

# DAPPER

# DAN

**MEDIA KIT**

**2020**

**For over a decade, DAPPER DAN has stood for independence and originality.**

**DAPPER DAN builds its own myths.**

**The magazine is a document of the rebels, the rule breakers and spirited thinkers who define our times. Each issue is a living record of cultural cool – style over trends, innovation over the everyday, cult over cliché.**

**In the pages of DAPPER DAN, style and culture seamlessly intertwine. We curate icons from across the creative landscape to deliver a distinct visual and editorial experience.**

1. Man is changing. Masculinity is open. There is no 'new normal', only constant adaptation and evolution.
2. As the magazine looks forward to the next ten years, it remains committed to its independent, intelligent and innovative vision.
3. DAPPER DAN is a menswear magazine that will not adhere to expectation or tradition. We are the magazine for readers who reject the *status quo*.
5. Our vision incorporates a committed sustainable approach. We value products made to last. We build a beautiful bi-annual print magazine, and profile timeless creatives and objects.
6. We spotlight on inspiring and timely collections.  
We are not dictated by the seasons.
7. We work with global fashion brands to forge long-term, creative partnerships.
8. Our diverse creative network brings the most relevant features to the pages of every issue.

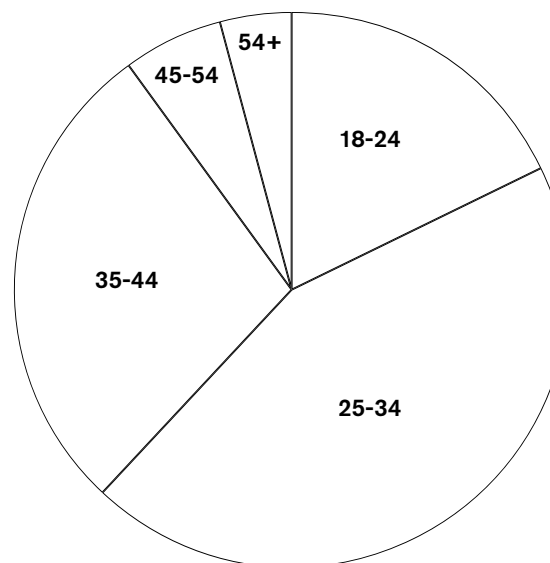
**Our readers represent the next generation of luxury consumers.**

**They are values-driven, culturally curious, demand sincere and authentic narratives, and invest in the brands that reflect their beliefs.**

**These early adopters want innovation built to last.  
They believe in quality style, and meaningful creativity.**

**Median age: 33 years**

**18-24 years: 18%**  
**25-34 years: 44%**  
**35-44 years: 28%**  
**45-54 years: 6%**  
**54+: 4%**



**DAPPER DAN is recognized from an exceptional position and a confident worldwide circulation. For 2021, each issue will be released with a selective promotional program spanning across key fashion cities in the UK, Europe and the US.**

**Worldwide circulation: 25.000 copies**

**Frequency: Biannual**

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

**Diffusion: UK 21% / EU 38% / USA & CAN 22% / ASIA 13%**

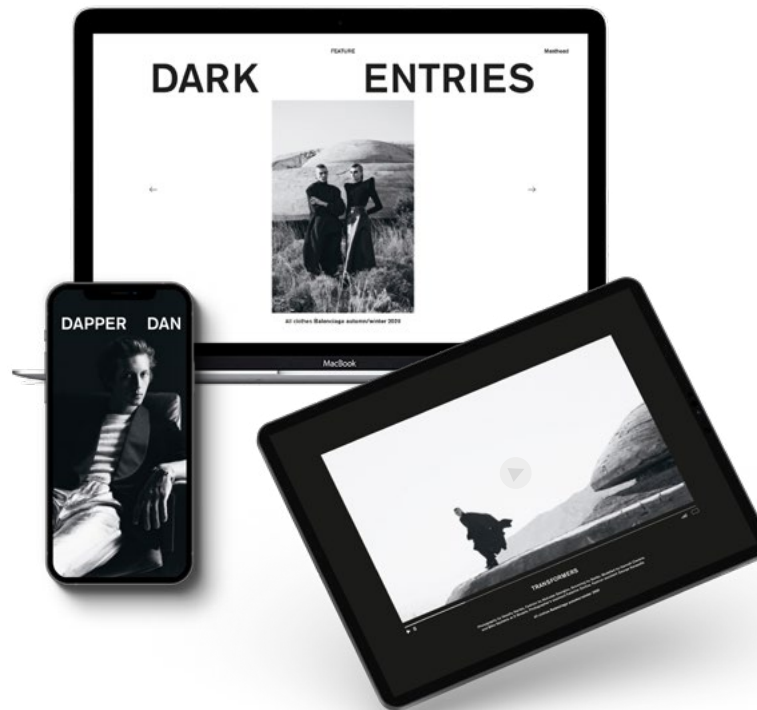
### Print

Bi-annual magazine  
Circulation: 25.000 copies



### Web

[www.dapperdanmagazine.com](http://www.dapperdanmagazine.com)  
Includes video content  
*Launching in December 2020*



### Instagram

@dapperdanmagazine  
10,5 K followers



## Brand provided Advertising & Content

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### Print Issue

#### CAMPAIGN / PRINT ADVERTISING

- ADVERTISING SP /DPS
- SPECIAL PRINT PRODUCTION INSERT
  - BOUND LOOSE INSERT
  - DOUBLE PAGE INSERT
  - POSTER INSERT
  - GATEFOLD BACK COVER

### Digital/Web Issue

#### CAMPAIGN PRINT/FILM ADVERTISING

### Instagram Feed

#### INSTASTORY FEED POSTS

## Dapper Dan – Content Production Services

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### Print Advertorial

FASHION SPECIAL-EDITORIAL CONTENT

- 12-16 PAGES (TEXT + IMAGES / IMAGES)
- EDITORIAL COVER OPTION

### Digital Advertorial

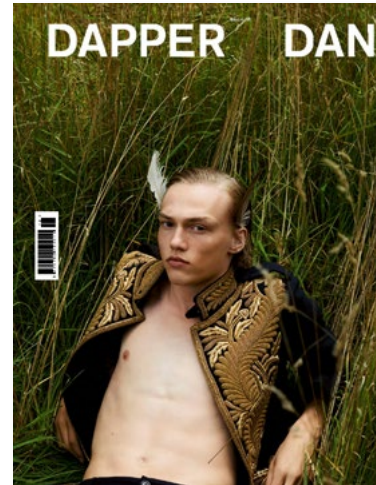
CAMPAIGN PRINT/FILM ADVERTISING  
WEB CONTENT

### Instagram Feed

INSTASTORY  
FEED POSTS



# DAPPER DAN

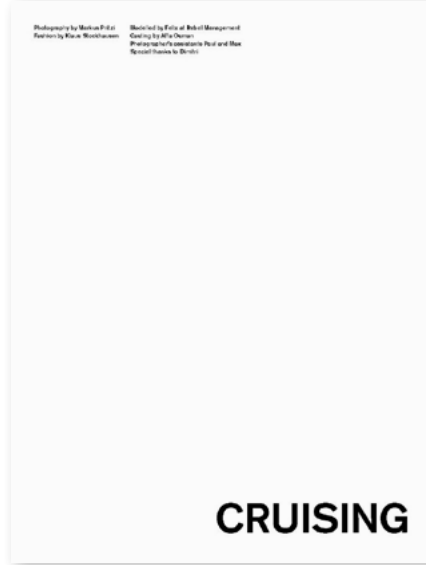


# DAPPER DAN





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MATS GUSTAFSON

Fashion illustrations, landscapes, exotic portraits, plants, floating scenes: the broad sweep of his brush translates the most exquisite garments, senses and emotions, memory and fragility to paper, suggesting an almost poetic authenticity. A serene simplicity ever!

Mats Gustafson boldly uses watercolor to express his personal thoughts, ideas or visions, but most of the time to reflect the work of others through his talent in illustrating fashion. Ever since his multi-chaptered creative journey started around 40 years ago, his respective work has been featured in the glaze of the glass while being exhibited in museums since 1985, as well as in galleries and renowned publications. He is soon to present a series of unreleased works in Tokyo's M&Z Gallery. I called him at his wonderful apartment in Sweden where he only arrived the day before, straight from New York.

TALKS TO FILEP MOTWARY

FILEP MOTWARY: I would like to start from the very beginning when you left Sweden to pursue your dream to be an illustrator—a pretty daring thing to do. Would you consider those first steps and decisions as a kind of rebellion today?

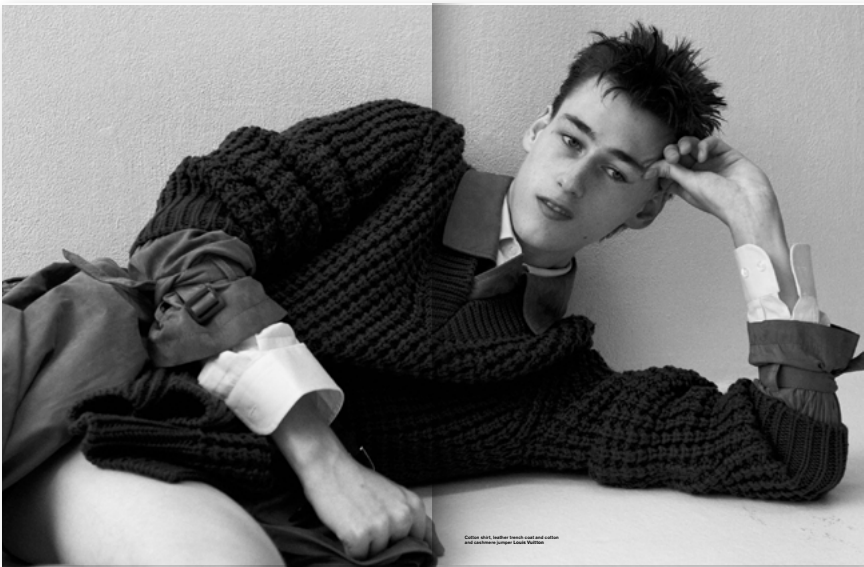
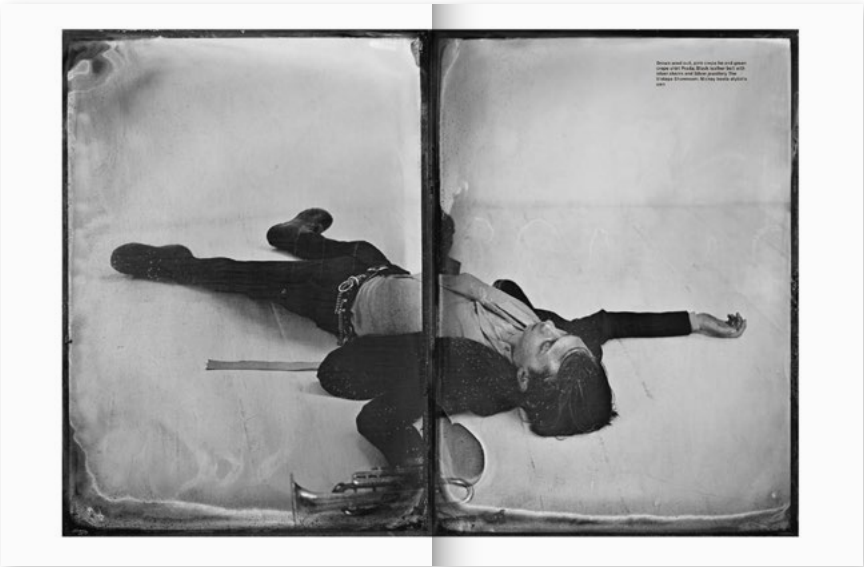
MATS GUSTAFSON: No, I wouldn't say I was rebellious at all as anything as such would be out of character for me. The only thing I can say about that time, if we are talking about the late 1970s and early 80s, is that moving from Sweden to New York was a much bigger step than it is today. I mean the distance sometimes seemed longer then. Today people work much more internationally. It was not rebellious of me but it was, maybe, a bit unusual.

FM: But since we are focusing on the 80s, that period was more about photography than illustration. This is how I mean rebellion in the thing you made your move to New York: the art of illustration was almost fading by then. It wasn't the 60s and the 50s anymore, the golden era of illustration.

MG: Yes, you are right. When I first started fashion illustration it was already out-dated, it was old, and was considered a thing of the past. Do you know the work of Antonio Lopez?

FM: Yes, of course!

MG: Well, at the time I discovered his work in magazines that truly motivated me, thinking this is something I would love to do and then I must still be new to fashion today. I had also met him on a trip to New York, prior to moving there, and he was very kind and encouraging. There was a possibility to become an illustrator in New York at the time but, of course, nothing like the opportunities for photography. Since there seemed to be room for more, I tried it and it worked out. Over the years—and I have been working for a long time already—people have asked me if there is a need really for fashion illustration, or at other times they say, "Fashion illustration is back," as if it were gone. Naturally, it will never be as big as the years you referred to before, the 60s and the 50s—the has ended. On the other hand, I also think of fashion—its industry and media, the magazines and the way it is communicated—as an extremely visual medium and it allows so many different approaches to be expressed, to interpret or document it. Obviously, there is room for illustration as well. Today I think it is a bit difficult also to define illustration. Between photography and illustration, there are so many other ways of achieving both, with computer software and so on. Speaking for me, I still



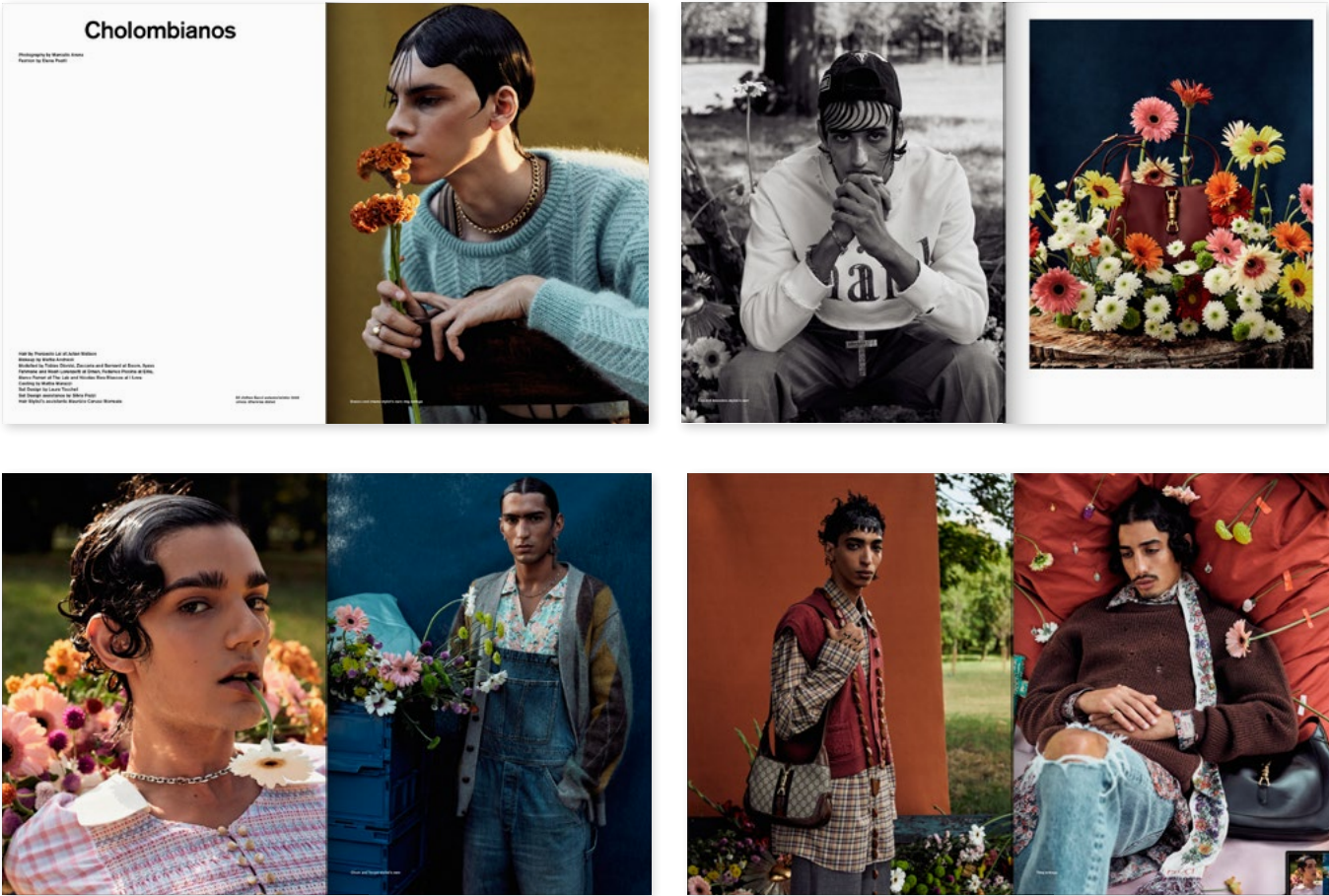
**DAPPER DAN**

CASE STUDIES

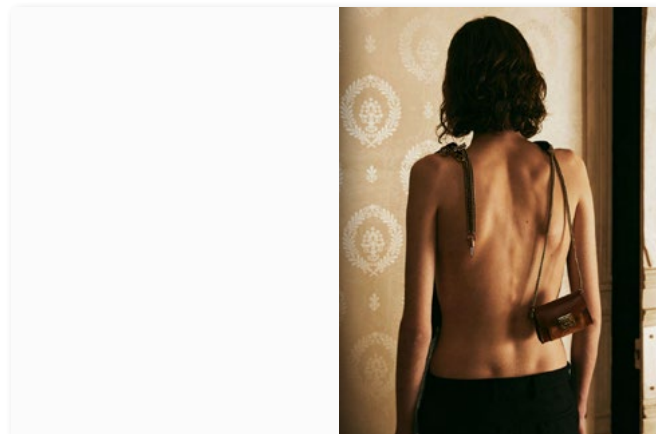
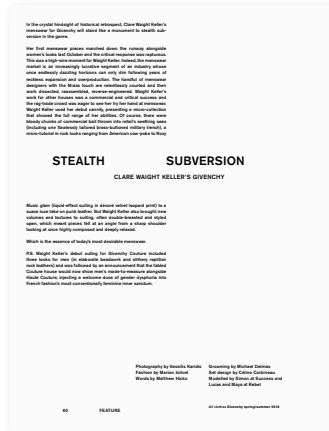
# **FASHION SPECIALS**

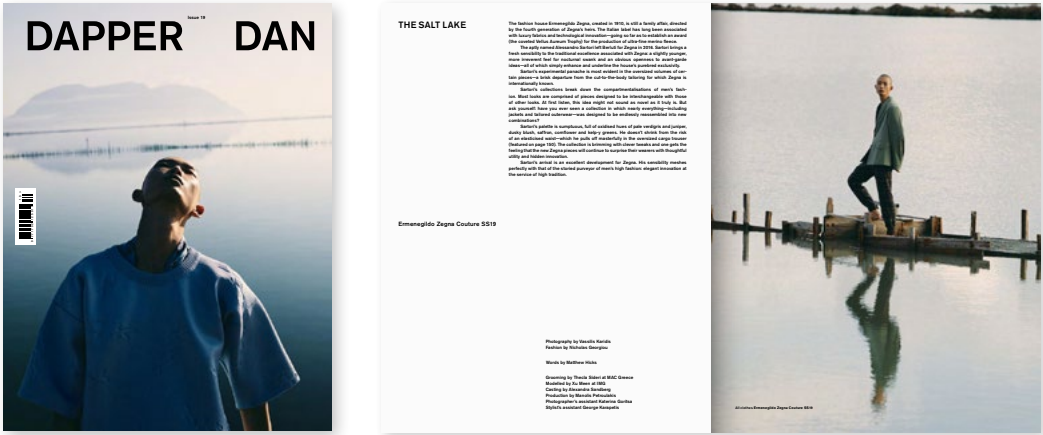


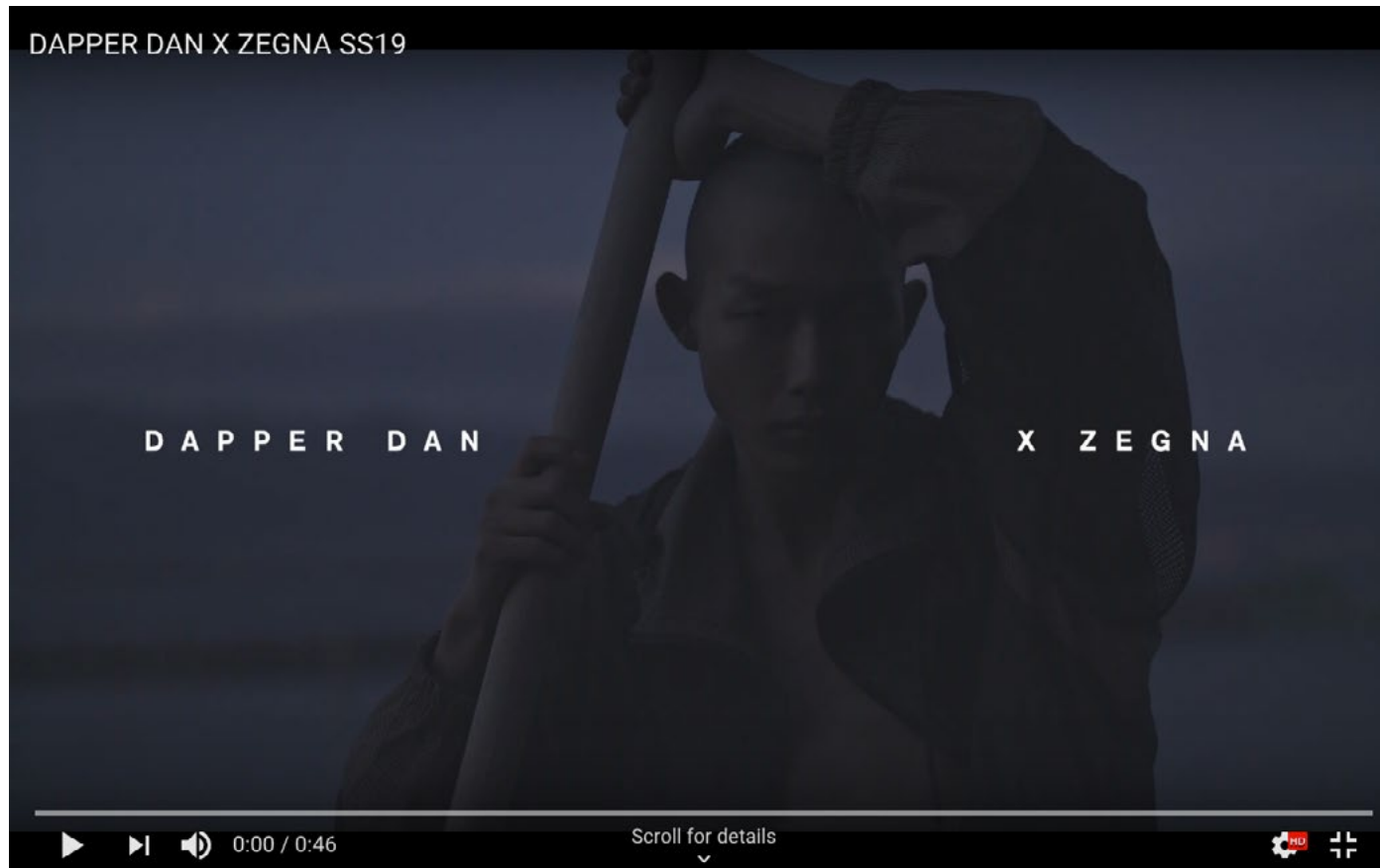




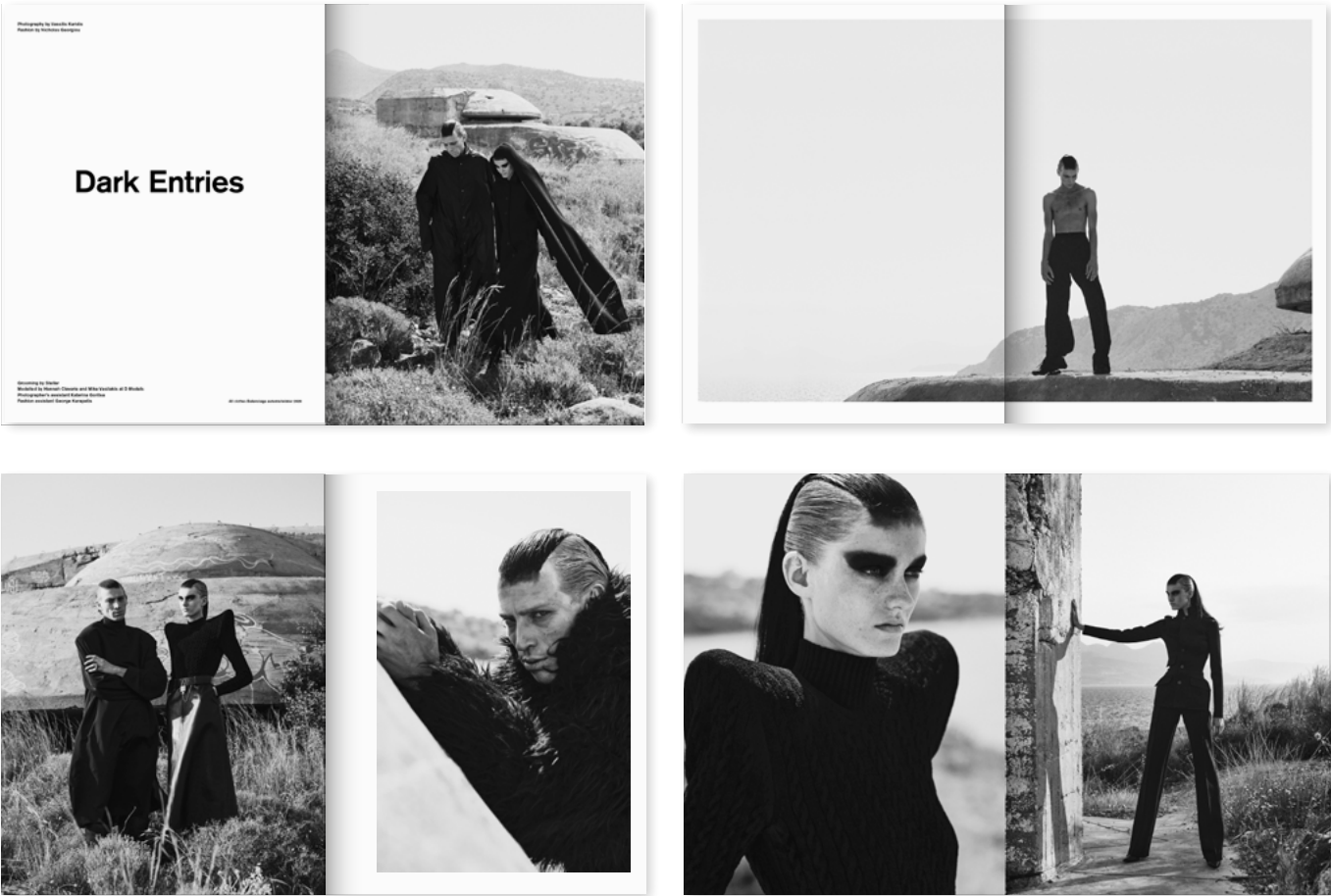












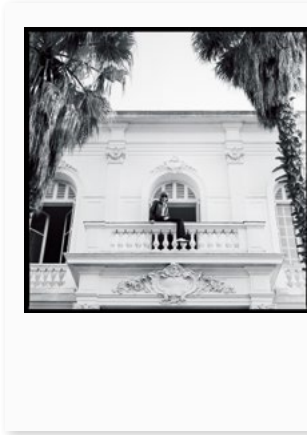
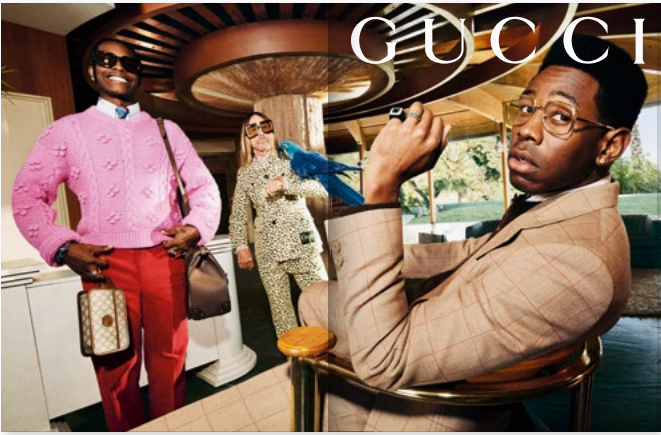
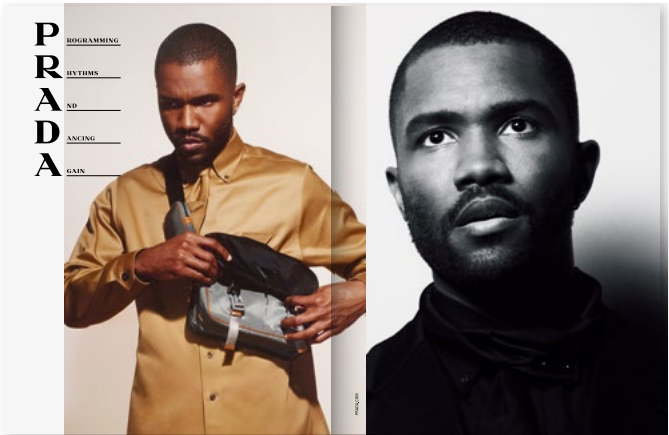
**DAPPER    DAN**

**CASE STUDIES**

**ADVERTISING /DPS**



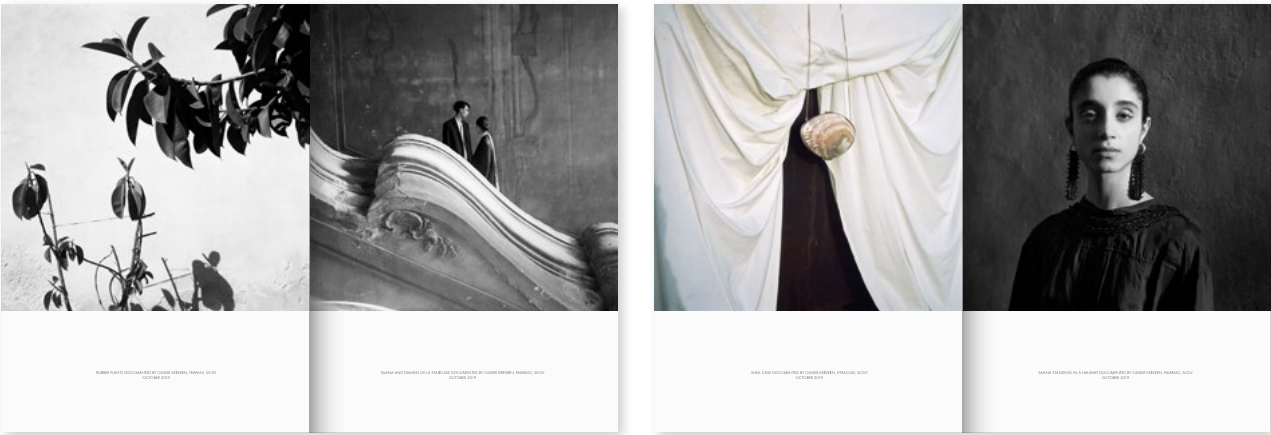
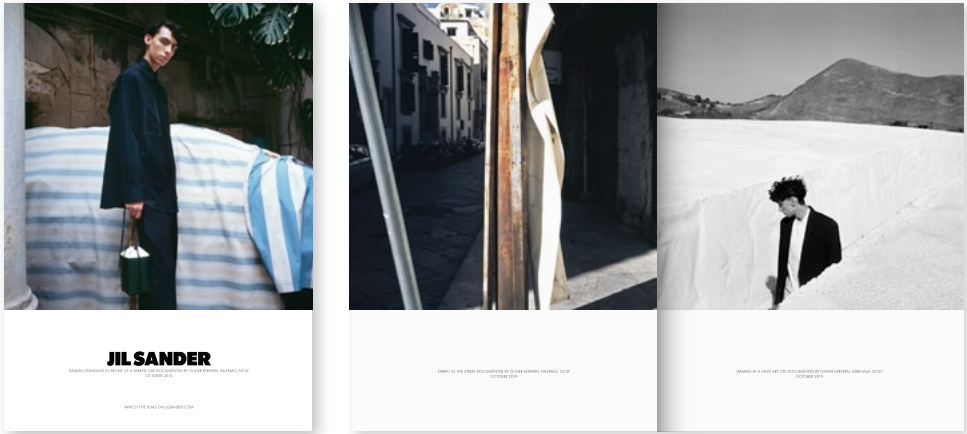
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**CASE STUDIES**

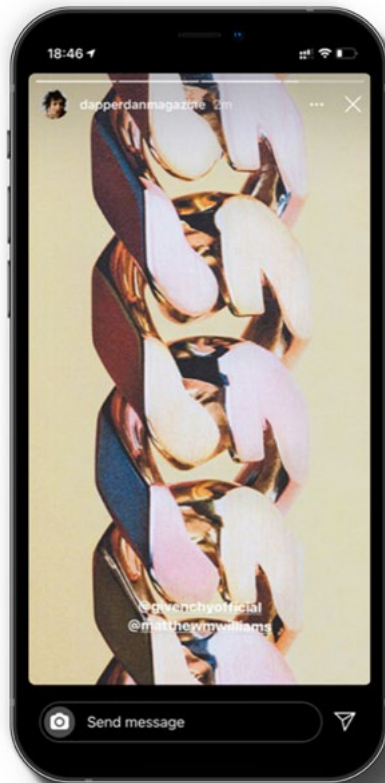
**ADVERTORIAL / ADVERTISING  
SPECIAL FORMAT**





CASE STUDIES

**ADVERTISING  
INSTASTORIES & INSTAPOSTS**



CASE STUDIES

**ADVERTORIAL  
INSTASTORIES & INSTAPOSTS**



# DAPPER DAN

## CALENDAR

**DAPPER DAN 23, spring/summer 2021**  
**Commercial booking: December 2019**  
**Artwork Deadline: 31 January 2020**  
**On sale: mid March 2021**

**DAPPER DAN 24, autumn/winter 2021**  
**Commercial booking: July 2020**  
**Artwork Deadline: 30 August**  
**On sale: end October 2021**

## ADVERTISING RATES

|  |                |
|--|----------------|
| <b>1st Double Page Spread</b>                | <b>15.800€</b> |
| <b>Double Page Spread Specified Position</b> | <b>12.600€</b> |
| <b>Double Page Spread</b>                    | <b>10.500€</b> |
| <b>Single Page</b>                           | <b>8.400€</b>  |
| <b>Inside Back Cover</b>                     | <b>10.500€</b> |
| <b>Outside Back Cover</b>                    | <b>16.800€</b> |

## 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.**

# DAPPER DAN

## CONTACT

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