

**About men's fashion,  
lifestyle and travel.**

**[www.herculesuniversal.com](http://www.herculesuniversal.com)**



NEW HARDCOVER PREMIUM FORMAT

*Hercules Universal* is the fashion and lifestyle luxury biannual for men.

Launched in October 06, *Hercules* is a refreshing publication that offers a different point of view on the men's agenda. A magazine tailored to a reader that knows how to appreciate the best things in life, *Hercules* serves as the perfect guide to men conscious of style, culture and the social life around them. *Hercules* is a collectable experience about feeling good, looking good, challenging yourself and living in the present... *A magic box, full of surprises. Pure entertainment...*

*Hercules is fresh, unique, timeless, sexy, iconic and collectable.*



Photography by *Winter Vandenbrink*.

# Manifesto

Hercules is a lifestyle!

# HERCULES UNIVERSAL

## BEAUTIFUL CHAOS – ISSUE XXVI VOL. II

*The fashion and lifestyle luxury biannual for men.*



## Social Networks

Facebook: +60,000 followers

Instagram: +50,000 followers

*Photography by Hedvig Jenning.*

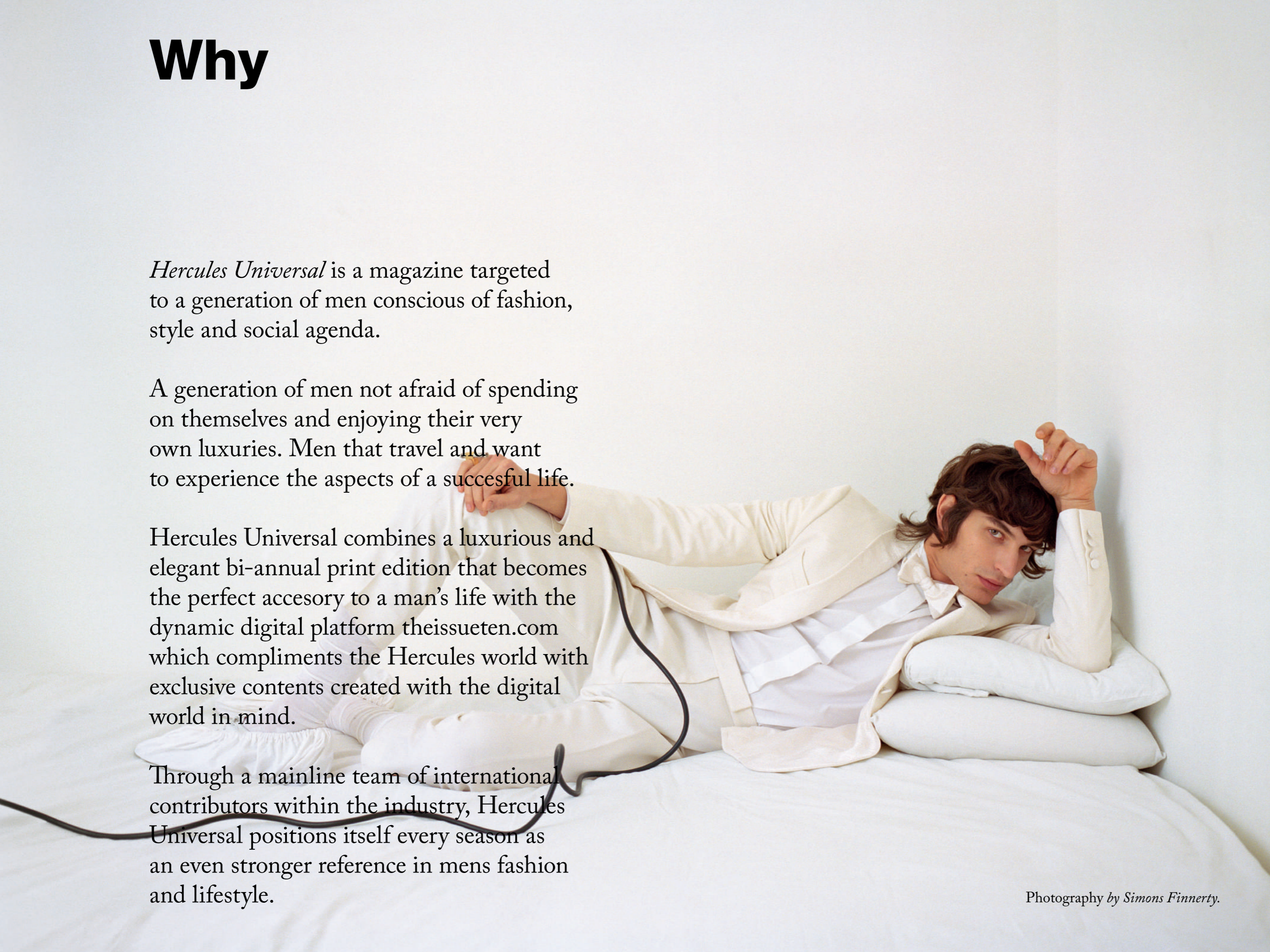
# Why

*Hercules Universal* is a magazine targeted to a generation of men conscious of fashion, style and social agenda.

A generation of men not afraid of spending on themselves and enjoying their very own luxuries. Men that travel and want to experience the aspects of a succesful life.

Hercules Universal combines a luxurious and elegant bi-annual print edition that becomes the perfect accesory to a man's life with the dynamic digital platform [theissueten.com](http://theissueten.com) which compliments the Hercules world with exclusive contents created with the digital world in mind.

Through a mainline team of international contributors within the industry, Hercules Universal positions itself every season as an even stronger reference in mens fashion and lifestyle.



# Target and circulation

Our readers are: professionals with a disposable income, men that do not settle for the obvious.

Cosmopolitan men that travel and like to enjoy life at its best. Men that are not afraid to spend on themselves and appreciate quality and luxury.

**Frequency: Biannual**

**Circulation: 52,000**

**Target audience: abc1**

**80% Men - 20% Women**

**Age between 25 and 55**

**Total Audience: 208,000 - 4 readers per copy**

With a circulation of 52,000 copies worldwide, Hercules is stocked in the most relevant points of sale of the main world capitals as well as being available online through our very own online store as well as other exclusive online partners.

**Available in over 40 countries in the five continents, including:**

Spain, France, Portugal, Germany, Italy, United Kingdom, Holland, Sweden, Denmark, Norway, Belgium, Turkey, Dubai, United Arab Emirates, China, South Korea, Taiwan, Malaysia, Hong Kong, Japan, Thailand, Singapore, Australia, India, South Africa, Brazil, Mexico, United States and Canada.

**Hercules Universal is also available on our online store:**

*[www.herculesuniversal.com](http://www.herculesuniversal.com)*

Photography by *Hassan Kurbanbaev*.







# Positioning

Photography by Bruce Weber.

With a luxurious print edition on the highest quality paper and our dynamic digital edition that focuses on special collaborations, Hercules Universal and theissueten.com positions itself as not only the most influential and relevant men's magazine to be edited from Spain but also as a strong key international reference in men's fashion and lifestyle.

With a very strong international visibility, Hercules Universal can be found at the world's key book-shops and new-stands. From Paris to Tokyo, Hercules can be found in luxury stores like Dover Street Market, Voo Store, Broken Arm, as well as all the international news agents in over 40 countries.



# Rate card

Photography by *David Gómez Maestre*.

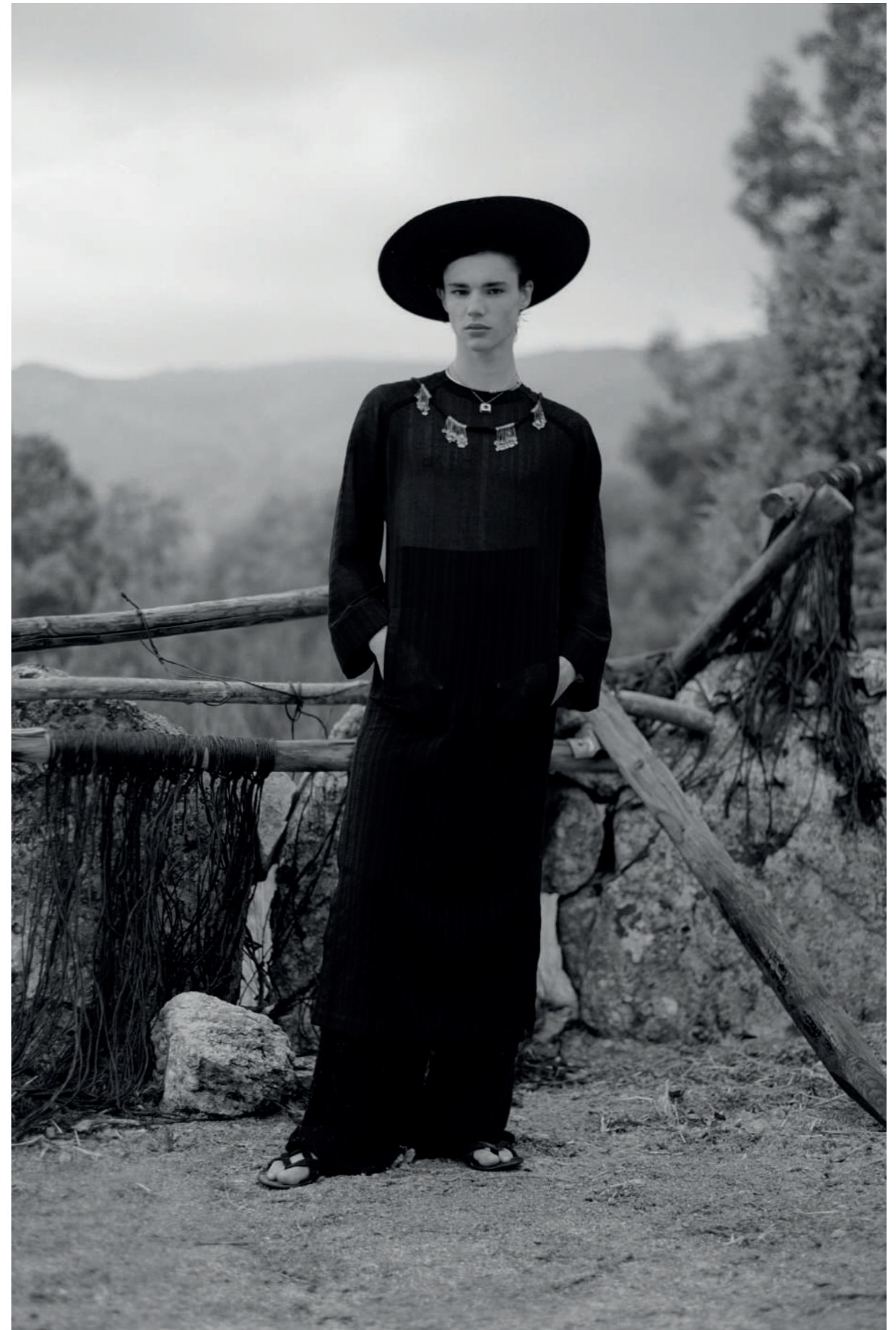
*Hercules* will be distributed in selected points of sale in the 5 continents' main capitals.

*Circulation 52.000 copies worldwide  
300 + pages, full colour.*

## INSERTION

## RATES

|  |                 |
|--|-----------------|
| <b>Page</b>                            | <b>11.000 €</b> |
| <b>Dps</b>                             | <b>16.000 €</b> |
| <b>Back Cover</b>                      | <b>26.000 €</b> |
| <b>Opening Dps</b>                     | <b>22.000 €</b> |
| <b>First Dps</b>                       | <b>17.000 €</b> |
| <b>Page facing, masthead, contents</b> | <b>11.000 €</b> |
| <b>4 Page campaign showcase</b>        | <b>16.000 €</b> |
| <b>6-8 Page Advertorial</b>            | <b>17.000 €</b> |
| <b>8-10 Page Advertorial</b>           | <b>22.000 €</b> |



# Dimensions for materials / specs

Single page: 210 mm wide x 280 mm tall with 5 mm bleed both sides.

Double page: 420 mm wide x 280 mm tall with 5 mm bleed both sides.

Materials can be sent in high res *CMYK PDF* format with colour proofs to our editorial office in Madrid:

*Hercules Universal*  
Calle del León 26, 1-1  
28014, Madrid

For artwork and materials:  
*art@theissueten.com*

Or on tel: +34 912 191 296



# Hercules^casa



Photography by Carlotta Manaigo.



The Hercules answer to lifestyle and design, a once yearly collectable supplement about places, spaces and objects. Curated by the editors at Hercules this new supplement provides the perfect guide to the design agenda.

[www.herculesuniversal.com/casa](http://www.herculesuniversal.com/casa)



DAVIDSON and JONES  
 Hat: SIMONE SPOFFORIN  
 Top: SIMONE SPOFFORIN  
 Coat: SIMONE SPOFFORIN  
 Gloves: SIMONE SPOFFORIN  
 Shoes: SIMONE SPOFFORIN



Giacca: TIGER  
 Pantaloni: BENTLEY  
 Camicia: de Saint Germain  
 Scarpe: TIGER  
 George Kalantzis: BENTLEY  
 Pantaloni: Prada  
 Top: Ludovic de Saint Germain  
 Scarpe: TIGER  
 Bikini: Versace  
 Bello: Diesel  
 W. Fischer: SIKES  
 The contemporary wardrobe: G. de S. TIGER  
 Miller: Kenzo  
 Top: Our Legacy  
 Scarpe: SIKES  
 The contemporary wardrobe: SIKES, Versace

Vol. 8 / Issue XXVII



Zino: BENTLEY, Deganoff

Vol. 8 / Issue XXVIII



BENTLEY  
 Camicia: CALVIN KLEIN  
 Pantaloni: BENTLEY  
 Scarpe: BENTLEY  
 Hat: BENTLEY  
 Scarpe: BENTLEY  
 Scarpe: BENTLEY



0026 Issue II

Le Corbusier's Long Shadow  
Immeuble Molitor, Paris Issue II 0029



0036 Issue II

The Rudolph Affair  
Paul Rudolph Townhouse, NYC Issue II 0039



# Acid House

Photography by Paula Latimori  
Words by Christa Leonard

Guillermo Santonià (b 1994) is a designer and architect living and working in Barcelona. Santonià has made a name for himself by combining the idea of the every day with the surreal; chairs become amorphous entities rising from the floor, whilst the car seats in his piece 'Q&A' created for Rimowa using their iconic aluminium sheating, give the impression of liquifying into a space liquid which will envelop the driver and give them the knowledge of what powers?

Santonià didn't spare his home from his practice, turning his Barcelona house into a maze of imaginary made real spaces and corners. It is fascinating to see the mind of this artist turned inside out in his home, living and breathing design through the furniture, the combination of colours and even the sky mural painted by Santonià himself.

It is rare to find the air of experimentation in an artist's home, and to see the absurd and the surreal brought to life in a living environment is particularly jarring and yet relates once more to Santonià's work, through his process of delving into the unknown and seeing what comes flying back at him. In his world, nothing is sanctified and instead is at constant risk of morphing into a new use, a new existence therefore mimicking time's relentless transformation and re-creation.

Guillermo Santonià,  
Barcelona

Issue II 0053

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Photography by *Charlie Gates*.