

The **VOGUE** *City*

sales · style · substance

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ABOUT

Since the inception of The Vogue City, its goal has been to offer a community of pragmatic, stylish women style tips and shopping advice in a fun witty voice, and to create opportunities to purchase valuable pieces at affordable prices.

The Vogue City has established its reputation as a force, publishing sales event news and attending several sample sales each week. Its no-holds-barred reviews, letting users know which sales are worth the wear on their Giuseppe Zanottis, are essential for the stylish and bargain-minded New Yorker.

The introduction of Studio Gluck marks the site's continued commitment to its goal, presenting its readers with access to new, talented designers. The designers are featured through a unique combination of stories, interviews and videos; culminating with a 24-hour sale event, where Studio Gluck opens its doors, and presents items chosen from designer's current collection at introductory prices.

The Vogue City has been offering ultra-comprehensive sample sale reviews and lifestyle content since 2007, and has earned a loyal readership that is overwhelmingly female, 30+, childless, and affluent: a designer's ideal customer.

The Vogue City is a new concept in virtual fashion, a digital magazine with an integrated e-commerce component.

The Vogue City readers combine pragmatism with style and love of exclusive things with an insistence on good value.

ADVERTISE

with The VOGUE City

SITE BANNERS

Skyscraper



\$150/month

Carousel



\$100/week

The Vogue City offers a variety of options for advertisers at a range of price points.

The Vogue City's visitors are affluent, fashion-focused, and educated: a perfect fit for designer brands.

EMAIL

Banner



\$200/week

Sponsor



\$150/email

Sell your designs on

STUDIO GLUCK

Studio Gluck gives an opportunity to learn about a designer endorsed by a website they trust, and to obtain collector's pieces from an emerging artist at an introductory price.

Studio Gluck is The Vogue City's e-commerce arm. Each week, The Vogue City highlights a new designer, chosen from the list of those who have shown extraordinary promise and whose work is appropriate for The Vogue City audience. Throughout the week, the site will showcase the designer through photos, interviews or articles reflecting their philosophies and inspirations. While the typical flash sales feature as much as 100 designers a week, The Vogue City will allow its readers to focus on this

particular designer, understand their work, and will open the store for just one day to purchase some of their creations. While our prices are better than retail prices, there is an emphatic aura of exclusivity as the designer is introduced throughout the week, with encouragement on knowing the designer, not on the discounted prices.

At week's end, Studio Gluck opens for a one-day sale featuring a few carefully chosen items from the designer's collection.





EDITORIAL

The Vogue City's exhaustive editorial offerings fall under four main categories: sample sale reviews, sale listings, trend stories, and posts from our very important bloggers (VIBs). Each category provides our readers with news delivered in The Vogue City's unique brand voice: intelligent, friendly and witty.

Check out our website daily for posts for Very Important Bloggers, News, Sales and Editorials:

Monday: [Health and Beauty](#) in *Trends and Style*

Tuesday: [Apparel and Accessories](#) in *Trends and Style*

Wednesday: [Shopping Reports and Interviews](#) *In the News*

Thursday: [Food](#) in *Trends and Style*

Friday: [Décor](#) in *Trends and Style*

Saturday: [Love and Life](#)

Sample Sale Reviews

The Vogue City has been delivering sample sale reviews, the site's signature editorial offering, to readers since the site's launch in 2007. The Vogue City's shopping critics visit several New York sales a week and file detailed reports, letting readers know which are worth visiting and which are not.

Sale Listings

The Vogue City maintains the web's most comprehensive list of sample sales. Updated daily, the site's list includes sales in New York, Los Angeles, and online.

Trend Stories

The Vogue City publishes several fashion, beauty, and lifestyle trend stories each week, keeping users abreast of the latest and hottest crazes. We do not endorse or review beauty products (and so apologize in advance to PR companies who offer us beauty products for review) and we do not write sponsored articles about products. We do, however, welcome any news or information PR companies would like to share with us, as we can often incorporate that information into a study or article. We are a small company and, unlike large magazines, are unable to pay beauty editors to review hundreds of products. We also believe this crosses an important line between editorial and advertising, something that a lot of bloggers and magazines do at the expense of their credibility.

Very Important Bloggers

The Vogue City's Very Important Bloggers (or VIBs) are a carefully selected group of extraordinary women who are experts in their field. VIB bloggers include some of New York's most respected stylists, designers, beauty experts, relationship experts, and more.

The VOGUE City's

AUDIENCE

The Vogue City audience is mostly female (65%). Readership is strong in all age demographics, and the site particularly excels with **women between 35 and 49** (with 39% of readers in that age group), serving a valuable niche in a blogosphere overwhelmingly targeted to teens and women in their twenties.

The Vogue City woman is **affluent**. 70% of users make **\$60,000 or more per year**, with 35% making over \$100,000. Almost 75% have a **college education or beyond**, with 22% boasting post-graduate degrees. 71% of The Vogue City's users have **no children at home**, affording them extra disposable income.

The geographic distribution indicates also a very **strong New York concentration**, with over 45% of the readers being in New York City.

A higher than average number of **repeat readers** reflects a high degree of loyalty to the site, with The Vogue City seen as an authority in the field of affordable luxury information.

The Vogue City audience is a designer's dream.

With over 2,500 unique visitors each day, the site provides a peerless opportunity to connect with the ideal customer.





Mirela Gluck

co-founder and publisher

Mirela Gluck has been a force in the fashion industry for more than twelve years. Born in Romania, Gluck spent several years as the Operations Manager of luxury jewelry mecca Piaget, before moving on to Italian fashion house Ittiere, where she worked as a financial analyst and cost control manager. She holds an MBA from Baruch College of the City University of New York.

Gluck is one of the managing partners of the Graybar Group, a fashion-focused Mergers and Acquisitions firm. Together with her husband Errol, she founded The Vogue City in 2007 with the intention of bringing pragmatism to the elusive world of fashion, and well-priced fashion to New York's affluent, sophisticated and pragmatic women.

The consummate New York woman herself, Gluck lives on the Upper East Side with Errol (her husband), Socrates (her dog), and Mitzica (her cat).