

# PHOENIX

Autumn / Winter 17  
Issue 22  
The Space Issue

A season of life and style



## Media Kit 2018

PHOENIX MAGAZINE & PHOENIX DIGITAL

Distribution, Demographics, Advertising, Creative Agency, Schedule



# About

---

Established in 2010, PHOENIX is a lifestyle brand for free-thinking modern women. Our biannual print magazine is independently published and printed in the UK, and sold in Austria, Australia, Belgium, France, Germany, Greece, Hong Kong, Italy, Japan, Portugal, Spain, Singapore, Taiwan, United States, and of course the United Kingdom.

The print magazine is a literary and visual feast featuring 300 pages of exclusive interviews, trends, fashion shoots, style ideas, prose features, beauty must-haves, counter-culture discussion, philosophy, art, music, books, film and travel. Priced £6.95 per single print issue, or just £9.99 for an annual subscription, it was described at the 2013 Fashion Monitor Journalism Awards as “a pioneering cult publication that warrants wide recognition.”

Our monthly digital magazine hosted on our website [phoenixmag.co.uk](http://phoenixmag.co.uk) brings you each month’s most unique and diverse trends, products, events and ideas – the stuff that you simply won’t find in the big mag brands. Free and instantly accessible on your browser, we think our game-changing hybrid combines the beauty and coherence of a monthly print mag with all the timeliness and interactivity of an online one. We hope you agree.

We also have a small, carefully curated shop where we offer exclusive special editions, products and collaborations from the artists and companies we love.

We have enough stuff; we just want the stuff we have to be better made, by better people. We never have enough time; we want the time we do have to be spent in more original and rewarding ways. Based in the heart of London but internationally minded, PHOENIX is underpinned by a commitment to slow journalism, slow fashion and ethical business.

# Print Distribution

## CIRCULATION

13,000 per issue

26,000 per annum

## UK DISTRIBUTION

WH Smith Travel & Airports

Independent London newsagents

Selfridges

WHSmith

SELFRIDGES

## US SPECIAL DISTRIBUTION

WH Smith Travel & Airports

Independent retailers in NYC and LA

Barnes & Noble: 633 stores

BARNES  
& NOBLE



- AUSTRIA
- AUSTRALIA
- BELGIUM
- FRANCE
- GERMANY
- GREECE
- HONG KONG
- ITALY
- JAPAN
- PORTUGAL
- SPAIN
- SINGAPORE
- TAIWAN
- UNITED STATES

# Reader Demographic

---

The PHOENIX reader is a smart, savvy, design-loving woman. She is a trend-setter in her friendship group and an active communicator. She appreciates music, art, literature, and has a keen social conscience.

Market research shows PHOENIX is read by a variety of discerning women, from 16 year old year old beauty bloggers to 60 year old CEOs.

ABC1 FEMALE 80%

AVERAGE AGE 18 - 45

MEDIAN AGE 26





# Advertising Rates

---

## RATES PER ISSUE

(6 months)

Inside Front Cover      £5,000

(1st DPS)

Double Page Spread      £2,500

(Front section)

Double Page Spread      £2,000

(ROP)

Single Page Right      £1,750

Single Page Left      £1,500

Inside Back Cover      £3,750

(DPS)

Outside Back Cover      £7,500

## PRINT SPECIFICATIONS

### Double Page

Trim size 200Wx 265H mm

Bleed size 206Wx271H mm

(3mm bleed on all edges)

### Single Page

Trim size 400Wx 265H mm

Bleed size 406Wx271H mm

(3mm bleed on all edges)

All print files should be in CMYK format and have all fonts and hi-resolution matter such as images and logos embedded. All images contained in the file must be 300dpi when 100% in size. Please export PDF as single pages and send to [advertising@phoenixmag.co.uk](mailto:advertising@phoenixmag.co.uk)

# Digital

PHOENIXMAG.CO.UK

10,000 unique visitors per month

## AUDIENCE BREAKDOWN

Female 50.74%

Male 49.26%

## AGE

25-34 (41.7%)

35-44 (25.6%)

18-24 (17.9%)


45-54 (9.7%)


55-64 (3.9%)


65+ (1.3%)

## SOCIAL - @PHOENIXMAGUK

Followers September 2017

 16,700

 8,700

 8,300

## TOP COUNTRIES FOR TRAFFIC

United States

United Kingdom

Saudi Arabia

Germany

France

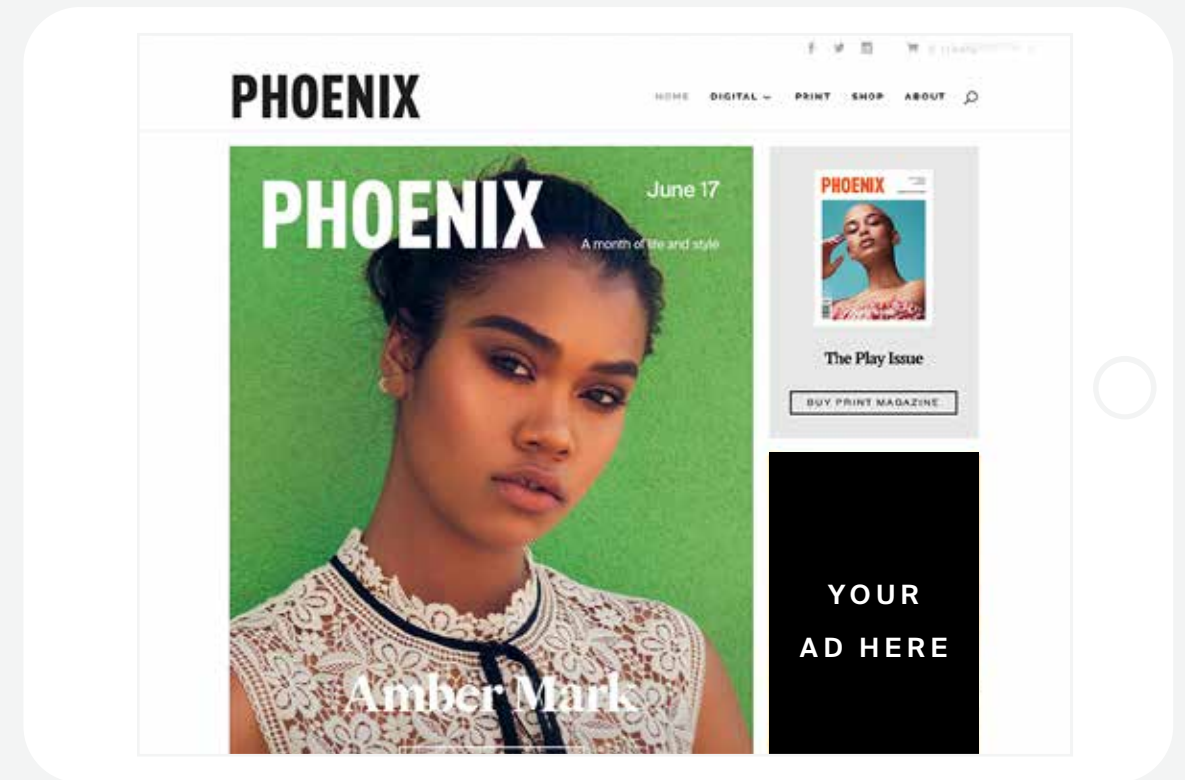
Italy

Spain

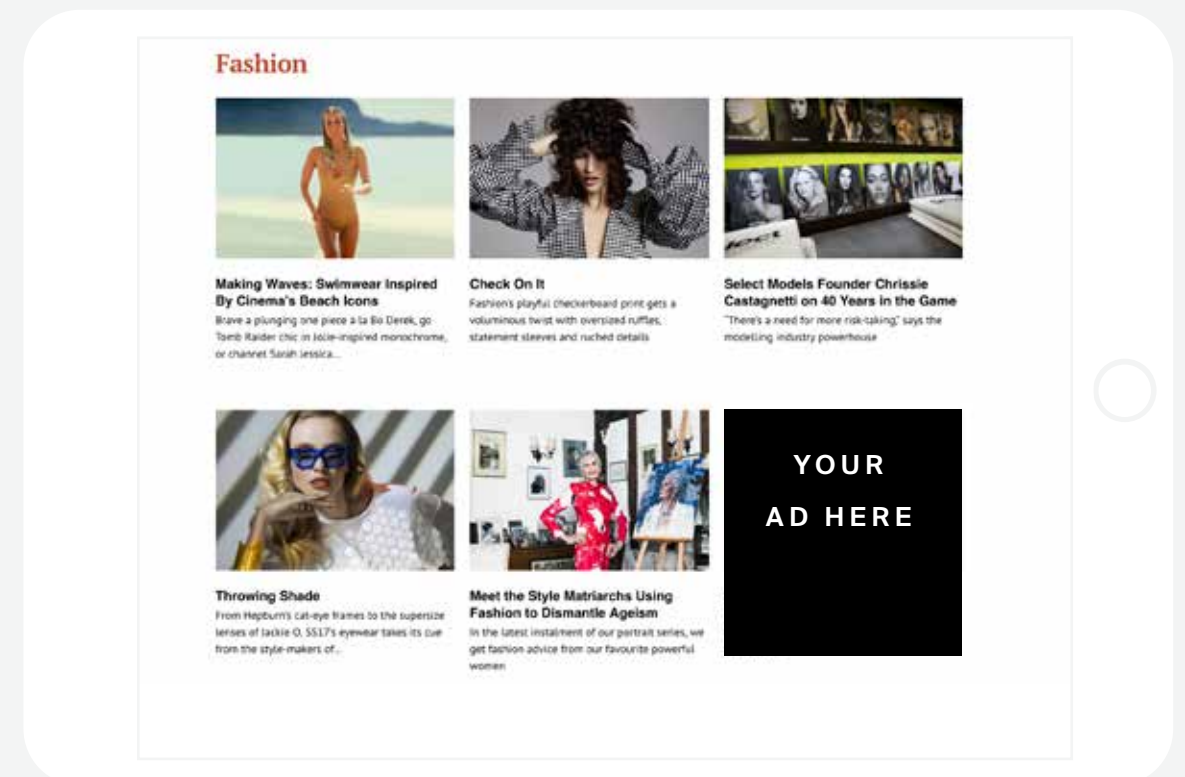
India

Canada

Sweden



HOME PAGE AD

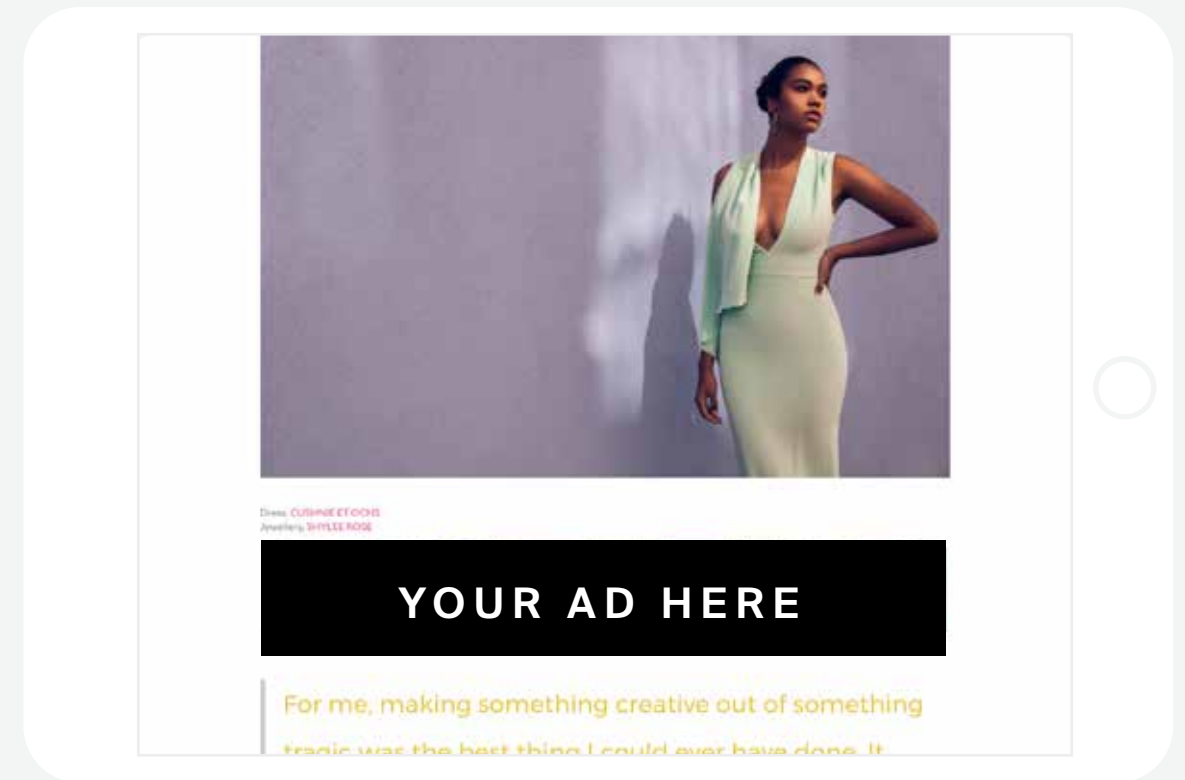
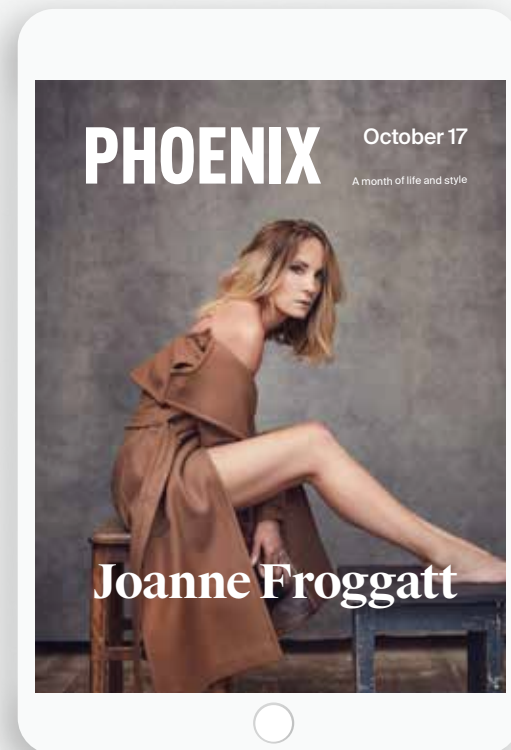


CONTENTS PAGE AD

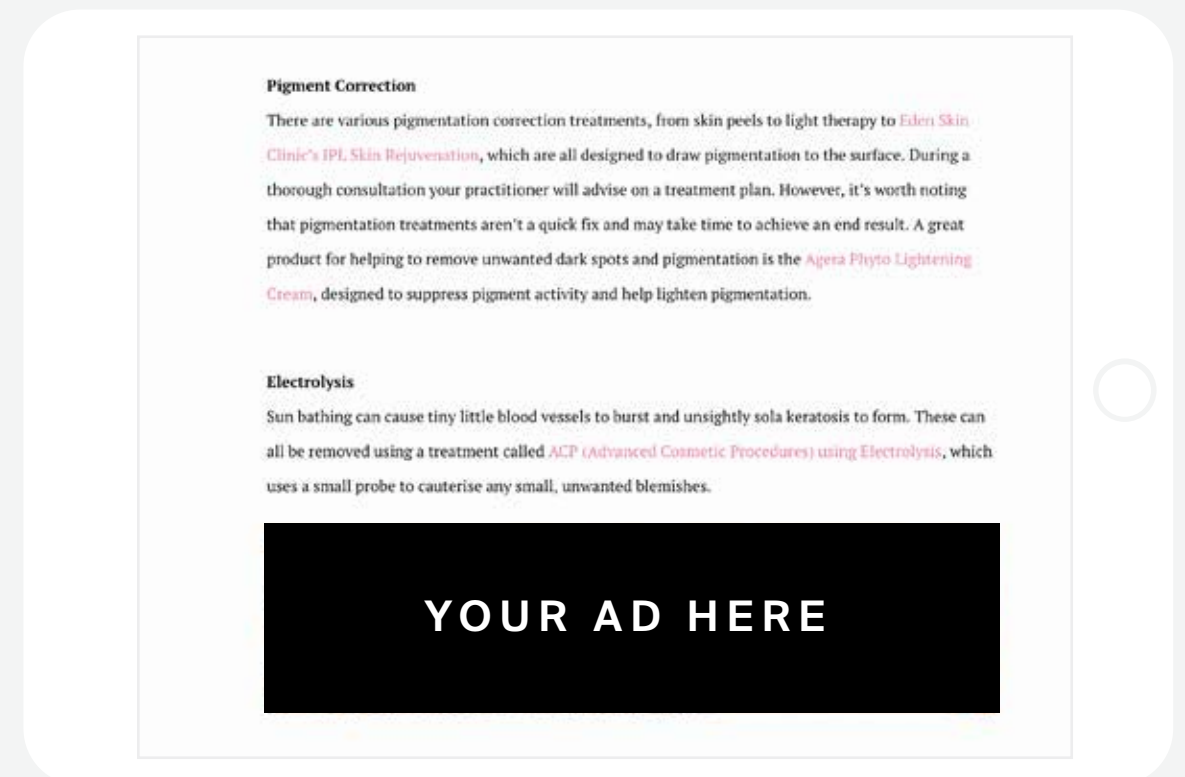
# Digital Advertising

## MONTHLY ADVERTISING RATES

<b>Home page banner / Half page advert</b>	£500 pcm
300 x 600 pixels portrait	
<b>Contents page advert</b>	£300
660 x 440 pixels landscape	
<b>Article banners / Mid article leaderboard</b>	£125
728 x 90 pixels landscape	
<b>Article footer</b>	£150
800 x 420 landscape	
800 x 500 landscape	
<b>Featured product editorial</b>	£200



BANNER AD



FOOTER AD

# Creative Agency

## ADVERTORIAL & BRANDED CONTENT

PHOENIX is known for the quality of its content. Our experienced, industry respected team can arrange all aspects of shoot production from moodboard to model casting, location scouting, styling, photography, editing and retouching. Our writers and editors write sparkling prose, and our graphic designers are ace at creating a strong visual identity. Let us create a memorable campaign for your brand.



**Opposite Page**  
 Popstone Leather Biker Jacket, £229  
 Pendine Off Shoulder Jumper, £89.95

**Above**  
 Lulworth Cropped Sweatshirt, £49.95  
 Silky Lightweight Hoopie, £39.95  
 Astra Branded Gym Leggings, £49.95

**Right**  
 Chepmel Overcoat, £199  
 Levington Short Sleeve Metallic Dress, £89.95  
 Barton Mom Jeans, £64.95  
 Cressie Hat, £24.95



**This Page**  
 Sara Mae Trench Coat, £159  
 Erin Trousers, £70

**Opposite Page**  
 Marlene Top, £79  
 Theo Skirt, £199  
 Imolation Eye Catch, £66



**This Page**  
 Lily Flower Dress, £299  
 Akana Hat, £45  
 Bess Shoes, £149

**Photographer PAUL WHITFIELD**  
 Fashion Director NICOLE SMALLWOOD  
 Hair & Makeup ALEX HAZLEWOOD using  
 L'ORÉAL TECHNI ART and ESTÉE LAUDER  
 Make BARRY GALLANTYNE @ WIMBORNE

**Facing Page**  
 Selma Skater, £119  
 Ailie Trousers, £119



PRODUCED FOR JACK WILLS

PRODUCED FOR HOBBS



## FILM MAKING

We believe that moving image is key in the immediate and long-term future of advertising, and our team of experienced filmmakers and editors create short, engaging video clips for use on digital platforms.



PRODUCED FOR IRIS FASHION

# PHOENIX

## 2018 Schedule

---

### SPRING / SUMMER 18

On sale 2nd April

Artwork deadline 15th February

Off sale 1st October

**To discuss ideas and opportunities  
suited to all budgets please contact**

Hannah Kane, Editor-in-Chief  
hannah.kane@phoenixmag.co.uk  
+ 44 (0) 20 7486 5730

### AUTUMN / WINTER 18-19

On sale 15th October

Artwork deadline 1st September

Off sale 15th February 2019

Zoe Lem, Special Brand Partnerships  
SLINGSHOT LONDON  
zoe@slingshotlondon.com  
+44 (0) 795 769 5722

PHOENIX MAGAZINE

61 QUEEN ANNE STREET

LONDON

W1G 9HH

UK