



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

*Source: Comscore, March 2020