

SLANTED

Media information 2017/2018 Slanted Publishers



Slanted Publishers UG
(haftungsbeschränkt)
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The logo for 'SLANTED' is presented in a bold, white, sans-serif font. The text is contained within a black rectangular shape that has a diagonal cut on its top-right corner, creating a slanted effect.

Slanted—your partner on- and offline

As Slanted Publishers we would like to welcome you as our partner. We are convinced that your clients can be represented optimally in our media environment.

Slanted is one of the leading and most influential design magazine worldwide. The monothematic, location based topics present outstanding personalities, studios and companies within the fields of design, typography, illustration and photography.

Moreover, Slanted informs its steadily growing community daily on its weblog www.slanted.de as well as in its social media channels about events, new products, trends, and exciting projects from the design and creativity sector.

Our readers are fans and enthusiastic about the quality of our recommendations as well as for its authenticity: All articles and images are prepared with adequate care, all press texts and press images credited.

As a result of our honest recommendations, Slanted is opinion-leader and influencer since its start in 2004.

Numerous clients know about the dynamic of our brand and are longtime media partners. Cooperations and linkings as well as international distribution of the print magazine led to international visibility and appreciation for 12 years already.

Slanted in numbers

BLOG

SOCIAL MEDIA

MAGAZINE

DISTRIBUTION

AWARDS

Blog slanted.de

MONTHLY VISITS: 39.226

PAGE IMPRESSIONS: 86.542

MAP OVERLAY: Readers from 131 countries.

Top 10: Germany, Portugal, Switzerland, USA, Austria, France, United Kingdom, Poland, Italy, Spain

SOURCES: Search engines: 39,2%, linking websites: 19,3%, direct views: 25,8%, social: 15,7%

PUBLISHED BLOG ARTICLES (05.05.17): 10.094

CATEGORIES: Books, Competitions, Design, Events, Exhibitions, Findings, Graphics, Illustration, Interactive, Interviews, Lotteries, Magazines, Miscellaneous, Music, Objects, Photography, Portfolio, Study Projects, Type Foundries, Typefaces, Typo Berlin, University, Websites

SLANTED

Facebook

**facebook.com/
slanted.blog.magazine**

Follower (Stand 05.05.2017): 49.488

Active users: 124.546

Media penetration: 211.698

Page views: 4.389

Page activity: 159

Target group (fans):

Women 50% thereof 10%/18-24, 27%/25-34, 9%/35-44, etc.

Men 48% thereof 7%/18-24, 24%/25-34, 11%/35-44, etc.

Twitter

@slanted_blog

Follower (05.05.2017): 9.097

Tweet-Impressions: 109K

Visits: 1.543

Instagram

**instagram.com/
slanted_publishers**

Articles (05.05.2017): 825

Subscribers (Stand 05.05.2017): 47,7K

SLANTED

Magazine

FORMAT: 160 × 240 × ca. 20 mm
PRINT RUN: based on issue's theme, 6.000-8.000
VOLUME: 288 pages, 32-page add. booklet, 8-page cover
PRINT: Bogenoffset / Druckerei Stober
FREQUENCY: 2 × p.a.
(Spring/Summer > May, Autumn/Winter > November)
ISSN: 1867-6510

Distribution

COPYPREIS: DE: € 18,- / CH: CHF 25,- / UK: £ 18,- /
US: \$ 28,- / Others: € 21,-
DISTRIBUTION CHANNELS: Slanted (DE), Export Press SAS
(International), IPS Pressevertrieb (Train stations/
airports), Ubiquity (US), Small Changes (US)
SALES: Directly via www.slanted.de/shop, Amazon,
selected bookstores, at stations and airports, museum
shops and concept stores worldwide, subscriptions

Schedule 2017/2018

SLANTED MAGAZINE #30
Theme: Athens
Release: 07.11.2017
Issue: Autumn/Winter
Ad close: 31.08.2017
Deadline artwork: 14.09.2017

SLANTED MAGAZINE #31
Theme: Tokyo
Release: 10.05.2018
Issue: Spring/Summer
Ad close: 16.03.2018
Deadline artwork: 24.03.2018

SLANTED MAGAZINE #32
Theme: Europe
Release: 25.10.2018
Issue: Autumn/Winter
Ad close: 09.08.2018
Deadline artwork: 23.08.2018

We offer

We offer diverse models of cooperations in different scope. These will be provided individually for each client if required:

BLOG

- Advertorial
- Lotteries
- Banner advertising online

SOCIAL MEDIA

- Advertorial
- Lotteries
- Advertised articles

MAGAZINE

- Print advertising
- Advertorial
- Partnership

DIRECT SALES / SHOP

- Leaflets, add ons

Online offers (examples)

BLOG BASIC + SOCIAL MEDIA + INSTAGRAM

- Article on slanted.de
 - Article on Facebook, Twitter, Google+
 - Article on Instagram
- (optional with separate photo material)
= € 750,-

BLOG EXTENDED + SOCIAL MEDIA + INSTAGRAM

- Article on slanted.de (ev. incl. lottery, own texts/images)
 - Banner advertising 300 × 250 px, 4 weeks
 - Article on Facebook, Twitter, Google+
 - Article on Instagram (optional with separate photo material, hashtags as wished)
- = € 1.650,-

BLOG EXTENDED + SOCIAL MEDIA EXTENDED + INSTAGRAM

- Article/Advertorial on slanted.de (see above)
 - Banner advertising 300 × 250 px, 4 weeks
 - Article on Facebook incl. Lottery with invitation to share the article (for taking part in the lottery)
+ add. advertising possibility via Facebook Ads
 - Twitter, Google+, Instagram (see above)
- = € 1.950,- + Advertising FB according to expenditure

Print offer (examples)

PRINT BASIC

- 1/1-page advert full color
- = € 3.000,-

PRINT EXTENDED

- 1/1-page advert full color
- for product placements: placement of products during the editorial trip on travel photos of editorial staff
- Mention in Imprint as supporter with logo placement
- = € 4.000,-

PRINT BASIC + ONLINE + BLOG EXTENDED + SOCIAL MEDIA + INSTAGRAM

- Article on slanted.de (ev. incl. lottery, own texts/images)
- Banner advertising 300 × 250 px, 4 weeks
- Article on Facebook, Twitter, Google+
- Article on Instagram (optional with separate photo material, hashtags as wished)
- 1/1-page advert full color
- = € 4.650,-

Specials (examples)

SUPPORTER-PACKAGE ONLINE + PRINT

- Article/Advertorial on slanted.de (ev. incl. lottery)
- Banner advertising 300 × 250 px, 4 weeks
- Article on Facebook incl. Lottery with invitation to share the article (for taking part in the lottery)
+ add. advertising possibility via Facebook Ads
- Twitter, Google+, Instagram (see packages above)
- Mention as supporter of editorial trip in all articles online (blog articles, diverse articles on social channels)
- 1/1-page advert full color
- for product placements: placement of products during the editorial trip on travel photos of editorial staff
- Mention in Imprint as supporter with logo placement
- = € 9.500,-
- > If accordance contentwise, possibility for advertorial space in the printed magazine (add. costs)

Pricing

ONLINE

Super-Banner, 4 weeks 300 × 250 px	€ 900
Banner L, 4 weeks 138 × 400 px	€ 750
Banner M 4 weeks 138 × 220 px	€ 550
Banner S 4 weeks 138 × 138 PX	€ 420
Advertorial Blog	€ 350
Advertorial Social (Facebook, Twitter)	€ 200
Instagram	€ 200

PRINT

1/1 CMYK (160 × 240 mm)	€ 3.000
1/2 BW (160 × 240 mm)	€ 2.400
2/1 CMYK (320 × 240 mm)	€ 4.800
2/1 BW (320 × 240 mm)	€ 3.800
1/2 CMYK (110 × 140 mm)	€ 1.800
1/2 BW (110 × 140 mm)	€ 1.450
1/2 CMYK (67,5 × 225 mm)	€ 1.800
1/2 BW (67,5 × 225 mm)	€ 1.450
1/4 CMYK (67,5 × 110 mm)	€ 1.100
1/4 BW (67,5 × 225 mm)	€ 900
Folded cover inside front, CMYK (305 × 240 mm)	€ 6.000
Folded cover inside back, CMYK (285 × 240 mm)	€ 5.500

SPECIALS

Blog Basic + Social Media + Instagram	€ 750
Blog Extended + Social Media + Instagram	€ 1.650
Blog Extended + Social Media Extended + Instagram	€ 1.950
Print Extended	€ 4.000
Print Basic + Online + Blog Extended + Social Media + Instagram	€ 4.650
Supporter-Package Online + Print	€ 9.500
Bundle of 50 Slanted Magazines each € 13,50 (Retail price: € 18,-)	€ 675

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Contact

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ADVERTIZING MANAGEMENT / SALES

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ADVERTIZING SALES BRAND MANUFACTURER

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Awards (selection)

ADC Wettbewerb 2007, 2008, 2010, 2011, 2013, 2014, 2015
ADC of Europe 2008, 2010
Annual Multimedia 2008, 2013
Berliner Type 2008, 2009
Designpreis der BRD 2009 (Silber)
European Design Award 2008, 2010, 2011, 2012
German Design Award 2014, 2015, 2017
iF communication design award 2007
Lead Awards 2007, 2008, 2013
red dot Award Communication Design 2008
Tokyo TDC 2014, 2015
Type Directors Club NY 2007, 2008, 2011
Werkbund Label 2012

Legal

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