

MEDIA DATA 2014/15

01 CONCEPT

02 CONTENT

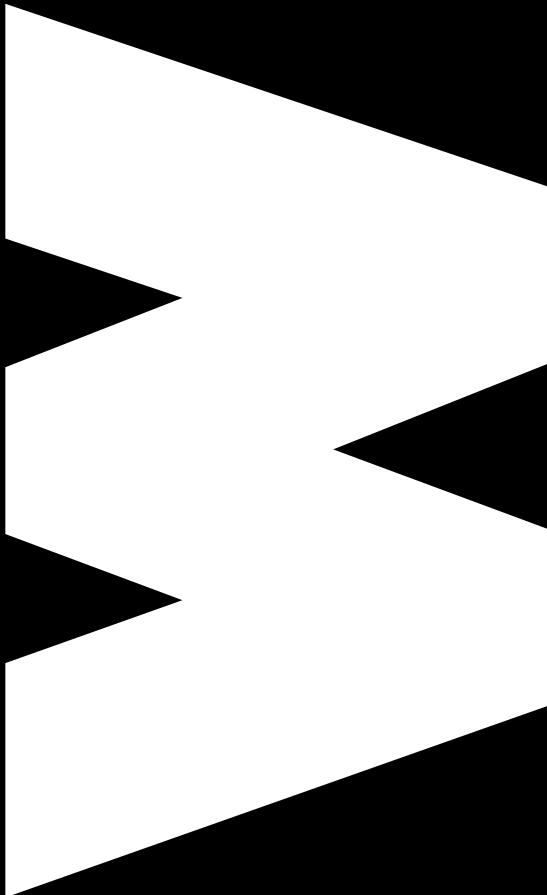
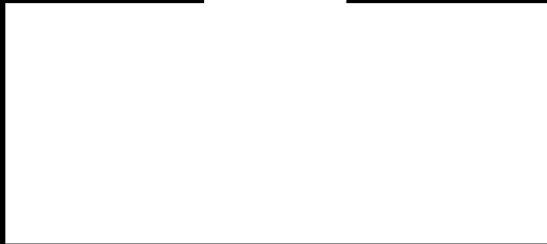
03 TARGETGROUP

04 DATA AND FACTS

05 ADS

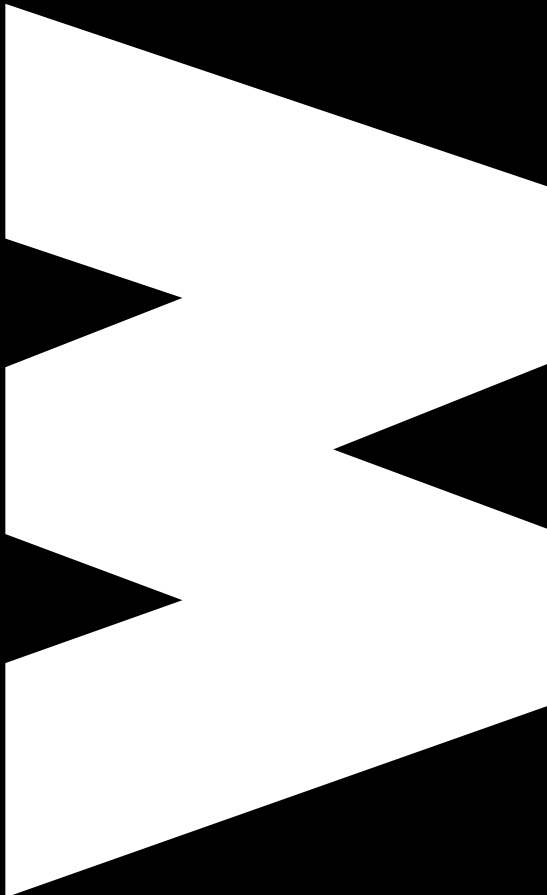
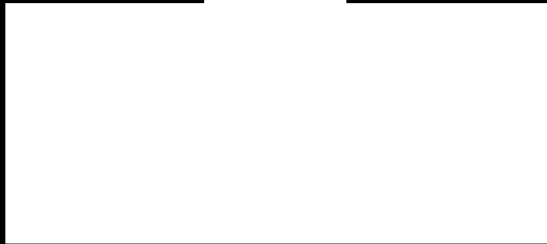
06 SPECIFICATIO

07 CONTACT



WHAT IS WHO **M**MAGAZINE?

- QUARTERLY ONLINE MAGAZINE.
- QUARTERLY PRINTISSUE.
- PORTRAITS. PEOPLE AND PLACES, NEW PERSPECTIVES ON CULTURAL AND SOCIAL STREAMS.
- UPSCALE AND UNIQUE CONDITIONING OF CONTENTS.
- ALL CONTRIBUTORS ARE EXPERTS IN THE FIELD OF DESIGN AND PHOTOGRAPHY.
- MULTIMEDIA WITH ANIMATIONS, PHOTOS AND FILMS.
- ONLINE TV CHANNEL (**WMTV**).
- NATIONWIDE, WORLDWIDE.



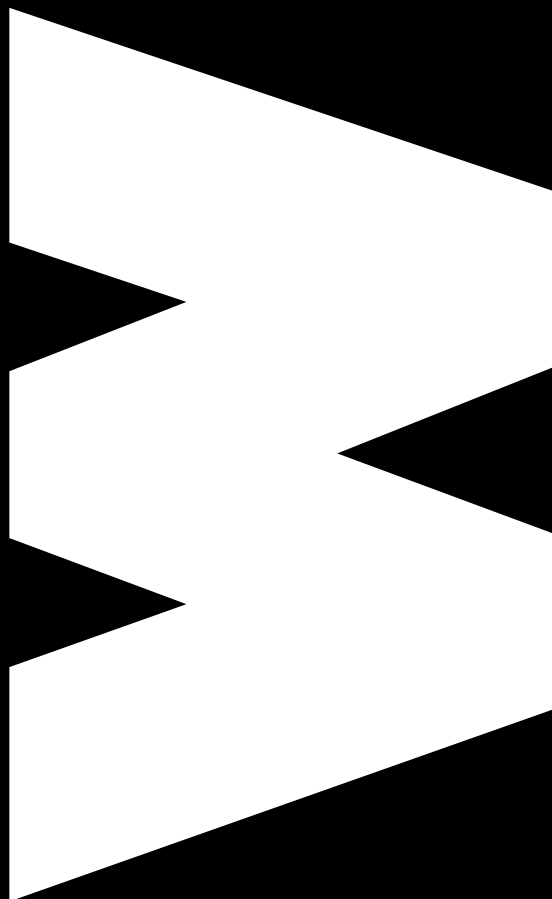
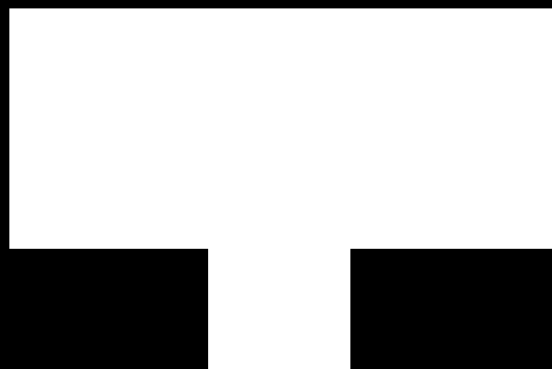
WHAT SHOWCASES WHO MAGAZINE?

ONLINE

- MONTHLY EZINE
- APPROX. 60 PAGE EDITORIAL ANIMATION.
- THEMES/PORTRAITS WITH PHOTO AND TEXT LINKED TO MATCHING SITES, VIDEOS AND ANIMATIONS.

PRINT

- 32 PAGE CENTERFOLD BLACK AND WHITE.
- PHOTOGRAPHIC PORTRAITS AND SCENES WITH TEXT AND UPSCALE GRAPHIC DESIGN.



WHO READS WHO MAGAZINE?

THE TARGETGROUP IS FEMALE AND MALE AND BETWEEN **25** AND **55** YEARS OLD. THESE ARE PEOPLE WITH CREATIVE AND CULTURAL INTERESTS.

THE PEOPLE OF THE TARGETGROUP HAVE AWARENESS OF FASHIONABLE AND ALSO ECOLOGICAL STREAMS AND TAKE PART IN POLITICS AND ALTERNATIVE CULTURE. THEY CULTIVATE THEIR PERSONAL TASTE, BUILD THEIR OWN OPINION AND DESIGN THEIR ENVIRONMENT THEMSELVES.

THEY ARE MULTIPLYERS AND INFLUENCERS.

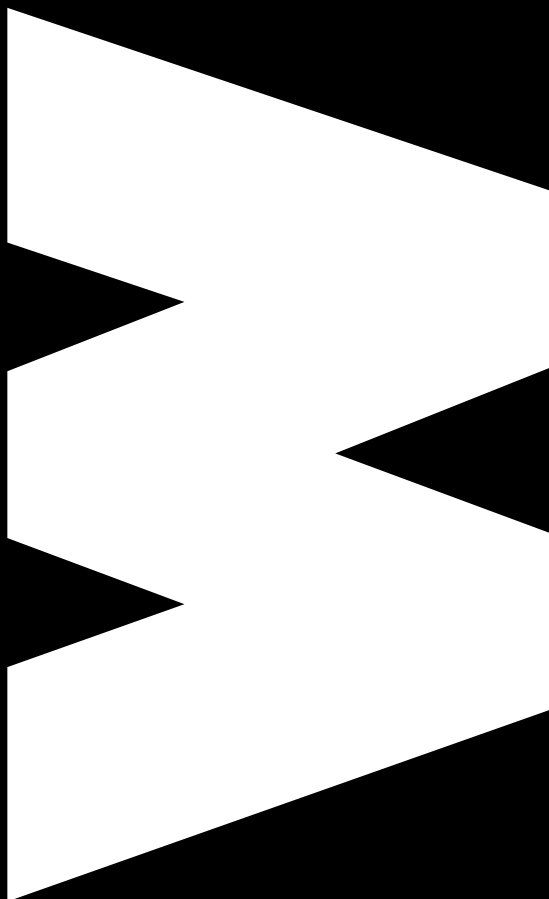
OUR TARGETGROUP POSSESSES PURCHASING POWER AND IS CHOOSY. CONSUMES CONSCIOUSLY AND PURCHASES EVEN UPSCALE PRODUCTS.

THEY APPRECIATE **WHO** MAGAZINE ESPECIALLY FOR ITS SHORT AND SHARP EXECUTION THAT ALLOWS MULTIPLE ASSOCIATIONS.

WE HIT OUR TARGETGROUP IN ITS ENVIRONMENT.

WE SEND OUT THE ONLINE ISSUE TO HANDSELECTED ADDRESSES AND SPREAD IT WITH SOCIAL NETWORKS AND VARIOUS OTHER DIGITAL TOOLS.

THE PRINT ISSUE IS AVAILABLE IN HANDSELECTED BOOKSTORES AND GALLERIES. PART OF THE PRINT RUN IS PLACED AT HIP VENUES AND IS DISTRIBUTED BY THE MAGAZINES CONTRIBUTORS THEMSELF.



MEDIA DATA 2014/15 04 DATA AND FACTS

ONLINE

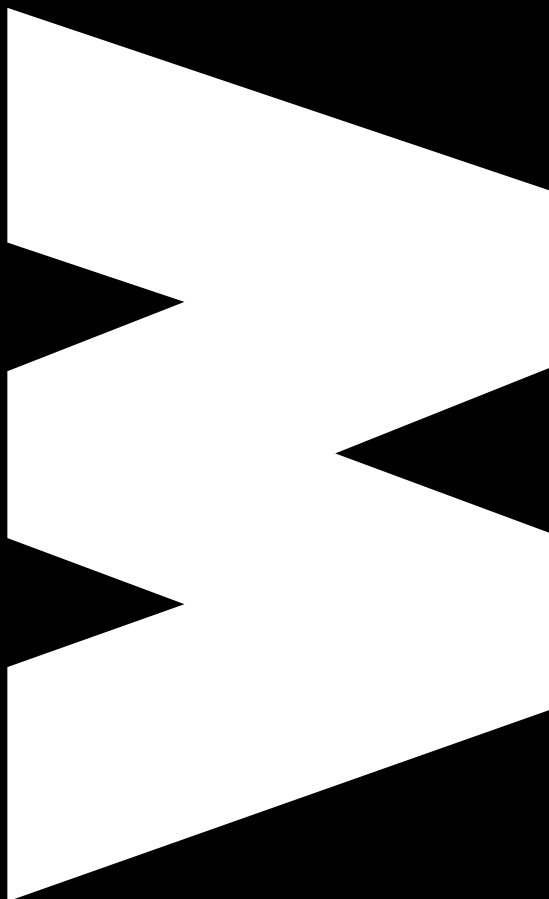
- **NEWSLETTER 849/600 PX**
ANIMATION FULL SCREEN
- **MAGAZINE APPROX. 60 PAGES**
ANIMATION FULL SCREEN

PRINT

- **21/27,9 CM CLOSED**
- **1/1 COLOR**
- **80G/QM THINPRINT (UPSCALE, SLEEK)**
- **SCOPE 32 PAGES**
- **QUARTERLY**
(MARCH, JUNE, SEPTEMBER, DECEMBER)
- **PRINT RUN APPROX. 1000**
- **DISTRIBUTION: MAILOUT/RETAIL DISPLAY**

FINANCING

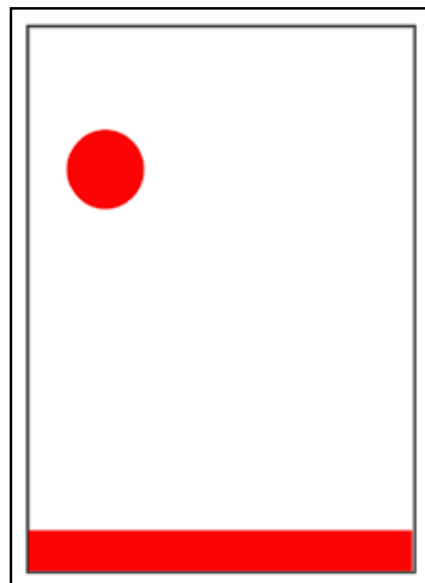
- **ADS, PRODUCT PLACEMENTS**
SUBSCRIPTIONS, FUNDING AND SPONSORING



MEDIA DATA 2014/15

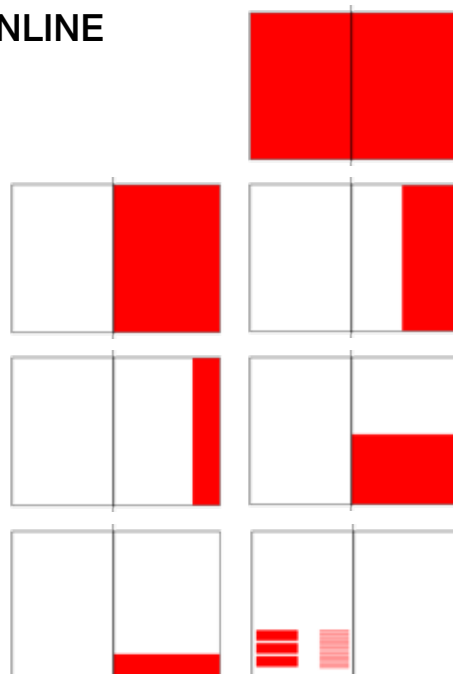
05 ADS

COVER

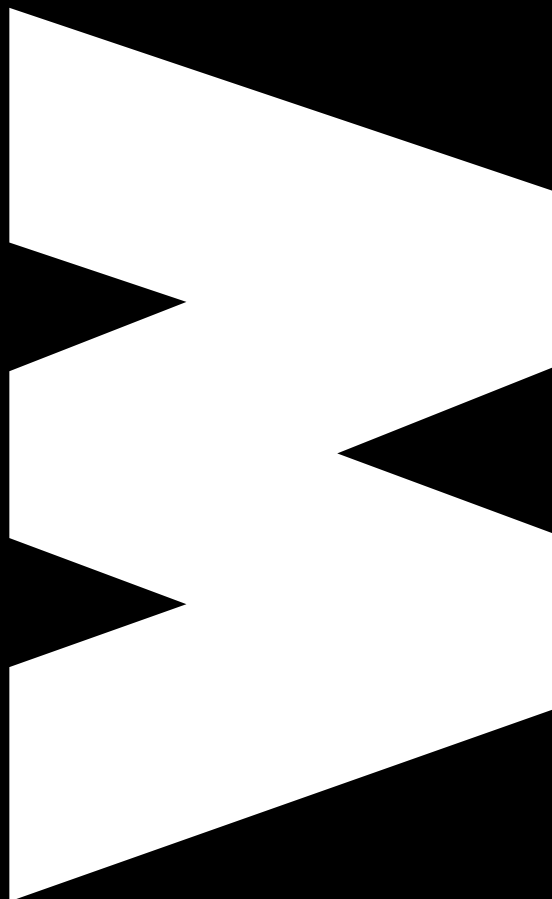


button	size in px	price in Euro
u.left	100x80	150,00
u.right	80x100	150,00
textframes	150x964	200,00
placements on reel per page		500,00

PRINT/ONLINE



format	size in mm	price in Euro
2/1 page	420x279	500,00
1/1 page	210x297	300,00
1/2 page	105x297/210x145	150,00
1/3 page	70x297/210x097	150,00
logos	80x20	100,00
credits		50,00
placements on reel per page		500,00



MEDIA DATA 2014/15 06 SPECIFICATIONS

DIGITAL DATA FOR ADS

BEFORE A DIGITAL TRANSFER THERE HAS TO BE AN APPROPRIATE ORDER. THE GENERAL DEADLINES ARE VALID.

AD TRANSFER

FILENAMES MUST INCLUDE MAGAZINENAME, IS- SUE AND THE NAME OF THE CLIENT. PLEASE AVOID SPECIAL-AND EMPTY CHARAKTERS AND MUTATED VOWELS. EXAMPLE: WHOMAG_02_CLIENT.PDF TRANSFER VIA E-MAIL IS PREFERRED.

ADDRESS

WHO MAGAZINE
EPPENDORFER WEG 269
20251 HAMBURG
E-MAIL: WHOMAG@WHOMAG.EU

DATA FORMATS

DELIEVER AN UNSEPARATED PDF FILE IN 100%;
OPEN FILES

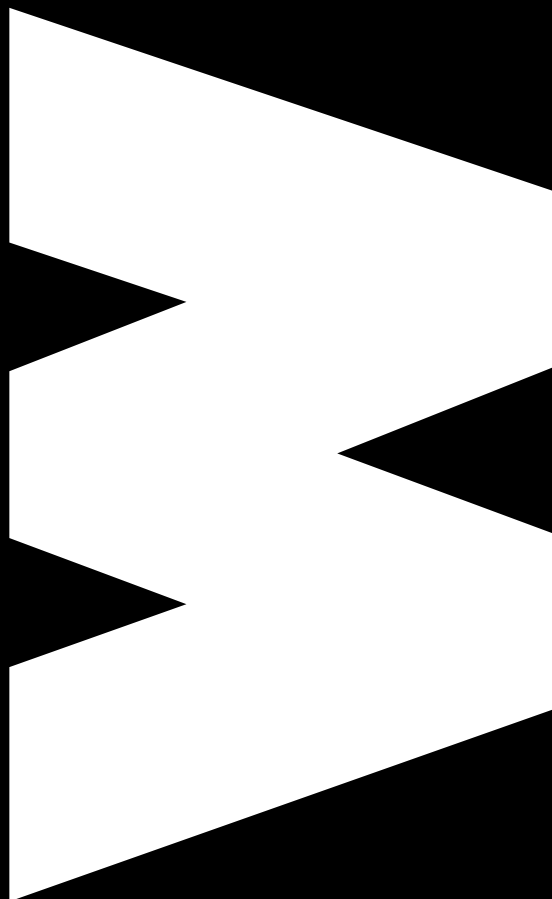
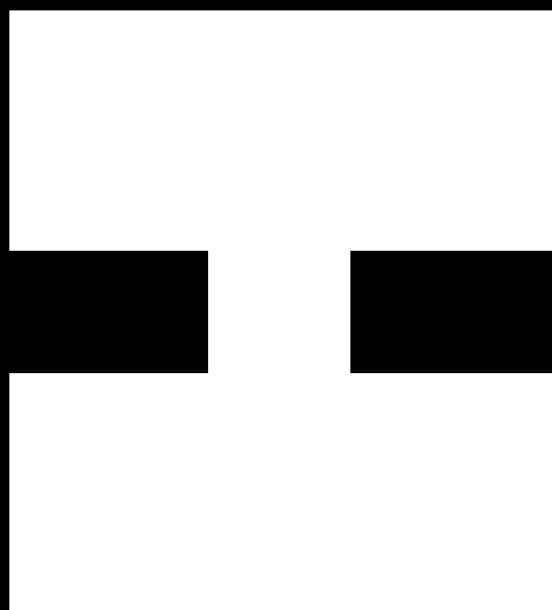
(E.G. INDESIGN ETC.) AND IMAGE FORMATS (JPG, TIFF, ETC.) CANNOT BE ACCEPTED. AT LEAST THE FILE HAS TO BE PRINTABLE. ALL FONTS HAVE TO BE EMBEDDED, IMAGES REQUIRE A RESOLUTION OF 200 DPI, OUTLINED IMAGES MAX. 300 DPI. THE INTERNATIONAL PDF/X-3 APPLICATION IS RECOMMENDED.

FORMATS

ALL FORMAT SPECIFICATIONS WITHOUT
CROP-AND BLEEDMARKS.

CONSIDERATIONS

APPLY MONOCHROMATIC POSITIVE FONTS 6PT, MULTICOLOR AND NEGATIVE FONTS 8,5PT – SEMI BOLD. OUTLINE MONOCHROMATIC, POSITIVE 0,2 MM; MULTI COLOR OR NEGATIVE 0,3 MM. MARKS TOLERANCE \leq 0,3 MM (TRAPPING > 0,3 MM). LEVEL RANGE: 3% – 90%, RASTER WIDTH: 42ER RASTER. PROFILE: ECIV2.



MEDIA DATA 2014/15 06 SPECIFICATIONS

ANNOTATION

MEDIA DATA 2011/12 06 SPECIFICATIONS

PLEASE CHECK YOUR OVERPRINT SETTINGS. THESE OFTEN CAUSE UNEXPECTED PRINT ERRORS. ADOBE ACROBAT: DISPLAY – TRAPPING PREVIEW.

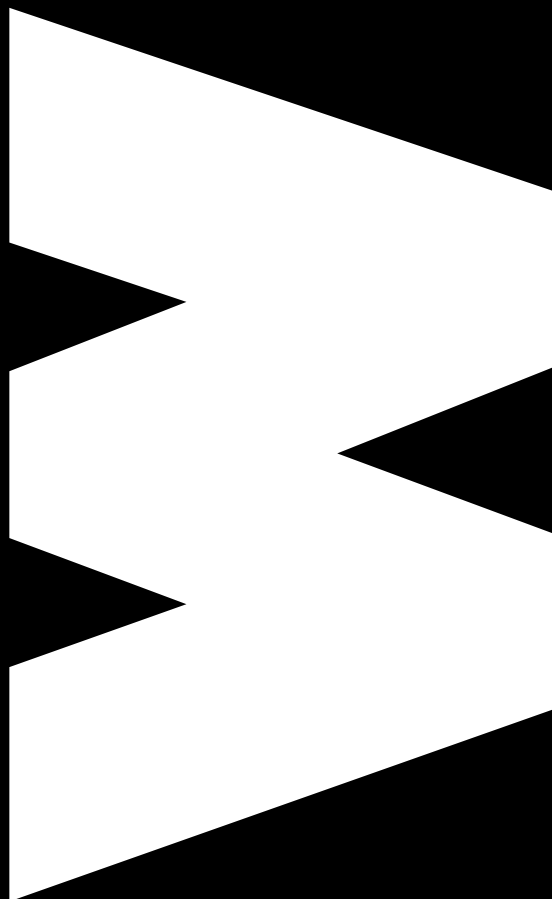
VERIFICATION/EXTRA EFFORT:

ONLY EXISTING DATA ON YOUR MEDIUM CAN BE EXPOSED.

DEVIATIONS FROM TEXT, IMAGES AND COLORS WILL BE NOT RESPONDED BY WHO MAGAZINE.

EXPOSURE ERRORS DUE TO INCOMPLETE AND DEFECTIVE FILES, WRONG SETTINGS OR INCOMPLETE INFORMATION WILL BE CHARGED. SAME AS EXTRA EFFORTS IN TYPE AND LITHO.

THE CONVERSION OF „OPEN FILES“ WILL BE CHARGED WITH 50 EURO.



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WHOMAG@WHOMAG.EU