6m

Women read, watch, browse and shop every month

85m page views
Highly engaged loyal audience

62% of our customer’s overall clothing is purchased online

52% shop from a tablet
48% from a smartphone

3.4 million social-media following

Source: NET-A-PORTER Insight panel 2013
Size: 11,000

Across 9 social media platforms globally
The AUDIENCE

Average age of the NET-A-PORTER customer: 38
Household Income: £170,000
Average annual spend on fashion: £22,000
Average amount of annual holidays: 11
Influential and highly connected
The world’s premier online luxury fashion destination

NET-A-PORTER speaks to 6 million women each month
The EXPERIENCE

NET-A-PORTER brilliantly fuses content and commerce with unrivalled world-class editorial.
Anytime, anywhere, any platform...

Platforms

PRINT

DIGITAL

MOBILE
52 weeks of original shoppable content

Distributed to 1.5 million women every week
That customers can shop directly from World class fashion shoots
Inspirational interviews
with women from around the world
Published in 4 languages

English, French, German and Mandarin
The EDIT DPS

Luxury high-impact advertising placement

Offered as a premium residency for the live duration of an issue (one week)

Directing traffic to the brand's page on NET-A-PORTER.com or to the brand's own homepage

Unrivalled interaction rates

8 million editorial page impressions per month
Homepage Takeover Re-Skin

Unparalleled brand exposure on NET-A-PORTER’s homepage

Only available to select partners; usually only offered as part of a larger-scale sponsorship

Bespoke re-skin produced by our in-house creative team with supplied assets and images

Generates impressive click-through rates

Branding and traffic driving

Homepage MPU

Flagship homepage placement (solus advertising position on page)

Generates impressive click-through rates

Branding and traffic driving
What’s New MPU

The highly popular What’s New landing page showcases the latest items as they go live

New stock drops on Monday, Wednesday and Friday
Generates impressive click-through rates
Branding and traffic driving

Designers A-Z
Double Skyscraper

Creative standout against our directory format
Key reference point for visitors to the site
Generates impressive click-through rates
Branding and traffic driving
Mobile App Tenancy

Exclusivity of all advertising sites within the NET-A-PORTER iPad and/or iPhone shopping app

Includes large display advertising site on the app’s homepage

Opportunity to create additional custom pages/bespoke micro apps

1.6 million downloads

Generates impressive click-through rates

Branding and traffic driving
<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>FORMAT</th>
<th>RICH/STATIC</th>
<th>RATES (£)</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Edit DPS</td>
<td>950 x 624</td>
<td>RICH/STATIC</td>
<td>15,000*</td>
<td>3 insertions</td>
</tr>
<tr>
<td>Homepage MPU</td>
<td>390 x 260</td>
<td>RICH</td>
<td>95 cpm</td>
<td>-</td>
</tr>
<tr>
<td>What’s New</td>
<td>300 x 250</td>
<td>RICH</td>
<td>75 cpm</td>
<td>-</td>
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<tr>
<td>Designer A-Z</td>
<td>300 x 600</td>
<td>RICH</td>
<td>85 cpm</td>
<td>-</td>
</tr>
<tr>
<td>Mobile App &amp; iPhone</td>
<td>1112 x 830</td>
<td>RETINA DISPLAY</td>
<td>10,000</td>
<td>Per week</td>
</tr>
<tr>
<td>Tenancy (per week)</td>
<td></td>
<td>VIDEO/STATIC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Rich media executions are subject to design and editorial approval*

*May be non-consecutive weeks*

BESPOKE CONTENT POA
A Case Study: Michael Kors

The NET-A-PORTER Group’s dedicated Creative Solutions team work closely with brands to develop world-class co-branded content that goes beyond display advertising. Enabling brands to harness the reputation and credibility of the NET-A-PORTER and MR PORTER, we work with brands to connect on a deeper and more meaningful way with our highly desirable audience.

We create this content in a variety of ways and distribute it across all our global platforms, including video and digital content, bespoke print features, social media partnerships, app development, ambassador sourcing, white label content and retail and event partnerships.

POA

1 X BESPOKE MICHAEL KORS SHOOT IN 4 CITIES

11 IMAGES EXCLUSIVELY TO MICHAEL KORS
A Case Study: Michael Kors
New to the NET-A-PORTER group, is an entirely closed run of network buy across our three sites: NET-A-PORTER, MR PORTER and The OUTNET.

Offers unrivalled access to all three audiences and brings economies of scale to media investment.

A combination of our core display units and run across premium display locations.
<table>
<thead>
<tr>
<th>CAMPAIGN WEIGHT</th>
<th>GLOBAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATE @ £30 CPM</td>
<td></td>
</tr>
<tr>
<td>Lightweight</td>
<td>1 million</td>
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<tr>
<td>£30,000</td>
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<tr>
<td>Medium</td>
<td>2 million</td>
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<tr>
<td>£60,000</td>
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</table>

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<th>INTL IMPRESSIONS</th>
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<tr>
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</tr>
<tr>
<td>Lightweight</td>
<td>600,000</td>
</tr>
<tr>
<td>£18,000</td>
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</tr>
<tr>
<td>Medium</td>
<td>1.2 million</td>
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<tr>
<td>£36,000</td>
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</tbody>
</table>

All campaigns are scalable and can be geo-targeted upon request

Combination of formats include 300x250/300x600/728x90
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