

Schön!

media kit

spring summer 2019

we are schön!

at Schön! we do more than simply inform - we reform.

Schön! has been crossing boundaries to deliver cutting-edge creative talent from across the globe since 2009. Schön! presents the legendary faces, top celebrities, high fashion, art and culture that make our world so exceptional, both in glossy print and on a cross-media digital platform. Our luxurious printed publication is released biannually with **40,000** copies for each season, distributed internationally. Starting with the Autumn Winter 18 issue Schön! announces truly global distribution through **Amazon.co.uk**, with **Prime delivery**.

All that makes Schön! stunning, innovative and luxurious is available in high-quality digital form. With a growing post reach of **1.4 million daily** and over **750 000** monthly uniques engaged online, we ensure every reader receives their diverse and daily dose of all the legendary faces, iconic photographers and high fashion.

In just one click, the professional, the socialite and the visionary can access Schön! on their tablet, computer and mobile device and get copies delivered across the world.

Everywhere they go, Schön! goes too.



our readers

The Schön! readers are the originals in the creative community, inventors in their choice of personal attire, taking pride of place in their artistic surroundings.

The visionary, collector, professional and socialite: altogether they look to Schön! for creative inspiration. Our readers are intelligent, technically literate, well-groomed individuals, who are members of the global community and enjoy a luxurious lifestyle.

At work or in a social setting they value multiple accesses to the media, notably on the move. They are constantly re-inventing, wanting to be at the pulse of the latest cultural event, and making waves in a creative movement.

female / male **55/45 %**

Median Age **28 years old**

Affluent, **56%** earn over **£125,000 a year**

Educated, **87%** have a university degree

Urban, **89%** live in the cities

83% have no children

64% read Schön! between 15min and an hour

Creative influencers, **80%** read Schön! for personal pleasure

45% read Schön! for professional reasons

55% are employed within creative industries

source. Online survey October 2018 & Google Analytics



our distribution

Since launching in print, Schön! has achieved a stronghold in the print market, reaching a status level with the most iconic titles. Now the magazine is making an **important change**.

Schön! is going green! Published twice a year in English, the magazine will now be distributed on a truly global scale. Distribution has moved to **Amazon.co.uk**, and will now be **exclusively** available for order on **Amazon platforms** with free delivery for Amazon Prime members.

Get your glossy package delivered to your doorstep.

We are where our readers need us to be.

The timeless quality of the magazine keeps with the times. With this **environmentally-conscious** move **Schön!** is paving the way for other publications **to go green**. Distribution via the popular online retailer accommodates the readership and high demand for back orders, and ensures your advertisement will remain powerful in the future.

bi-annual

40,000 copies distributed per issue

6 readers per copy

100% average sell through as no waste

4,420 subscriptions

14,100 online sales

Truly International distribution through Amazon

print dates

Schön! 36

deadline February '19 / released in April '19

Schön! 37

deadline July '19 / released end September'19

themes on request



on the go

at mobile, tablet and other

Schön! is available on any digital newsstand to download on any tablet and mobile device, including iPhone, iPad and Android.

Schön! goes with you wherever you are.

with **35,000** average mobile app **downloads** per issue



our digital force

schonmagazine.com

Online and on going!

Schön! began life as a digital publication and developed into print due to popular demand. We therefore have an advantage in the digital arena and realised the importance of its impact early on. The cross-media digital platform brings together daily editorial content covering fashion, music, art, beauty and culture, as well as video channels. Thanks to the strength of the Schön! social media networks, an increasing amount of readers access our web content through mobile and tablet devices.

3,035,153 page views per month

over **7,990,118** worldwide monthly ad impressions

693,580 monthly uniques from **197** countries

24,000 daily home page impressions

320,000 monthly mobile visits

84,000 tablet access per months

4.16 minutes average time spent online

64% new visits

82% returning readers

Our digital campaign clients include brands such as CHANEL, Dior, Fendi, Burberry, McQ, DKNY, Diesel, Mercedes-Benz, Bally, Levi's, A.P.C, Samsung, H&M, Timberland, Reiss, Nike, Hugo Boss, Tiffany & Co., Adidas, BMW, Lexus, NARS Cosmetics... to name but a few.



social superstar

instagram, facebook and co.

1,852 ▲ 6.1% >
New Page Likes

1,256,514 ▲ 43.5% >
Total Reach

1,211,447 ▲ 42.4% >
Post Reach

215,944 ▲ 32.2% >
People Engaged

The Schön! Community

With a rapidly expanding digital community, Schön! is at the forefront of the independent media industry. Constantly ahead of the curve, Schön! is recurringly the topic about town, regularly featuring the Internet's biggest influencers and we are proud to be witness to an expanding global reach through sensational editorial coverage. Our more than **800,000 followers** across social media networks are engaged with cutting-edge content on a daily basis, with a single post reach on Facebook exceeding one million.

441,000 Facebook fans

Single post reach on Facebook by **1,211,447** with an engagement of **215,000**

355,000 Instagram followers with **1,031,006** weekly reach

27,800 Twitter followers

Social reach up to **36 million** across networks

Klout score of an average **81**

All figures are an average & change daily, of course for the better !



insta(nt) impact

Schön! would like to offer selected partners the opportunity to engage with our incredibly loyal social following using advertorial social posts.

Sitting across Instagram, Facebook and Twitter we can create a short post using your campaign or product imagery that will help you gain an instant impact, improve your reach and gain followers from a credible source.

cost. £2,500 per post



in your inbox

our newsletter

It is sent to **30,000** active subscribers who are dedicated readers of Schön! Magazine. With an average opening rate of **66%**, we promise your brand's message will be featured prominently.

We also offer single branded newsletters to support brand launches, events or simply direct sales. Pre-coded or custom designed, with our exclusive bespoke service, you can be assured that our team will create something fresh, innovative, and, optimising reach and branding.



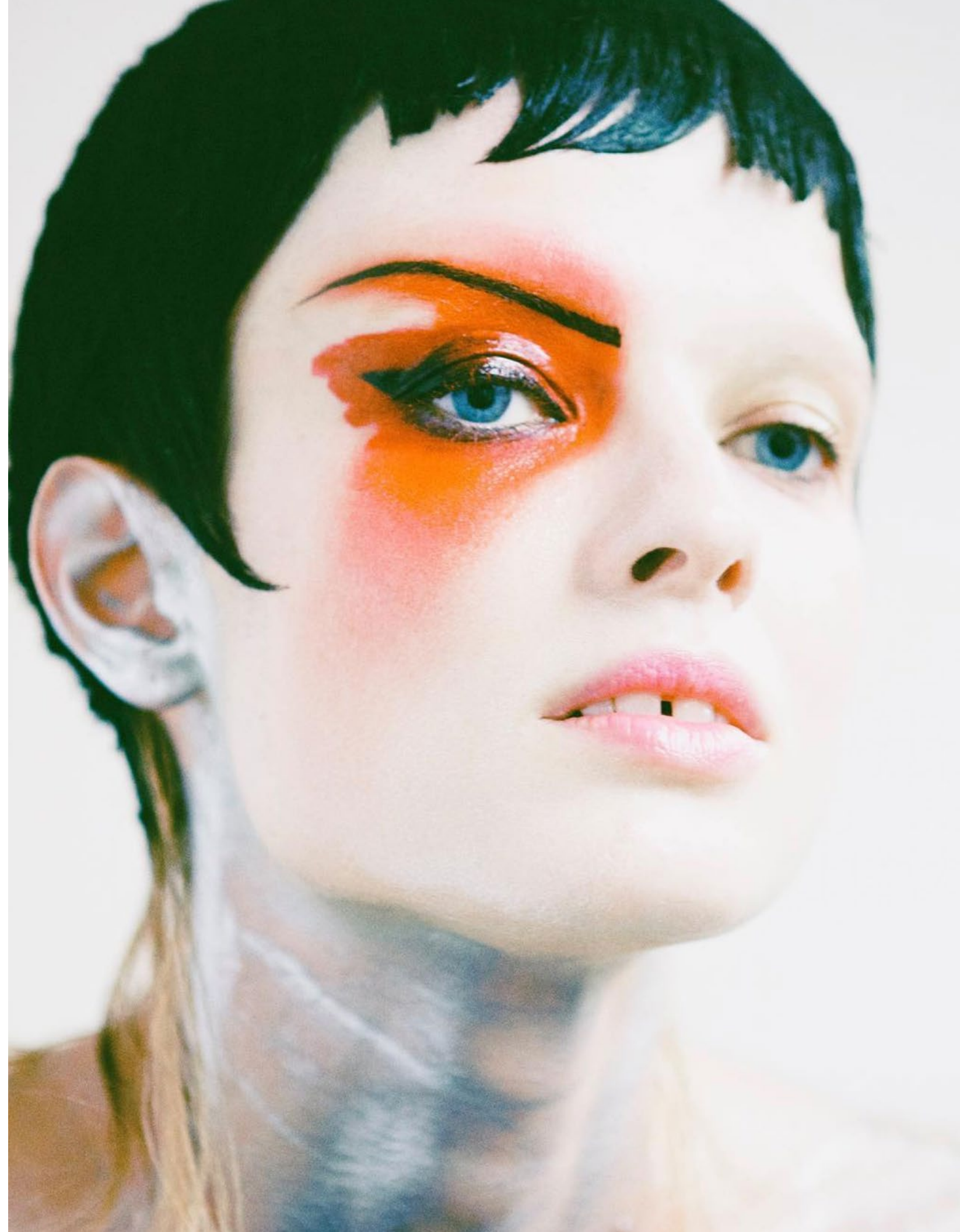
creative collaborations

we produce your content

Content appearing across Schön!'s platforms is not like any other as we are no ordinary fashion and lifestyle publication. Our team specialise in working with you to produce content that tailors to your needs and maximises the attributes of your brand to dazzling prominence.

We have previously collaborated with a number of clients across print, digital and social campaigns, in addition to events with retailers and galleries. These include Moncler, Jitrois, Mercedes-Benz, Mini, The Opera Gallery, United Nude, Vero and Hugo Boss.

Campaigns can be tailored to all budget levels and can be branded or white label. Do think of us for any aspect of content creation from look books to campaign websites and any other area you wish to be given a little Schön!



our events

We celebrate the launch of new issues of Schön! with an exclusive event in London, attended by selected individuals from the worlds of fashion, photography, design and journalism. We have also hosted several successful events for our clients, including a supportive event for the “Think German” campaign launched by the German Embassy in London and a pre-Olympic networking event on a 5-Star cruise liner, hosted by the German Ambassador with an exclusive guest list of members from the press and the creative and business industries.

Previous event sponsors include: Schwarzkopf, Bitburger, Camitz Vodka, L’Oreal, Lavazza, Elemis, Designhotels.com and Premier Models. By becoming a sponsor of one of our events you will immediately gain access to a network of invaluable industry contacts.



rate card

Schön! Magazine is viewed by over 2.5 million trend-seeking sartorialists per issue. The exquisite quality and timelessness of the magazine keeps the readership high and ensures longevity of advertising campaigns. With cutting-edge cross-media opportunities and global distribution, we offer advertisers tailored and effective campaigns

Inside front cover spread	£8,715
Outside back cover	£5,355
Inside back cover	£4,305
Right hand page	£4,305
Left hand page	£3,780
Double page spread	£6,642
DPS specified	£7,380
Gatefold	Available on request

digital rate card 2018

Formats* available from £90 CPM:

- Billboard 970x250
- Leaderboard 728x90
- MPU 300x250
- Halfpage 300x600

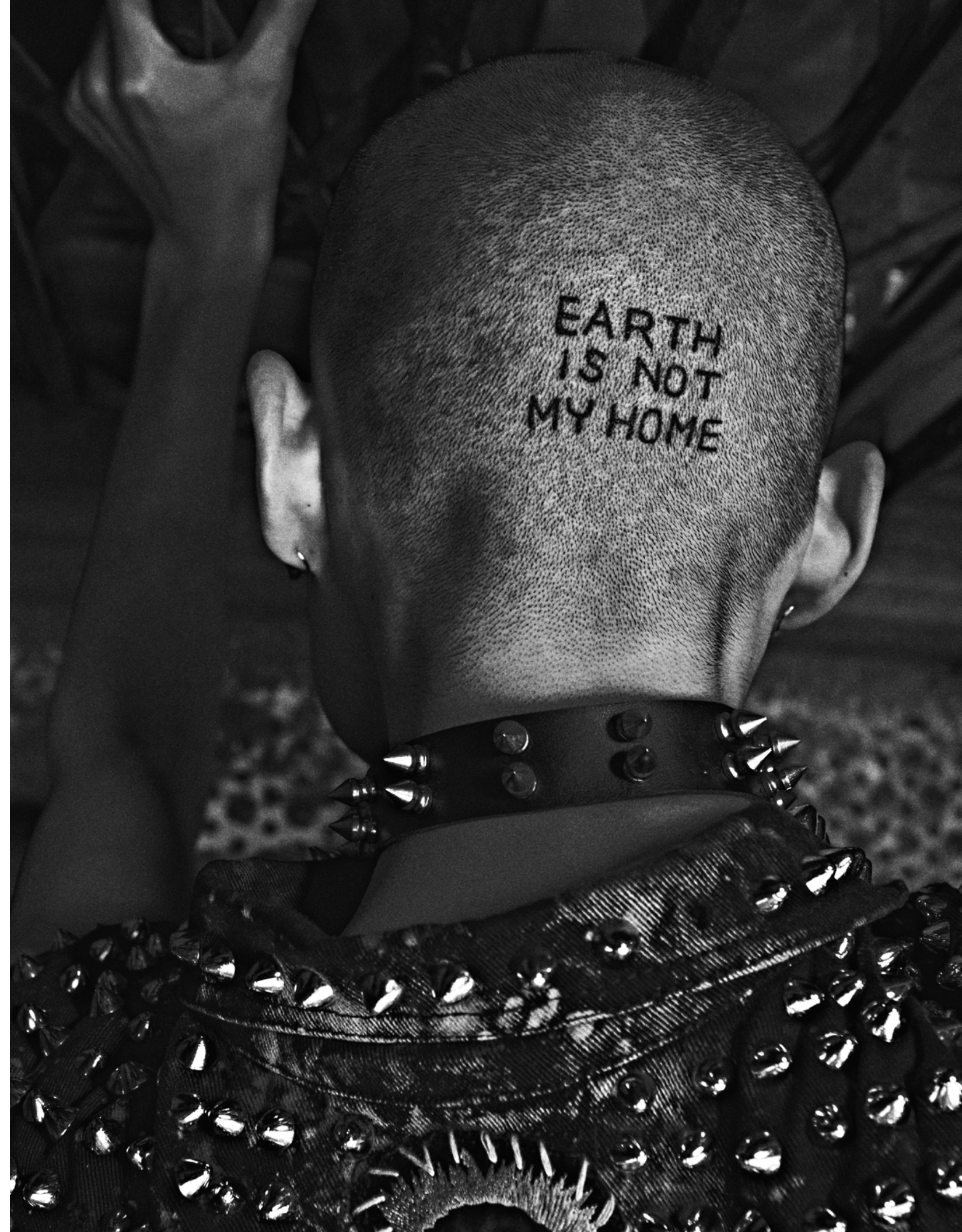
Social only campaign **£2,500**

* Please ask about additional or bespoke formats

Digital content from **£3,500**

Newsletter sponsorship from **£2,000**

Bespoke content collaboration POA



contact us

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