

WHAT IS ...

**18
83**

magazine

MEDIA PACK 2011

1003

magazine



FUTURE FACES OF FASHION

TALI
FASHIONS
NEW DARLING
FANNIE
SCHIAVONI
CHAIN MAIL
COUTURE
NATALIE YUKSEL
THE FASHION
STORY TELLER
LUCIA EMANUELA CURZI
ITALIAN DREAMER
CERRE
MAKING ANTIQUES
FOR TOMORROW

ISSN 2045-4589



9 772045 458009
£4.99 A/W 2010

WHO WE ARE

1883 MAGAZINE

Twice annually, 1883 Magazine will keep you at the forefront of who and what is new in the world of fashion, and who to watch out for in the future.

In 1883, you hear the real voices of the people making it happen and who challenge the fashion world every day.

1883 DIGITAL

1883 digital regularly provides our readers with the hottest and most current information on the fashion scene.





READER PROFILE

Readers of 1883 Magazine are both male and female. They have a passion for the fashion industry and the individuals that create it.

The 1883 reader wants to know the 'fashion faces of the future'. Who and what is going to shape the 'future face of fashion'. The 1883 reader wants to take a closer look at fashion. They want to discover what goes on behind the scenes, what the 'future faces of fashion' aims and ambitions are, where they get their inspirations from and where they see the "future of fashion" going.

The reader wants to be inspired. They are the students with a dream & ambition, they are the business executives who are searching for that new talent, looking for something fresh to keep them up to date with the constant changing nature of the industry. They are the industry individuals searching for innovative talent to collaborate with and they are members of the public, with a genuine love of fashion.

The 1883 reader is a fashion lover who yearns for new and exciting fashion and hankers after information on the latest designers, models, photographers, stylists, make-up artists and musicians, a who's who of 'fashion faces of the future'.

WHAT WE DO

Created in 2010, 1883 is the magazine where the 'Future Faces of Fashion' reveal their thoughts, challenges and industry secrets.

Each issue is big and bold in format, edgy and stylish, with photos shot by the hottest new talents on the fashion scene.

Focusing on designers, photographers, models, fashion stylists, illustrators, hair and make-up artists and musicians, 1883 Magazine is a platform to showcase and promote the most innovative new fashion talent around.

Providing a directory which gives new talent exposure in the industry.



FACEBOOK

100,000

MONTHLY
HITS

1883 DIGITAL

1883 Digital and Blog continues to see an increase of hits on a daily basis. Having already trebled our numbers since our launch we are on course to see a huge leap for our online readership in the next couple of months.

	Website Hits	Blog Hits
20th Nov 2010	20	10
9th Dec 2010	200	50
9th Jan 2011	400	100
9th Feb 2011	700	200

1883 FACEBOOK

1883's facebook page started gaining a fan base before the publication even launched.

Since the launch 1883's fanbase have more than doubled and currently averaging 5000 hits a day.

	Monthly Hits	Facebook Fans
20th Nov 2010	45,000	700
6th Dec 2010	60,000	900
6th Jan 2011	85,000	1100
6th Feb 2011	100,000	1350

1883 TWITTER

Since the launch 1883's twitter followers have tripled and is growing by 10% a week.

	Monthly Followers
20th Nov 2010	150
6th Dec 2010	300
6th Jan 2011	450
6th Feb 2011	550

PRINT RUN

A/W 2010 was launched to a small print run of 2000 copies as an introduction of 1883 to the fashion industry and was distributed independently.

S/S 2011 will have a print run of 15,000 and will be distributed by a distributing company throughout the UK and France.

1883 magazine is also available to buy online through the 1883 website.

www.1883magazine.com/Subscribe.html

Circulation figures

Issue 1	2000
Issue 2	15000
Issue 3	15000

Deadline Dates

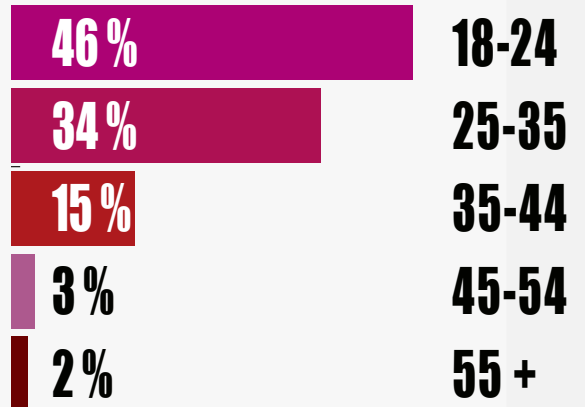
2nd Issue	15th March 2011
Material Deadline	15th February 2011
3rd Issue	15th September 2011
Material Deadline	1st August 2011





1883 DEMOGRAPHICS

1883 has a core readership of 18 to 34 year olds, 70% of which are female.



ADVERTISING RATES

	Issue 2	Issue 3
Single Page	£2100	£2100
Double Page	£3750	£3750
Outside Back	£5250	£5250
Inside Back	£2850	£2850
Inside Front Cover	£4350	£4350

Talent Directory

Print + Online	Tariff
1 issue(6 months) + Online	£ 50
2 issues (12 months) + Online	£ 85
Print	Tariff
1 issue (6 months)	£ 30
2 issues (12 months)	£ 55
Online	Tariff
6 months	£ 18
12 months	£ 34

Colour and Mono advertisements are charged at the same rate. All Advertisement rates are subject to VAT.

These page rates do not include agency commission - it is the responsibility of the agency to add on the commission.

Payments

Full payment must come with the materials. Additional charges for foreign currency exchange/clearance will be referred to the customer account. Foreign payments should be made by direct pound sterling transfer on U.K. bank to 1883 Publishing Ltd. All bills are due upon receipt. There will be an interest charge of 1.5% per month on overdue accounts.

Cancellation Fee

All bookings cancelled after copy deadline will incur a 25% fee. No cancellation will be accepted after the magazine has gone to press.

General

1883 Magazine reserves the right to decline any advertisement. In the event of an error, 1883 Magazine's liability shall not exceed the cost of the space occupied by the error. The publisher is not liable for delays in delivery or for non-delivery or any condition affecting production or delivery in any manner. Original art will be accepted only at customer's risk.

Inquiries

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