

TWELV
MAGAZINE

MEDIA KIT SS 2012

TWELV

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LOVE

TWELV MAGAZINE

FASHION, ART, MUSIC AND CULTURE

ABOUT TWELV

TWELV WILL ALSO DO COLLABORATION WITH FASHION BRANDS TO CREATE UNIQUE ITEMS FOR SALES AND 100% PROFIT WILL DIRECTLY GO TO CHARITY ORGANIZATIONS. TWELV IS FOR THE PEOPLE/US NOT NECESSARILY DECISION MAKERS OR TREND SETTERS. IT'S FOR PEOPLE THAT ENJOYS ART, FASHION, MUSIC. IN HIGH FASHION AND CULTURE.

TWELV WILL FEATURE FILM, MUSIC, ART AND DESIGN ALL IN ITS OWN UNIQUE STYLE, THEREBY APPEALING TO A FAR BROADER READERSHIP THAN THE CORE FASHION AUDIENCE.



THE ULTRA GLOSSY PAGES LEND THEMSELVES TO CAPTURE EACH SUBJECT AT ITS SHARPEST AND MOST STUNNING, BOLDLY SHOWCASING THE LATEST ACCESSORIES, FINE JEWELRY, AND FASHION WITHOUT AND CONTRIVED FORMALITY.

TWELV WILL FEATURE THE MOST ROVING, KINETIC MIX OF BAND REPORTS, ACTOR INTERVIEWS, BEHIND-THE-SCENES COVERAGE OF ART IN PROGRESS AND OF COURSE FASHION

THE CONTENTS AND IMAGES WILL BE INSERTED IN A MINIMALIST AND EXTREMELY REFINED CONTEXT, ACHIEVED WITH A GREAT ATTENTION TO DETAILS, INCLUDING THE ARTIST USE OF GRAPHIC FONTS AND SIGNS.

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CONTENTS

TWELV WILL REPRESENT THE BEST PHOTOGRAPHY AND THE ESSENTIAL CAMPAIGNS IN ONE BEAUTIFULLY CRAFTED ISSUE.

VISUAL IDENTITY GOES ALONG WITH TEXTUAL IDENTITY : THE CONTENTS, WHICH VARY FROM FASHION, BEAUTY, ART TO CINEMA AND DESIGN, ARE SUPPLIED BY A REFINED AND OUTSTANDING ICONOGRAPHIC DISPLAY WHICH OFTEN INCLUDES EXCLUSIVE IMAGES AND SHOTS.



READERSHIP

TWELV READERS ARE HIGH-FLYING, EDUCATED AND INTERNATIONAL AND ASSOCIATE THEMSELVES WITH HIGH CULTURE.

TWELV READER USUALLY LIVES IN BIG CITIES, TRAVEL AND HAS AN ACTIVE LIFE STYLE, IS A NEW TREND EARLY ADOPTER, CONSUMES INNOVATIVE PRODUCTS, SPEND A LOT OF MONEY FOR HER OR HIMSELF AND IS A HEAVY CONSUMER OF THE INTERNET AND OF OTHER FASHION MAGAZINES. RATHER THAN REFLECTING SOCIO-DEMOGRAPHIC PARAMETERS, THE TWELV TARGET AUDIENCE IS IDENTIFIED ON THE BASE OF A SHARING OF TASTE.

THE AVERAGE INDIVIDUAL INCOME OF TWELV IS \$50,000 THE AVERAGE COMBINED HOUSEHOLD INCOME IS \$100,000.

THE AGE GROUP IS FROM 16 TO 40 FOR BOTH FEMALE AND MALE. TWELV IS BIENNIAL MAGAZINE PUBLISHED TWICE A YEAR AS A SINGLE DEFINITIVE GUIDE TO THE NEW SEASON IN HIGH FASHION AND CULTURE.



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THE WEBSITE ALLOWS A GREATER COMPREHENSION OF THE MAGAZINE'S STRUCTURE, DEVELOPMENT AND MISSION. THE GROWING AWARENESS WITH RESPECT TO THE POTENTIALITY OF ON-LINE COMMUNICATION TO INCREASE A PRODUCT'S VISIBILITY AND REAL PRESENCE AND IN ORDER TO RESPOND TO THE COMMUNITY'S DEMAND, TWELV WILL HAVE MYSPACE AND FACEBOOK PAGE THAT WILL ALLOW A TANGIBLE REAL-TIME INTERACTIVITY AND PROVIDE AN AFFECTIVE FEEDBACK AND A NON-MEDIATED COMMUNICATION WITH THE TARGET AUDIENCE, WHO ARE IDENTIFIED AS 'FRIENDS' OR 'FANS' IN THE WEB LANGUAGE.

ONLINE

THE INSTITUTIONAL WEBSITE IS AN INDISPENSABLE REFERENCE WHERE ALL INFORMATION AND CONTACTS CAN BE FOUND. A VISIT TO **WWW.TWELVMAG.COM** ALLOWS FOR A BASIC INSTRUCTION TO THE PRODUCT, WITH SYNTHETIC INFORMATION ON THE CURRENT ISSUE'S CONTENTS AND MAINTAINING AT THE SAME TIME FREE ACCESS TO THE MAGAZINE'S ARCHIVE. THROUGH THE SITE IT IS POSSIBLE TO GAIN INFORMATION ABOUT THE MAIN CONTENT OF BACK ISSUES AND VIEW ALL STANDARD AND COLLECT COVERS.

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CHARITY

12% OF THE MAGAZINE SALES WILL GO TO CHARITY ORGANIZATIONS SUCH AS WORLD FOOD PROGRAM (WFP) MEDECINS SANS FRONTIERES (MSF)

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DISTRIBUTION

TWELV WILL BE DISTRIBUTED IN USA, LONDON, PARIS AND ALSO MAJOR CITIES IN JAPAN. (DISTRIBUTION IN JAPAN WILL BE IN JAPANESE LANGUAGE, ALONG WITH A WEBSITE IN JAPANESE)

LAUNCH ISSUE (S/S 2012)

USA - 10,000 COPIES
JAPAN - 5,000 COPIES
UK, FRANCE - 5,000 COPIES

2ND ISSUE (F/W 2012)

USA - 15,000 COPIES
JAPAN - 7,000 COPIES
UK, FRANCE - 7,000 COPIES
KOREA, CHINA - 5,000 COPIES

ADVERTISING

TWELV ADVERTISEMENT RATE CARD

1. DOUBLE SPREAD 1ST PAGE	: \$28000-25000
2. DOUBLE SPREAD	: \$24000-20000
3. NEXT TO CONTENT/MASTER HEAD	: \$15000-13000
4. SINGLE PAGE	: \$12000-11000
5. INSIDE BACK COVER	: \$15000-11000
6. OUTSIDE BACK COVER	: \$31000-21000

AGENCY DISCOUNT 10%

PAYMENT TERMS FOR ADVERTISING 30 DAYS CANCELLATIONS MUST BE RECEIVED 2 MONTHS PRIOR TO ARTWORK DEADLINE OR ARE PAYABLE IN FULL.