

Numéro Berlin

Mediakit 2021



01 Berlin New York London Paris & Milan

Numéro Berlin is the platform and a reflection of a new German style and of an ambitious creative generation, which forms art, culture and fashion in a new way. We want to convey this on a local and international level in all facets. By combining the power of images and words, the magazine creates a new language – staged by the most talented and best authors and photographers worldwide



02 Hedonistic and Free-spirited

Like the talent showcased in Numéro Berlin, we want to strike new paths fearlessly, to break away from the usual thought patterns and to challenge determined habits. While doing so we are inspired by the international world of art and fashion, but also by the hedonistic history of the city which is Berlin. A city which has been considered as the most liberal city in the world for a long time – and which is now on the right pathway to becoming as free-spirited as it has been at the beginning of the 20th century.



03 Sensual and Passionate

Numéro Berlin celebrates fashion with ease and passion – so do our female readers. They are part of an exciting, constantly changing world and so are we. They live in it, characterize it, and form it at their will. They are high achievers and children and careers are not ruled out for them – if they want both. The Numéro Berlin readers are self-confident in their actions and their decisions. They celebrate their womanhood, live a self-determined sexuality and have high demands on aesthetics. Clothes and arts are an expression of their personality and a confession to a cosmopolitan world view, in which intellectuality and sensuality are no inconsistencies.



04 New Luxury

Numéro Berlin is impulsive, intuitively looking for the new. Numéro Berlin wants to be a powerful voice of change. We want to shape an avant-garde aesthetic on the highest international level, which injects the German fashion sector with new energy.

Numéro Berlin is a manifest for a new understanding of luxury. The beautiful can be ugly and the ugly can be beautiful. Fashion has always been a key indicator of today's world and we want to celebrate this within the pages of the magazine.



05 Highest Demands

Not only for fashion, Numéro Berlin pursues the highest demands. Also the text will reflect the world in which we live profoundly and in a high content level. Art, literature, film and music, but also political topics are analysed and described by sophisticated authors and talented journalists. Like the whole magazine also the text shows the struggle of the wild and fast time in which we live.



06 A Strong and International Partner

Numéro Berlin has developed the status of one of the most important culture and fashion magazines ever by ground-breaking fashion productions and high-grade journalism. The cutting-edge position of the magazine is far beyond the scope of print and France as country of origin and continues in social networks as Facebook and Instagram, on blogs and by selected events and cooperation. Numéro Berlin readers belong to an international class of opinion leaders, which influence others by their style and their consumer behaviour essentially. For them Numéro Berlin has become a real fashion and trend guide. With its credibility and its status the brand Numéro Berlin is the perfect partner for each advertiser, who wants to make their products known within the spearhead of the trendsetting groups.



07 Publisher Info Deadlines and Prices

PUBLISHER
OFF ONES ROCKER PUBLISHING LTD.
Kurfürstenstr. 31/32, 10785 Berlin

WEB www.numeroberlin.de

BANK DETAILS
OFF ONE'S ROCKER PUBLISHING LTD.
Berliner Sparkasse
IBAN DE33 1005 0000 6604 0889 69
BIC BELADEBEXX

TERMS OF PAYMENT
2% discount for payment by first day on sale,
conditional on no outstanding invoices.
Payment net within 10 days of publication.

FREQUENCY 2 issues per year

FIRST DAY ON SALE Thursday

COPY PRICE 15,00 EUR

ISSUE NO. 10 - 1/2021
On Sale April 2020
Orders special placements 01.02.2021
Orders regular placements 01.03.2021
Material 08.03.2021

ISSUE NO. 11 - 2/2021
On Sale October 2020
Orders special placements 02.08.2021
Orders regular placements 30.08.2021
Material 06.09.2021

CANCELLATION DATE
six weeks prior to printing

COPY FORMAT
230 mm width, 300 mm height. Perfect binding.

DISTRIBUTED CIRCULATION PRINT & DIGITAL
50.000 copies

BASIC RATE 1/1 4c/sw: 22.500,00 Euro

DISCOUNTS
From 67.500,00 Euro: 5%
From 135.000,00 Euro: 10%
All prices subject to value added tax.
Turnover discount takes account of all orders
published as per the rate card. Not including online
bookings, postal charges and technical costs.



08 Prices and Specs

RATES

| | |
|--------------------|----------------|
| 1/1 (230 x 300 mm) | 23.600,00 Euro |
| 2/1 (460 x 300 mm) | 47.300,00 Euro |
| Opening Spread* | 74.250,00 Euro |
| 3. Inside Cover | 29.700,00 Euro |
| 4. Back Cover | 61.875,00 Euro |

SPECIAL PLACEMENTS

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| Placement surcharge before 10th DS (after Opening Spread) | 30% |
| Placement surcharge DS between Editorial and Content | 30% |
| Placement surcharge SP before page 50 | 30% |

COLOUR PROFILE

ISOcoated_v2_300_eci.icc

PRINT DATA

via Mail to: anzeigen@off-ones-rocker.eu

For bleed advertisements please allow 5 mm on all sides for bleed. All important text and graphics must be placed at least 3 mm from the bleed.

For advertisements across gutter allow 4 mm on both sides. Text on page 6 mm from gutter.

For double page advertisement inside front cover to first content page and last content page to inside back cover allow for 5 mm loss due to cover binding.

Print area formats on request.

Promotions on request.

Print area formats on request.

*The inside front cover (IFC) is only sold as double page with page 3.



09 Contacts

EDITORIAL DEPARTMENT

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Thank You