

ELITISM FOR THE MASSES--A FASHION MAG FOR PEOPLE WHO READ

Sweetie

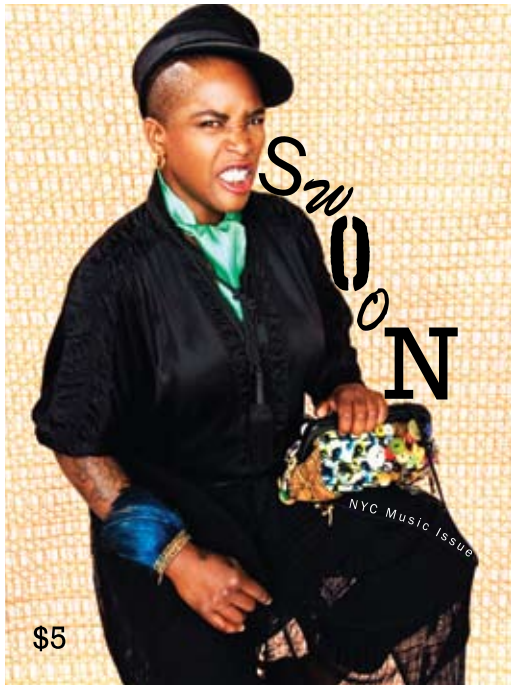
MAGAZINE



MEDIA KIT 2012

SWOON IS A NY/LA-BASED INDEPENDENT MUSIC, ART, FASHION, AND PHILOSOPHY MEDIA PROJECT.

PAST ISSUES





SWOON'S VISION

It's 2011 in the fashion and art capitals of the western world, where the entrepreneur is the new real estate tycoon, the artist the next advertising director, and the lawyer the best-selling novelist. The lines are blurred between art and commerce and the average college graduate has five to eight careers, but the vision is clear: Swoon is finally here. Of course we remember and revere the Basquiats and Ginsbergs of NYC past—they are our inspiration—but Swoon readers are the influence of the moment. They are what's happening here and now in America and therefore a dynamic combustive representation of what's happening all over the world.

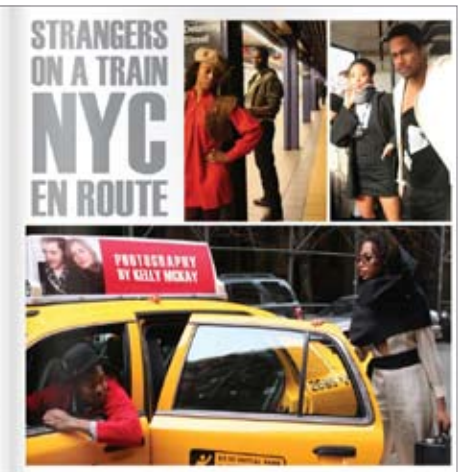
The vision and voice of Swoon reflects the very discerning and diverse communities of America's underground through serving up a cultural cocktail of local up-and-coming writers, photographers, fashion designers, artists and established cultural icons--the magazine packs a pithy punch.

HOW IS SWOON'S CONTENT DIFFERENT?

Swoon is more than ahead of the trends; it stands as the leader of the "style press" reporting live from the backyard of the fashion and music capitals of the world. In an age of over-stylized pop design and celebrity gossip Swoon's authentic standout style offers up the real components of culture-making, embodying a zeitgeist.

The magazine is a physical memento of Swoon's practice of capturing real people in the most exciting cities in the world. More than just another culture magazine, the Swoon aesthetic seeks to maintain the magazine as a visual keepsake. Swoon readers save their issues to archive their moments in NYC/LA life, just as readers did with the Warhol arthouse publications of '60s New York and the Dadaist zines of 1920s Paris. With a six month coffee table and newsstand presence your ad gets maximum mileage for your money.

Swoon Magazine is at the forefront of the new media movement, embracing not only the style press but developing an ongoing web presence and fostering our community through a series of events, parties, workshops and SwoonTV. Past examples include our annual Winter Masquerade Ball, sustainability and design seminars, wearable art workshops, concerts, dance parties, and fashion shows.



CIRCULATION

6,000 copies are distributed bi-annually. Available at discerning bookstores, boutiques, and galleries on both coasts, as well as leading newsstand locations in major metropolitan cities in the U.S. and select international locations. Issues may also be purchased online at www.swoonmagazine.com.

DEMOGRAPHICS

Swoon Readers are at the top of the trendsetting pyramid but they are also a menagerie of passionate independents representing the underground creative resurgence of present New York City/Los Angeles cool, capturing the attention of leaders of the freelance generation.

Swoon readers represent a new and exciting consumer whose purchasing power is at the forefront of the tipping points of major trend epidemics, setting the standard of fashion and musical tastes.

Our readers are creatives who use personal style as artistic expression, as a means to convey true being. They utilize a myriad of designers-- vintage and new, local and international.

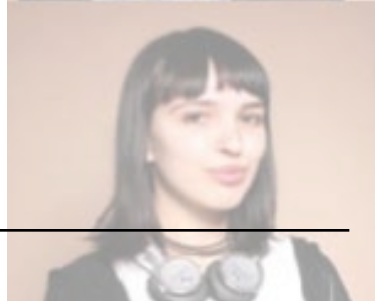
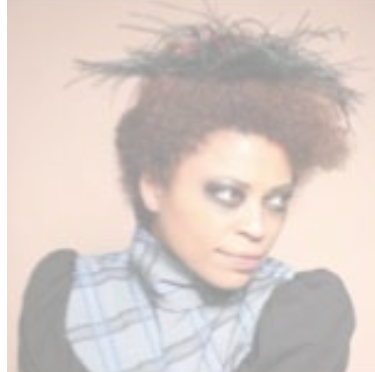
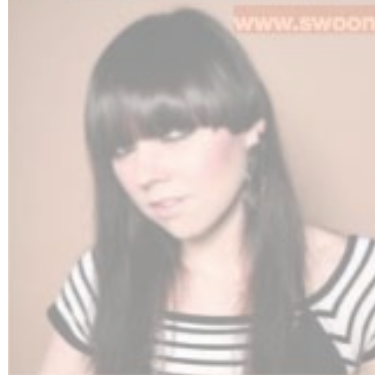
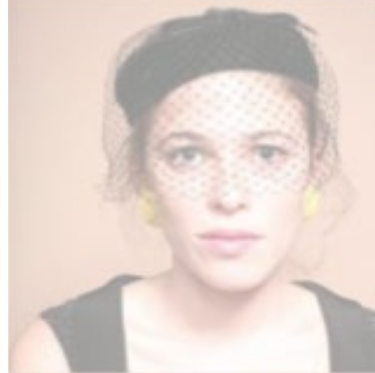
Swoon readers spend the majority of their discretionary spending on music, culture, and style commodities.

Readership: 60% US (40% LA, 35% New York, 25% Other)
Average readers per copy5.6

Age 18-28.....	45%
Age 28-38.....	40%
Age 38-50.....	15%
Median age.....	28
Female:.....	67%
Male:.....	43%
Professionals:.....	25%
Creative Industry:.....	45%
Entrepreneurs and other:.....	30%

On average, Swoon readers spend a majority of their discretionary spending on music, culture, and style commodities.

Concerts, Performances, Shows, Gallery Exhibits	98%
Dining out, Clubs, Lounges, Networking events	95%
Clothing Apparel, Electronic, Games & Gadgets	91%



ISSUE OVERVIEW

Swoon's 6th issue, the Techno/ogy Issue, explores the culturescape we live in today—primarily focusing on music: techno music—in the widest possible interpretation of the term. We're writing to appeal to both the converted as well as those who aren't necessarily techno fans, discussing the genesis of the genre, the use of technology in music from the 60s to now, and are celebrating its many permutations over the past 50 years. In particular, we highlight the works of contemporary female artists—ladies who happen to be doing some of the most groundbreaking and beautiful music we've come across thus far. We'll feature artists associated with our home-base axis (NY/LA), as well as Detroit and Germany, the unlikely sister-sites of techno's birth (from Kraftwerk to Kompakt; Derrick May and Mad Mike to Magda and Margaret Dygas). The issue features legendary pioneers Genesis P-Orridge, Sonic Boom and Tony Conrad alongside Glass Candy, Pictureplane, Stellar Om Source, NY's Light Asylum and thriving Minimal Synth scene and LA's We Are The World, Hecuba, Nite Jewel, Terminal Twilight and others, as well as a gorgeous futuristic sci-fi fashion spread and provocative articles discussing fashion and politics; techno and healing; the technology of dreams; the life, death and afterlife of Swoon's favorite LA underground venue; and visual multimedia artists whose work would not be possible without 21st century technology.

THE TECHNO/OLOGY ISSUE



EDITORIAL CALENDAR

Currently less than 20 percent of *Swoon* magazine is comprised of advertisements. *Swoon* dedicates its pages to the most progressive advertisers in the industry. We are also eager to collaborate with our advertisers and sponsors to integrate them into our ongoing parties and events.

Spring 2012/ Swoon #6:
The Techno/ogy Issue

Final ad copy due Feb5th

Fall 2012/ Swoon #7:
The Dreams Issue

Final ad copy due Aug 5th

Spring 2013/ Swoon #8:
The End Times Issue

Final ad copy due Feb 5th

Fall 2013/ Swoon #9:
The Motion Issue

Final ad copy due Feb 5th

RATES AND SPECS

Ad Specs: The Fine Print

Partial Page Bleed ads: Add .125" to side intended to bleed off page and specify such when submitting artwork. Add .25" to width and .25" to height for full page, full bleed ads. *Swoon* accepts electronic files only. High-res TIFF or EPS files preferred and must include all embedded graphics and fonts. Hi-res print-ready PDF files are also accepted and must include bleed. Macintosh, InDesign CS3 application file formats are also accepted, with all associated graphic files and fonts. Files should conform to SWOP guidelines, total area density not exceed 280%. We cannot accept Microsoft word files.

Fonts:

Use only Postscript fonts and supply both screen and printer fonts with your files. NO TRUE TYPE FONTS ACCEPTED. *Swoon* cannot guarantee the reproduction quality of type smaller than 10 pts., which is reversed out of more than 2 colors. If supplying a hi-res print-ready .pdf, all fonts MUST be embedded.

Graphics:

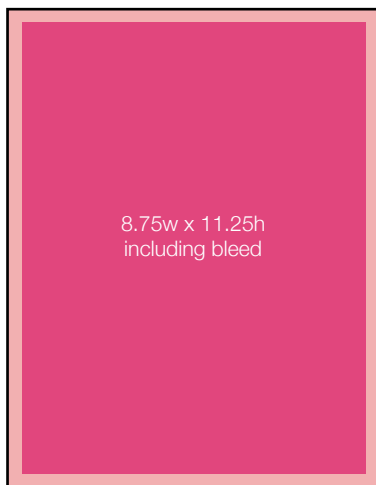
Either TIFF or EPS formats at 300 dpi or higher resolution at 100% of final size. All files must be rendered as process color (CMYK). Ad sizes: All ads must be created to exact size specifications below or will incur production charges for re-sizing. *Swoon* will not edit any ads without previously submitted release forms from original designer.

Media transfer:

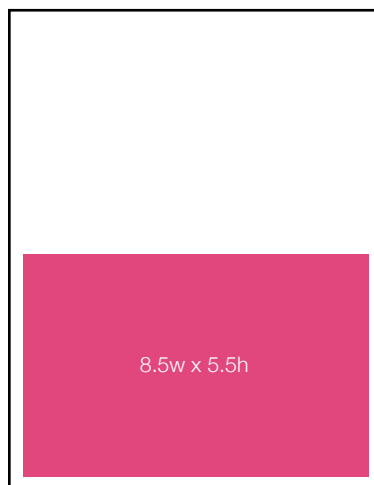
Email files to kelly@swoonmagazine.com. Files may be emailed if UNDER 10MB in size. For files OVER 10 MB please submit via yousendit, dropbox or you may use our ftp site. (*Please email for information*). All electronic files must include advertiser's name, ad size and issue ad is to appear. Disks are not returnable unless otherwise requested in writing.

AD RATES:

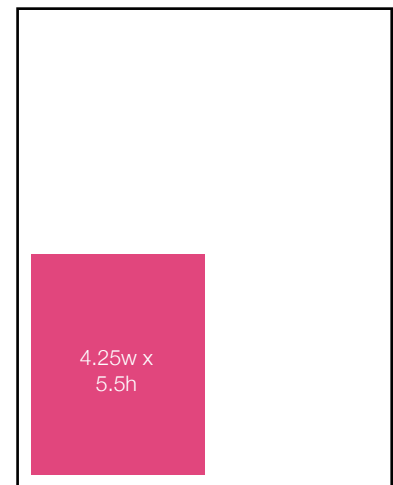
- back cover \$850
- inside front or back cover \$750
- inside front or back facing page \$700
- full page \$650
- half page \$350
- quarter page \$200



Full-Page Ad



1/2 Page Ad



1/4 Page Ad

Swoon Ad Design Services: *Swoon* Magazine can design and produce advertisements for our advertisers per their request. Consult with your advertising representative for pricing information.



Bill To: _____ Advertiser: _____

Billing Address: _____ Contact Email: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Advertiser/Agency endorsement constitutes agreement to all contract terms and conditions noted herein as the agreement in full superceding any and all other written or oral conditions pertaining to ad placement not noted herein, as well as receipt of Space Reservation Closing Dates.

Advertiser's Signature: _____

Print Name: _____ Date: _____

Ad Size: _____ Frequency: _____ Starting Issue: _____

Space Rate Per Issue: _____ (applicable sales tax will be billed)

Ads to Appear: Spring 2012 _____ Fall 2012 _____ Spring 2013 _____ Fall 2013 _____

Agency: _____ Contact: _____

Notes: _____

Deposit Amount Required: _____ Deposit Amount Paid: _____ Date Paid: _____

Swoon Representative: _____

Swoon Publisher Approval: _____ Date Swoon Accepted: _____

Swoon reserves the right to refuse any advertisement publisher deems unacceptable.
This agreement must be signed by Swoon Publisher to be binding.

BILLING FORM



ABOUT SWOON

SWOON IS A NY/LA-BASED INDEPENDENT MUSIC, ART, FASHION, AND PHILOSOPHY MEDIA PROJECT.

Swoon emerged as a local, independent New York-based fashion/photography magazine that's grown to encompass music, philosophy, art and culture—beaming our transmissions from the cultural epicenters of the nation -- New York and LA. Our bi-coastal perspective embraces the American underground—our cultural hometowns of NY, LA, Detroit, Chicago, New Orleans and small oases everywhere, to Europe and beyond! Our mission is to feature insightful writing on music, art and culture alongside luminous fashion photography. *Swoon* provides an alternative to the slew of typical fashion rags by reclaiming fashion as an artistic expression.

MISSION STATEMENT

We're not interested in fashion; we're interested in style. Style is timeless; fashion is fleeting.

Swoon resists the lust for the Eternal Now, that incessant paparazzi-strobe blinding us into an amnesiac bardo of prurient mediocrity. To this, we make a counter-bid of fleshy, even flashy, continuity in real time; documenting and celebrating the things we think matter today and preserving still other fragments from the ever-widening memory hole...with something you can hold in your hands. Yes, print is dead, but long live print. We relish the paper object, the physical interaction with the page. This is not to be preciously quaint, dutifully retro, or scurrilously reactionary in the face of the seductive, immaculate horrors of our culturescape.

We are interested in progress.

Swoon embraces seriousness and frivolity in equal measure. We seek the depths of surface and the beautiful surfaces of depth. *Swoon* is about beauty above all else. We seek the sublime. Swimming in our toxic cultural sea, we find glittering jewels hiding in the muck—and it is these which we wish to share with our readers.





CONTACT SWOON

Swoon Magazine wants you to join its growing community of artists, trendsetters, and tastemakers.

Our advertisers understand that behind every successful venture are the visionaries who pave the way for future concepts in society.

For additional information contact us at advertising@swoonmagazine.com.

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