Conde Nast – Media Analysis

By Nicholas Galvani

About the project:

For this project, I analyzed digital engagement metrics for three key Condé Nast brands: *Vogue*, *Wired,* and *Vanity Fair*. I reviewed YouTube viewership and subscriber trends for the past year and from 2022 to the present, along with Instagram follower growth and engagement metrics for the past 60 days. To provide a competitive perspective, I conducted the same analysis for two competing brands, *Cosmopolitan* and *Esquire*.

The analysis is based on publicly available data, as detailed performance metrics for Condé Nast and competitor brands were limited. Despite these constraints, I leveraged the information I could access to identify trends and draw meaningful insights about digital engagement and competitive positioning. My findings offer an overview of how these brands compare in their digital growth and audience interaction.

<u>Company:</u> *Advance Publications Media Company*
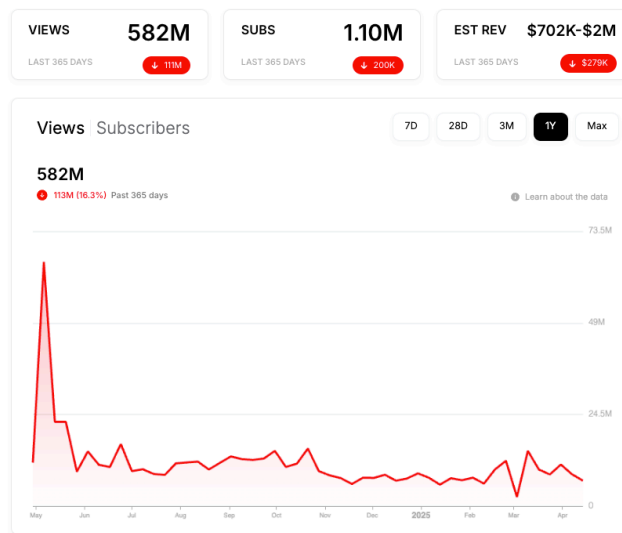
<u>Vogue</u>

A leading fashion and lifestyle magazine known for its influential content and extensive digital presence.

Vogue:

- 100M+ global monthly readership on print and digital platforms
- 7.6M+ Millennials reached
- 245M+ average monthly video views
- 167M+ followers on social media
- 86.3M unique readers on its website every month.
- Host 100+ physical and virtual events across multiple categories (organizer of Met Gala).
- 7 daily and weekly newsletters.

Vogue YouTube Analytics:

1 year:

Over the past year, Vogues's YouTube channel experienced steady growth for the most part, with a notable peak in May of 2024, attributed to the Met Gala live stream and Zendaya being the cover of the month. There was a dip in the month of March of 2025, but a quick recovery shortly after. Over the year, they have had 582M views, 1.10M subscribers, both were a decline from the previous year.

Max (~3 year):
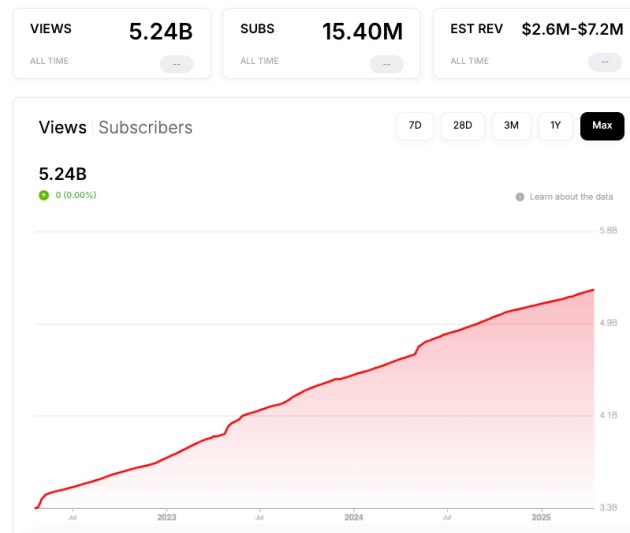
Over nearly three years, the channel exhibited consistent growth, at a ready steady incline. The incline is really constant reaching 5.24B views and 15.4M subscribers.

Views:

The monthly views coincide with the yearly views, with a spike in May 2024, then a slow decline that has since tapered off to 38.82M views per month.

Subs:

The subscribers rate also coincides with the spike in May 2024. There is one difference and that there was a sharp decline in the January 2025, but then recovered and has been steady remaining at 100K monthly subscribers.

Vogue Instagram Analytics – 60 days:
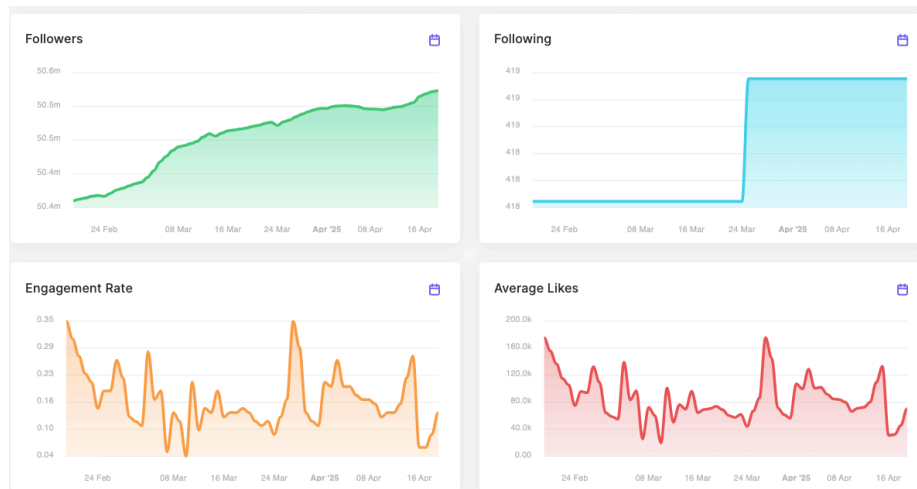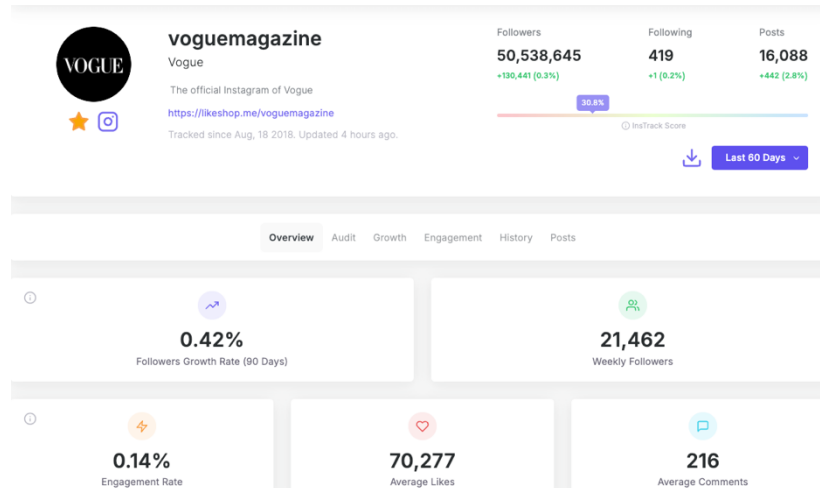
On Instagram, Vogue's has over 50M followers. The following rate has been at a steady increase, with a spike again in May 2024. The average engagement rate and average likes over the past 60 days follow a similar pattern. The data shows a volatile fluctuating pattern, with regular ups and downs throughout the observed period.

Wired

A technology and culture magazine that explores the impact of innovation on society.

Wired:

- 30M global monthly unique visitors.
- 6M monthly readers on print.
- 25M followers on social.

- $50.9B spent on tech products in the US alone.
- 1 in 2 Wired readers is on the lookout for new technology.
- 61% Male | 39% Female ratio.
- 7 podcast programs
- Hosts 30+ Live and Virtual events annually

Wired YouTube Analytics:

1 year:

Over the past year, Wired's YouTube channel has been fluctuation with a V-shaped pattern, characterized by a drastic dip followed by an equally dramatic spike, indicating a rapid rebound in March 2025. The cause of this, I cannot find anything being publicly acknowledged, but it was short lived and has since remained steady. Wired has had 443M views and 1M subscribers over the past year.

Max (~3 year):
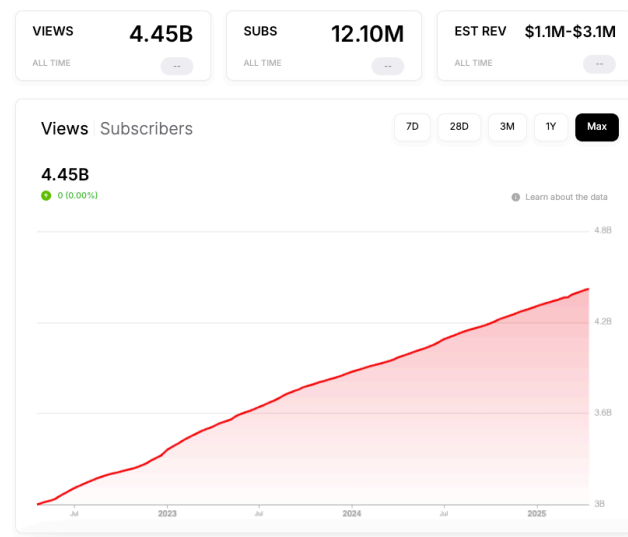
Over nearly three years, the subscriber rate has been at a steady growth incline, much like Vogue. The channel has had 4.45B views and 12.1M subscribers.
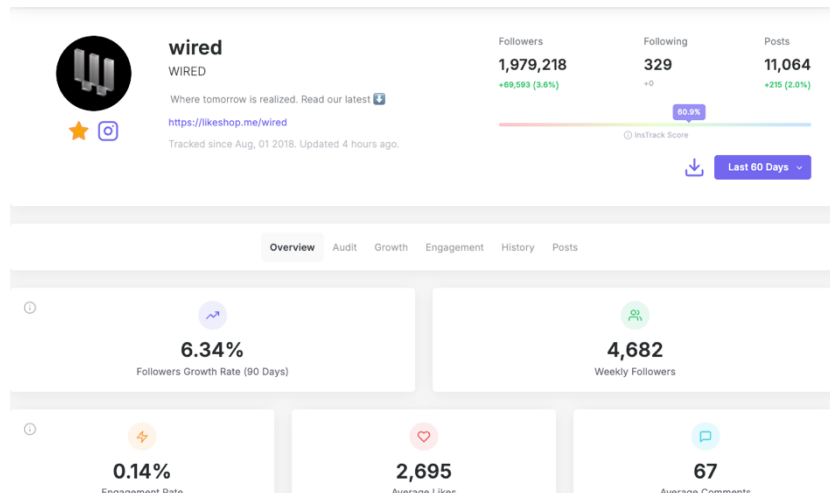
Views:

Wired has a monthly viewership of 39.33M. There has not been anything drastic over the past year as there has been an incline that originated in the February 2025.
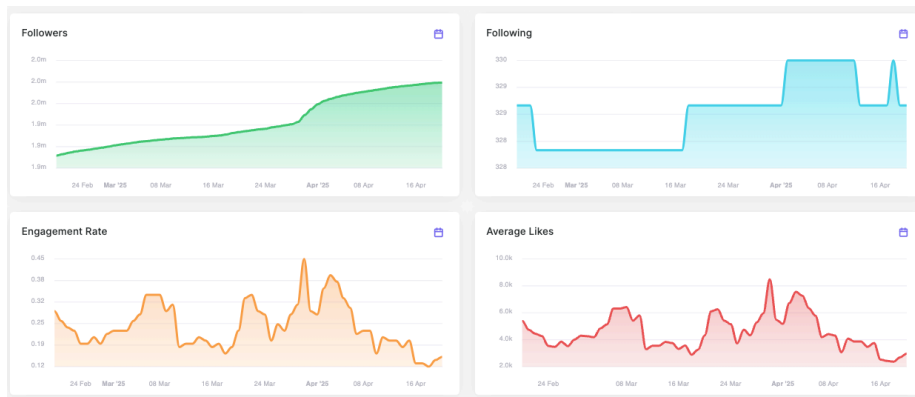
Subs:

There are 100K monthly subscribers. This number has remained stable and unchanged with the outlier V-shape occurring in August 2024.

Wired Instagram analytics – 60 days:

On Instagram, Wired has just shy of 2M follower, currently at 1.98M. Over the past 60 days, there has been sublinear since March 2025.

Vanity Fair

Celebrated for its coverage of culture, politics, and high-profile personalities, with a focus on storytelling and visual excellence.

Vanity Fair:

- 77% female readership
- 44M+ global monthly on digital
- 9M+ monthly readers on print
- 22M+ social media followers
- 76M+ video views from the US

Vanity Fair YouTube Analytics

1 year:

Over the past year, Vanity Fair's YouTube channel has been pretty unstable. Vanity Fair has had 335M views and 340K subscribers over the past year. There was an increase in October 2024, this most likely is attributed to the presidential election. The current political climate is helping a lot of media outlets with material, which is a contributing factor to the overall increase, yet unstable views.

Max (~3 year):
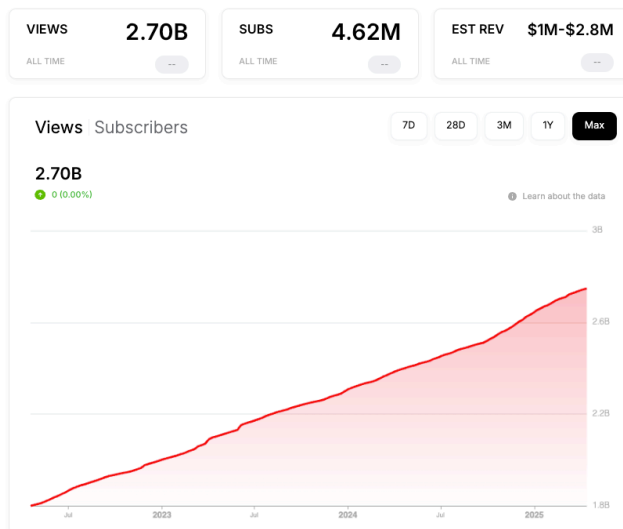
Over nearly three years, the subscriber rate has been a steady linear line. Vanity Fair has 2.7B views and 4.62M subscribers.

Views:

Much like the YouTube account as a whole, over the past year, there has been an elevated baseline the past 6-7 months, indicating sustained growth compared to the prior months in 2024. Vanity Fair has 27.45M views in March 2025, which is on the decline to wen it peaked back in December 2024.

Subs:

The monthly subscribers are at 30K. with a soft V-shape in September 2024. Since then it was increasing until the January 2025 where is decline and has now since flattened.

Vanity Fair Instagram analytics – 60 days
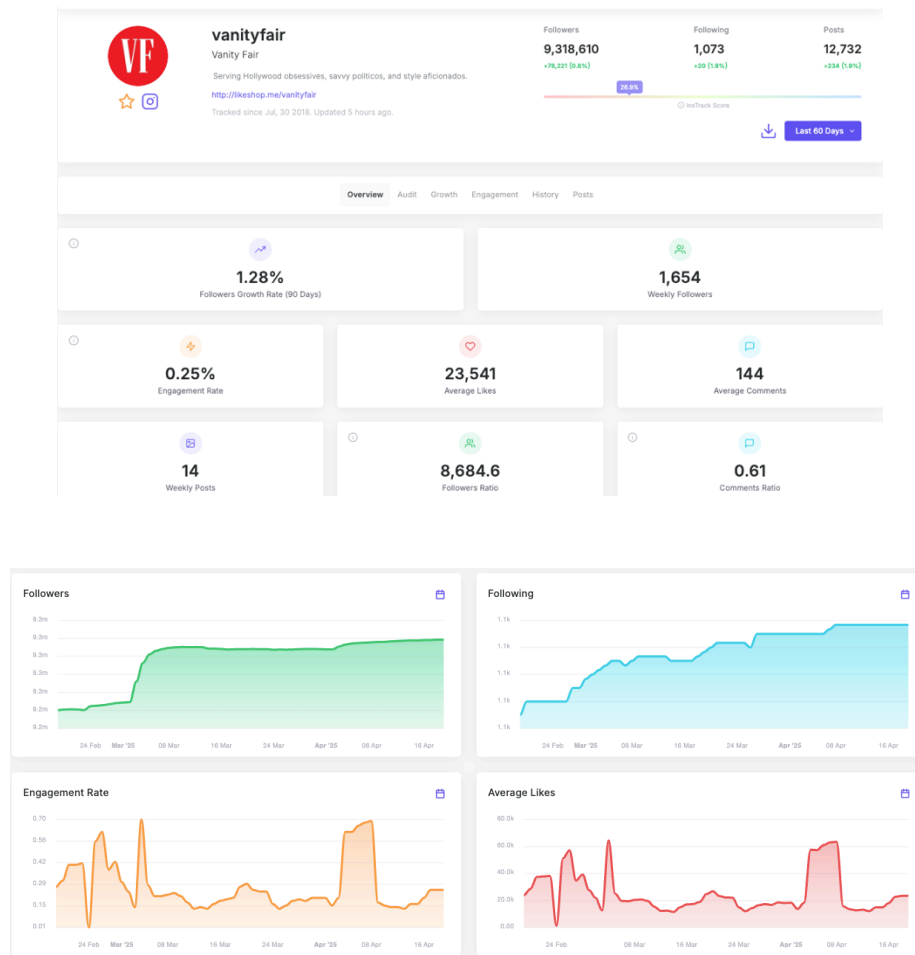
On Instagram, Vanity Fair's has a following of roughly 9.3M. the following has a concave-down curve shape over the past 60 days. There is still an increase as it begins to flatten out. The engagement rate and average likes follow a nearly identical fluctuating pattern.

Competitor: *Hearst Media Company*
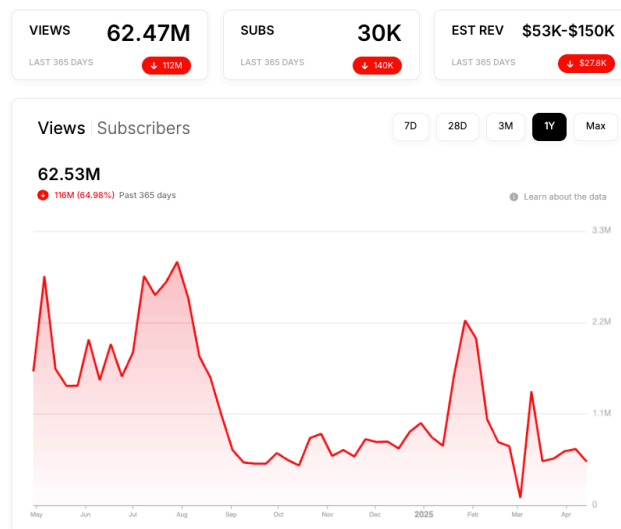
__Cosmopolitan__

A trendsetter in lifestyle media, specializing in beauty, relationships, and pop culture for a diverse audience.
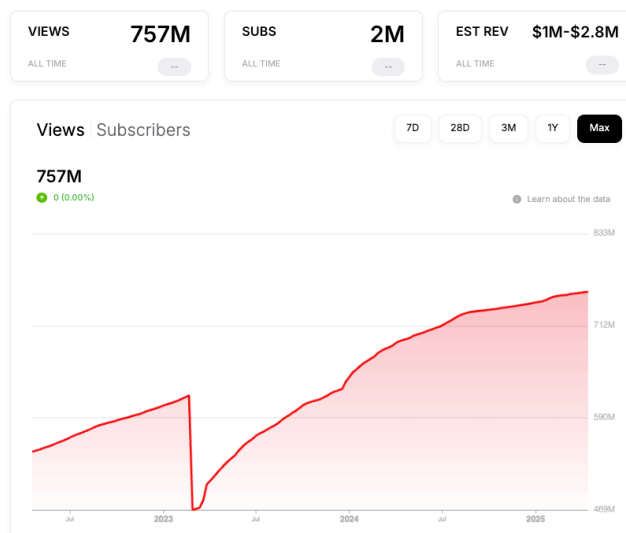
Cosmopolitan:

- 62M followers across all platforms
- 30M+ monthly unique on digital
- 64 international editions and distribution in over ten countries
- 21.2M+ followers on social media
- 40% of its website visitors come from mobile
- 43% are married, and 57% are single
- 78% come from A/B counties
- 70 physical and virtual annual events
- UK audience accounts for 30% of all UK retail spending.

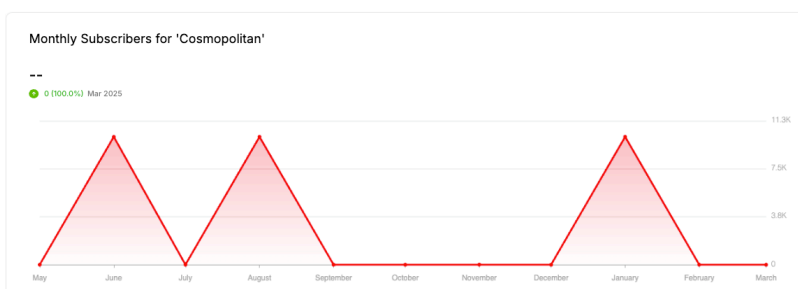## Cosmopolitan YouTube Analytics

1 year:

Max (~3 year):

VIEWS	757M	SUBS	2M	EST REV	$1M-$2.8M
ALL TIME	--	ALL TIME	--	ALL TIME	--

Views Subscribers   7D   28D   3M   1Y   **Max**

757M
0 (0.00%)   Learn about the data

833M
712M
590M
469M

Jul   2023   Jul   2024   Jul   2025

Views:

Monthly Views for 'Cosmopolitan'

3M
1.8M (37.3%) Mar 2025

13M
8.7M
4.3M
0

May June July August September October November December January February March

Subs:

Monthly Subscribers for 'Cosmopolitan'

--
0 (100.0%) Mar 2025

11.3K
7.5K
3.8K
0

May June July August September October November December January February March

Cosmopolitan's YouTube performance over the past year had 62.47M views with 30K subscribers. Over the nearly three years, there have been 757M views and 2M subscribers. There has been a significant drop in views and subscribers, with a sharp decline in subscribers during beginning of 2023. Over the past year, the curve exhibits a trimodal shape with three prominent peaks in the monthly subscribers. The channel overall seems to be in a bit of chaos, many peaks and inconsistencies, viewers must not be enjoying the content, or they have been suppressed by YouTube to some extent.

## Cosmopolitan Instagram analytics – 60 days
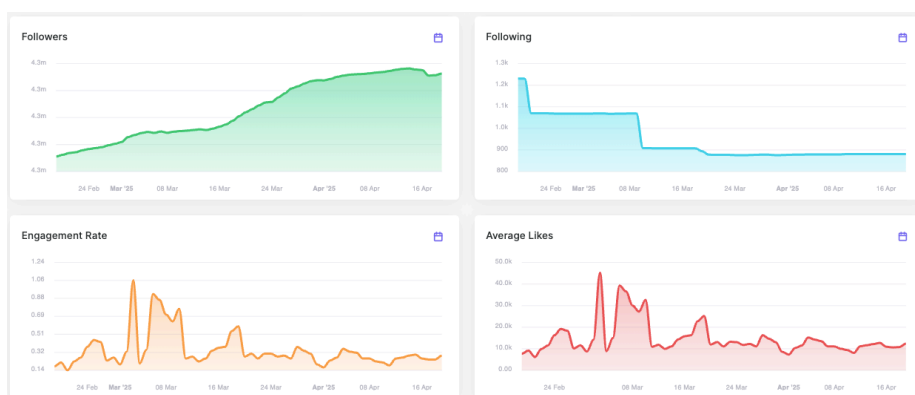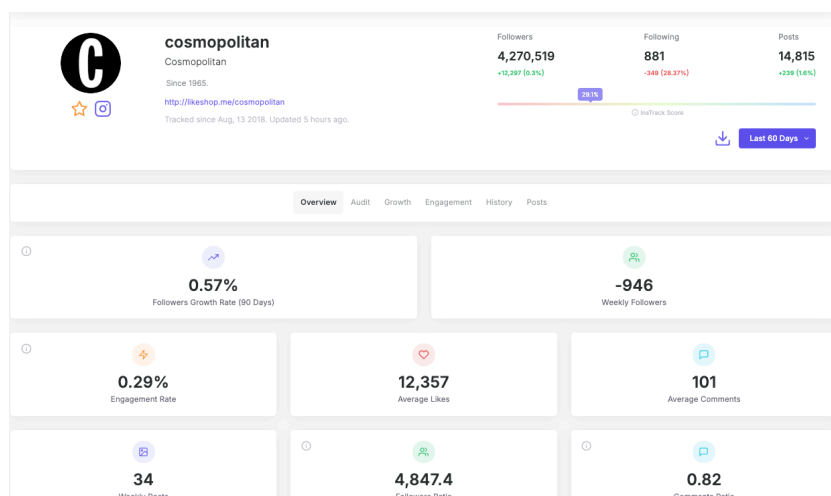
Cosmopolitan Instagram has over 4.2M followers. The followers have been steadily increasing over the past year, but over the past 60 days, the account has been unfollowing nearly 28%. The engagement rate and average likes follows a nearly identical fluctuating pattern with spikes in the first week of March 2025.
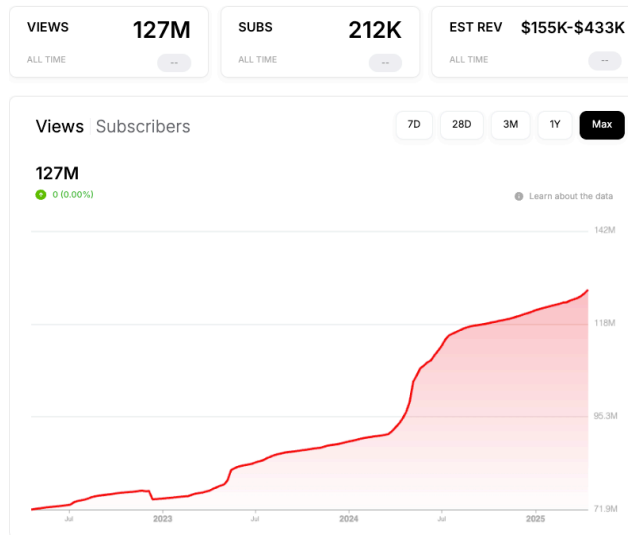

Esquire

A leading authority on men's fashion, culture, and lifestyle, known for its sophisticated content and audience engagement.
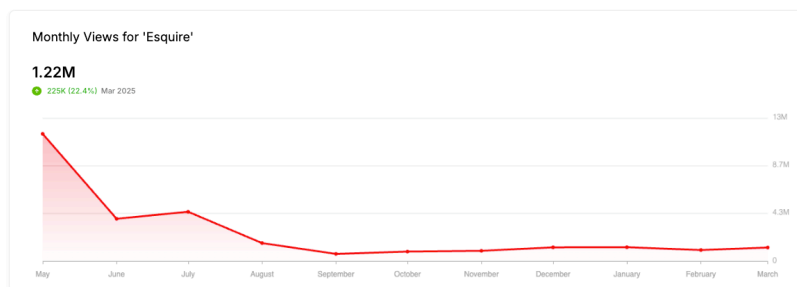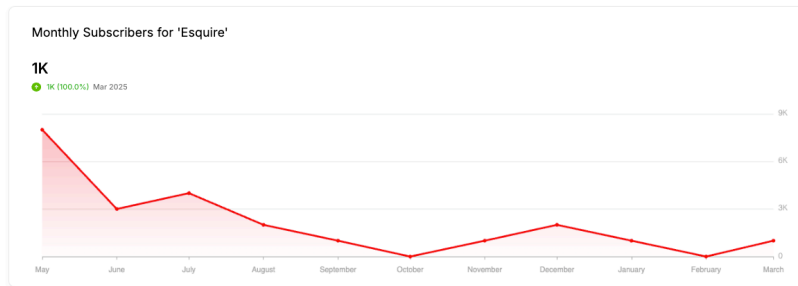
Esquire YouTube Analytics

1 year:
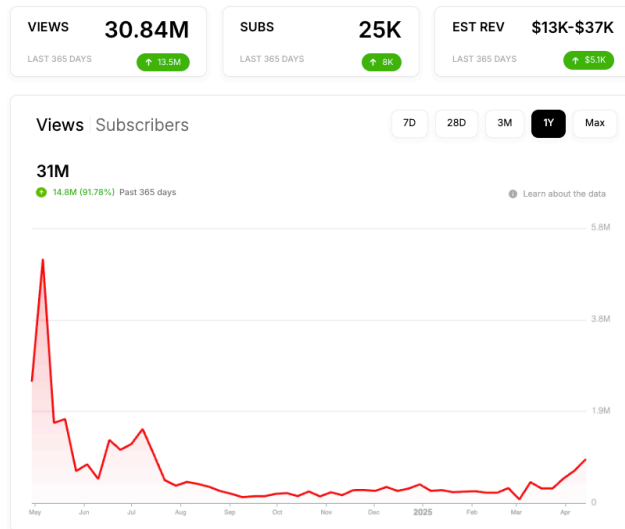
Max (~3 year):

Views:

Subs:

Esquire's YouTube performance over the past year has had 30.84M views and 25K subscribers with 127M views and 212K followers over the past 3 years. The views and subscriber rate have really declined over the past year. Views since September 2024 have really declined below 4M and subscribers have declined, and even hit zero during October 2024 and February 2025.

Esquire Instagram analytics – 60 days
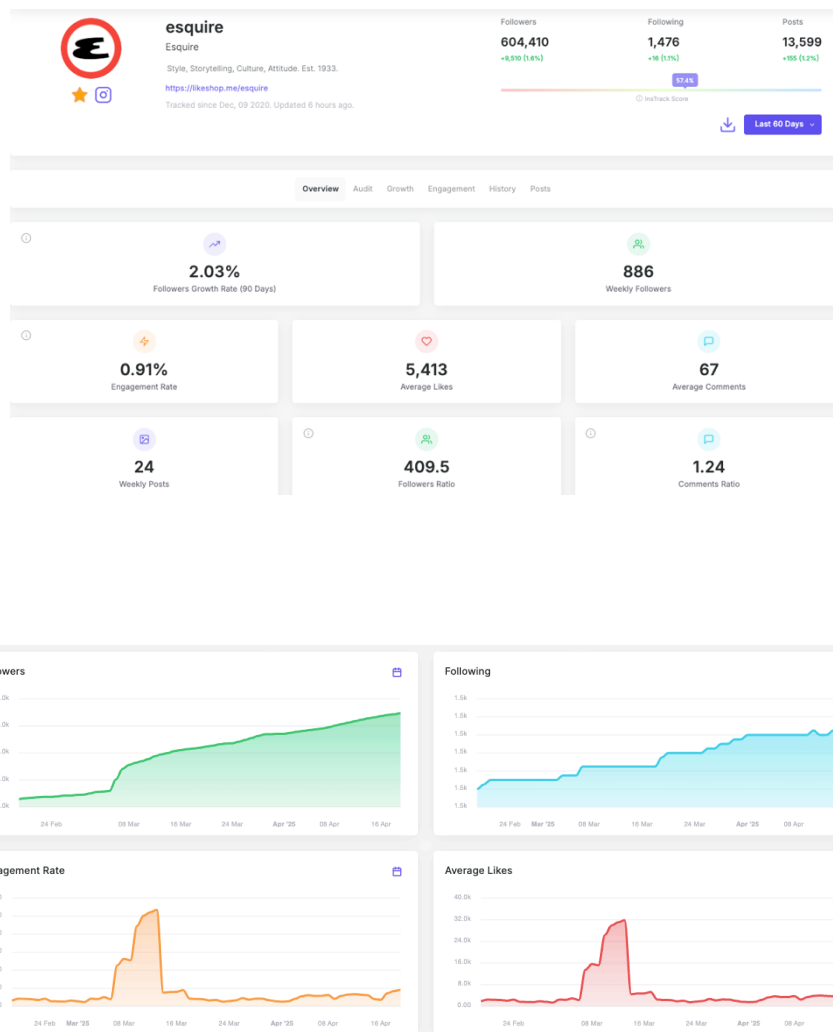
Esquire Instagram account has 604K followers. The following graph over the past year shows a sublinear growth pattern. Esquire has gained nearly 10K followers since February 2024. The engagement and average likes follow an identical pattern, which a bimodal shape in the beginning of March 2025. This could be a result of the Paris Fashion week, which showcased men's spring/summer wear.

Summary:

When comparing top brands from Conde Nast with some competitors, they are overall doing better and producing better digital content. All of the brands have some seasonality to them, weather its fashion weeks, Met Gala, tech events, or presidential elections, each brand has and will oscillate in views and subscribers. To try and have a one-to-one comparison, looking at Vogue and Cosmopolitan, there is no competition. Vogue has had 5.24B views in nearly 3 years and 15M subscribers on YouTube, with Cosmopolitan producing 757M views and 2M subscribers in the same timeline. When comparing Instagram accounts, Vogue has over 50M followers compared with the 4M followers for Cosmopolitan. Conde Nast is definitively leading the competition when comparing the YouTube and Instagram accounts. They are trending upwards and can forecast the growth with remain positive in the upcoming years.

Work Cited:

https://www.viewstats.com/@wired/channelytics
https://instrack.app/instagram/voguemagazine
https://improvado.io/resources/vogue-media-kit