

Media 2020/21

032c

THE BRAND

Across all our platforms, 032c is a MANUAL FOR FREEDOM, RESEARCH, AND CREATIVITY. Our content, like our community, constitutes a rigorous, critical, optimistic, experimental, and uncompromising avant-garde for the 21st century – and we are constantly evolving. We are as relevant to the engaged consumer as we are to industry professionals. In a media landscape saturated with independent and mainstream titles that passively cater to a fashion- and culture-minded readership, 032c aims to actively create alternate worlds worth stepping into.

Our brand and mission is communicated in print through our bi-annual magazine, and online via our newly redesigned digital platform, 032c.com. We directly engage our audiences through exhibitions, events, and special projects held in-house and internationally. In the street, our 032c apparel line allows dedicated readers to express and personalize their engagement with the brand on their own terms, every day.

Located in St. Agnes, a converted brutalist church compound in Berlin-Kreuzberg, the 032c Workshop is an office headquarters, a production and research center, and a store where we create, respond to, and distribute contemporary culture.

“Dedicated to the celebration of ideas.” – *i-D*, London

AUDIENCE

At 032c, we believe that there is no limit to consumer profile when it comes to creating, influencing, and responding to global trends. Equally relevant to architects and hoteliers, artists and collectors, and journalists and media barons, 032c is read by the makers, icons, and iconoclasts of fashion, art, and media today.

Our thought-provoking content attracts a demanding audience that both encompasses and transcends the readership typical of traditional fashion titles. Our supporters are uniquely engaged: they respond to our newsletters and posts, take our print magazine to the beach as holiday reading – and send us pics – and keep it on their bookshelves as a collectible.

Our audience is not only professionally and generationally diverse, it is also truly global. We serve our readers and enthusiasts with distribution in 39 countries (and counting). Our online readership – like our network of contributors – is equally international, and we catalyze this community with events and presentations at home in Berlin and globally, in North America, Europe, Asia, and beyond.

“Required reading for the movers and doyennes of the art and fashion world.” – *International Herald Tribune*, Paris



IN PRINT

Founded in 2000, 032c magazine is published twice annually from Berlin, where we don't just respond to a season's worth of global fashion, art, design, and politics, but lay the groundwork for the next one. As the original incarnation of our MANUAL FOR FREEDOM, RESEARCH, AND CREATIVITY, our print magazine is a road map for living in a network-driven culture, where past and future, fashion and art, youth and legacy, design and chaos, intimacy and globalism freely collide into seductive concepts of the new. 032c is a celebration and an embodiment of culture and innovation in the 21st century.

Part social network, part postcard series, part field report, our SOCIÉTÉ de 032c front section chronicles our encounters with the individual creatives and innovators that make up our international community. An ambitious COVER DOSSIER anchors each issue, devoting more than 40 pages to a single project, person, or idea. (Past dossiers have taken form as landmark profiles of such designers as Helmut Lang and Rei Kawakubo, as image-rich manifestos and research portfolios, and as presentations of original work by thought leaders including Werner Herzog and Rem Koolhaas.) At the core of the magazine is our MANUAL FOR RESEARCH, CREATIVITY, AND FREEDOM, a features section that freely mixes fashion, profiles, interviews, and polemics, including editorials shot by such industry visionaries as Juergen Teller, Alasdair McLellan, and Inez van Lamsweerde and Vinoodh Matadin, and stories by and about today's most celebrated (and controversial) cultural figures. Our back section, THE BERLIN REVIEW, curates a survey of our favorite printed matter of the season.

“The magazine fuses art and architecture, literature, urban studies and fashion in ways that can make one forget how depressing a visit to a newsstand has become.” – *The New York Times Magazine*, New York

“Revue ultra-pointue.” – *Vogue*, Paris

“032c is the last truly great culture magazine.” – James Jebbia, founder of Supreme, New York

032c is distributed internationally to select art bookstores, fashion boutiques, and luxury department stores.
032c is regularly exhibited and featured in store events, and in boutique hotels in New York, Paris, London, and Tokyo.
Free subscriptions for select art college libraries worldwide.
Free mail-outs to media multipliers.

THE COVERS



032c, 37th Issue, Berlin Winter 2019/20 "TOOLS FOR EXTINCTION"
Cover: Tom Sachs by Jason Schmidt



032c, 36th Issue, Berlin Summer 2019 "WORKING OUT LOUD"
Cover: Kristen Stewart by Collier Schorr



032c, 34th Issue, Berlin Summer 2018 "THE BIG FLAT NOW"
Cover: Mariacarla Boscono by Thomas Lohr



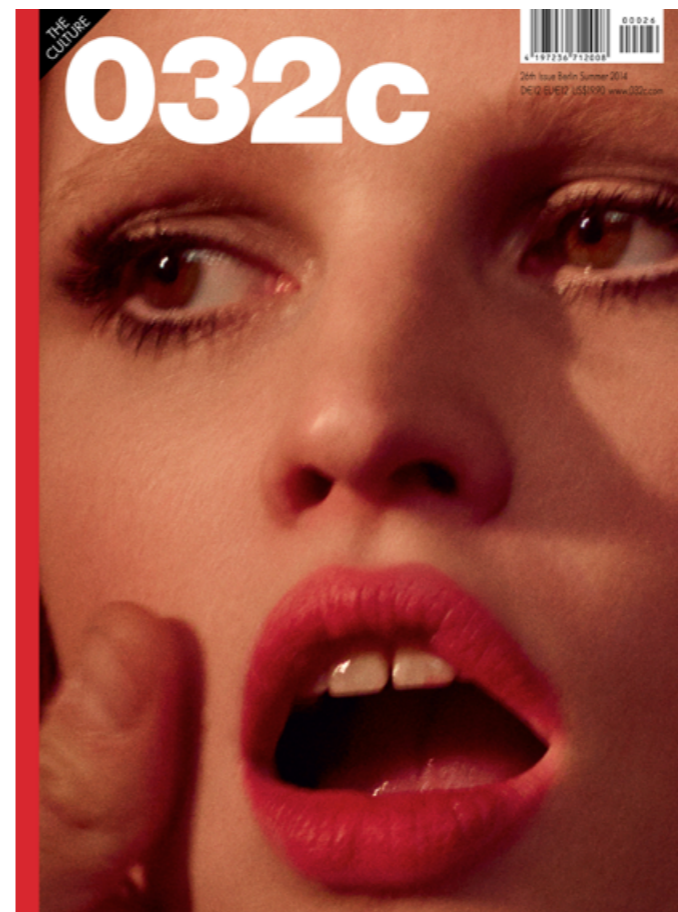
032c, 33rd Issue, Berlin Winter 2017/18 "BERLIN KIDZ"
Cover: Frank Ocean by Petra Collins



032c, 32nd Issue, Berlin Summer 2017 "US vs. THEM"
Cover: Bella Hadid by Collier Schorr



032c, 31st Issue, Berlin Winter 2016/17 "HELMUT LANG"
Cover: Helmut Lang by Elfie Semotan (1994)



032c, 26th Issue, Berlin Summer 2014 "CREATIVE LEADERSHIP"
Cover: Lara Stone by Sean and Seng

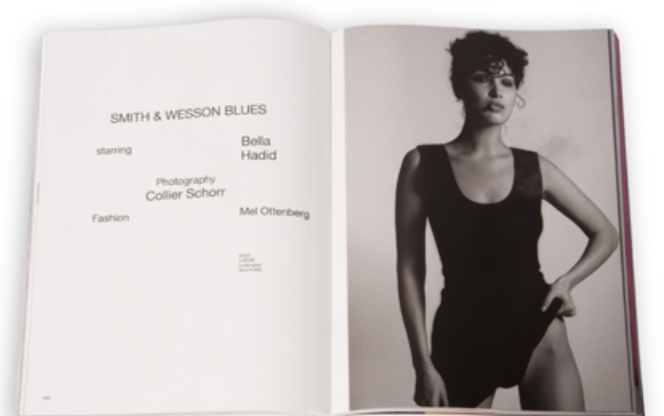
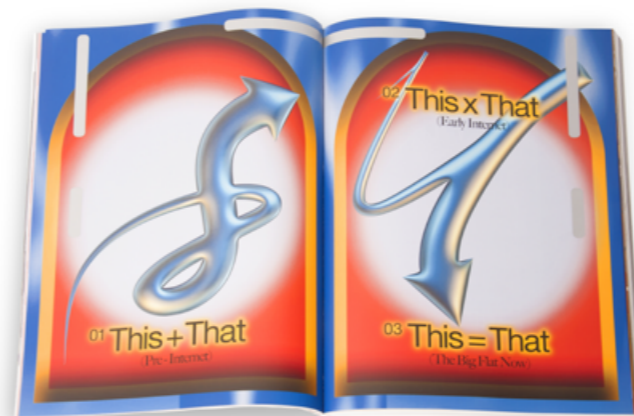
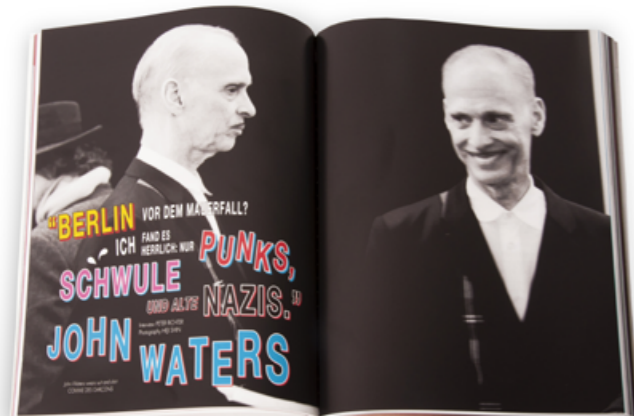


032c, 25th Issue, Berlin Winter 2013/14 "RIHANNA"
Cover: Rihanna by Inez & Vinoodh

THE LOOK



“Nothing escapes the magazine’s rigorous quality control or attention to detail, from its gradual embracing of fashion stories to the unique side-binding.”
 – *Wallpaper*, London



“We can be punk rock fans or look like the super glamorous side of *Vanity Fair*; we can decide with each story how we want to play it. ... there are still so many variations and ways to make the design powerful.” – *032c* Editor-in-Chief Joerg Koch, on working with Creative Director Mike Meiré



THE CIRCULATION

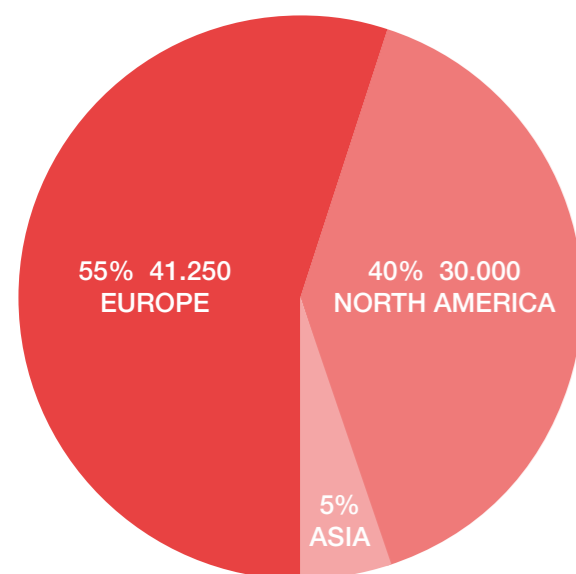
PRINT RUN

100% 77.000

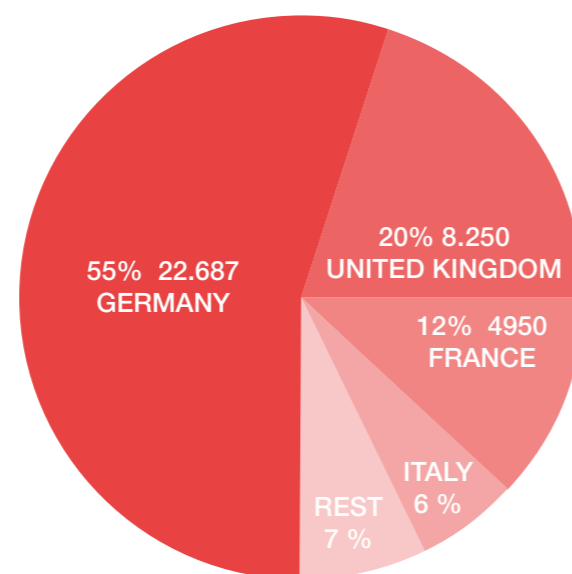
SUBSCRIPTIONS

13,2% 10.164

WORLDWIDE



EUROPE



THE PUBLISHING DATES

No. 38 Summer 2020

Publishing Date: 15.04.2020

Booking Deadline: 15.03.2020

Materials Deadline: 20.03.2020

No. 39 Winter 2020/21

Publishing Date: 15.10.2020

Booking Deadline: 15.09.2020

Materials Deadline: 20.09.2020

THE ADVERTISING RATES

Single Page (200 mm × 270 mm)	€ 7.200
Double-Page Spread (400 mm × 270 mm)	€ 12.200
Back Cover	€ 17.700
Opening Spread	€ 19.700
Back Inside Cover	€ 13.200
Page-Specified Position	+10%
Agency Commission	10%

All advertisement rates are subject to VAT.

THE SPECS

Size:

1/1 page 200mm × 270mm

2/1 page: 400mm × 270mm

pdf X3 with the output intend: ISOcoated_V2_300_eci.icc

Contract proof 1:1 for ISOcoated_v2-eci

Please notice:

All bleeds should have at least 3 mm extra space on all sides.

Also spreads should be delivered as two single pages.

Double-spread layout shall be provided separately for the left and right sides.

In case of double gutter image where images or text flow through the gutter,

it is the file creator's responsibility to include a double gutter image allowance

of 4 mm each side.

Data transfer:

You can email the advertisement files to the attention of Miriam-Leah Hess,
hess@032c.com.

A contract proof must be sent to the following address:

032c System GmbH

Potsdamer Str. 85

10785 Berlin

Germany

ONLINE

Relaunched in 2018 and constantly evolving in form and concept, **032c.com** is a responsive platform designed to be a daily companion for our readers. Its immersive stream of content includes longform features and interviews expanded from the print magazine, web exclusive reviews and online event coverage, archival fascinations, and provocations reflecting the latest and most urgent conversations on the Internet. 032c.com is also the engine for our online store, and an adaptive resource for connecting our products to our readers, and connecting our readers to each other. Our online content is shared and amplified on our social media channels, which attract followers in the hundreds of thousands, boast remarkable growth and retention rates, and shatter industry standards in measures of engagement. Our email newsletters deliver curated stories to a selective audience whose open rates, click-throughs, and pageviews testify to our ability to create content that people care about, remember, and want to share.

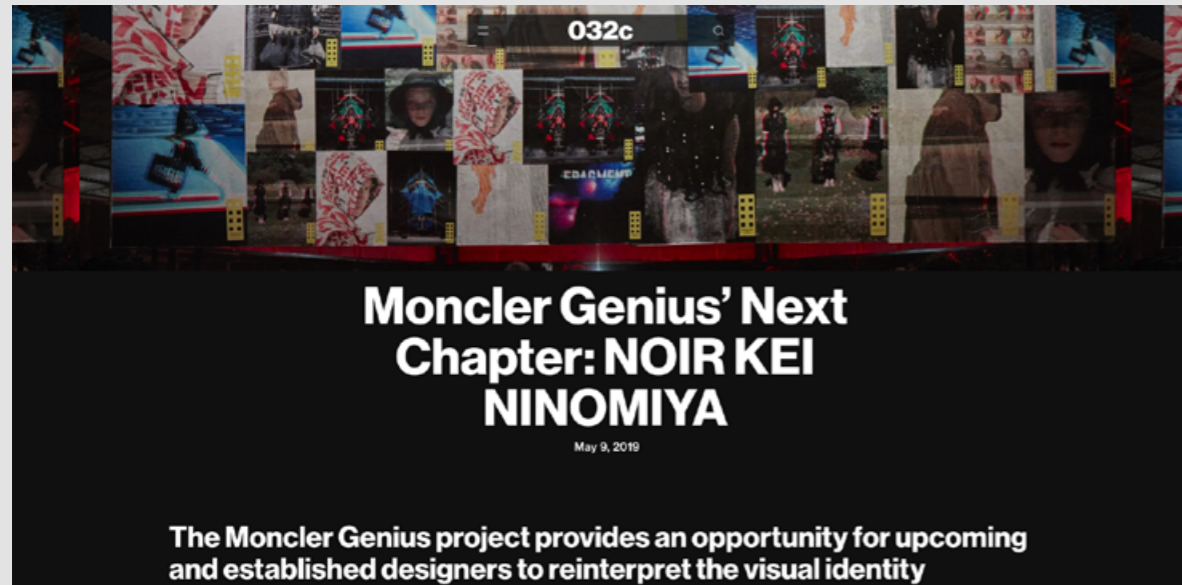
These features make 032c.com a dynamic and effective platform for collaborations with our partner brands. The site is equipped to host and produce all manner of content types and user experiences, and our advertorials and branded commissions can be tailored to the scope of each and every new project.



“It’s been co-signed by everyone from Kanye West to millennials who may have never even picked up an issue of the 15-year-old magazine.”
Complex

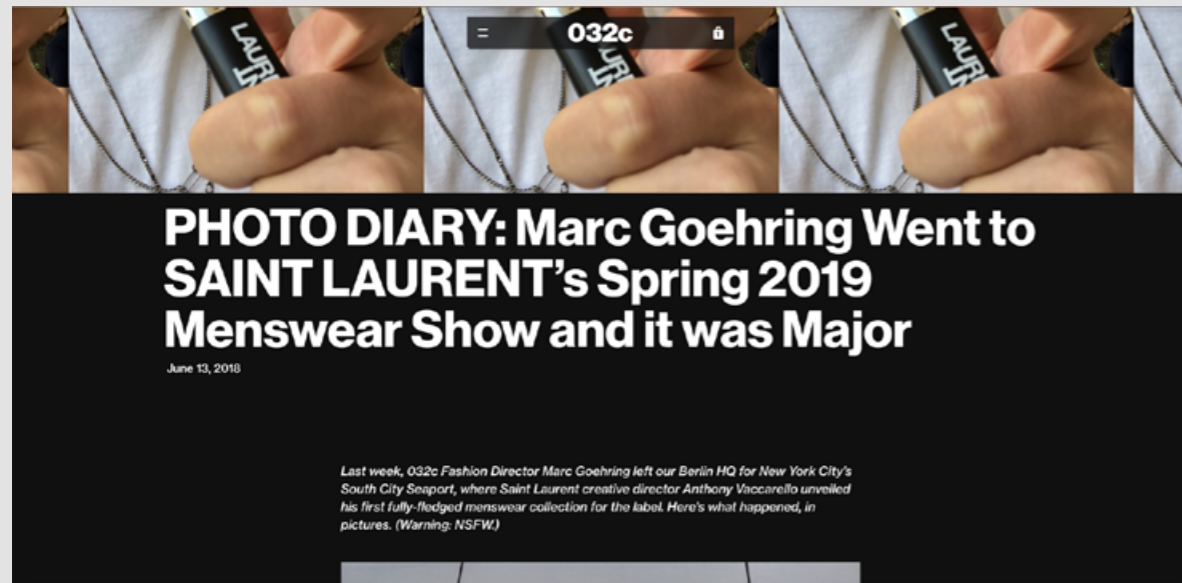
“032c, as both a magazine and a brand, are a great example of how to navigate the post-print social media era. They follow their instincts, take risks and gleefully trample down the boundaries of what a media company – or fashion house – should do.”
Financial Times

THE ADVERTISING RATES



Feature of existing visuals (lookbook, campaign etc.) plus write-up (interview, press text, etc.) on 032c.com: € 15.000

032c.com/moncler-genius-next-chapter-noir-kei-ninomiya



Reportage / Travel Diary by 032c Fashion Director Marc Goehring (photos, comments) on 032c.com: € 15.000 (excl. travel costs)

032c.com/photo-diary-marc-goehring-saint-laurent



Production of visuals (fashion story, etc.) plus write-up (interview, press text, etc.) on 032c.com: € 25.000

032c.com/coachland

All packages include one story on 032c's Instagram and one post on 032c's Facebook account, linking to the advertorial on 032c.com. All advertisement rates are subject to VAT.

EVENTS

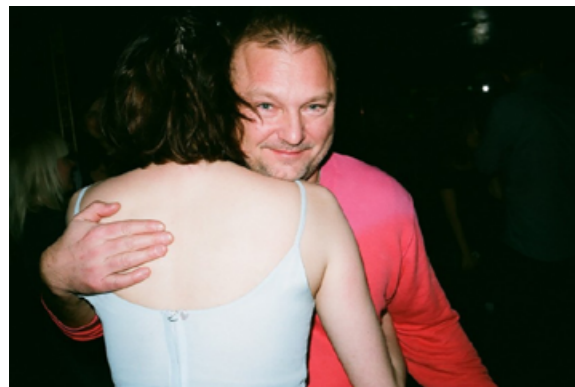
Bringing people together is in our DNA. From the legendary parties and conceptual exhibitions that put our Berlin headquarters on the map, to the curated dinners and apparel presentations that have become fashion week staples, events that celebrate and crystallize our community are a vital part of what we do. While our editorial platforms connect individuals to ideas, 032c events allow readers and contributors to connect to each other in real time. Always content-driven – and notoriously fun – our programs create opportunities to expand the dialogues we ignite in print and online, multiplying our modes of audience engagement.

Because we think getting together is essential to creativity, dialogue, and building brand identity, at 032c we pride ourselves in exciting and unique event partnerships and collaborations. We've dined alongside timeless heritage brands, entertained with luxury labels and industry créateurs, and raved with the streetwear avant-garde. Our singular events have also included a dinner and party with FERRAGAMO to mark the opening of the brand's flagship store in Berlin, seated soirées with brands such as NIKE and GUCCI, and an adidas co-hosted evening of dancing and music at Paris' Silencio club during mens' fashion week - complete with a performance by Blood Orange.

In 2019, we reboot our famed 032c Workshop exhibition series, which brings visionary artists and their cutting-edge audiences to our center of production in Berlin.

As a creative event team, 032c not only brings surprising concepts and curatorial vision to our event collaborations – we bring executional expertise, too, gained from a decade and a half of excellent hosting in a variety of venues and contexts. Most importantly, though, we bring a community that you just don't find together at typical art parties or industry affairs: a wildly diverse and fiercely intelligent group of 21st century style- and thought-leaders.

“032c epitomizes that 21st-century idea of cultural remixing.” – *Highsnobiety*



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IMPRINT

032c MAGAZINE

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