***TEEN VOGUE* RETURNS TO PRINT AFTER TEN YEARS**
Additional Assets and Publicity Tools

To generate excitement surrounding *Teen Vogue's* return to print, our publicity campaign will combine an immersive launch event with influencer partnerships, social media activations, and limited-edition promotional materials. Each element is designed to build anticipation for the September release while tapping into the nostalgia many readers associate with the magazine. The campaign will also introduce *Teen Vogue* to younger audiences who may be experiencing the publication in print for the first time.

Launch Event: The Teen Vogue Time Capsule

The centerpiece of our campaign will be The *Teen Vogue* Time Capsule, an immersive exhibition in New York City celebrating more than two decades of teenage fashion, pop culture, and self-expression. The exhibition will take visitors through the magazine's history, beginning with its launch in 2003 and ending with its return to print in 2027. Each space will recreate a different era of teenage culture, featuring bedrooms decorated with celebrity posters, fashion closets inspired by popular trends, magazine newsstands, and walls displaying iconic *Teen Vogue* covers.

The exhibition will be organized around three periods in the magazine's history. The first, covering 2003 to 2010, will revisit the early days of *Teen Vogue*, featuring the celebrity culture, fashion trends, and bedroom aesthetics of the 2000s. The second, covering 2011 to 2017, will explore the rise of social media, Tumblr-inspired fashion, and the magazine's expanding coverage of politics, identity, and activism. The final section, covering 2018 to 2027, will look at the evolution of youth culture and introduce the magazine's new print identity. Throughout the exhibition, visitors will be encouraged to interact with displays, take photographs, and share their own memories of growing up with *Teen Vogue*.

We propose opening the exhibition on August 31st, 2027, with an invitation-only preview for journalists, influencers, former cover stars, and industry professionals. The evening will feature the official unveiling of the new September cover, providing attending media with an exclusive first look ahead of the magazine's release. From September 1st through September 5th, the exhibition will open to the public through free, timed reservations. This approach will allow us to generate coverage through the initial media event while also creating opportunities for readers to experience and share the exhibition throughout the week.

The exhibition will conclude with a recreated *Teen Vogue* newsstand featuring the new print edition and information about where to purchase it beginning September 7th. By creating an experience that visitors can explore and share, we hope to extend the reach of the launch beyond traditional media coverage and encourage participation from both longtime readers and younger audiences.

Dear Teenage Me: Influencer Mailers

Ahead of the September launch, we will send personalized time capsules to select influencers, content creators, and former *Teen Vogue* cover stars. Each package will include a vintage-inspired mini-magazine, disposable camera, friendship bracelet, and a sealed invitation designed to resemble an old magazine subscription card. The mailers will draw on the nostalgia of growing up with *Teen Vogue*, encouraging recipients to reflect on their teenage years and share their excitement for the magazine's return.

Recipients will be encouraged to share a letter or video addressed to their teenage selves using #DearTeenageMe. These posts could reflect on personal style, growing up, changing interests, or advice they wish they had received when they were younger. By allowing creators to approach the prompt in their own way, we hope to generate personal content that their audiences will connect with and encourage followers to participate in the campaign themselves.

The Cover Girl Photo Booth

To bring the experience of appearing on a magazine cover to life, we will create custom *Teen Vogue* photo booths where visitors can pose for their own personalized covers. The booths will feature the magazine's branding, customizable headlines, and options to receive digital or printed copies of their photographs. Each cover will include a QR code directing participants to the relaunch website, where they can learn more about the new issue.

The photo booths will first appear at The Teen Vogue Time Capsule exhibition before moving to select cities and promotional pop-ups throughout September. This will give the campaign a presence beyond the initial launch event while encouraging user-generated content. Visitors will be able to share their covers on social media, creating additional visibility for the relaunch through their own networks.

The First 1,000 Issues

To celebrate the magazine's return after ten years, we will produce a limited run of 1,000 individually numbered collector's editions of the first issue. Each copy will feature exclusive packaging and an archival-inspired print highlighting a memorable moment from *Teen Vogue's* history. A smaller selection will also include a printed message from the editorial team welcoming readers to the magazine's new chapter.

These editions will be available exclusively through the *Teen Vogue* website beginning September 7th, while supplies last. The limited quantity will create an incentive for early purchases while reinforcing the appeal of the magazine as something readers can collect and keep. The collector's editions will also provide an additional opportunity for media outreach, particularly among fashion, publishing, and lifestyle outlets covering the resurgence of physical media.

The Pink Magazine Machines

In the weeks leading up to the relaunch, we will transform vintage newspaper vending boxes into bright pink *Teen Vogue* dispensers and install them at select high-traffic locations throughout

New York City. Inspired by traditional newspaper stands, the machines will offer a playful way to bring the magazine back into public spaces before its official return to newsstands.

Each dispenser will contain free promotional mini-zines featuring archival covers, previews of the upcoming issue, and information about the September launch. A limited number will also include golden tickets redeemable for a complimentary copy of the magazine or exclusive promotional merchandise. The distinctive pink installations will be designed to catch the attention of pedestrians and encourage photographs and social media sharing. Their unexpected appearance throughout the city will create opportunities for organic discovery and additional local media coverage.

Pass the Magazine: Social Media Campaign

To build anticipation for the cover reveal, we will produce a short-form video featuring former *Teen Vogue* cover stars, celebrities, and contemporary influencers passing copies of a magazine from one person to another. Each participant will hold an issue from a different year, creating a visual journey through the magazine's history. The final participant will reveal the new 2027 cover, connecting the publication's past with its return to print.

The video will premiere during the August 31st launch event and be distributed across Instagram, YouTube, TikTok, and other social media platforms immediately afterward. Participating celebrities and creators will also be encouraged to share the video with their audiences, helping to expand its reach. By incorporating familiar faces alongside emerging talent, the campaign will celebrate the magazine's legacy while introducing the next generation of *Teen Vogue*.

Together, these publicity tools will help build momentum leading up to the September release and sustain interest in the weeks that follow. The influencer mailers and magazine machines will begin generating awareness over the summer, while the cover reveal and Time Capsule exhibition will serve as the campaign's major publicity moments. Following the launch, the photo booths and collector's editions will encourage continued engagement and magazine purchases. Each initiative draws on a different aspect of *Teen Vogue's* history, giving readers opportunities to revisit the publication, participate in its return, and create new memories with it.