



**DAZED
MEDIA**

AnOther^{MAGAZINE}
MEDIA PACK



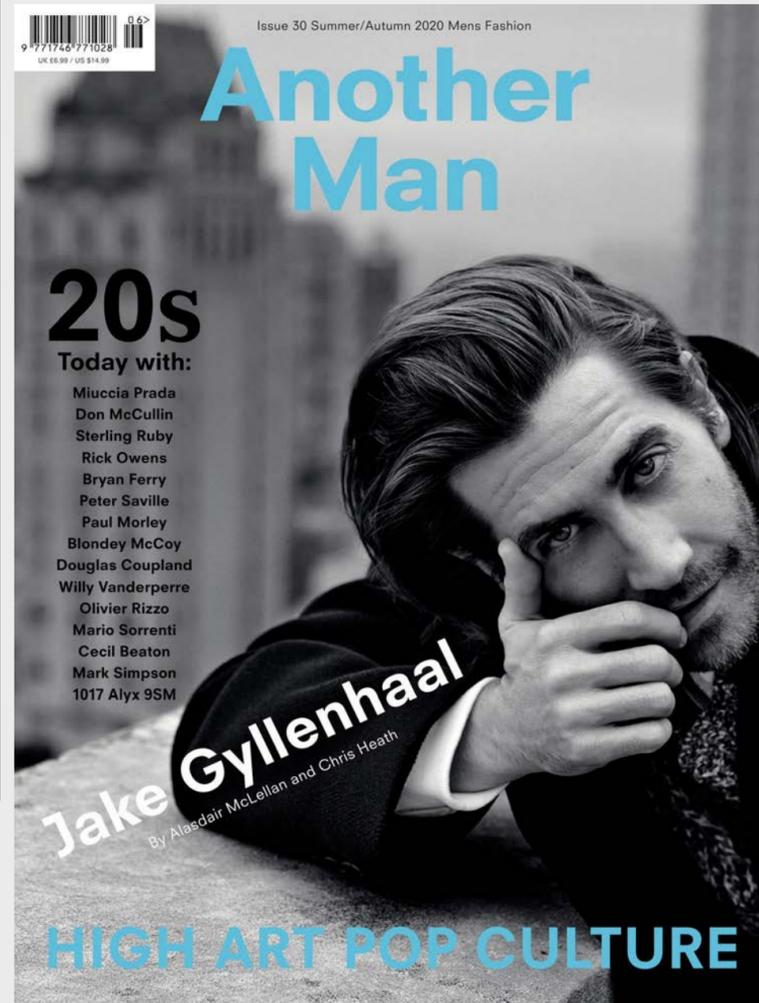
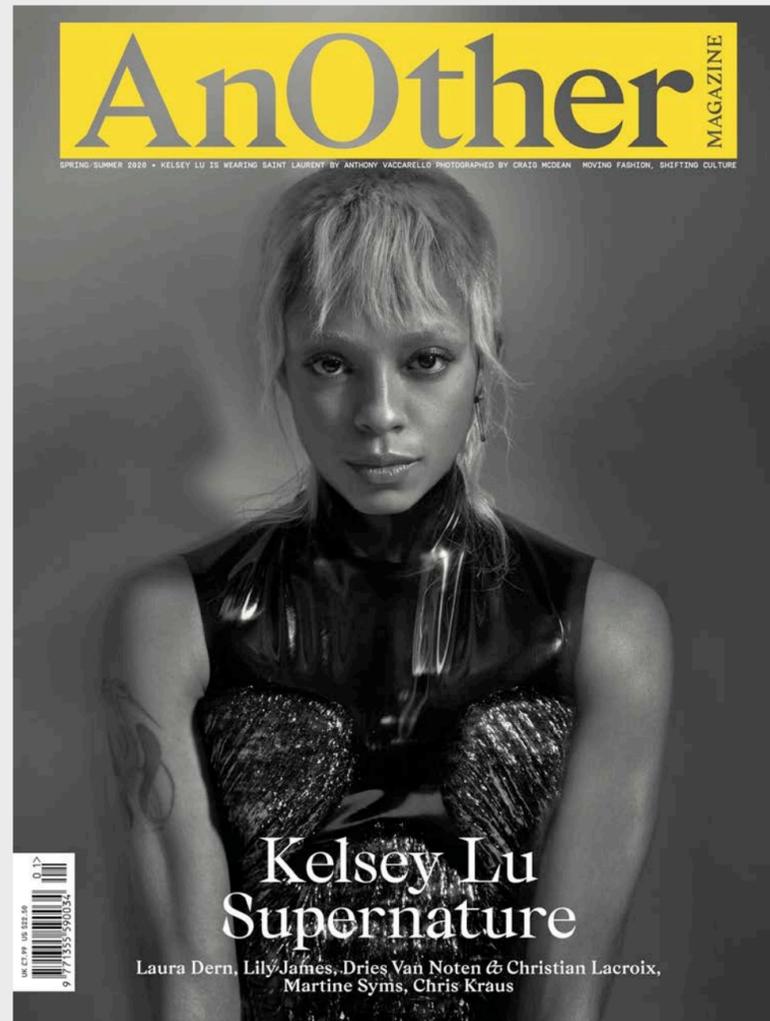
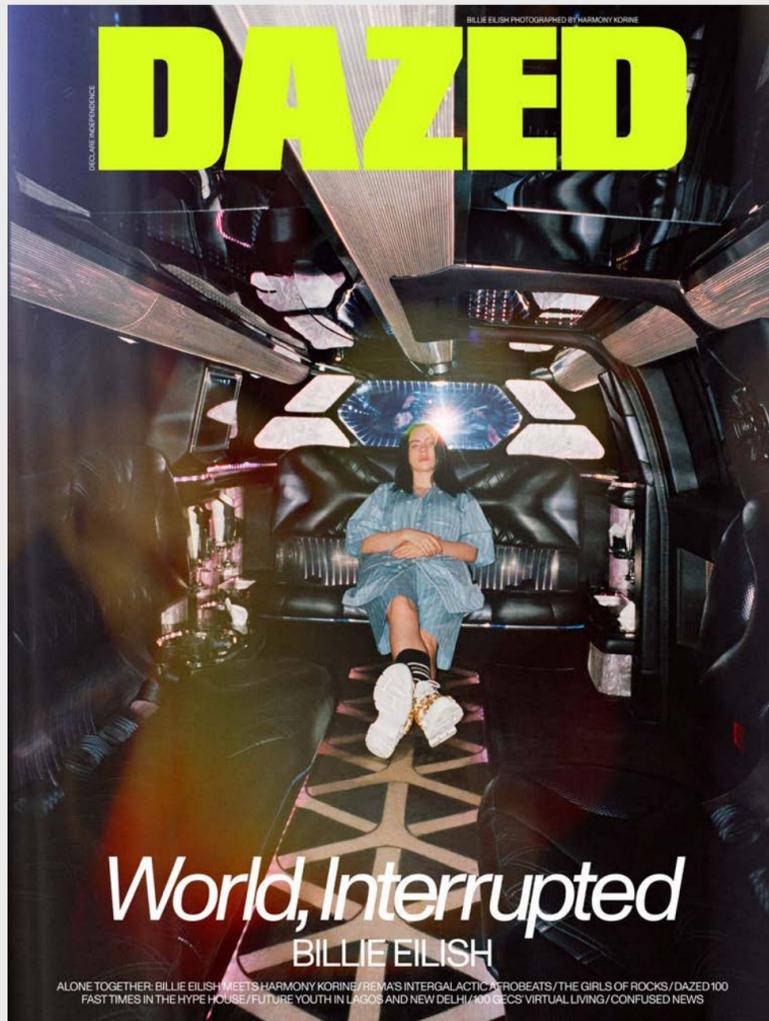
The world's leading
fashion and culture publisher.

Our mission?

EMPOWERING YOUTH THROUGH CREATIVITY.

We don't REFLECT culture,

we MAKE it.



A fashion runway scene showing the lower legs and feet of several models. They are wearing various styles of shoes, including high-heeled pumps and platform shoes, and dresses in shades of teal, brown, and white. The background is a soft, warm-toned studio setting.

We are a 360° publisher with a
unique ecosystem.



THE MESSAGE

AnOther Magazine will combine forces with **Another Man** to create a biannual print title that addresses all gender identities and is at the heart of fashion and culture.



AnOther Magazine will re-launch with a new approach to editorialising fashion and a mission to explore how creativity and culture can influence change. The masthead will draw on generations of longstanding Dazed Media contributors.



INSIGHT

The magazine will focus on a future that is empathetic, sensitive and human in these shifting times. Committed to the celebration and championing of new ideas and the innovative expression of new values, it will serve as a manifesto for our changed world.

THE TALENT AND THEIR VISION

Jefferson Hack

Editorial Director

Susannah Frankel

Editor-In-Chief

Marc Ascoli

Creative Director

Katie Shillingford & Ellie Grace Cumming

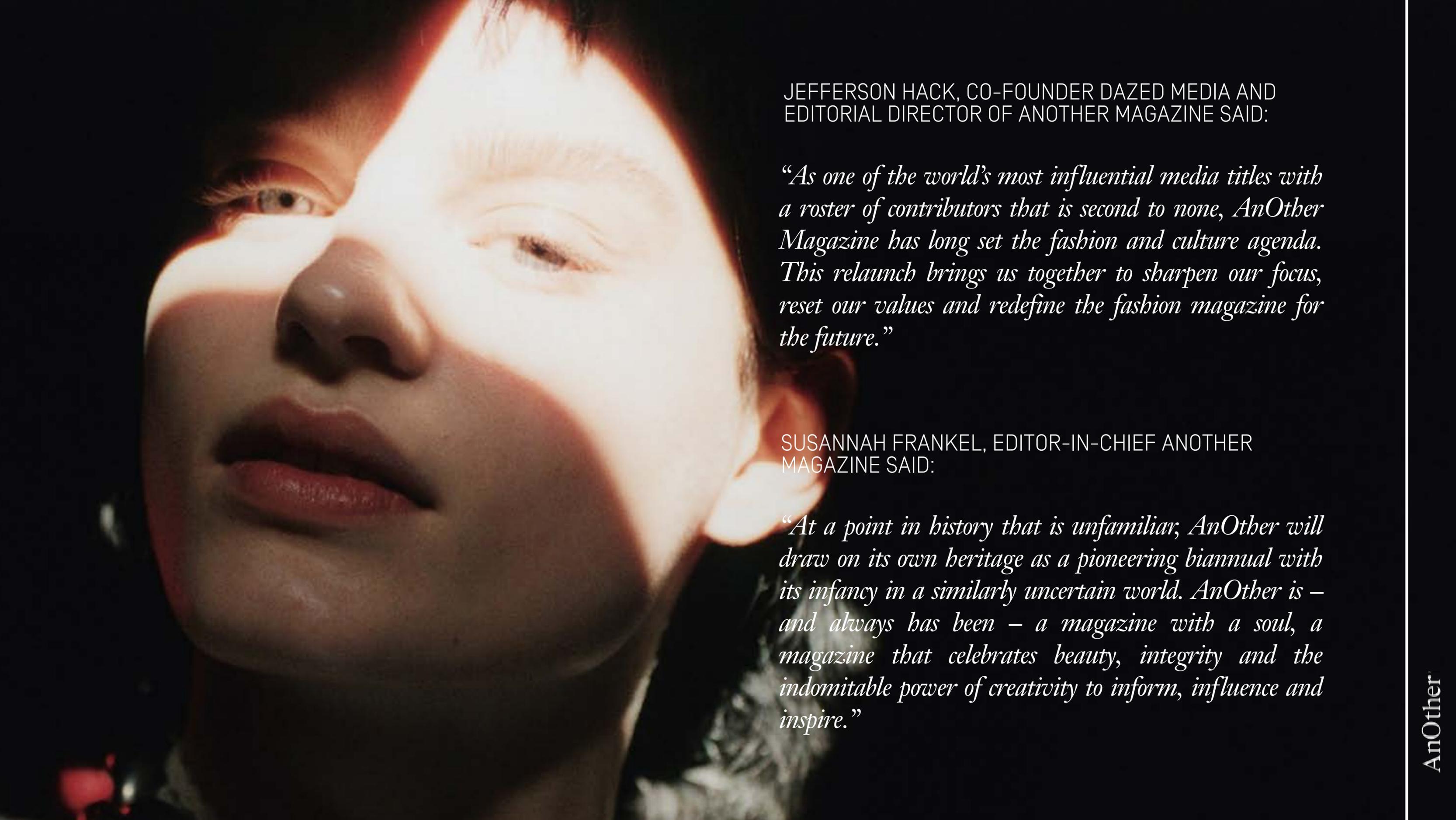
Fashion Directors

Alexander Fury

Fashion Features Director

with further announcements yet to be made.





JEFFERSON HACK, CO-FOUNDER DAZED MEDIA AND EDITORIAL DIRECTOR OF ANOTHER MAGAZINE SAID:

“As one of the world’s most influential media titles with a roster of contributors that is second to none, AnOther Magazine has long set the fashion and culture agenda. This relaunch brings us together to sharpen our focus, reset our values and redefine the fashion magazine for the future.”

SUSANNAH FRANKEL, EDITOR-IN-CHIEF ANOTHER MAGAZINE SAID:

“At a point in history that is unfamiliar, AnOther will draw on its own heritage as a pioneering biannual with its infancy in a similarly uncertain world. AnOther is – and always has been – a magazine with a soul, a magazine that celebrates beauty, integrity and the indomitable power of creativity to inform, influence and inspire.”

THE NEXT ISSUE

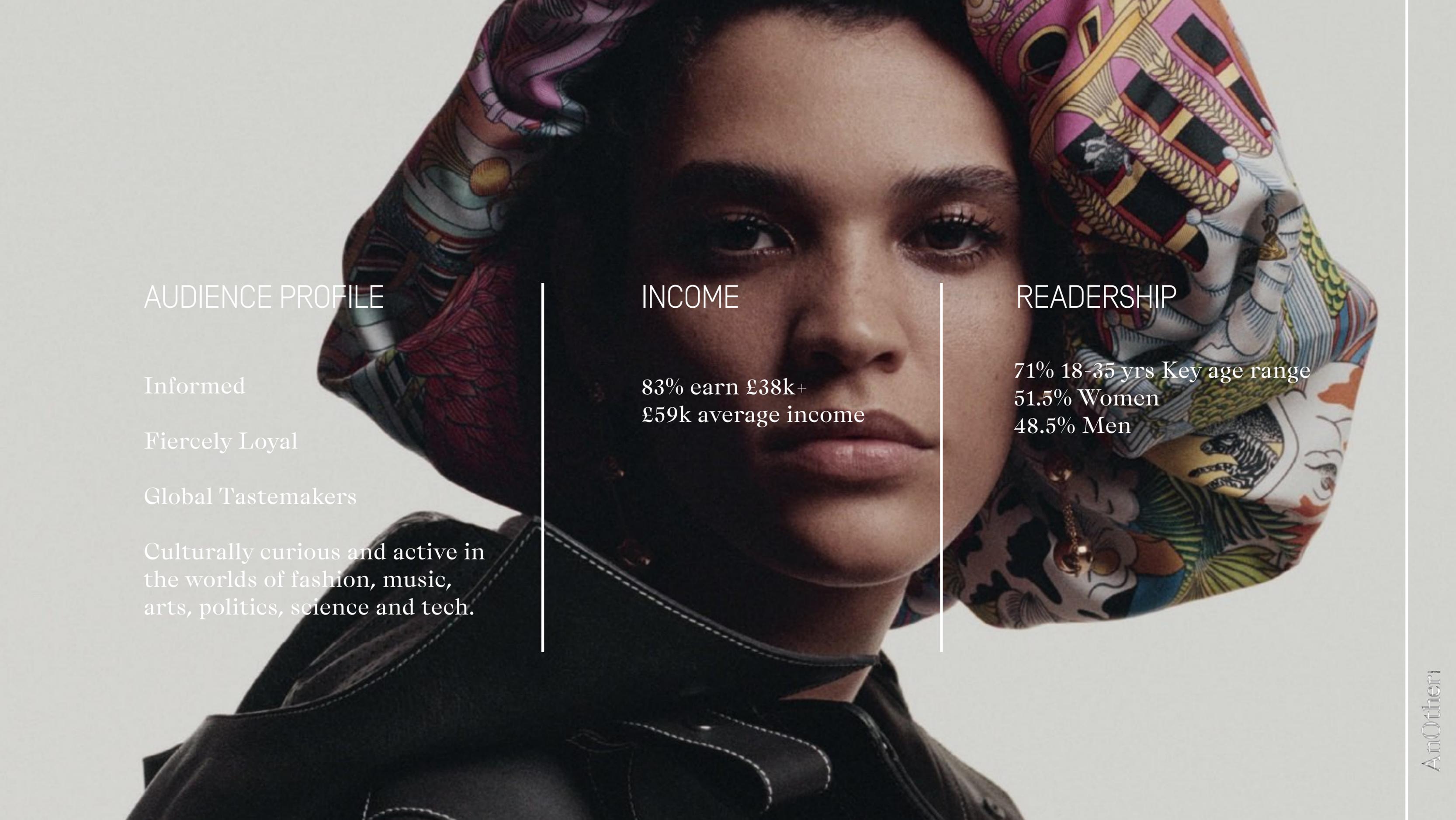
AUTUMN/WINTER 2020

On Sale: **01/10/20**

Copy Deadline: **04/09/20**

Booking Deadline: **14/08/20**





AUDIENCE PROFILE

Informed

Fiercely Loyal

Global Tastemakers

Culturally curious and active in the worlds of fashion, music, arts, politics, science and tech.

INCOME

83% earn £38k+
£59k average income

READERSHIP

71% 18-35 yrs Key age range
51.5% Women
48.5% Men

PRINT RATE CARD

1st DPS
£42,782

DPS Specified Position
£37,383

DPS Run Of Magazine
£33,755

Facing Contents/Masthead
£24,533

Page Specified Position
£23,682

Page Run Of Magazine
£22,958

Outside Back Cover
£56,914

8 Page Campaign Showcase
£145,612

6 Page Campaign Showcase
£108,329

4 Page Campaign Showcase
£73,005

Reverse Cover Gatefold (DPS)
£124,118

IFC Gatefold - 4 Pages
£150,567

Barn Door
£156,975

Standard 4 Page Gatefold
£115,194

Machine Inserts (Per 1,000)
£114 per 1,000

Hand Inserts (Per 1,000)
£171 per 1,000



ANOTHERMAG.COM

Consider **AnOthermag.com** a cultural compass - the modern guide for all gender identities to the very best in fashion, culture and ideas. From fashion news and expert analysis, exclusive interviews with leading talent, compelling photo stories from the worlds most exciting emerging and established image makers, to cultural highlights and untold fashion stories from the front line of fashion and culture.

Anothermag.com harnesses a global network of contributors to create an alternative perspective on the AnOther universe, keeping you inspired and up-to-date.

MONTHLY UNIQUE USERS:
1.3M

MONTHLY PAGE VIEWS:
1.7M

MOBILE: 55% DESKTOP: 40%

AVERAGE SESSION
TIME:
2:00



DIGITAL RATE CARD

Our premium placements have been designed for maximum impact and ensure advertisers have 100% share of voice on page.

ROS Units:

Leaderboard (728 x 90 pixels)
£37 CPM

HPU (300 x 600 pixels)
£72 CPM

Mobile Banner (320 x 50 pixels)
£28 CPM

MPU (300 x 250 pixels)
£42 CPM

Premium Roadblock:

Megabanner (1110 x 210 pixels)
£82 CPM

Leaderboard (728 x 90 pixels)
£37 CPM

HPU (300 x 600 pixels)
£72 CPM

Mobile Banner (320 x 50 pixels)
£28 CPM

MPU (300 x 250 pixels)
£42 CPM

Premium Takeover:

Bespoke Header Unit (2000 x 1000 pixels)
£110 CPM

Superbillboard (1110 x 400 pixels)
£82 CPM

Leaderboard (728 x 90 pixels)
£37 CPM

HPU (300 x 600 pixels)
£72 CPM

Mobile Banner (320 x 50 pixels)
£28 CPM

MPU (300 x 250 pixels)
£42 CPM



AnOther
loves

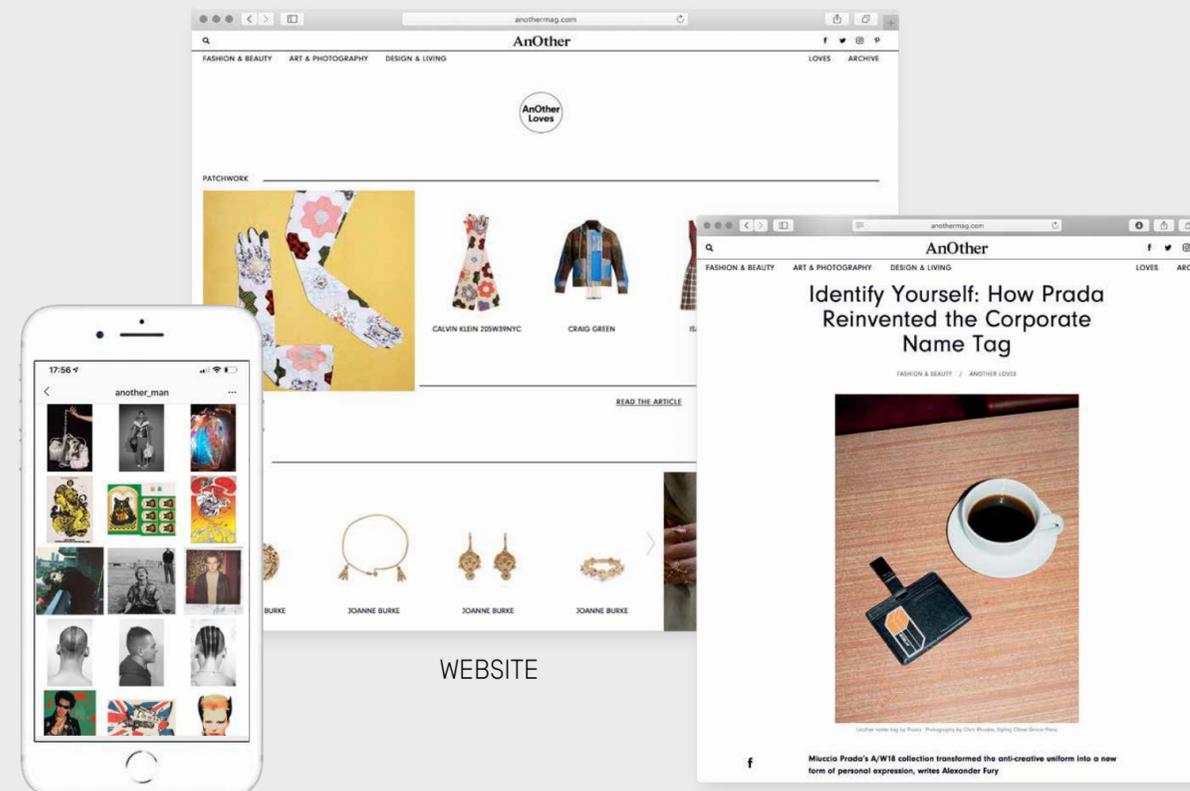
AnOther Loves is a curated product stream of aspirational luxury objects. It is a shoppable channel, which clicks through to e-commerce offering partners the opportunity to take sole ownership of the Loves vertical on the anothermag.com.

AnOther Loves is the ultimate wish list for the luxury consumer, acting as an industry-approved shopping hub and reference point.

500K
UNIQUE
VISITORS

5 MINS+
AVERAGE
SESSION TIME

34%
CLICK-TO-SALE
CONVERSION RATE



SHOPPABLE SOCIAL

WEBSITE

SHOPPABLE EDITORIAL

ANOTHER SOCIAL AUDIENCE

AnOther's social media network comprises a powerful and engaged global audience of influential style leaders. Employing a social-first publishing strategy across Instagram, Facebook, Twitter and Pinterest, AnOther maintains a dynamic and reactive conversation with its followers, inviting debate, discussion and involvement at every level. Leveraging this powerful network allows AnOther a 24/7 platform through which to disseminate campaigns, amplify stories, maximise interaction and multiply visibility.



ANOTHER SOCIAL STATS



Facebook:
483,000+



AnOther Instagram:
1.2 million +



AnOther Loves
Instagram:
35,000+



Twitter: 281,000+



Youtube:
16,000+



Tumblr:
50,000+



Pinterest:
329,000+

AnOther Global Monthly Reach
21 MILLION+

*impressions across editorial, social (paid & organic) and digital display

ANOTHER SOCIAL RATES

Facebook Post

£4,100

Instagram Post

£8,000

Instagram Story

£8,000

Twitter Post

£1,000

AnOther Weekly Newsletter

£1,000

There are three ways of working with us...

MEDIA & ADVERTISING

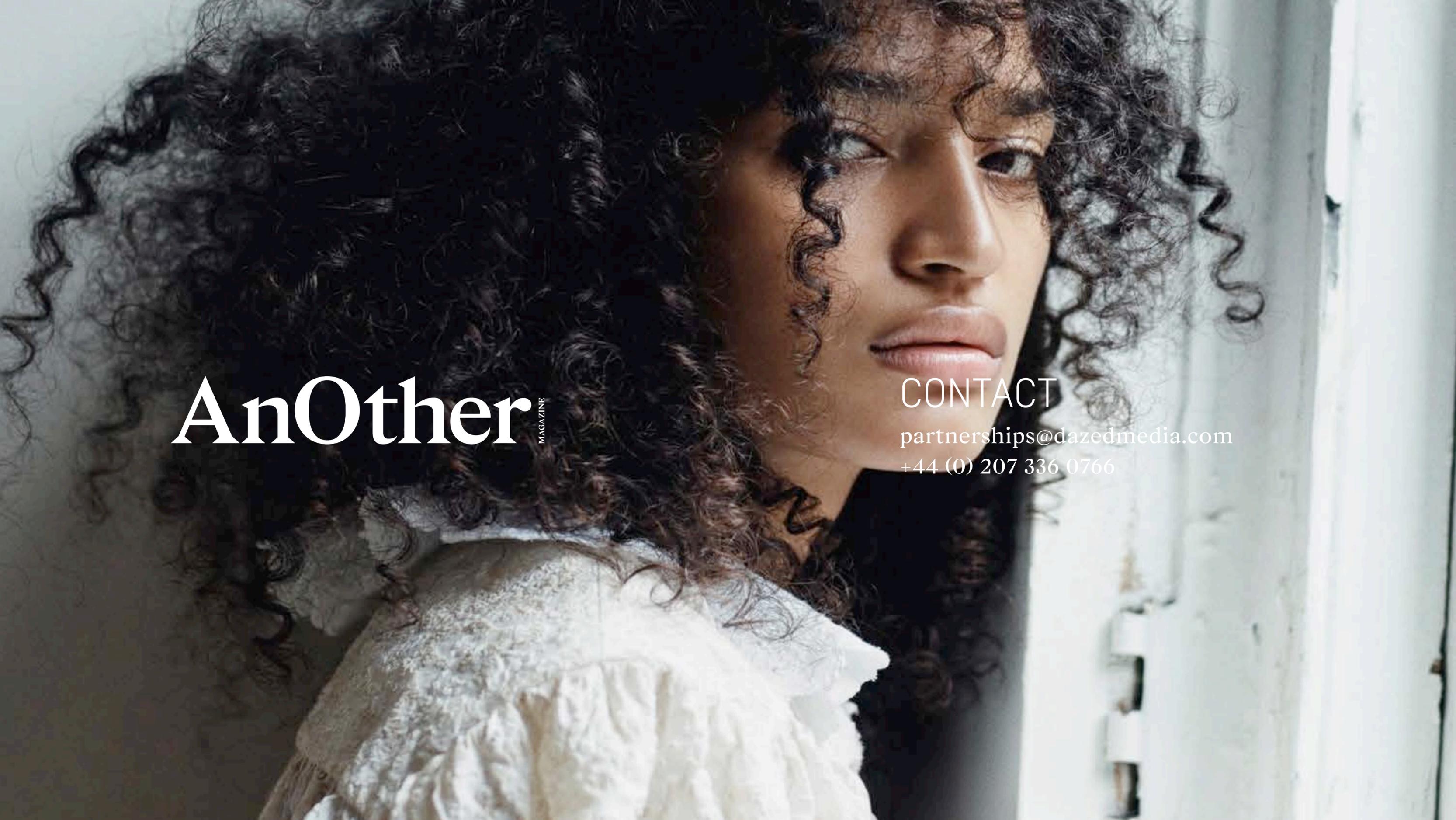
Native, rich-media and video, advertising targeted to the specific Dazed Media demographics, display and print specials.

CONTENT PARTNERSHIPS

Content sponsorship and co-creation of branded content programmes, activated natively across the Dazed Media ecosystem.

CREATIVE SERVICES

White label creative, content and strategy ideated with the Dazed Media audience in mind.



AnOther MAGAZINE

CONTACT

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