

nico



Photo: David Laurent

Nico release Cocktail, Hyères International Fashion & Photography Festival, April 2007

100% english / french

1 Magazine = 2 Editions

Benelux Edition: 20,000 copies

France Edition: 25,000 copies

Nico is a bi-annual magazine with a strong editorial content focusing on both emerging and senior talents in the fields of fashion, photography, art, design, illustration, and the creative industries in general.

It is produced with an international collective of journalists, photographers, stylists and illustrators and offers the reader a unique mix of progressive pop culture, exclusive and honest interviews as well as fantastic fashion shootings produced in a magazine oozing with quality and excellent production values.

Since the release of its first international edition in April 2007, it has been celebrated by its peers at high profile events such as Hyères, the international fashion and photography festival, Dysfashional exhibition and Bread & Butter Barcelona.

Next Issues:

03 – September 2008 – Winter 08/09

04 – March 2009 – Summer 2009



Distribution

The Benelux edition will cover 20,000 copies, which will be distributed through newsagents, bookstores, museums and concept-stores.

2,500 bonus copies will be distributed in Paris, Berlin, London, New York, Los Angeles, San Francisco, Melbourne, Tokyo and Singapore, through bookstores, museum stores and concept stores.

Target Readers

Nico magazine targets both female and male opinion makers and trendsetters worldwide.

Its main readers are between 20-45 years old with strong interests in fashion, art, photography, culture, illustration and design. They are equally creators as they are consumers of tomorrow's trends in the cultural and fashion arena.

Issue 02 Spring / Summer 2008

The Number 02 issue of Nico magazine will hit the stands in April 2008. Among the fashion shootings you'll find Lyn and Tony (www.lynandtony.com), Anoush Abrar & Aimée Hoving (www.anoush.ch), Valérie Archeno (www.valerie-archeno.com) and Autumn Sonnichsen (www.autumnsonnichsen.com).

Over 150 pages of in-depth and exclusive interviews: on fashion design, fashion branding, illustration, photography, creative industries, graphics, interior design, arts and the book industry.

Promotional and release events

- 10.04.08 **Paris** / Galerie Magda Danysz
- 11.04.08 **Düsseldorf** / Radical Advertising Exhibition
- 17-18.04.08 **Milan** / Salone Internazionale Del Mobile
- 25-28.04.08 **Hyères** / 23rd Festival International de Mode et de Photographie
- 02-05.06.08 **Vienna** / 8festival / Fashion & Photography Festival
- 02-04.07.08 **Barcelona** / Bread and Butter

Benelux Advertising Rates

Benelux Edition 20,000 copies

Backcover 4th cover 12,000 €

Inside Back 3rd cover 6,500 €

Inside Front 2nd cover 8,500 €

1st double spread page 9,500 €

2nd double spread page 8,900 €

DPS specified position 8,500 €

DPS run of paper 8,000 €

single page 4,000 €

page facing contents 4,800 €

page facing masthead 4,800 €

page facing agenda 4,250 €