

CONDÉ NAST

HISTORY

A Century of Styled Authority The name Condé Nast Publications Inc. stands for the publishing industry's most celebrated magazines and the dynamic CondéNet interactive sites as well as wise corporate partnerships that extend a remarkable influence over global culture and lifestyle. Our business is always about tomorrow, but our success is based on decades of editorial and publishing excellence. For more than a century, Condé Nast has featured the work of each period's most renowned editors, writers and photographers. By documenting and reshaping our notions of a changing world, every new Condé Nast title has become the recognized leader in its field.

The Founder Condé Nast (1873-1942) was the visionary publisher who founded the company in 1909. Originally from St. Louis, Nast came to New York and established himself as an innovative and successful publisher while still a young man. His sense of style, his intellectual curiosity, his nurturing of world-class talent and, above all, his genius for producing magazines that drew both readers and advertisers assured him a legendary place in the industry. Condé Nast set the highest standard for future leaders of our company.

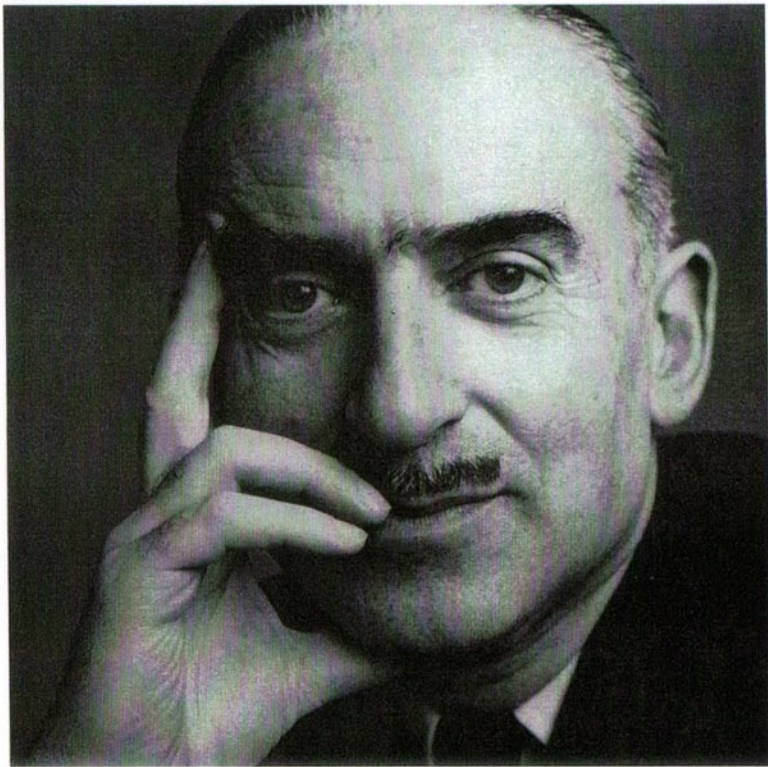


"Class Publications Don't Happen by Accident" —Condé Nast, 1913

In 1909, after Condé Nast bought *Vogue* an elite women's fashion and society publication first launched in 1892, he began implementing his distinctive publishing ideas. He pioneered the concept of specialized publications—each aimed at a target audience, now the norm for magazines, but then a revolutionary concept. In the early 1910s, he added a British magazine called *Vanity Fair* to his purchases of *Vogue* and *Dress* (a potential rival to the magazine) and acquired a financial stake in the architectural journal *House & Garden*. Nast was forward-thinking in his mission to direct each magazine's circulation to a particular group or class of people with common interests. But it took a few years of experimentation for him to settle on workable formats. He even tried merging two of his acquisitions as *Dress & Vanity Fair*, with limited success.

The Early Years of *Vogue* Condé Nast changed *Vogue* from an elite society journal to one with an editorial focus on the interests of fashion-conscious women. Originally a weekly, it was published bimonthly until the 1970s, when it went monthly. The early *Vogue* was about many of the topics still covered by the magazine today: fashion, beauty, home design, food, the arts, entertainment, travel and politics. Nast was assisted in this transformation by such important company figures as Edna Woolman Chase, who worked at *Vogue* for an astounding sixty-two years, thirty-eight of them as editor. During her tenure as editor (1914-1952), *Vogue* became renowned for its coverage of America's elite and featured the leading designs of the time by Poiret, Chanel, Schiaparelli and many others, as well as photography and illustrations by Baron de Meyer, Edward Steichen and Cecil Beaton. In 1916, Nast also published *British Vogue*, the first international edition of any magazine. Today there are fifty Condé Nast magazines in fifteen countries.

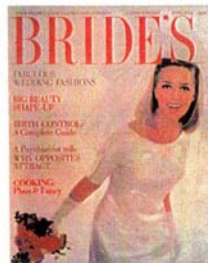




At Mid-Century, a New Creative Force at Condé Nast

Near the end of Condé Nast's life, a figure entered the company who was to become its dominant creative force for the next fifty years. Alexander Liberman, born in the Ukraine, educated in England and France, fled war-torn Europe and began working in the art department at *Vogue* in 1941. An acclaimed artist as well as an editor and designer, he drew on his multifarious cultural influences and his sense of both history and the future to push for greater journalistic variety and to bring a greater spirit of freedom and informality to fashion. As the editorial director of Condé Nast from 1960 to 1994, Liberman had a profound influence over the images that documented the United States' rise as a world power and its increasing political and cultural clout. Liberman also championed the photographic talents of such quintessential Condé Nast contributors as Irving Penn, John Rawlings and Erwin Blumenfeld.

An Era of Expansion By the end of the 1950s, Condé Nast had a new owner and a number of influential titles. S. I. Newhouse, Sr., was a successful newspaper publisher who purchased a controlling interest in The Condé Nast Publications in 1959. That year, the company also acquired *Mademoiselle*, the first fashion magazine directed toward young college-educated American women, and *Bride's*, the authority on weddings and marriage.



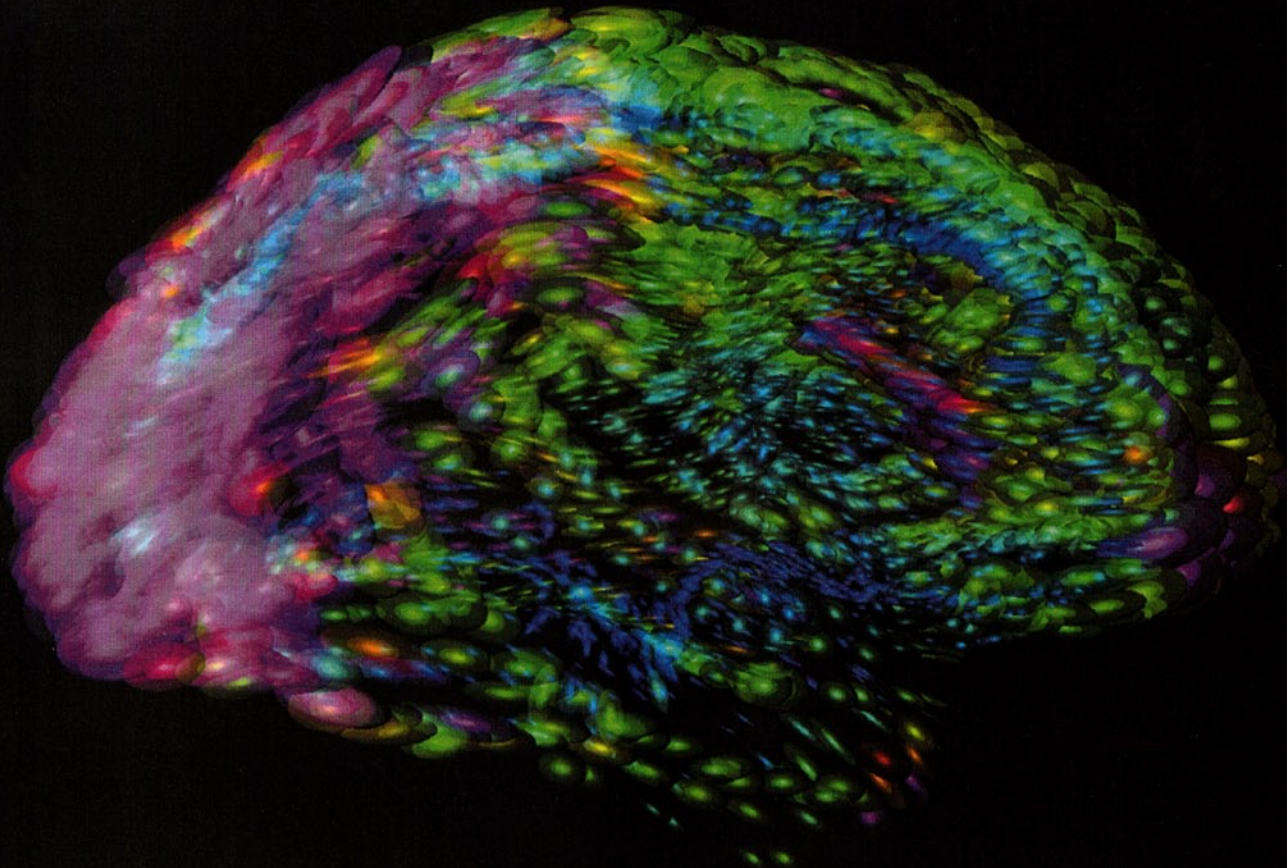
New Formats and Partnerships Extend the Condé Nast Reach

Hightech and "new media" were the cultural focus of the 1990s. To take advantage of the dazzling speed of content and the marketing opportunities on the Internet, Condé Nast in 1995 launched CondéNet, for the development of compelling lifestyle-oriented sites on the World Wide Web, which now include Epicurious, Concierge, Swoon, Phys, and Style. Condé Nast has also had great success forging business partnerships and special events that extend the influence of our titles, such as *Gourmet's* Food and Film, *Bride's* on Location, *GQ* Men of the Year Awards and the *Vanity Fair* Oscar party.

Condé Nast Moves Into Its Second Century

Late in 2000, *Lucky* launched a new concept in magazines, a shopping and lifestyle magazine highlighting the new, innovative and cutting-edge items that the consumer-savvy young woman seeks.

With its industry-defining magazines, family of interactive sites, and partnerships working to extend our titles, Condé Nast will always remain ahead of the curve, building on our legacy of excellence and creating an even greater impact on global fashion and culture in the twenty-first century.



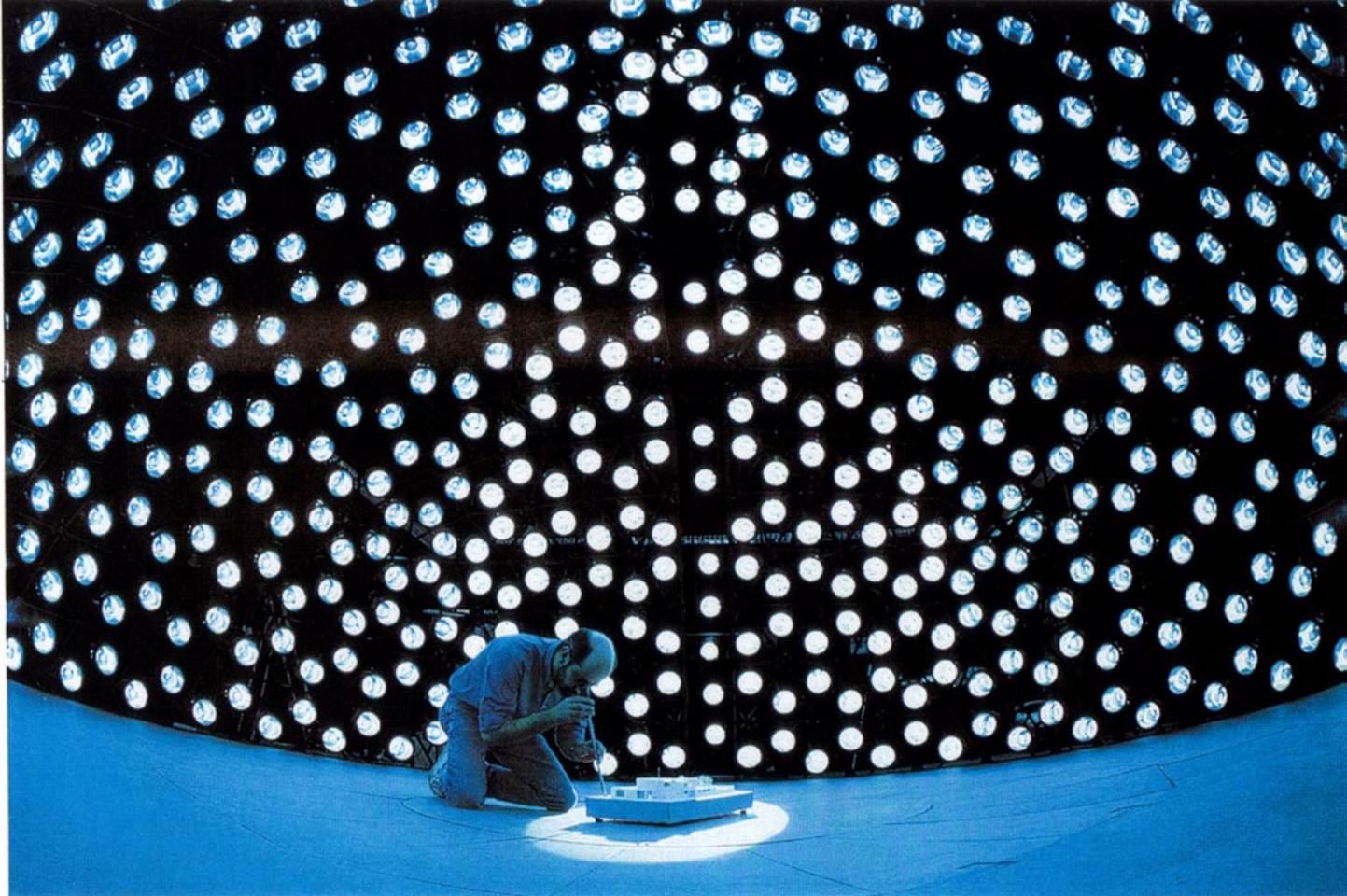


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WIRED

Wired covered the digital revolution before any other magazine, and it continues to move through the future faster than the competition. It reports on the people, companies, technologies, products and ideas that are transforming the way we live. Frequently recognized for its editorial and design excellence, *Wired* delivers the exclusive interviews and articles that explore our changing notions of business and culture.



VOGUE

The first Condé Nast title, *Vogue* both reflects and drives global fashion. For more than a century, it has heralded new directions in style, design and beauty, covering everything from haute couture to trends spotted on the world's streets. Each month, the editors document fashion's broad influence on contemporary culture through the use of intelligent writing and top photographers. Readers love *Vogue* for its sense of adventure, for its humor and for the fantasy that fashion itself inspires.

