

**DAPPER**

**DAN**

**MEDIA KIT 2018**

## **INTRODUCTION**

**DAPPER DAN is a men's magazine that is interested in looking good on one's own terms rather than being spoon-fed trends. Eschewing the clichéd rules of men's magazines, it follows a spirit, not a format. DAPPER DAN is for the man who doesn't feel he should have to be like everybody else.**

## **MANIFESTO**

**We believe that a man's style derives from his personality, not from ephemeral "trends".**

**We enjoy opinionated men. Men with a sense of purpose and a soul. Smart, intelligent, creative men with ideas and ideology. Men who are their own men, who don't fit—and don't want to fit—the standards set by others.**

**Misfits?**

**Yes.**

**We don't believe in negativity.**

**We believe in revolution.**

## **READERS**

**DAPPER DAN readers are discerning and educated, culturally and creatively, whether academically-trained or self-taught. They're media and fashion insiders, early adopters who yearn to go beyond thumbnail "looks", seasonal gimmicks and are tired of old distinctions between "mainstream", "underground" and "luxury". They want originality, surprise, sincere passion and authentic male style. They believe in clothes, culture, magic—and themselves.**

## **READERSHIP PROFILE**

**Median age: 33 years**

**18-24 years: 20%**

**25-34 years: 47%**

**35-44 years: 35%**

**45-54 years: 6%**

**54+: 4%**

## **DISTRIBUTION**

**DAPPER DAN is recognized from an exceptional position and a confident worldwide circulation. For 2018, each issue will be released with a selective promotional program spanning across key fashion cities in the UK, Europe and the US.**

**Worldwide circulation: 35.000 copies**

**Frequency: Biannual**

**Cover price: UK £6 / US \$13.99 / EU €8.99**

**Diffusion: UK 21% / EU 38% / USA & Can 22% / Asia 13%**



**DAPPER DAN, issue 16**  
Photography by Paolo di Lucente  
Fashion by Rossanna Passalacqua

**DAPPER DAN, issue 16**  
Photography by Johan Sandberg  
Fashion by Tuomas Laitinen



Leather jacket with fur collar  
from underneath) Prada; fake fur coat  
Marni; shearling biker boots Loewe



Moleskin and velvet suit Alexander McQueen;  
cotton lace sleeves Ann Demeulemeester

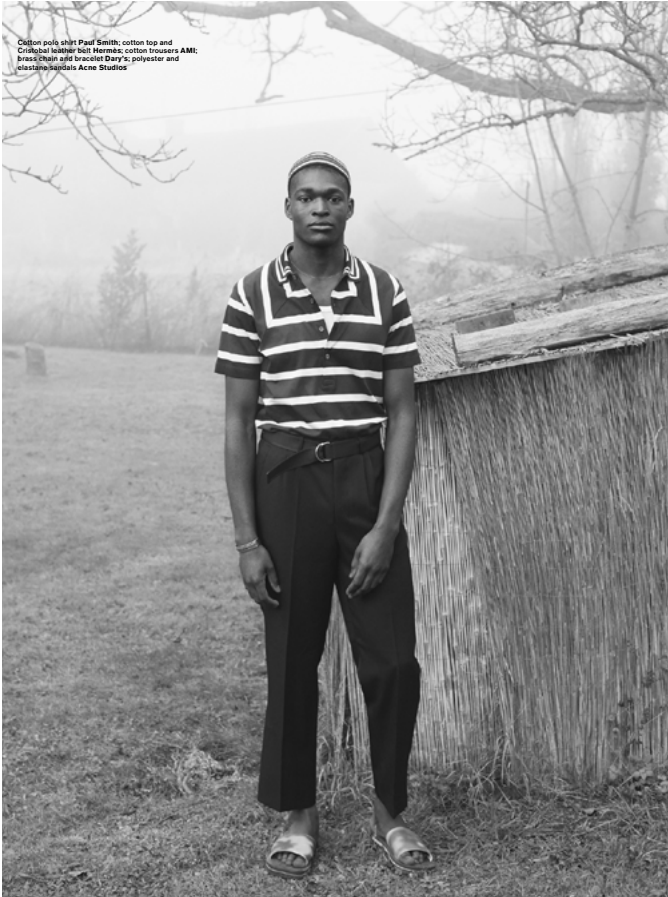


**DAPPER DAN, Issue 13**  
**Photography by Johan Sandberg**  
**Fashion by Mauricio Nardi**

**DAPPER DAN, Issue 16**  
**Photography by Vassilis Karidis**  
**Fashion by Nicholas Georgiou**



**DAPPER DAN, Issue 14**  
**Photography by Markus Pritzi**  
**Fashion by Klaus Stockhausen**

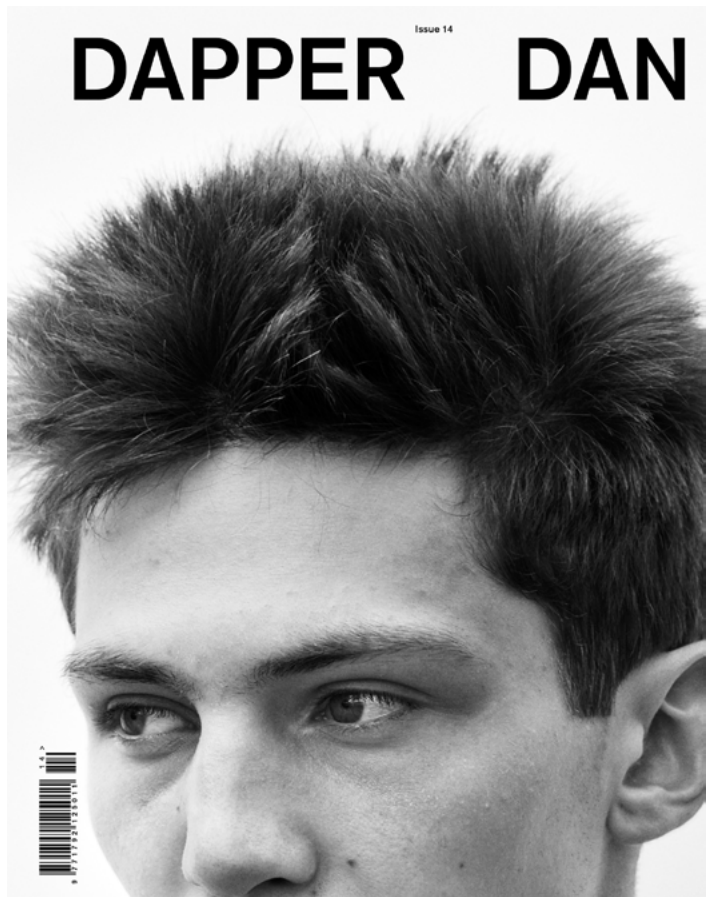


Cotton polo shirt Paul Smith; cotton top and Cristóbal leather belt Hermès; cotton trousers AMI; brass chain and bracelet Dary's; polyester and elastane sandals Acne Studios



Cotton coat with ostrich details and cotton cardigan Louis Vuitton; cotton and linen shirt and Cristóbal leather belt Hermès; wool and silk trousers Lanvin

**DAPPER DAN, issue 15**  
**Photography by Amit Israeli**  
**Fashion by Ben Martinengo**



**DAPPER DAN, issue 15**  
**Photography by Johan Sandberg**  
**Fashion by Mauricio Nardi**

## CALENDAR

DAPPER DAN 17, spring/summer 2018

Commercial booking: November 2017

Artwork Deadline: 30 January 2018

On sale: early March 2018

DAPPER DAN 18, autumn/winter 2018

Commercial booking: May 2018

Artwork Deadline: 30 July 2018

On sale: early October 2018

## ADVERTISING RATES

1st Double Page Spread	15.000€
Double Page Spread Specified Position	12.000€
Double Page Spread	10.000€
Single Page	8.000€
Inside Back Cover	10.000€
Outside Back Cover	16.000€

## TERMS AND CONDITIONS

All advertisement rates are subject to VAT. Agency discount 10%. Payment terms for advertising 30 days. Booked advertising is only cancelable up to 6 weeks prior to artwork deadline or is payable in full. Covers are non-cancelable.

## CONTACT

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