

**DASH**



# THE MAGAZINE

BIANNUAL  
FASHION PRINT

FOCUS ON FASHION  
ILLUSTRATION AND  
FASHION ART

READERSHIP  
OF 75'000

DISTRIBUTED  
WORLDWIDE

GEARED TOWARDS  
EARLY ADOPTERS

A PLATFORM FOR  
INTERNATIONAL  
CREATIVE TALENT

DEUTSCHE BANK  
AWARD WINNER

DASH Magazine is a London-based illustrated magazine on fashion and fashion art. Published biannually and distributed worldwide, DASH is aimed at opinion formers of all genders with an interest in fashion and art-related fields. It is its strong focus on fashion illustration – a previously underappreciated art form currently celebrating a vivid comeback – which gives the magazine its USP.

Visually unique and with in-depth editorial content, DASH Magazine provides seasonal coverage and a launch platform for emerging talent from the fields of illustration, photography, the arts and journalism to showcase, and thus gain exposure, for their work. Both in print and online, DASH provides a highly stimulating visual experience while filling a gap in the market for illustrated fashion content.

# DISTRIBUTION

DASH is distributed worldwide by Pineapple Media Ltd in over 70 countries and at Fashion Weeks worldwide across London, Paris, Berlin and Copenhagen through various PR agencies. Strategic placement at these events in the front row and inside goody bags ensures that opinion formers of the industry are reached directly.

Sold at an RRP of £6 on newsstands and in selected bookshops, while being distributed to relevant Creative Directors worldwide, DASH is a consumer-style press product worth collecting with a strong following and loyal readership.

Total estimated circulation / readers:  
75'000 units.

# READERSHIP

DASH Magazine readers worldwide share a love of fashion, illustration and a demand for quality in all sectors of their lives.

Our fashion and art conscious audience comprises two-thirds female and one-third male readers, aged between 25 and 50. The majority are educated to MA or BA level and spend on average up to £ 550 a month on clothing and beauty products.

DASH readers embrace both local and international fashion, design and art, are open-minded and have high aesthetic standards. Their interests range from architecture to interior design, from quality ingredients to exciting travel destinations. Names like Julie Verhoeven, Gareth Pugh, Herzog & de Meuron, Comme des Garçons or Nick Knight are familiar to them. At weekends they enjoy unwinding, whether this be at a luxury resort, a city shopping trip or just enjoying a stroll through the markets followed a decent meal at the local gastro pub.

Start  
NY, Boston

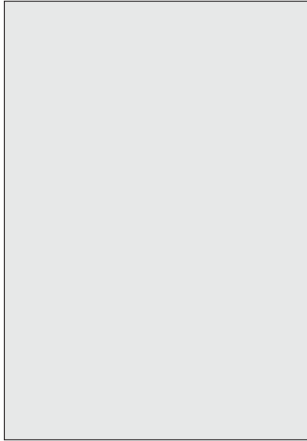


# RATE CARD

Classic Advertising

All rates for S/S 2014 and F/W 2014-15

(One Issue / Two Issues)



## Single Page

£4'000 / £7'000

\$6'200 / \$10'800

€4'600 / €8'100

Special Placement:

+10%

## Inside Back Cover SP

£5'200 / £8'900

\$7'900 / \$13'700

€6'000 / €10'300

## Outside Back Cover

£10'000 / £16'000

\$15'300 / \$24'600

€11'600 / €18'500

## Double Page Spread

£6'500 / £11'000

\$9'900 / \$16'900

€7'500 / €12'700

Special Placement:

+10%

## Inside Front Cover

### Spread

£16'000 / £26'000

\$24'600 / \$39'900

€18'500 / €30'000

## Inside Back Cover

### Spread

£8'000 / £14'000

\$12'300 / \$21'500

€9'200 / €16'200

# RATE CARD

Tailored Advertising Measures  
All rates for S/S 2014 and F/W 2014-15

## Print

### Advertorials

We're happy to draw up advertorial and feature ideas to best represent your brand.

DPS £16'000 /  
\$24'500 / €18'500  
Every additional  
DPS: £9'000 /  
\$13'800 / € 10'400  
2-3 Drafts: £600 /  
\$920 / € 700

### Purchasing individual sections in the magazine

Beauty Interview:  
DPS £12'000 /  
\$18'400 / € 13'800  
An interview with a representative of a cosmetic / beauty line.

Season Mood: SP  
£6'000 / \$9'200 /  
€6'900

One-page write-ups of key collections for the season ahead, with a custom-made illustration commissioned by DASH.

### Designer Interview:

DPS £12'000 /  
\$18'500 / € 13'900  
A two-page interview with a designer accompanied by an illustrated portrait shot and, if available, design sketches of the designs.

Recipe: DPS £12'000 /  
\$18'500 / € 13'900  
A food recipe based on the season's colours. This section can be illustrated by the collection of just one brand / designer, with the possibility to showcase a number of images from the collection.

## Online

Label of The Day:  
£250 / \$380 / €290  
Part of our daily feature on new, emerging brands, the Label of The Day comprises one key image and a short write-up of the label's background information.

Longer posts: £500 /  
\$770 / €580  
This is an in-depth look at both label and collection featured, with a selection of key looks illustrating the collection.

Interview: £800 /  
\$1'200 / €920  
An in-depth interview with the designer or other brand representative of the label's choice, including a selection of key images from current and / or past collections.

Individual looks:  
£200 / \$300 / €230  
per post  
Introduction of one look, key item or must-have per month over a period of 6 months including inherent imagery.





# INFORMATION

## WHY ADVERTISE?

Since winning the Deutsche Bank Award 2012 in the Fashion Category, DASH Magazine has become THE illustrated fashion and art magazine in the market. DASH provides the ideal international platform to showcase your products to your specified markets by implementing all different kinds of campaigns and advertising measures. Whether classic advertising or integrated advertorials, we're able to adapt to your needs and suggestions to make sure you're satisfied with our service.

DASH Magazine works closely with every client to ensure the best campaigns are produced and promoted and all needs and objectives are met.

-----

All artwork is to be submitted in high resolution at no less than 300 dpi, in CMYK as JPG or PDF file.

Single page dimensions are as follows:  
cm: w 21cm h 31cm  
inches: w 8" h 12"

Double page dimensions are as follows:  
cm: w 42cm h 31cm  
inches: w 16" h 12"

Sponsorships available.

**Please send any advertising requests to:  
[advertising@fashiondash.net](mailto:advertising@fashiondash.net)**

Packages need advance booking. All artwork must be submitted at least 15 days before the print deadline communicated. All campaigns and content must be approved by DASH Magazine before being placed. DASH reserves the right to cancel advertisement placement for any reason at any time.

## THE TEAM

DASH Magazine is run by a highly skilled, international team and stocked globally.

Founded and headed up by Editor in Chief Noémie Schwaller, recipient of the Deutsche Bank Award 2012 in the Fashion Category.

Features Editor Harald Weiler gained extensive experience in the industry working for Vienna-based Unit F - Association for Contemporary Fashion and as designer scout for Not Just A Label.

Art & Graphic Direction is provided by Vinzenz Hölzl, founder and Director of biannual fashion title HUSK Magazine.

Their combined expertise gives DASH a solid foundation to blossom further in the publishing market.



DASH Magazine  
Unit B2  
1B Mentmore Terrace  
London  
E8 3DQ  
UK

[advertising@fashiondash.net](mailto:advertising@fashiondash.net)