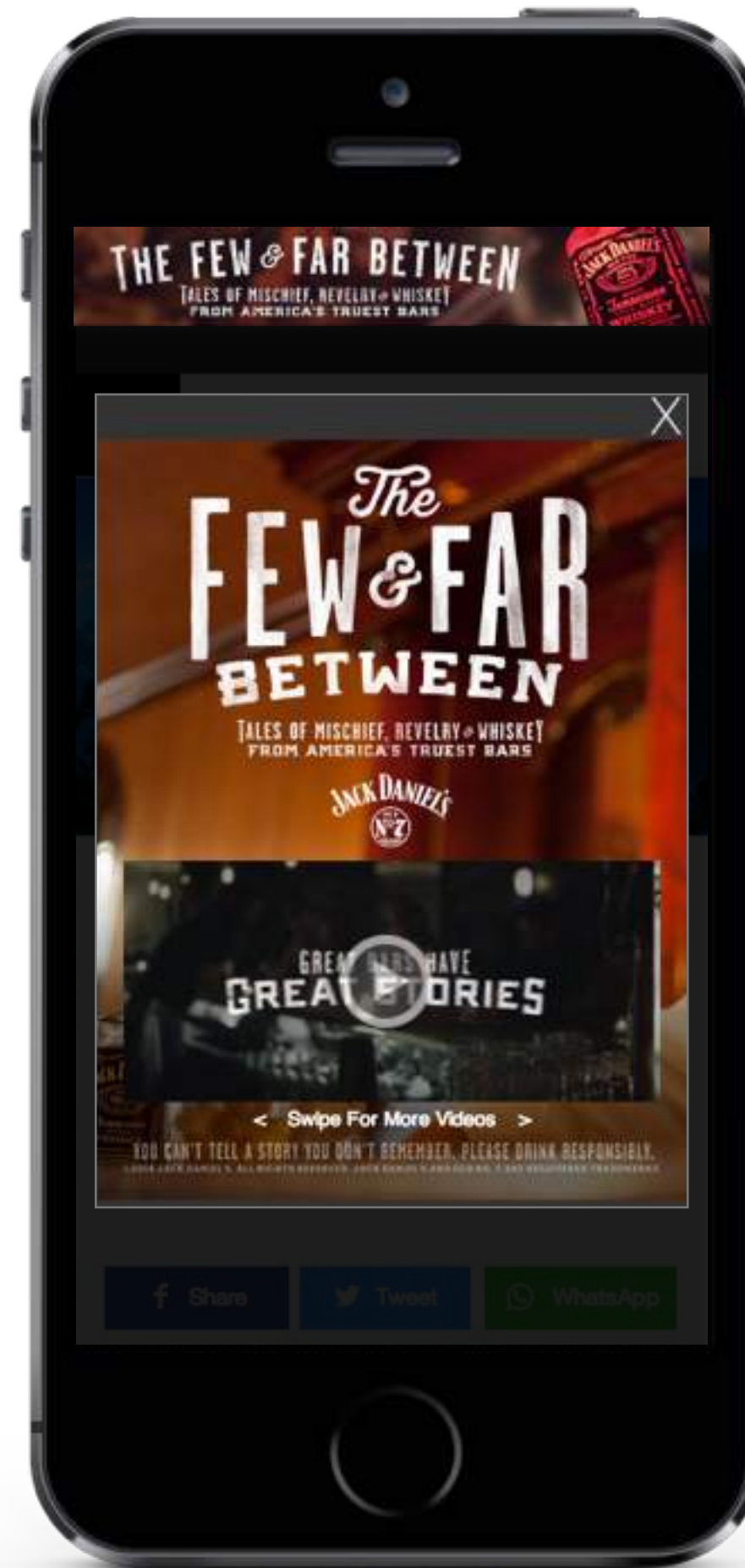
MOBILE EXPANDABLE / THE NORTH FACE
[HTTP://BIT.LY/1XCHKDS](http://bit.ly/1XCHKDS)

970x250 EXPANDABLE / AUDI
[HTTP://BIT.LY/1EYSTW6](http://bit.ly/1EYSTW6)

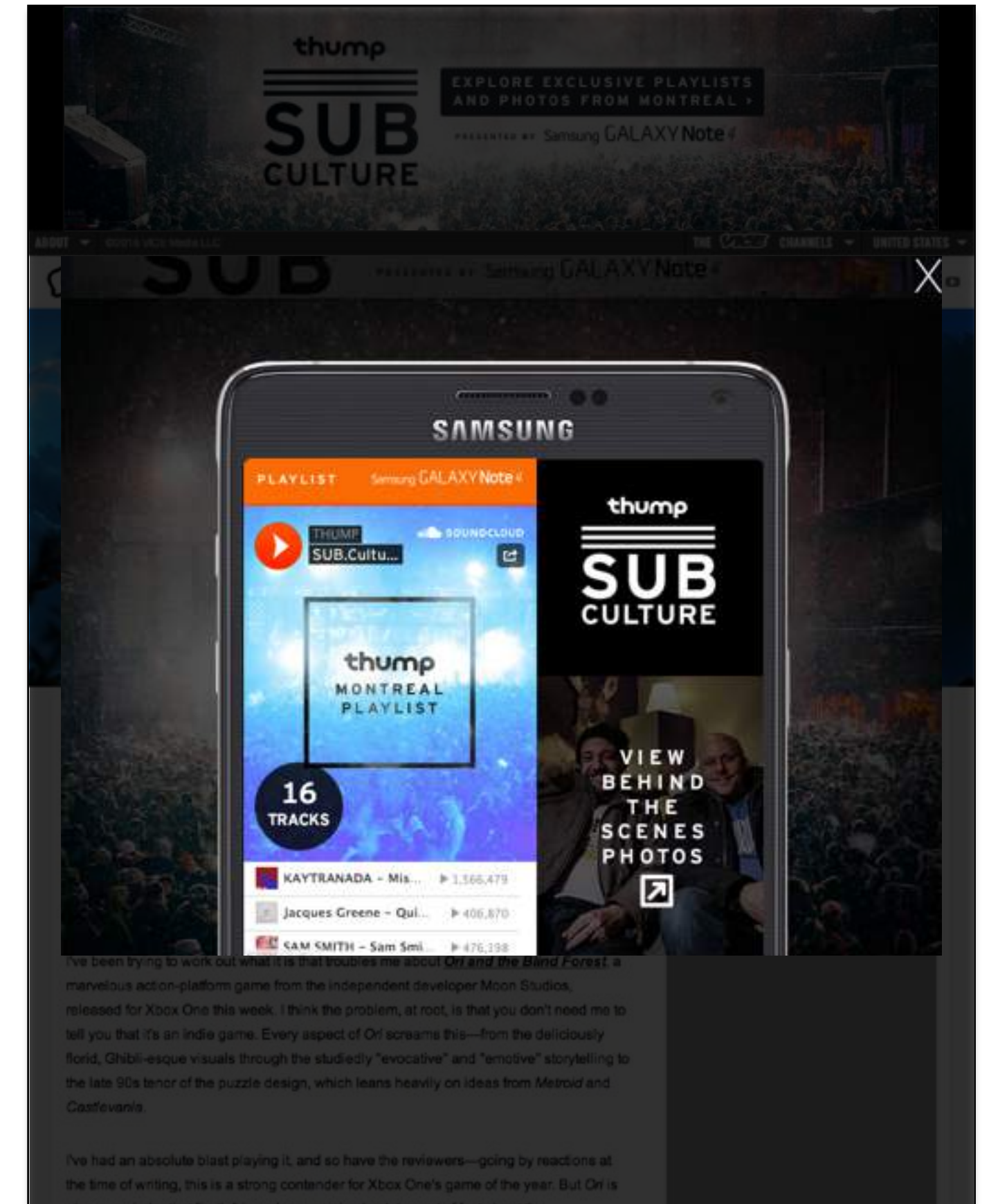
OVERLAYS — Interruptive formats delivering 100% share-of-voice for brands.



RICH MEDIA OVERLAY / AT&T “UPWARDLY MOBILE”
[HTTP://BIT.LY/1XCHWTM](http://bit.ly/1XCHWTM)

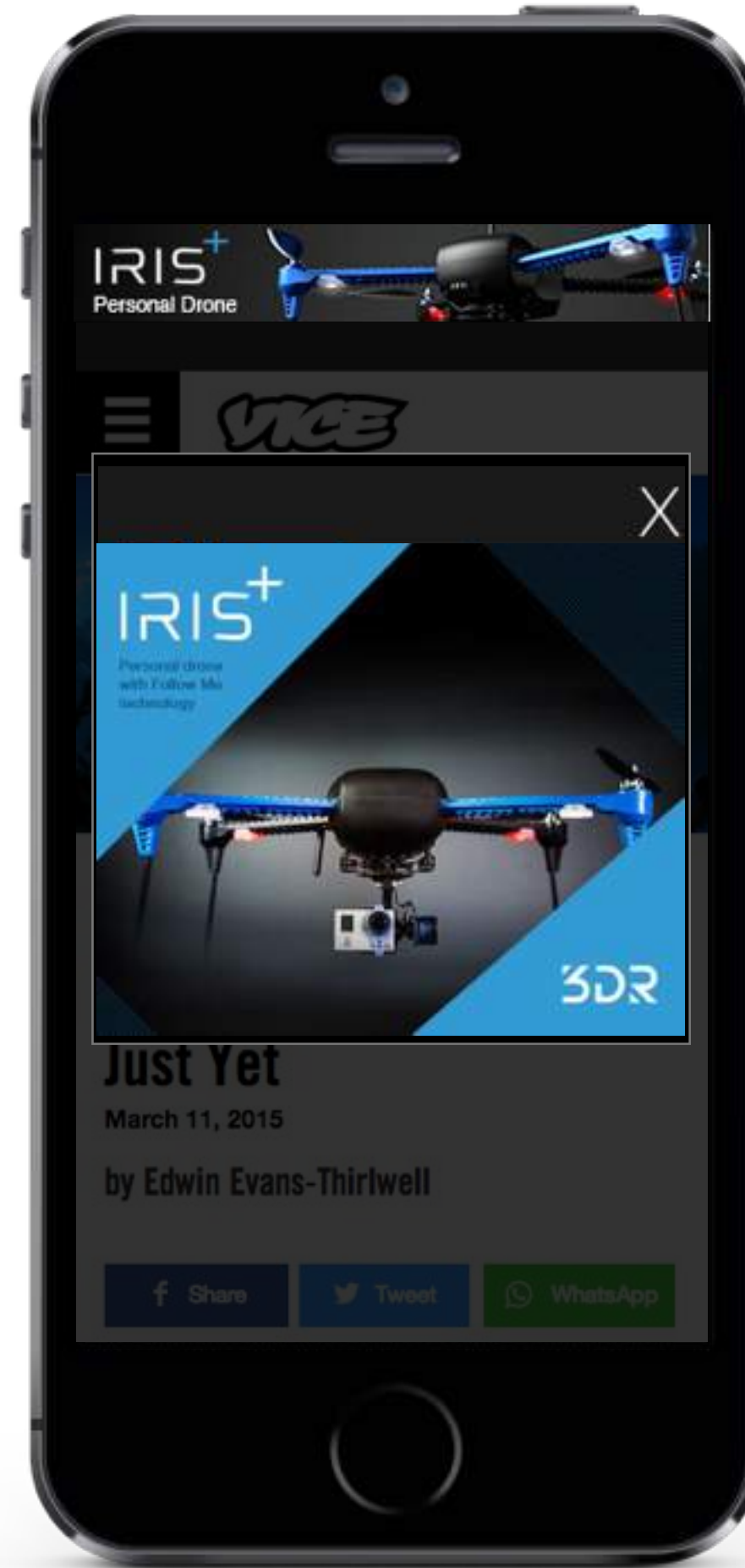


MOBILE INTERSTITIAL / JACK DANIELS
[HTTP://BIT.LY/19NY7FV](http://bit.ly/19NY7FV)



INTERACTIVE OVERLAY / SAMSUNG
[HTTP://BIT.LY/1HPTMQY](http://bit.ly/1HPTMQY)

DYNAMIC — Display units that inspire engagement and deliver an interactive display experience.

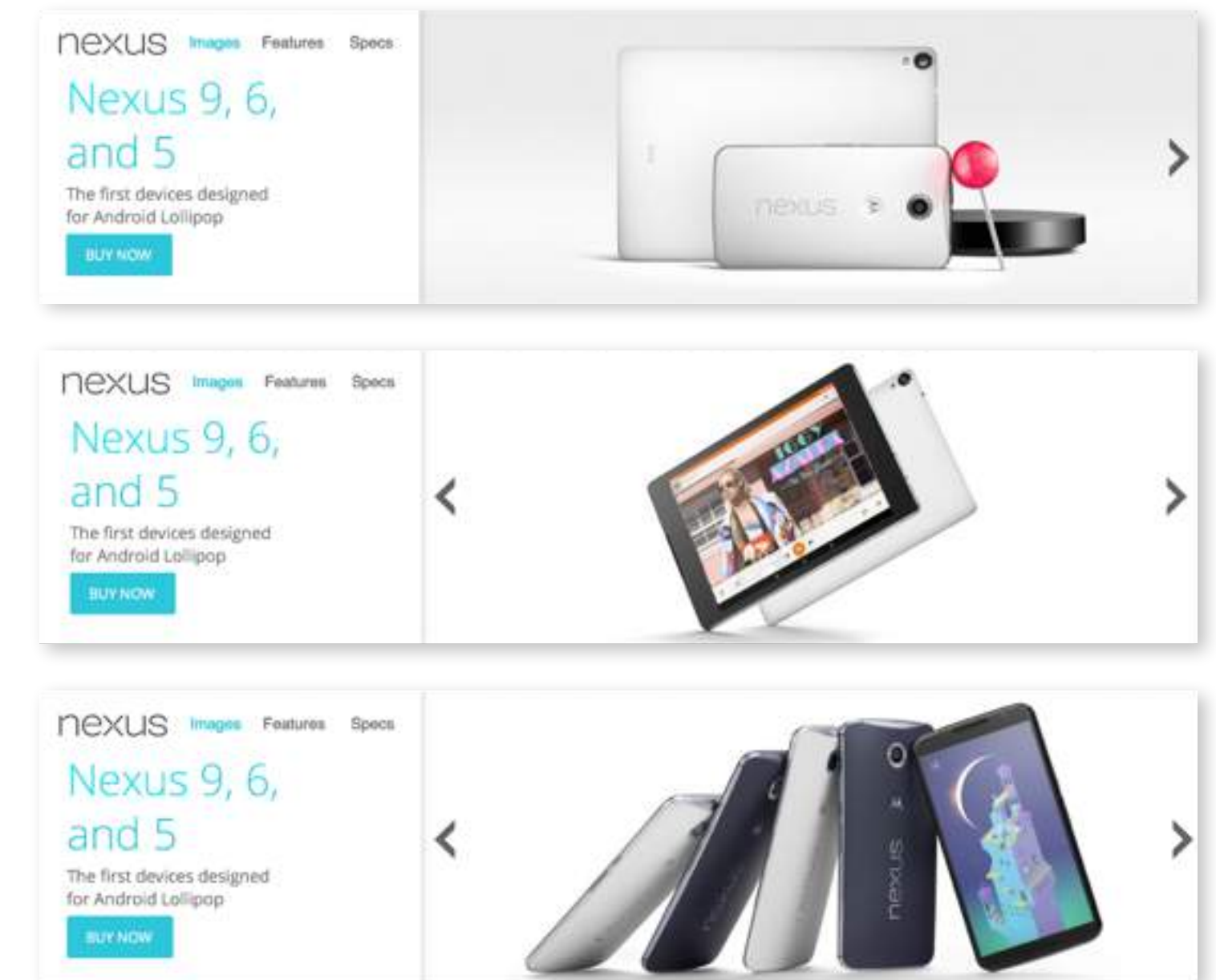


INTERACTIVE HOVER / SAMSUNG
[HTTP://BIT.LY/1BABOCO](http://bit.ly/1BABOCO)

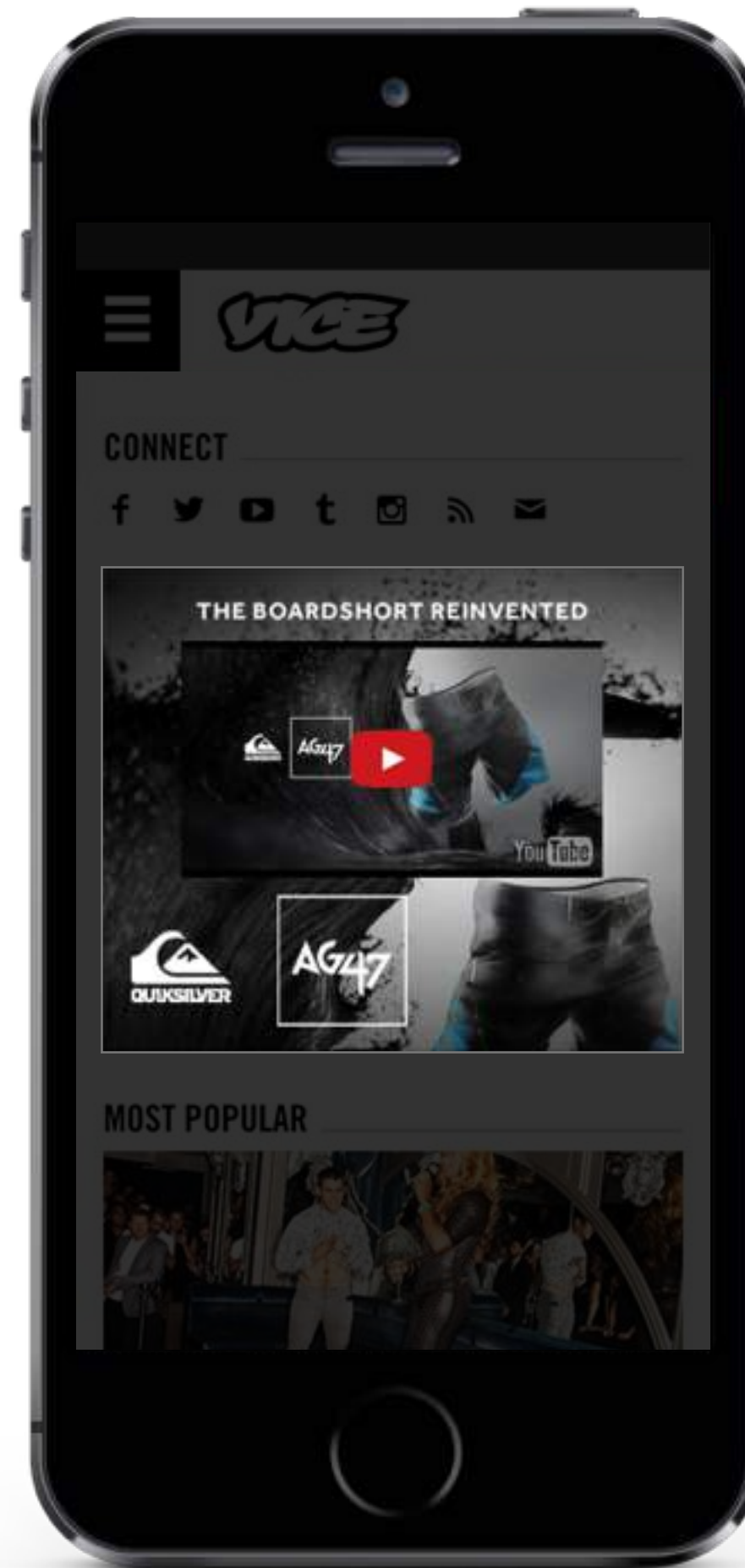
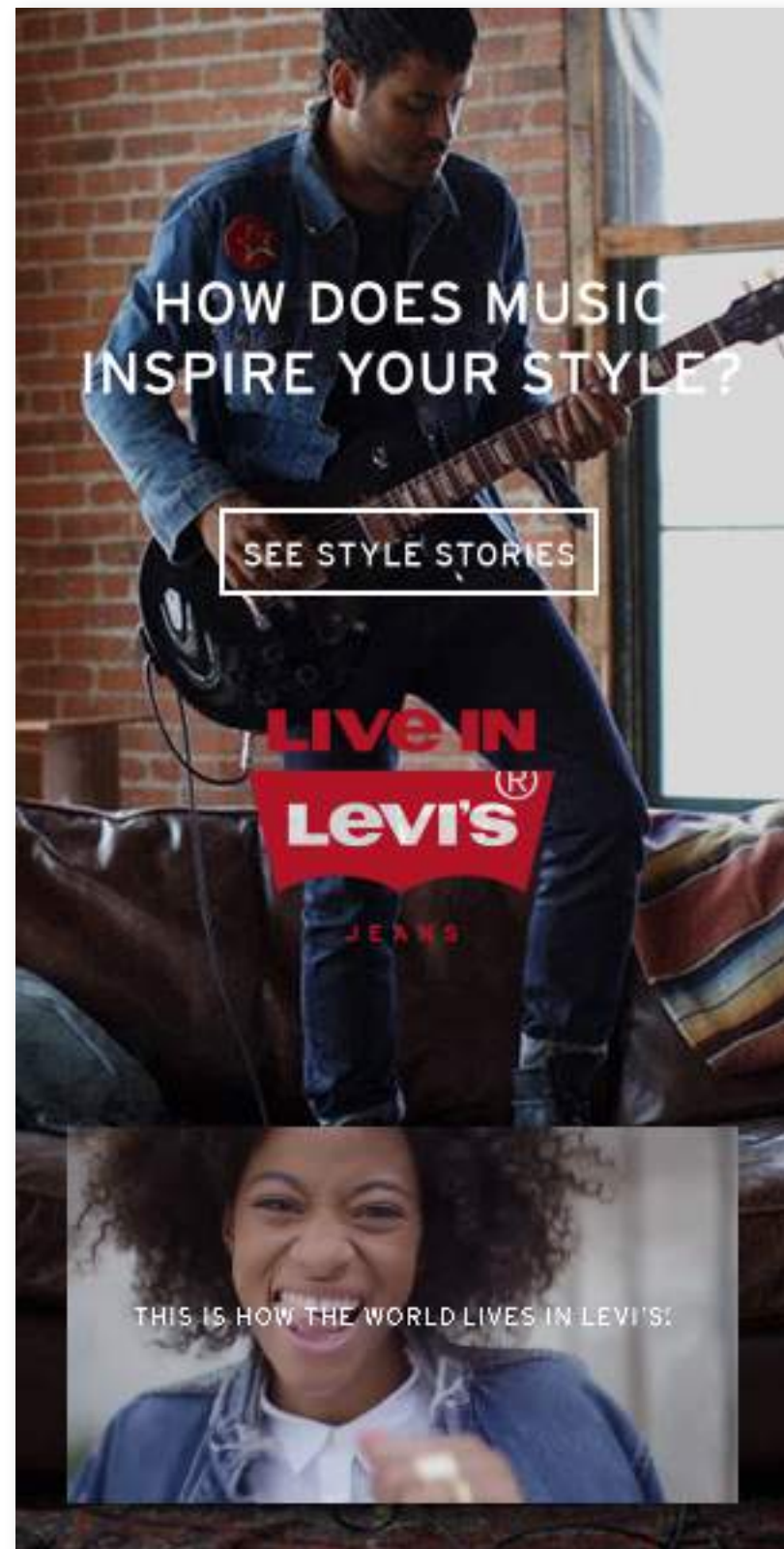
MOBILE MOTION-ACTIVATED OVERLAY / IRIS
[HTTP://BIT.LY/1IAHECI](http://bit.ly/1IAHECI)

INTERACTIVE OVERLAY / CONVERSE
[HTTP://BIT.LY/1IAJXVT](http://bit.ly/1IAJXVT)

SHOWCASE — Supports multiple asset types to deliver the most immersive experience across VICE products.



IN BANNER VIDEO — Supports video distribution within IAB display units while amplifying reach across premium placements.



300X600 BILLBOARD WITH VIDEO / LEVIS
[HTTP://BIT.LY/1BUVX20](http://bit.ly/1BUVX20)

300x250 MOBILE VIDEO / QUICKSILVER
[HTTP://BIT.LY/1HTN4RL](http://bit.ly/1HTN4RL)

970x550 BILLBOARD WITH VIDEO / GRAND MARNIER
[HTTP://BIT.LY/1900S3T](http://bit.ly/1900S3T)



MEASUREMENT

VICE ANALYTICS

The VICE analytics and insights teams provide deep understanding of campaign objectives and performance through a host of qualitative and quantitative measures.

METRICS

AUDIENCE INSIGHTS

REACH & FREQUENCY

MEDIA ENGAGEMENT & VIEWABILITY

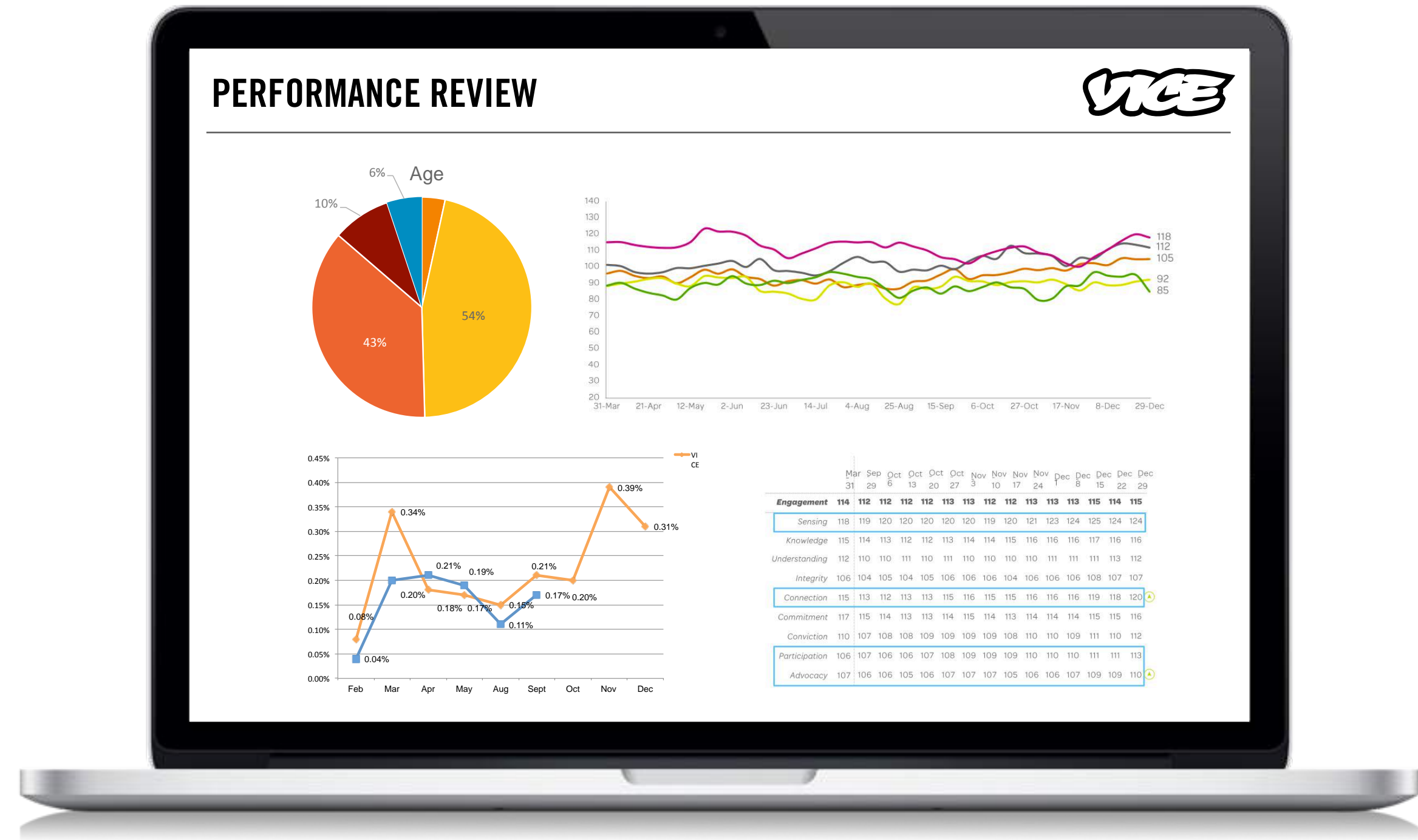
BRAND LIFT

CONVERSION ANALYSIS

AUDIENCE MODELING

SOCIAL LISTENING

PARTNERS:



REPORTING

VICE's in-house ad operations team handle quantitative campaign intelligence from multiple ad servers and onsite analytics platforms, and organizes data ready for evaluation.

ANALYTICS

Campaign effectiveness is measured against brand KPIs and VICE benchmarks to apply relevant context and direction, and valuable optimization tactics are applied in-flight to maximize performance.

INSIGHTS

Post-campaign learnings are delivered across audiences, content, ad products and platforms, focussed on actionable qualitative insights for brands to invest into future marketing efforts.

THANK YOU

