

INDIE

MEDIA KIT 2024

# INNOVATIVE. INCLUSIVE. INDEPENDENT.

Founded in 2003, INDIE is shaped by its rich history of challenging the status quo in fashion media today. We provide vision, curation, perspective and opinion, always guided by an unapologetic and independent spirit.

True to our founding values, we cherish the challenges of publishing a boutique media title, creating 360-degree content for a highly discerning, demanding and well informed, international audience.

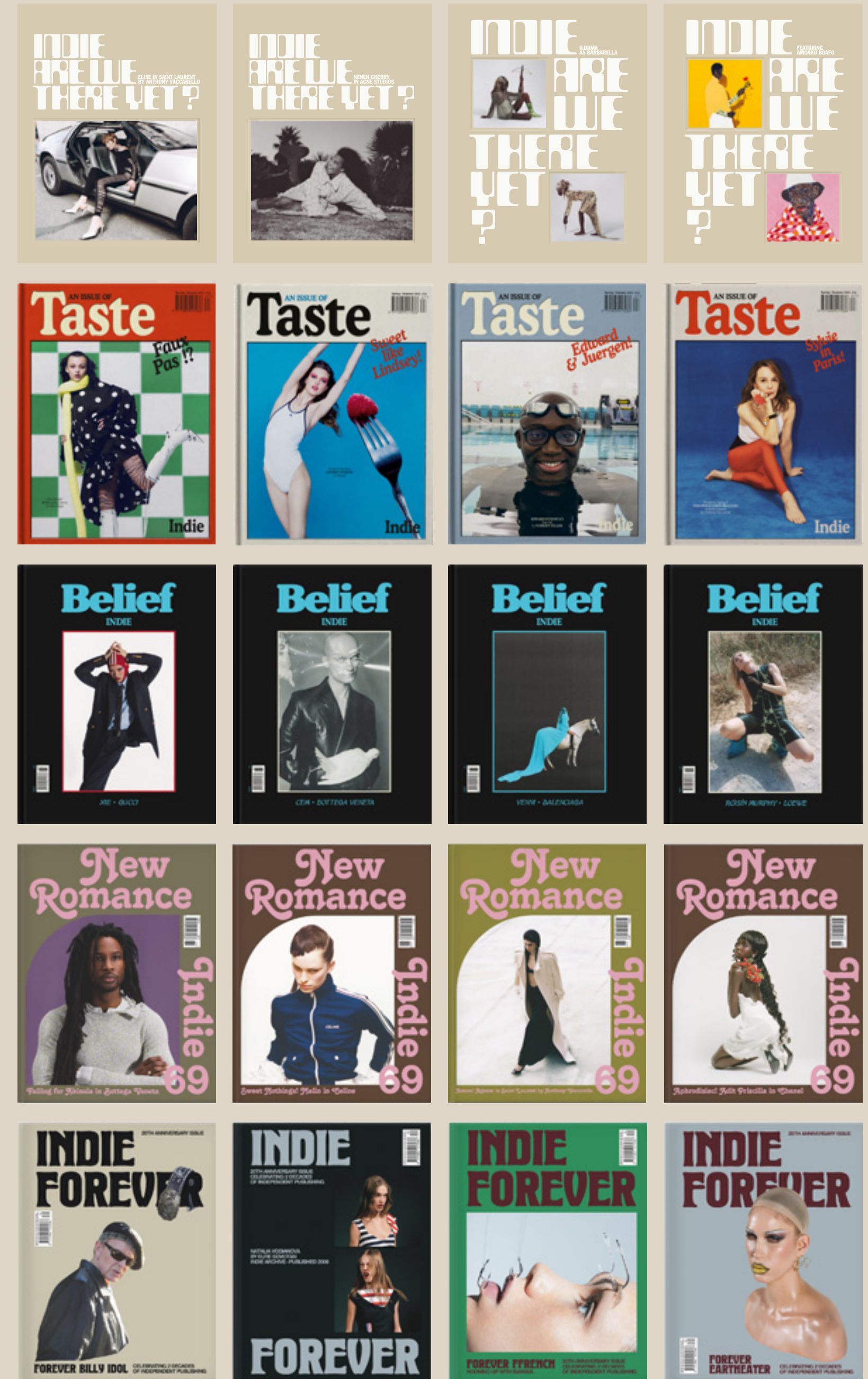
INDIE is one of the few original international style magazines created in the german market. It is still owned and run by its founders – as well as a team of passionate creatives.



Edward Enniful by Juergen Teller

# INDIE EDITIONS

INDIE's print editions are high-quality books designed to be cherished and kept. From its cover finish to the depth of its debossing, each issue is tailor-made and designed to fit the theme and its content. We pride ourself on unique design, paper quality and printed finish, and are able to offer special design elements, such as fold-outs and posters.



# DISTRIBUTION



Róisín Murphy by Gwénaëlle Trannoy

INDIE is distributed via Export Press and Boutiquemags.com and is available in major magazine retailers and bookstores in our markets, including chains such as WH SMITH and BARNES&NOBLE.

Our network of priority stockists spans renowned department and concept stores such as HARRODS, SELFRIDGES, 10 CORSO COMO, PALAIS DE TOKYO and THE STORE SOHO HOUSE BERLIN, with these top-tier distribution partners cross-promoting new releases on their social media platforms.

Additionally, INDIE is available as complementary reading at selected agencies, galleries, cultural venues, boutique hotels and cafes throughout all markets, as well as being sent directly to a list of influential people working the realms of fashion, art and media.

# REACH

1/3 of our readers are working in the fashion, design, art, media and lifestyle sectors and are early adopters of trends.

We maintain an ongoing conversation with our community so we can always grow and progress. This dialogue is key when we take developments in fashion and culture and put them through our distinctly INDIE lens; this means we can create authentic, relevant stories that both our readers and the brands we work with will love.

## READERSHIP

Core readership 25-40  
60% Female, 40% Male  
Highly conscious of fashion, well aware of trends, latest developments in society and culture.

## MAIN DISTRIBUTION AREAS

Germany	Sweden
Austria	Norway
Switzerland	USA
UK	Japan
France	Taiwan
Italy	Australia
Spain	Canada



**20K**  
Copies Circulating

**86K**  
Readers

**4.3**  
Readers per copy

# ADVERTISING



### PUBLICATION DATES

#### SS24

Spring/Summer 2024 will be dedicated to exclusive brand collaboration events and capsule publications. Please contact us for details.

#### AW24

Publication Date	October 1st 2024
Artwork Deadline	September 1st 2024

### ADVERTISING RATES

Single Page	€8,000
Double Page	€12,000
Opening Spread	€20,000
Closing Spread	€15,000
Back Cover	€23,000
Agency Discount	-15%
Advertorials on Request	

# BRAND COLLABORATIONS

We offer custom-made creative concepts and proposals across print, online, social media, and in-person events.

Whether it's a cover feature, an Instagram-specific video production, or a tailor-made event concept, each proposal comes with a complete 360-degree content strategy rollout via our website and social media.

Please contact us for inquiries or receive a bespoke brand feature proposal, as well as further information on banner ads.



# PRINT

**INDIE X VALENTINO**



**INDIE X LOUIS VUITTON**



**INDIE X SAINT LAURENT**



**INDIE X BOTTEGA VENETA**



**INDIE X CHANEL**



**INDIE X GUCCI**



**INDIE X ACNE STUDIOS**



**INDIE X LOEWE**





# ONLINE & SOCIAL

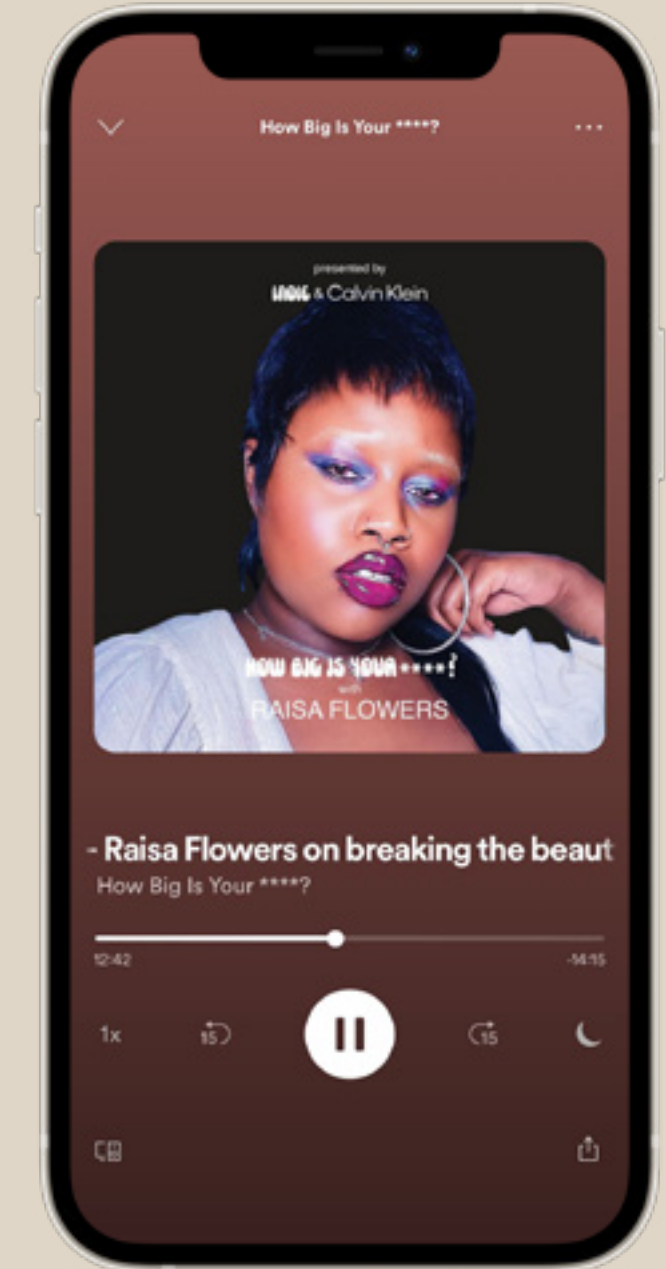
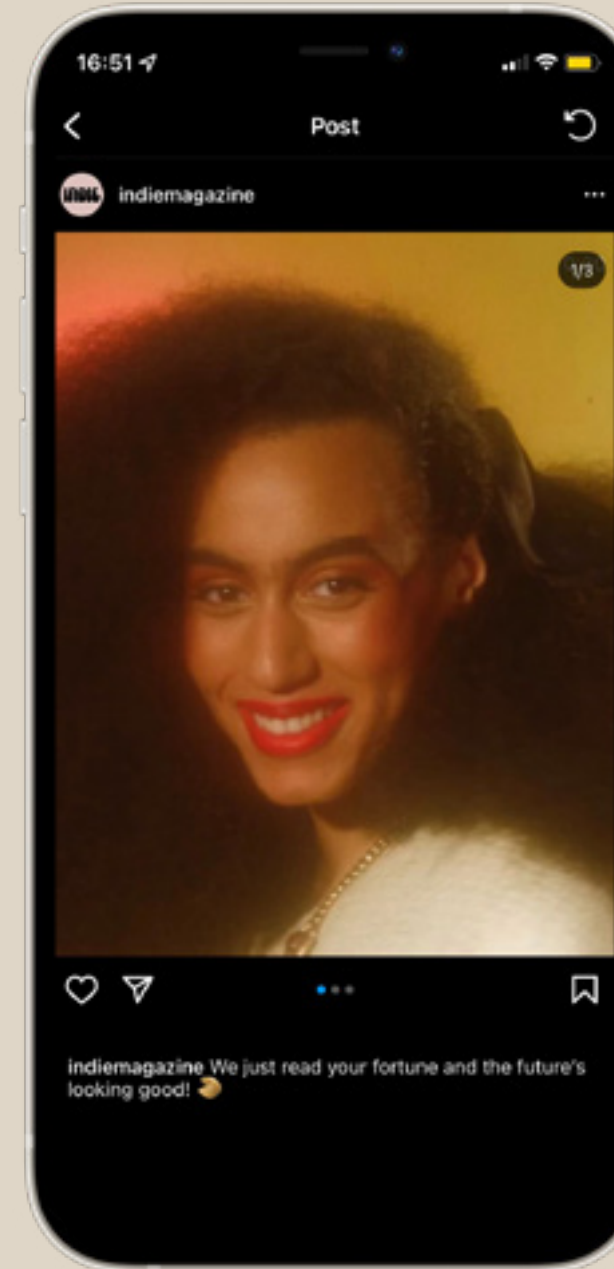
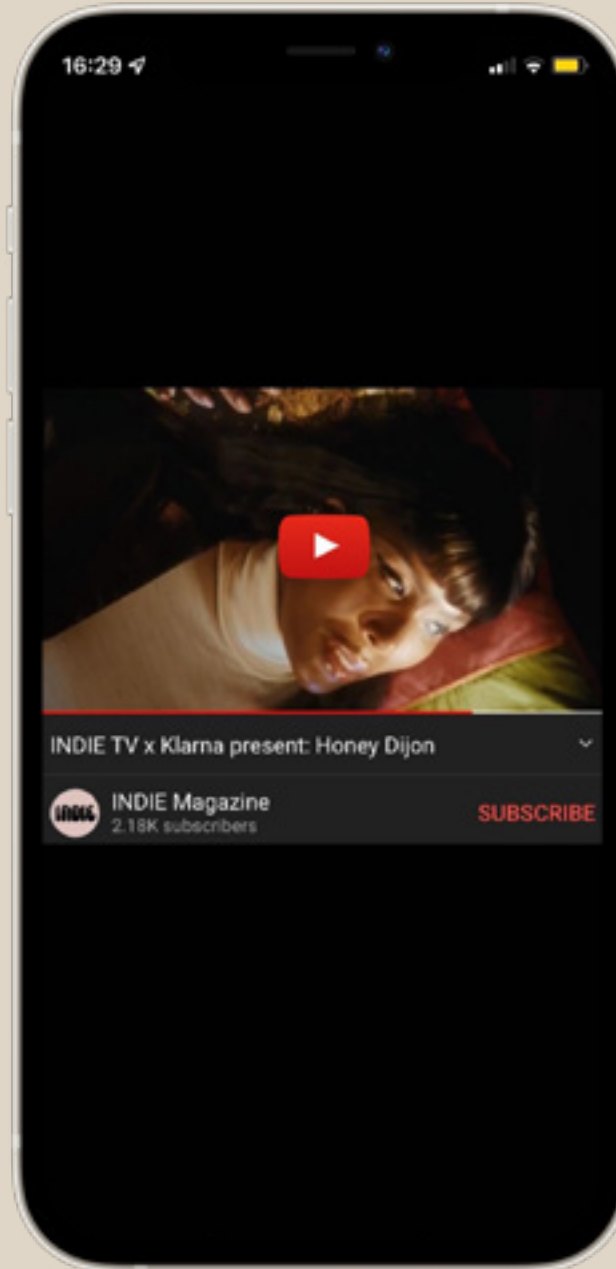
Indie-mag.com contributes new perspectives, honouring the fast pace that today's online audiences demand.

We produce fashion and culture features, opinion pieces and editorials exclusively for INDIE online, as well as image and video concepts for every social media format.

To give your brand and campaigns stronger visibility, there are a number of advertising options available on INDIE online and social.

- Advertorials
- Sponsored Posts (Social Media)
- Shoot Collaborations
- Banner Advertisement
- Video Production
- Podcasts

Please request our digital media kit for more information including pricing.



**55K**

Website visitors per month

**76K**

Instagram followers

# CREATIVE SERVICES

In addition to editorial and social content packages, INDIE also operates as an agency offering consultation, creative direction and production of brand campaigns, experiences, and events.

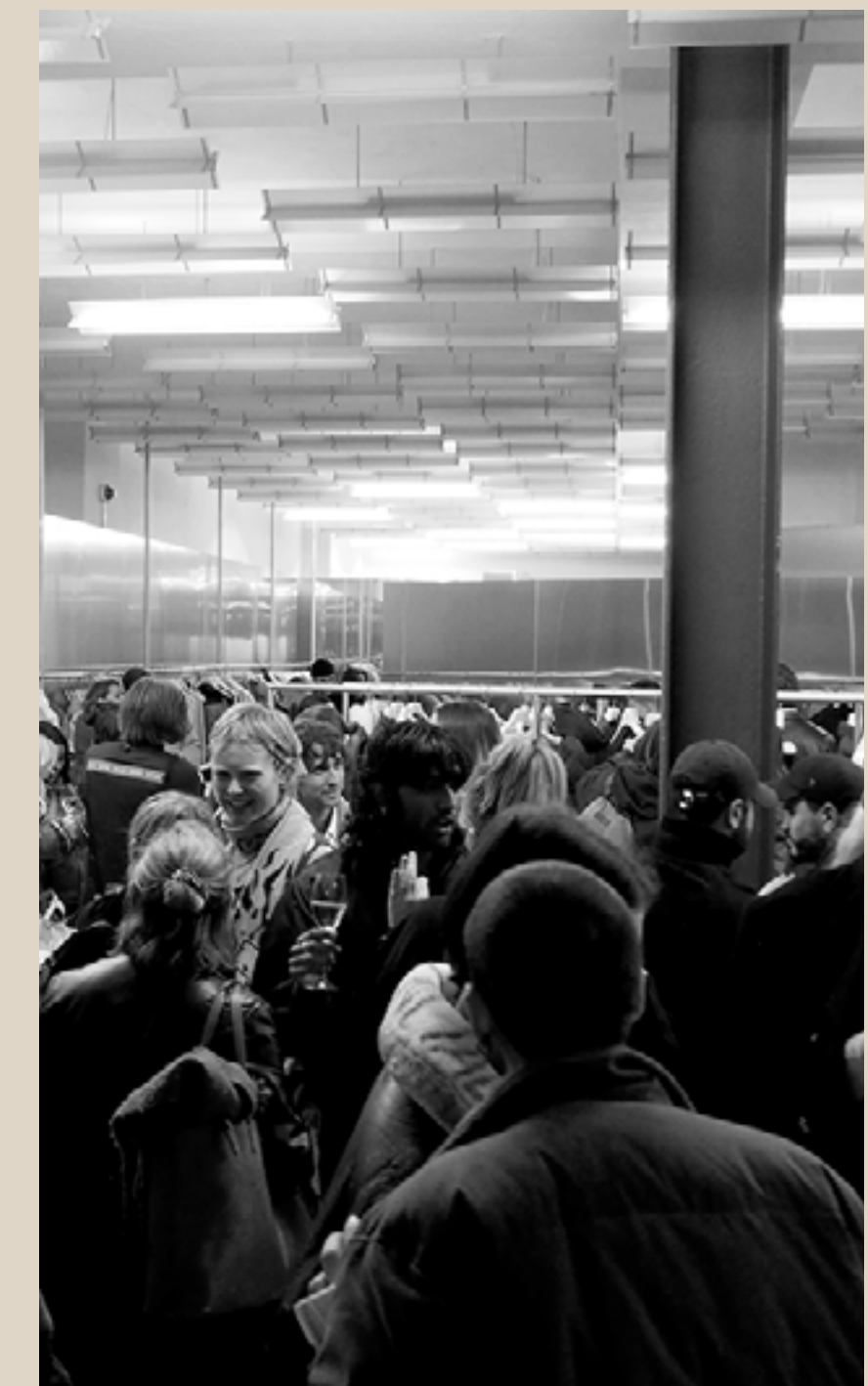
Thanks to our structures as an independent publishing house, we are able to offer 360-degree services with additional media opportunities within our own title.



# EVENTS

With an extensive rolodex of creative contacts and industry insiders both in Berlin and across Europe, INDIE is able to offer guest list management for branded events, as well as complete production packages—from concept to execution.

Whether it's an exclusive dinner, an in-store activation, or a large capacity club night, INDIE can provide polished, creative concepts, locations and guest list for any event, no matter the scale.



# CONTACTS

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**INDIE**