

DAPPER

DAN

MEDIA KIT 2019

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 2019, 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 18
Photography by Johan Sandberg
Fashion by Tuomas Laitinen

DAPPER DAN, issue 17
Photography by Johan Sandberg
Fashion by Tuomas Laitinen



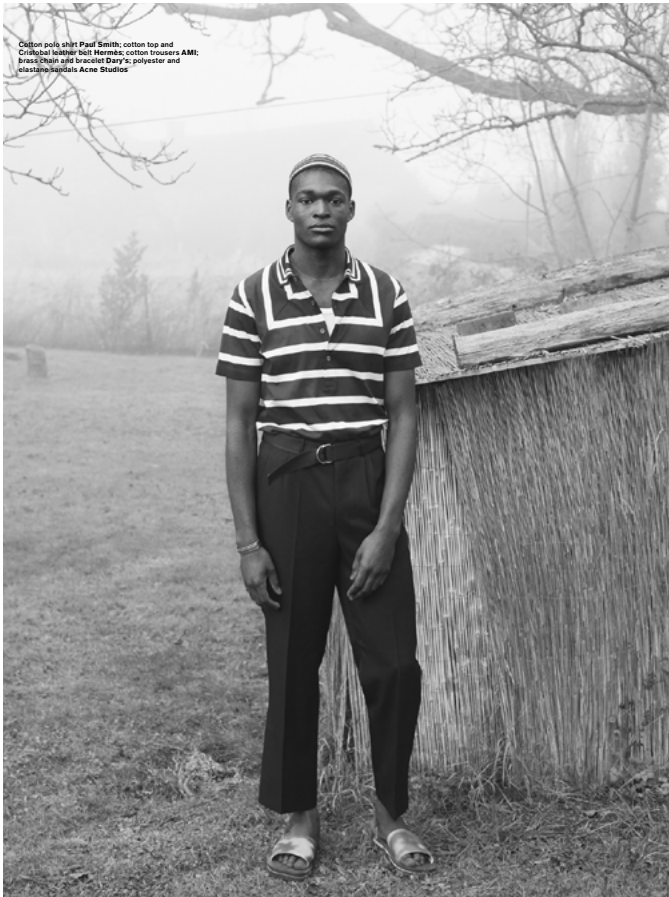


DAPPER DAN, Issue 13
 Photography by Johan Sandberg
 Fashion by Mauricio Nardi

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 16
Photography by Paolo di Lucente
Fashion by Rossanna Passalacqua

CALENDAR

DAPPER DAN 19, spring/summer 2019

Commercial booking: December 2018

Artwork Deadline: 21 January 2019

On sale: early March 2019

DAPPER DAN 20, autumn/winter 2019

Commercial booking: June 2019

Artwork Deadline: 30 July 2019

On sale: early October 2019

ADVERTISING RATES

1st Double Page Spread	15.800€
Double Page Spread Specified Position	12.600€
Double Page Spread	10.500€
Single Page	8.400€
Inside Back Cover	10.500€
Outside Back Cover	16.800€

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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