

Media information 2018 / 2019 Slanted Publishers

SLANTED



Slanted Publishers
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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 14 years already.

Slanted in numbers

BLOG

SOCIAL MEDIA

NEWSLETTER

MAGAZINE

DISTRIBUTION

AWARDS

Blog slanted.de

MONTHLY VISITS: 28,928

PAGE IMPRESSIONS: 71,439

MAP OVERLAY: Readers from 129 countries.

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

SOURCES: Search engines: 40.9%, linking websites: 17.5%, direct views: 28.6%, social: 11.0%

PUBLISHED BLOG ARTICLES (25.06.18): 10,757

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

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Facebook

[facebook.com/
slanted.blog.magazine](https://facebook.com/slanted.blog.magazine)

Follower (25.06.2018): 51,473

Media penetration: 127,898

Interaction: 45,387

Page views: 2,842

Page activity: 86

Target group (fans):

Women 50% thereof 7%/18-24, 28%/25-34, 10%/35-44, etc.

Men 48% thereof 6%/18-24, 23%/25-34, 12%/35-44, etc.

Twitter

[@slanted_blog](https://twitter.com/slanted_blog)

Follower (25.06.2018): 9,481

Tweets: 6,737

Tweet-Impressions: 109K

Visits: 2,265

Instagram

[instagram.com/
slanted_publishers](https://instagram.com/slanted_publishers)

Articles (25.06.2018): 1,246

Subscribers (25.06.2018): 70,3k

Newsletter

Subscribers (25.06.2018): 32.659

Opening rate (sent May 14, 2018): 38,7%

Clicks per unique opens: 11,7%

Numbers monthly if not stated differently

SLANTED

Magazine

FORMAT: 160 × 240 × ca. 20 mm
PRINT RUN: based on issue's theme, 6,000-8,000
VOLUME: 288 pages, 48-page add. booklet, 8-page cover
PRINT: Bogenoffset / Druckerei Stober
FREQUENCY: 2 × p.a.
(Spring / Summer > May, Autumn / Winter > October)
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), Small Changes (US)
SALES: Directly via www.slanted.de/shop, selected book-
stores, at stations and airports, museum shops and
concept stores worldwide, subscriptions

Schedule 2018/2019

SLANTED MAGAZINE #32
Theme: Dubai / UAE
Release: 23.10.2018
Issue: Autumn / Winter
Ad close: 17.07.2018
Deadline artwork: 02.08.2018

SLANTED MAGAZINE #33
Theme: Prague
Release: 09.05.2018
Issue: Spring / Summer
Ad close: 08.03.2018
Deadline artwork: 22.03.2018

SLANTED MAGAZINE #34
Theme: Europe
Release: 24.10.2019
Issue: Autumn / Winter
Ad close: 16.07.2019
Deadline artwork: 30.07.2019

We offer

We offer diverse models of cooperations in different scope. These will be provided individually for each client in our channels as required.

Our online activities are based on our weblog www.slanted.de, our social media channels, such as Facebook, Twitter, Google+, Instagram, as well as on our Slanted Newsletter.

In print we can offer visibility in our renowned Slanted Magazine as well as other publications which are published by us.

Moreover we are traveling a lot and attend the most important conferences and fairs worldwide.

PRINT

- Print advertizing
- Advertorials
- Product placement
- Sponsoring (e.g. for paper, travel)

ONLINE

- Advertorials
- Featured Articles
- Lotteries
- Banner advertizing

SPECIALS

- Cooperation for travels
- Cooperation at fairs/conferences
- Media partnerships
- Leaflets, add ons
- Interviews etc.

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 advertizing 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,-

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 advertizing 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 advertizing 300 × 250 px, 4 weeks
- Article on Facebook incl. Lottery with invitation to share the article (for taking part in the lottery)
+ add. advertizing possibility via Facebook Ads
- Twitter, Google+, Instagram (see above)
- = € 1,950,- + Advertizing FB according to expenditure

Specials (examples)

SUPPORTER-PACKAGE ONLINE + PRINT

- Article / Advertorial on slanted.de (ev. incl. lottery)
 - Banner advertizing 300 × 250 px, 4 weeks
 - Article on Facebook incl. Lottery with invitation to share the article (for taking part in the lottery)
 - + add. advertizing 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)

CHRISTMAS-LOTTERY

- Lottery of 1 product eines Produkts as part of Slanted's yearly christmas lottery
 - Announcement/presentation of the project in our Slanted Newsletter
 - The project is presented throughout the whole advent time, single products and their brands behind are presented widely on the day of the lottery with articles in all channels (blog + social media incl. Instagram)
 - Announcement of the winner in an extra article on Facebook + Twitter, as a comment on Instagram
 - Announcement as partner of the project in any communication
- = 2 products upon consultation + € 900,-

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	€ 300
Advertorial Social (Facebook, Twitter)	€ 200
Instagram	€ 250
Newsletter-Slot	€ 2,500

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
Christmas-Lottery	€ 900
Bundle of 50 Slanted Magazines each € 13.50 (Retail price: € 18,-)	€ 675

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Contact

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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, 2017
Tokyo TDC 2014, 2015
Type Directors Club NY 2007, 2008, 2011
Werkbund Label 2012

Legal

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