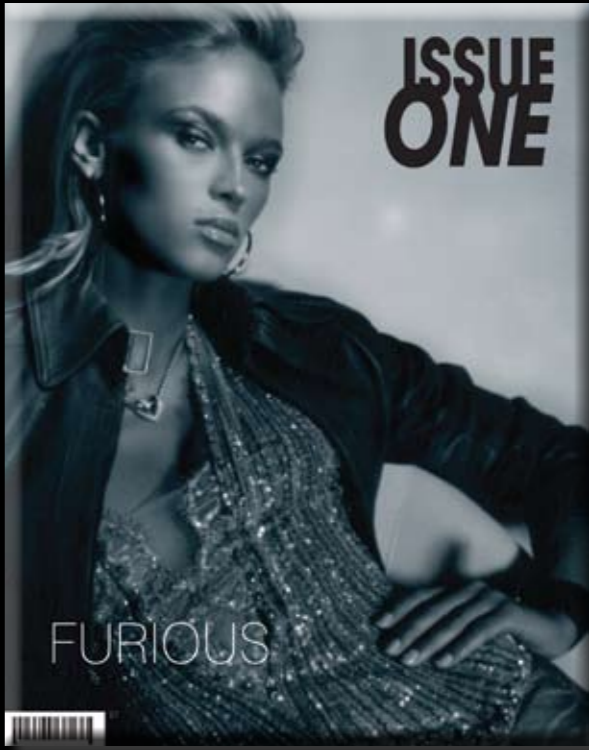
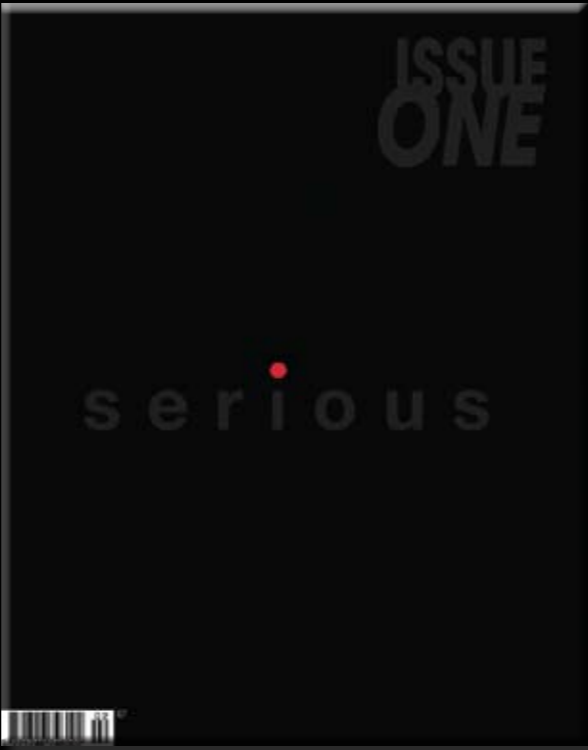


ISSUE *ONE*

OUR HISTORY





PROFILE

ISSUE ONE is an inspirational luxury fashion, beauty and Image making magazine for both men and women. **ISSUE ONE** provides an unrivalled environment for the fashion industry's most creative and respected photographers, stylists and writers. It is a unique format giving 12 photographers an uninterrupted 14 page story each, with the space to fully express, evolve and indulge their ideas. **ISSUE ONE** provides a voice for fashion journalism, with articles from the industry's most powerful and respected fashion editors and writers.

ISSUE ONE is a celebration of the most creative and original brands and designers. The magazine is published quarterly, in large format, with 352 pages of both men and women fashion and beauty, representing an internationally recognized title which appeals globally.

ISSUE ONE MAGAZINE has a world wide distribution of 60,000 with an estimated readership of 240,000. For advertisers, **ISSUE ONE MAGAZINE** offers a unique environment, unavailable in other comparable titles; pioneering work with a distinctive edge of originality giving credibility to any brand associated with it.

Through **ISSUE ONE'S** ground breaking fashion editorial and its world-exclusive Interviews, focusing on issues important to contemporary culture, **ISSUE ONE MAGAZINE** brings a truly independent and authentic product to an over-commodified and homogeneous media landscape.



ADVERTISING SPONSORSHIP

ISSUE ONE MAGAZINE has found innovative ways to present brands to an influential, independently minded readership who demand a much more intelligent, less predictable approach to their fashion. ISSUE ONE offers unique opportunities for brand involvement; whether creating live magazine events or themed issues, special supplements or photo shoots. ISSUE ONE involve sponsors, treating and presenting them more as collaborators. From corporate client to new media companies and fashion brands, or sponsors from the underground to the iconic will benefit from their collaboration with ISSUE ONE MAGAZINE.

ISSUE ONE MAGAZINE offers numerous opportunities to connect with target audiences through:

- * High end media events
- * Exhibitions
- * Web Initiative
- * Advertorial features and Fashion stories
- * Supplements
- * Back Covers



READERSHIP

ISSUE ONE readers are, fashion conscious, high earning and intelligent. They are professional, discerning and uncompromising individuals, who are opinion formers and lovers of art, fashion and photography.

ISSUE ONE readers are acutely aware of lifestyle trends and fashion culture. They eagerly await and embrace each season's new collections and are not purely trend followers but trendsetters. ISSUE ONE readers affect by association which brands are desirable and which are not.

SURVEY

ISSUE ONE readers are leaders, not followers among their peers. They are confident consumers who are incredibly brand conscious. They are the first to know about new styles and trends and are not afraid to experiment. Readers look to ISSUE ONE MAGAZINE for an intelligent, credible and inspirational approach to fashion, considering it an unswerving source of information.

The following data represents a readership survey taken from a cross section of ISSUE ONE MAGAZINE consumers. 59% of readers are female. 41% of readers are male. 75% claim to earn 36k and above per annum. 70% of readers only buy brands. 86% of readers think they are fashion aficionados. 79% of readers are influenced to buy product seen in the magazine. 93% of readers earn more than the average household income. 72% of readers own the majority of brands represented in the magazine. 84% follow the arts.



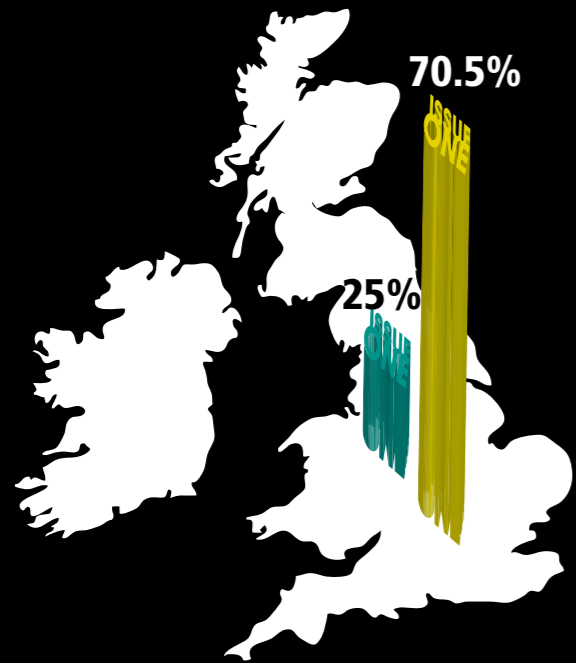


DISTRIBUTION POINTS BY COUNTRY

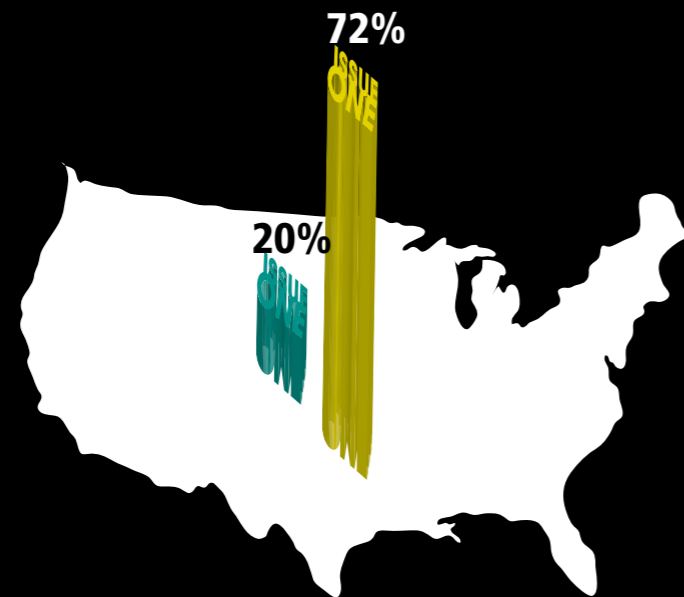
DISTRIBUTION BRAKEDOWN

ISSUE ONE
% distributed per country

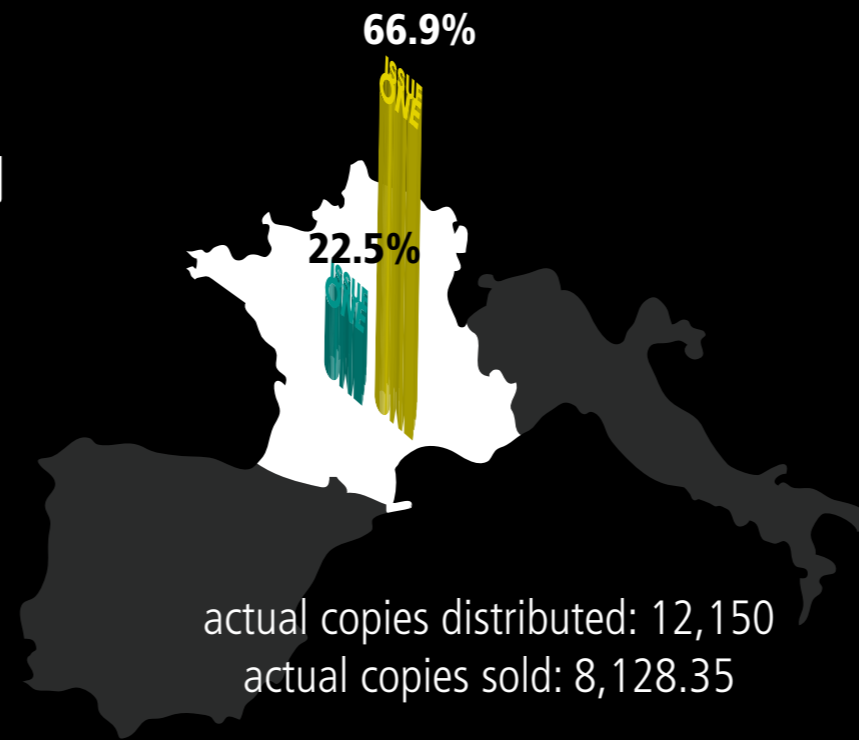
ISSUE ONE
% sold per country



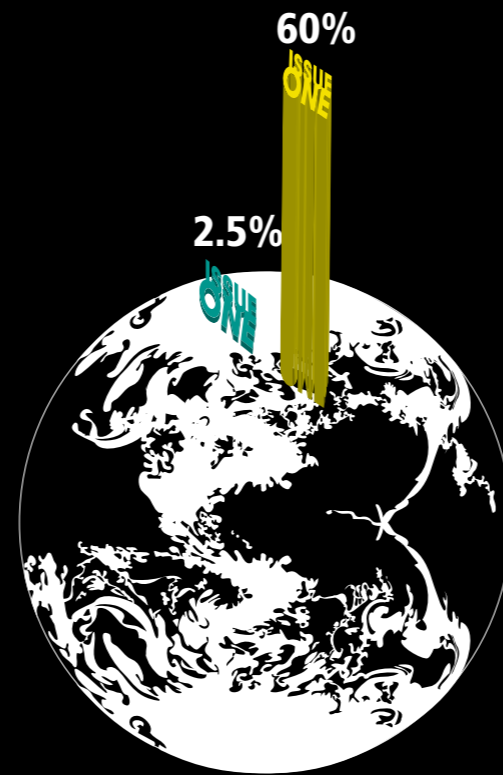
actual copies distributed: 13,500
actual copies sold: 9,517.5



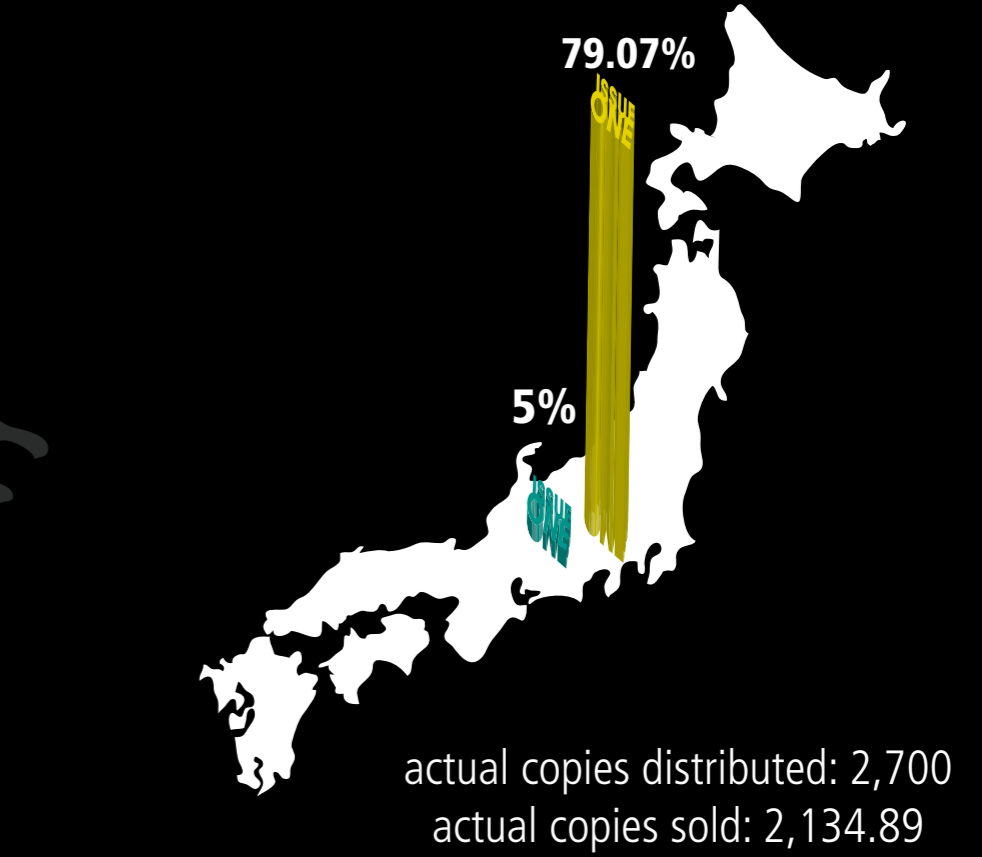
actual copies distributed: 10,800
actual copies sold: 7,776



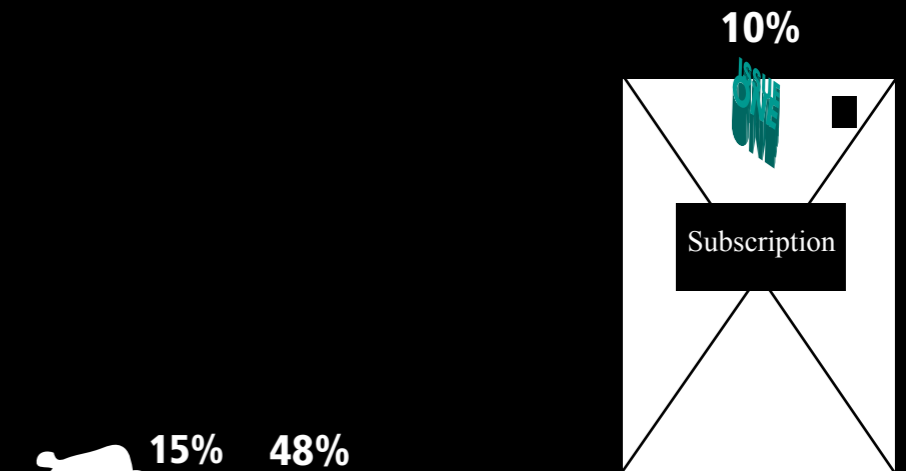
actual copies distributed: 12,150
actual copies sold: 8,128.35



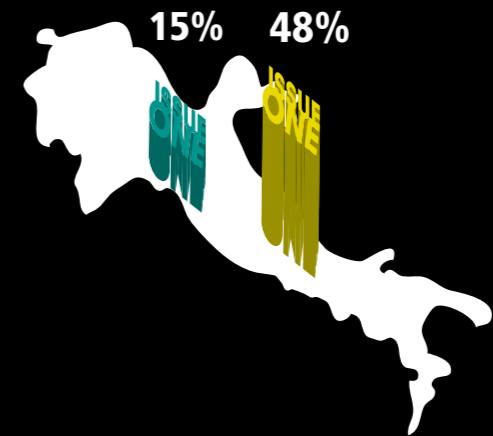
actual copies distributed: 1,350
actual copies sold: 810



actual copies distributed: 2,700
actual copies sold: 2,134.89



actual copies distributed: 5,400



actual copies distributed: 8,100
actual copies sold: 3,888

ADVERTISING SPECS

Double Page Spread
Trim H: 310mm x W: 490mm
Type H: 295mm x W: 460mm
Bleed H: 316mm x W: 496mm

Single Page
Trim H: 310mm x W: 245mm
Type H: 295mm x W: 220mm
Bleed H: 316mm x W: 251mm

Requirements

**ART WORK MUST BE SUPPLIED ON
A DISC IN POSITION INCLUDING
HIGH RESOLUTION SCAN AND
DIGITAL PROOF. ALL ART WORK
MUST BE PROVIDED DIGITALLY**

Technical Specs

Magazine Size:
H: 310mm x 245mm
Front and back cover 352 pages



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transforming
the obscure,
creating
the iconic