THE ULTIMATE GLOBAL PARTNER

The 24/7 Shop
With a global team of fashion advisers on call around the clock

Express delivery to 180 countries globally

Women read, watch, browse and shop every month

6.1m

6.1m

4.45m app sessions a month

5.2m followers across 7 platforms

1.9m highly engaged email subscribers

52 weeks of original shoppable content across our editorial publications

Bi-monthly, global magazine distributed in 64 countries

Access to our highest net worth segment of Extremely Important People - EIPS
THE NET-A-PORTER WOMAN

Age
38

66% Married
45% Have children

£119,000

25% have a household income of £300k+

$11

11% Banking/Finance
11% Medical
11% Fashion
8% Marketing/ADVG/PR

Takes 9 vacations a year, excluding work trips

82%

Visit NET-A-PORTER at least once a week

10

EIPs make a purchase on NET-A-PORTER every 10 days on average

£6,800

Average spend on fashion

How she describes her style:
Classic, sophisticated, contemporary, elegant
THE WORLD’S PREMIER ONLINE LUXURY FASHION DESTINATION

NET-A-PORTER speaks to a truly global community of highly engaged and connected women.
NET-A-PORTER 2017 FASHION CALENDAR

NET-A-PORTER FASHION THEMES

KEY DATES

28 Chinese New Year
9 - 17 NYFW
1 Valentine’s Day
14 Mother’s Day
17 - 21 LFWM
22 - 28 MFW
14 Good Friday
16 Easter Sunday
23 London Marathon
1 Labor Day
14 US Mother’s Day
27 Start of Ramandan
29 Memorial Day
18 US & UK Father’s Day
25 Eid al-Fitr
4 Independence Day

PORTER

Spring
3 February

Summer
7 April

Summer Escape
2 June
THE PLATFORMS

NET-A-PORTER has a unique and hybrid model combining content and commerce for a global audience. As a retail and marketing partner, we invite our brands to create 360° campaigns across various touchpoints throughout the customer journey.
PORTER MAGAZINE

PRINT OPPORTUNITIES
A bi-monthly, global magazine for the stylish, intelligent women of now
Distributed in 64 countries worldwide
PORTER MAGAZINE

180,646 +6% YOY

issues a year  
edition  
countries  
currencies £€
PORTER MAGAZINE

PORTER is fully shoppable via the PORTER App and scan-to-shop capability embedded within the NET-A-PORTER Shopping App – connecting the reader to a point of purchase in every instance whether via NET-A-PORTER.com or PORTER Concierge. PORTER Concierge is a subset of NET-A-PORTER’s customer care team. 24/7 availability in 18 languages managing our top clients across 172 countries globally.

*Previous Chloé campaign assets used for the purpose of mock-ups only
PORTER HIGHLIGHTS

40,000 subscribers
791,667 fans and followers

180,646 +6% YOY
circulation distributed across 38,000 retail points worldwide

2 hours - the average reading time per issue

84,875 total views to date

82%
Inspired to shop

500+
purchase enquiries through 24hr concierge service

Once a NET-A-PORTER customer subscribes, average spend per customer increases by +24% and average no. of orders increases +86%

50%
of new subscribers are not NET-A-PORTER customers but fit the profile

*+20% vs publishers statement

** Not BPA verified. NET-A-PORTER CRM marketing June 2015
THE EDIT

DIGITAL OPPORTUNITIES
52 weeks of original shoppable content
Distributed to 1.5 million women every week
WORLD-CLASS FASHION SHOOTS

That customers can shop directly from
PUBLISHED IN 4 LANGUAGES

English, French, German, Mandarin
THE EDIT FACTS

21%
The AOV +21% higher for those reading The EDIT than those who don’t read The EDIT

1.5m
Distributed to 1.5 million women every week

35%
Of direct sales for The EDIT are purchased by EIPs
THE EDIT

The EDIT is the largest platform within the digital portfolio, consisting of a fully responsive, high-impact interstitial placement across desktop, tablet, mobile web and app - ensuring our customers can be inspired, read and shop while on the go.

We are offering brands this premium residency format to showcase its campaign imagery for the duration of an issue (one week) across all devices.

Unrivalled engagement rates and driving traffic to your designer landing page.

Desktop and The EDIT app display
NATIVE OPPORTUNITIES

NET-A-PORTER offers its brands access to its creative approach by creating beautiful native display campaigns for brands to speak to a global audience.
RUN OF SITE

Brands will have access to NET-A-PORTER's highly popular pages across the site including Homepage, What's New and Designer A-Z. All generate impressive click-throughs and drive traffic to Designer Landing Pages.
NET-A-PORTER SHOPPING APP

The easy-to-use NET-A-PORTER app is available for Apple and Android with 2.5 million current downloads.

The app is driven by content – from closet classics and coveted pieces to key trends for the season – while also providing customers with a full product listing and features to scan PORTER magazine.

The app includes large display advertising on the app Homepage, clicking through to your Designer Landing Page.
BESPOKE CONTENT PARTNERSHIPS

The NET-A-PORTER Group Creative Solutions team provides its clients with a powerful and imaginative resource.

Producing world-class, original and bespoke content, Creative Solutions brings together the world’s most cutting-edge photographers, filmmakers and illustrators to produce multi-layered communication and integrated partnerships.
CASE STUDY - STELLA McCARtNEY

House of Stella McCartney ran for two seasons to showcase the brand’s collection across all categories. We commissioned, fashion illustrator Jo Ratcliffe to create a suite of exclusive imagery for Net-A-Porter and Stella McCartney, creating a playful, interactive and highly engaging bespoke illustrated house, highlighting key products within a fully shoppable Content Hub.

https://www.net-a-porter.com/Content/house-of-stella-mccartney
CASE STUDY - STELLA McCARTNEY

Bespoke & exclusive illustrations by Jo Ratcliffe

August launch

November launch
CASE STUDY - STELLA McCARTNEY

Bespoke display and native campaigns across all touchpoints
CASE STUDY - STELLA McCARTNEY

Social media campaign to encourage user engagement.

Instagram

Email
CASE STUDY -
adidas by STELLA McCARTNEY

A fully shoppable bespoke fashion lifestyle feature shot for PORTER. Exclusive behind-the-scenes footage accessible via the print and digital editions.
CASE STUDY -
adidas by STELLA McCARTNEY

A fully shoppable bespoke fashion lifestyle feature shot for PORTER. Exclusive behind-the-scenes footage accessible via the print and digital editions.

CLICK TO PLAY

Behind the scenes
at the PORTER shoot
# DIGITAL RATES

## Channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>Format</th>
<th>Rich/Static</th>
<th>Net Rates (£)</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>The EDIT</td>
<td>1024 x 768</td>
<td>Rich/Static</td>
<td>6,750*</td>
<td>Per Week</td>
</tr>
</tbody>
</table>

## Native Display

<table>
<thead>
<tr>
<th></th>
<th>Format</th>
<th>Rich/Static</th>
<th>Net Rates (£)</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of site</td>
<td>All of the below</td>
<td>Static</td>
<td>85 cpm</td>
<td>-</td>
</tr>
<tr>
<td>Homepage MPU</td>
<td>300 x 250</td>
<td>Static</td>
<td>100 cpm</td>
<td>-</td>
</tr>
<tr>
<td>What's New</td>
<td>465 X 300</td>
<td>Static</td>
<td>100 cpm</td>
<td>-</td>
</tr>
<tr>
<td>Designer A-Z</td>
<td>300 x 600</td>
<td>Static</td>
<td>100 cpm</td>
<td>-</td>
</tr>
<tr>
<td>Mobile App Tenancy (per week)</td>
<td>970 x 652 &amp; Video</td>
<td>Retina Display Video/Static</td>
<td>25,000</td>
<td>Per Week</td>
</tr>
</tbody>
</table>

All campaigns are scalable and can be geo-targeted by country or channel at a 20% premium
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