

goop

FOR IMMEDIATE RELEASE:

**CONDÉ NAST AND GOOP ENTER MULTI-PLATFORM PARTNERSHIP
INCLUDING LAUNCHING GOOP IN PRINT**

*Condé Nast and goop to Coproduce Quarterly SIP with Accompanying
Digital and Social Content; First Issue Debuts September 2017*

NEW YORK – April 28, 2017 – This fall, *goop* and Condé Nast will collaborate to create a multi-platform content experience that will include print, digital and social initiatives. The initial content rollout will feature the launch of the first *goop* print edition, simply titled *goop* and slated for a September newsstand release. This special interest publication (SIP) will be released quarterly along with a steady stream of co-produced, co-branded digital content that will be distributed across select Condé Nast titles' websites, goop.com and the brands' social channels.

The original digital content will span all media formats and compliment the SIP's themes to create a connected online and offline experience for consumers. The majority of content in each print issue will be original to the SIP and produced by *goop*, while the creative is an artistic collaboration between *goop* and Condé Nast. Conceptualized as a collectible edition, *goop* will translate the brand's popular verticals into headlining sections.

"Anna is a powerhouse, and one of the most admirable thought-leaders in media. Collaborating with her and Condé Nast on this multi-platform content partnership, anchored by *goop's* emergence into a physical entity, was an opportunity for us to push our boundaries visually and deliver *goop's* point of view to consumers in new, dynamic ways," said Gwyneth Paltrow, Founder and CEO, *goop*.

All multi-platform content experiences for this collaboration will revolve around a wellness theme—central to both brands' missions of convening important conversations in the area.

"I've long known Gwyneth to have wonderful taste and vision—but with *goop* she has built something remarkable, a thoroughly modern take on how we live today," said Anna Wintour, Condé Nast artistic director and editor-in-chief of *Vogue*. "*Goop* and Condé Nast are natural partners and I'm excited she's bringing her point of view to the company. We all look forward to working with her and her team."

ABOUT GOOP:

In 2008, Gwyneth Paltrow launched *goop*, her highly successful lifestyle platform dedicated to keeping its readership informed and inspired with tightly curated content and products. *goop's* expert tastemakers advise and contribute on everything from fashion, wellness, and travel, to recipes, parenting, and cultural issues. Pioneering the contextual commerce platform, *goop* allows readers to shop with meaning. *goop* isn't simply a website or weekly newsletter, it is an indispensable resource.

ABOUT CONDÉ NAST:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of

the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, SELF, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, WIRED, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming. For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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