The world’s leading fashion and culture publisher.
Our mission?

EMPOWERING YOUTH THROUGH CREATIVITY.
We don’t REFLECT culture, we MAKE it.
We are a 360° publisher with a unique ecosystem.
**THE MESSAGE**

*AnOther Magazine* will combine forces with *Another Man* to create a biannual print title that addresses all gender identities and is at the heart of fashion and culture.
AnOther Magazine will re-launch with a new approach to editorialising fashion and a mission to explore how creativity and culture can influence change. The masthead will draw on generations of longstanding Dazed Media contributors.
The magazine will focus on a future that is empathetic, sensitive and human in these shifting times. Committed to the celebration and championing of new ideas and the innovative expression of new values, it will serve as a manifesto for our changed world.
THE TALENT AND THEIR VISION

Jefferson Hack
Editorial Director

Susannah Frankel
Editor-In-Chief

Marc Ascoli
Creative Director

Katie Shillingford & Ellie Grace Cumming
Fashion Directors

Alexander Fury
Fashion Features Director

with further announcements yet to be made.
As one of the world’s most influential media titles with a roster of contributors that is second to none, AnOther Magazine has long set the fashion and culture agenda. This relaunch brings us together to sharpen our focus, reset our values and redefine the fashion magazine for the future.

JEFFERSON HACK, CO-FOUNDER DAZED MEDIA AND EDITORIAL DIRECTOR OF ANOTHER MAGAZINE SAID:

“At a point in history that is unfamiliar, AnOther will draw on its own heritage as a pioneering biannual with its infancy in a similarly uncertain world. AnOther is—and always has been—a magazine with a soul, a magazine that celebrates beauty, integrity and the indomitable power of creativity to inform, influence and inspire.”

SUSANNAH FRANKEL, EDITOR-IN-CHIEF ANOTHER MAGAZINE SAID:
THE NEXT ISSUE

AUTUMN/WINTER 2020

On Sale: 01/10/20
Copy Deadline: 04/09/20
Booking Deadline: 14/08/20
AUDIENCE PROFILE

Informed
Fiercely Loyal
Global Tastemakers

Culturally curious and active in the worlds of fashion, music, arts, politics, science and tech.

INCOME

83% earn £38k+
£59k average income

READERSHIP

71% 18-35 yrs Key age range
51.5% Women
48.5% Men
<table>
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ANOTHERMAG.COM

Consider AnOthermag.com a cultural compass - the modern guide for all gender identities to the very best in fashion, culture and ideas. From fashion news and expert analysis, exclusive interviews with leading talent, compelling photo stories from the worlds most exciting emerging and established image makers, to cultural highlights and untold fashion stories from the front line of fashion and culture.

Anothermag.com harnesses a global network of contributors to create an alternative perspective on the AnOther universe, keeping you inspired and up-to-date.

MONTHLY UNIQUE USERS: 1.3M
MONTHLY PAGE VIEWS: 1.7M
MOBILE: 55% DESKTOP: 40%
AVERAGE SESSION TIME: 2:00
**DIGITAL RATE CARD**

Our premium placements have been designed for maximum impact and ensure advertisers have 100% share of voice on page.

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<th>Premium Roadblock:</th>
<th>Premium Takeover:</th>
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</table>
AnOther Loves is a curated product stream of aspirational luxury objects. It is a shoppable channel, which clicks through to e-commerce offering partners the opportunity to take sole ownership of the Loves vertical on the anothermag.com.

AnOther Loves is the ultimate wish list for the luxury consumer, acting as an industry-approved shopping hub and reference point.

500K UNIQUE VISITORS | 5 MINS+ AVERAGE SESSION TIME | 34% CLICK-TO-SALE CONVERSION RATE
AnOther’s social media network comprises a powerful and engaged global audience of influential style leaders. Employing a social-first publishing strategy across Instagram, Facebook, Twitter and Pinterest, AnOther maintains a dynamic and reactive conversation with its followers, inviting debate, discussion and involvement at every level. Leveraging this powerful network allows AnOther a 24/7 platform through which to disseminate campaigns, amplify stories, maximise interaction and multiply visibility.
ANOTHER SOCIAL STATS

Facebook: 483,000+
AnOther Instagram: 1.2 million +
AnOther Loves Instagram: 35,000+
Twitter: 281,000+
Youtube: 16,000+
Tumblr: 50,000+
Pinterest: 329,000+

AnOther Global Monthly Reach

21 MILLION+

*impressions across editorial, social (paid & organic) and digital display
ANOTHER SOCIAL RATES

Facebook Post
£4,100

Instagram Post
£8,000

Instagram Story
£8,000

Twitter Post
£1,000

AnOther Weekly Newsletter
£1,000
There are three ways of working with us...

MEDIA & ADVERTISING
Native, rich media and video, advertising targeted to the specific Dazed Media demographics, display and print specials.

CONTENT PARTNERSHIPS
Content sponsorship and co-creation of branded content programmes, activated natively across the Dazed Media ecosystem.

CREATIVE SERVICES
White label creative, content and strategy ideated with the Dazed Media audience in mind.
CONTACT
partnerships@dazedmedia.com
+44 (0) 207 336 0766