



# Numéro Homme Berlin

MEDIAKIT 2021



# 1

## **Numéro HOMME BERLIN - POP & High FASHION**

**Numéro HOMME BERLIN** is positioned at the interface between high fashion, culture and avant-garde magazine design, and so is equally attractive to international brand customers and creative opinion leaders.

# 2

## Numéro HOMME BERLIN ID - Pure PASSION

**Numéro HOMME BERLIN** always pushes to the limit, and beyond. The magazine lives pop culture uncompromisingly, and combines trends, in both content and visuals, with tradition: self-assured, sometimes opinionated, but always with a great feel for what fits the situation at hand.





# 3

## Numéro HOMME BERLIN MAN - For uncompromising REBELLS and fearless SKEPTICS

The **Numéro HOMME BERLIN** man is both dominant and sensitive; he knows his strengths and weaknesses and he stands by them. He doesn't make any compromises and sees the world as black or white. Anything that's mediocre, that plays it safe and is merely useful, is wasted time for him. He looks for challenges and aims to grow by overcoming them. Standstill isn't an option for him!

The **Numéro HOMME BERLIN** man is a radical rebel, full of passion and prepared to call everything into question; someone who always swims against the current. He absorbs

everything around him, does everything 100% and never cares about being socially compatible. As a result he both polarizes and influences those around him. Everything he does is intended to help him develop and to get the best out of himself, cost what it may.

Women don't want the **Numéro HOMME BERLIN** man as a partner but as an adventurer and lover who will burn them, scorch them. Other men don't like the Numéro Homme man. For them he is a source of friction, the embodiment of all they envy. But deep in their hearts they wish they were like him.

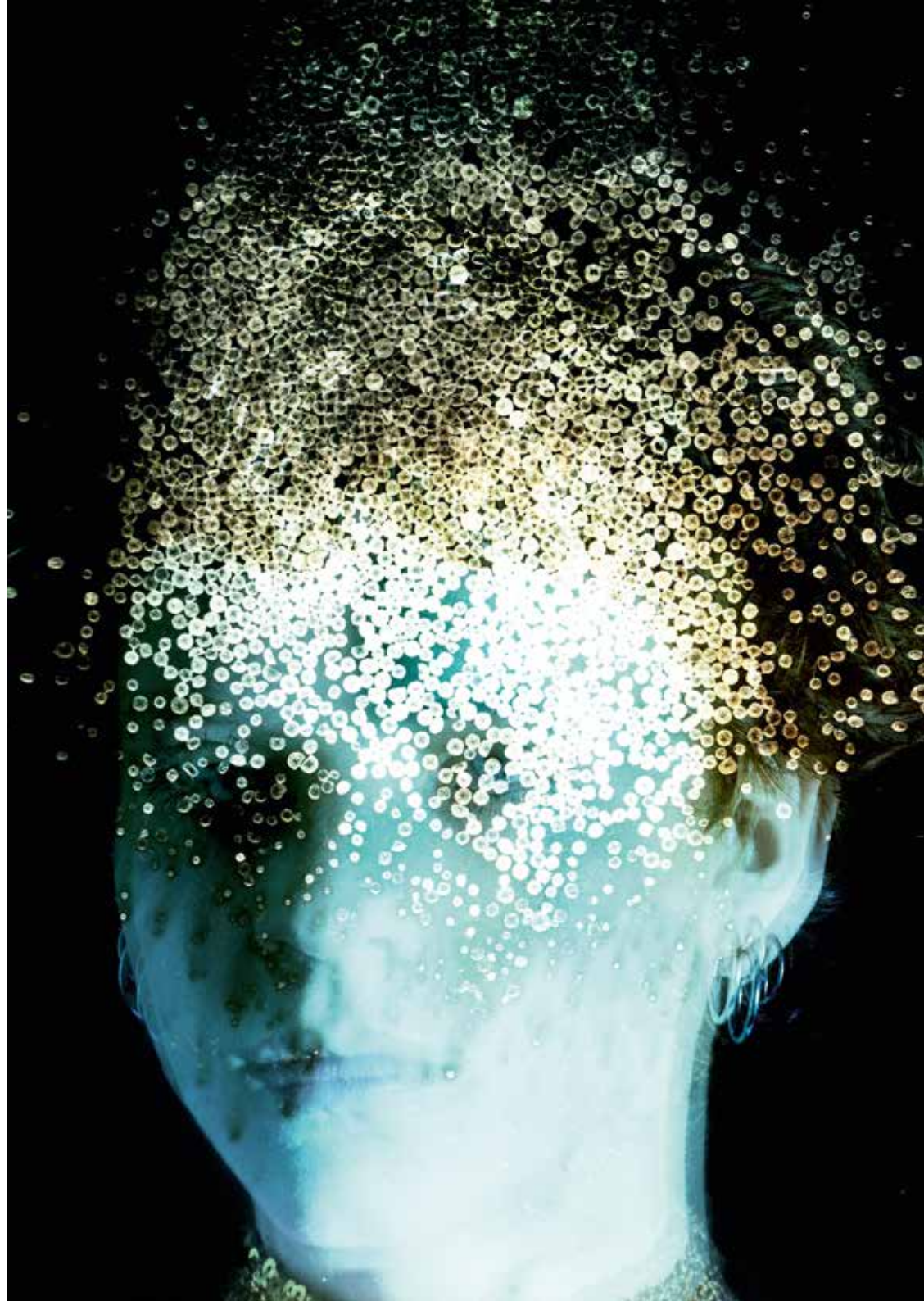
# 4

## Numéro HOMME BERLIN CONTENT - BEAUTY, LIFE and ART

**Numéro HOMME BERLIN** celebrates life, beauty and the culture of fashion. The magazine combines international high fashion and accessories spreads, watches, beauty and luxury with portraits of style-setting men from fashion and pop culture. Personal and intensively researched reportage features give insights into the contemporary art scene

currently revolutionizing all conventions, and spotlight the designers and architects who are already shaping the future right now.

**Numéro HOMME BERLIN** will be fun, will overwhelm and won't be afraid to uncompromisingly celebrate life, beauty and love in all their aspects.





# 5

## Numéro HOMME BERLIN RANGE - A strong international PARTNERSHIP

**Numéro HOMME BERLIN** has earned its status as one of the most relevant culture and fashion magazines ever on the strength of its ground-breaking fashion spreads produced with the world's best photographers and its superb features on art, architecture and culture.

The magazine's pioneering role extends far beyond print and its mother country, France, to social networks like Facebook and Insta-

gram, blogs, selected events and partnerships. **Numéro HOMME BERLIN** readers belong to an international class of opinion leaders whose style and consumer behaviour significantly influence others. For them, Numéro has become a downright bible for fashion and trends. Its credibility and status make the **Numéro HOMME BERLIN** brand the perfect partner for all advertisers wishing to position their products at the spearhead of the trend-setting groups.

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## Numéro HOMME BERLIN- EDITORIAL STAFF and PUBLISHER'S IMPRINTS

### EDITORIAL DIRECTOR & ARTISTIC DIRECTOR

Götz Offergeld

### EDITOR IN CHIEF

Hendrik Lakeberg

### EDITORIAL BOARD

Anna Klusmeier

### HEAD OF FASHION DEPARTMENT

Sina Braetz

### ART DIRECTION

Mike Meiré

### DESIGN

Svenja Wittmann, Meiré und Meiré

### CONTRIBUTORS

Ada Kokosar, Adrian Samson, Adriano Sack, Airen, Akeem Smith, Alexei Hay, Amanda Camenisch, Anders Erdström, Andy Hope, Andrew Miksys, Anne Schönharting, Antje Peters, Arcin Sagdic, Ari Versluis, Arvida Byström, Asger Carlsen, Benjamin Kirchoff, Bill Mullen, Blommers & Schumm, Buzz Bissinger, Chadwick Tyler, Charlie Engmann, Christian Werner, Corey Towers, Damon Baker, Dani Brubaker, Daniel Turner, Daniel Shea, David Bradshaw, Dexter Lander, Diana Weis, Driu & Tiago, Eloise Parry, Elizabeth Renstrom, Eva Baales, Fanny Latour-Lambert, Glenn O'Brien, Haidee Findlay-Levin, Hans Ulrich Obrist, Harley Weir, Harry Carr, Heji Shin, Inga Griese, Isabelle Wenzel, Jack Pierson, Jason Evans, Jeremy Shaw, JH Enström, Joachim Bessing, Juergen Teller, Katie Burnett, Martin Simons, Matt Lambert, Maurits Sillem, Maxime Ballesteros, Mel Bles, Michèle Roten, Milo Reid, Neil Drabble, Neil Gavin, Norbert Bisky, Olgaç Bozalp, Olivier Zahm, Paolo Sutch, Paul Kookier, Peter de Potter, Philip Gay, Ralph Mecke, Reto Schmid, Rich Aybar, Richard Kern, Robbie Augspurger, Rose Forde, Riccardo Tisci, Rich Aybar, Russel Frederick, Sabina Schreder, Sandy Kim, Sarah Dobai, Thomas Hauser, Tobias Zielony, Torbjørn Rødland, Victoria Higgs, Wäis Kiani, Werner Amann, William Finnegan, Wyndham Wallace and many more

### EDITORIAL DEPARTMENT

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

### TERMS OF BUSINESS

General terms of business and payment for advertisements and third party inserts in newspapers and magazines, as well as the publisher's supplementary terms of business. These can be requested from the publisher. Due to tax regulations we kindly request submission of tax number and/or vat identification number when placing a booking.

### WEB

[www.numero-homme.de](http://www.numero-homme.de)

### BANK DETAILS

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

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## Numéro HOMME BERLIN - DEADLINES and PRICES and SPECS



### FREQUENCY

2 issues per year

### FIRST DAY ON SALE

Thursday

### COPY FORMAT

230 mm width, 300 mm height  
perfect binding

### COPY PRICE

15,00 EUR

### DISTRIBUTED CIRCULATION PRINT & DIGITAL

40.000 copies

### CANCELLATION DATE

six weeks prior to printing

### SCHEDULE

Issue 14 (1/2020)

Orders special placements 01.02.2021

Orders regular placements 01.03.2020

Material 08.03.2020

Issue 15 (2/2020)

Orders special placements 02.08.2020

Orders regular placements 30.08.2020

Material 06.09.2020

### BASIC RATE

1/1 4c/sw 16.800,00 Euro

### RATES

1/1	16.800,00 Euro
2/1	33.600,00 Euro
Opening Spread*	52.800,00 Euro
Inside Cover (U3)	21.120,00 Euro
Back Cover (U4)	44.000,00 Euro

### SPECIAL PLACEMENTS

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

### SPECS

1/1 (230 x 300 mm)

2/1 (460 x 300 mm)

2. Opening Spread (460 x 300 mm)

3. Inside Cover (U3) (230 x 300 mm)

4. Back Cover (U4) (230 x 300 mm)

### 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.

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

Print area formats on request.

Promotions on request.



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## CONTACTS

### EDITORIAL DEPARTMENT

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**Numéro HOMME BERLIN -  
For STRONG men,  
for SENSITIVE men,  
for ECCENTRIC men,  
for men who POLARISE opinion**