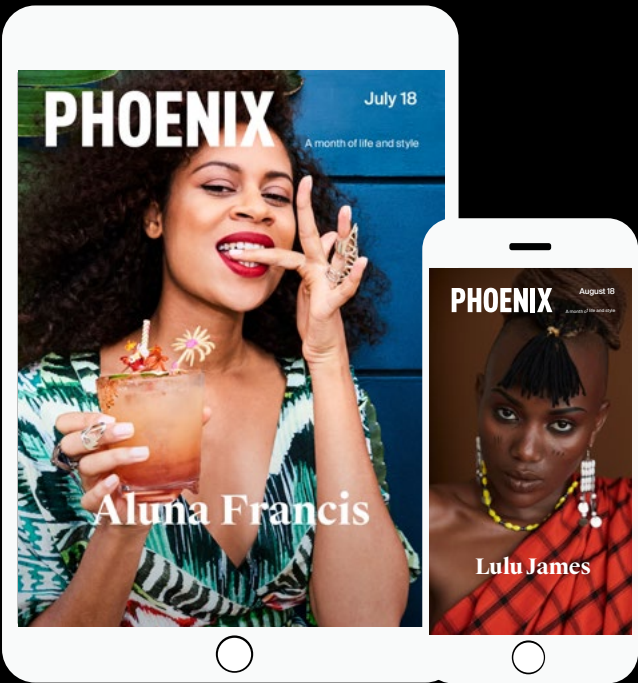


Media Kit 2018-19

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 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



US SPECIAL DISTRIBUTION

WH Smith Travel & Airports
Independent retailers in NYC and LA
Barnes & Noble: 633 stores



Geographical Split

APAC 15%
EMEA 35%
NA 50%

- AUSTRIA
- AUSTRALIA
- BELGIUM
- BRASIL
- CANADA
- FRANCE
- GERMANY
- GREECE
- HONG KONG
- ISRAEL
- ITALY
- JAPAN
- NETHERLANDS
- NEW ZEALAND
- PORTUGAL
- SINGAPORE
- SOUTH KOREA
- SPAIN
- TAIWAN
- UNITED STATES

Reader Demographic

The PHOENIX reader is an articulate, empowered, 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% 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

Phoenix Digital

PHOENIXMAG.CO.UK

10,000 unique visitors per month

65,000 page views

AUDIENCE BREAKDOWN

Female 64% Male 36%

AGE

15-24 (22%) 25-34 (41%)

35-44 (18%) 45-54 (9%)

55-64 (2%)

SOCIAL - @PHOENIXMAGUK

Followers August 2018



16,500



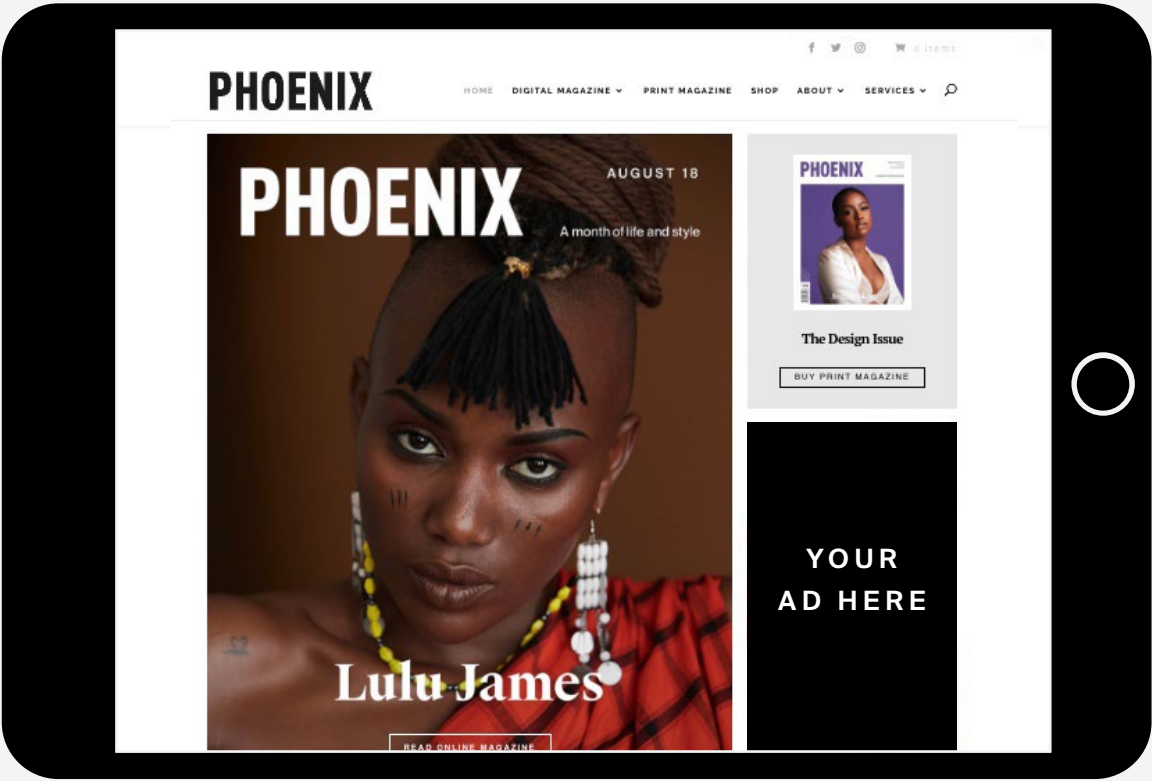
10,500



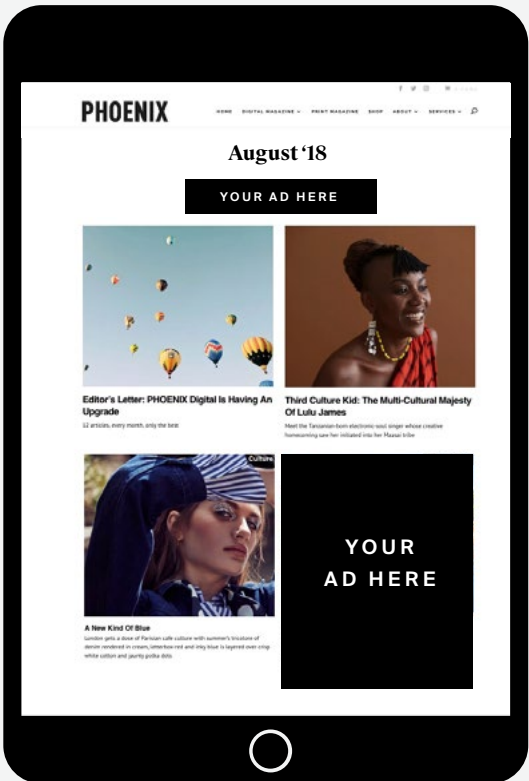
8,500

TOP COUNTRIES FOR TRAFFIC

United Kingdom, United States, Canada,
Germany, France, Australia, India, Russia,
Ireland, Italy



HOME PAGE AD



CONTENTS PAGE ADS

HOME PAGE

1/2 page advert - 300 x 600 px

£750 pcm

CONTENTS PAGE

Leaderboard advert - 728 x 90 px

£700 pcm

Banner advert within content

Up to 518 x 600 pixels

£500 ppm

Prices exclusive of VAT

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.



Top Photo Page
Photographer: [Name]
Stylist: [Name]
Model: [Name]
Location: [Name]
Date: [Name]

PRODUCED FOR IRIS FASHION



Top Photo Page
Photographer: [Name]
Stylist: [Name]
Model: [Name]
Location: [Name]
Date: [Name]

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

18-19 Schedule



AUTUMN / WINTER 18-19

THE HERITAGE ISSUE

Artwork deadline 20th September

On sale 15th October

Off sale 15th February 2019

Cover stars: Anna Calvi and Olga Kurylenko

(Final cover image subject to change)



SPRING / SUMMER 19

On sale 15th April

Artwork deadline 15th February

Off sale 1st October

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

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