



VIBE

THE BEAT OF CULTURE

3.3M

Social Followers

1.6M

Monthly UVs*

VIBE VISITORS ARE:

CULTURALLY CONSCIOUS

72% MORE LIKELY TO HAVE VOTED IN MIDTERMS

FASHION FORWARD

246% MORE LIKELY TO HAVE SPENT \$500+ ON MEN'S CLOTHING/SHOES IN PAST 6 MONTHS

ENTERTAINMENT ENTHUSIASTS

144% MORE LIKELY TO HAVE SPENT \$100+ ON VIDEO GAMES IN PAST 6 MONTHS

143% MORE LIKELY TO HAVE SPENT \$200+ ON ACTIVITY TICKETS IN PAST 6 MONTHS

THE LEGACY LIVES ON

VIBE