

**About men's fashion,
lifestyle and travel.**

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Media Kit 2018

HERCULES UNIVERSAL





Limited edition hardcover

Hercules Universal is the fashion and lifestyle luxury biannual for men.

Launched in October 06, *Hercules* is a refreshing publication that offers a different point of view on the men's agenda. A magazine tailored to a reader that knows how to appreciate the best things in life, *Hercules* serves as the perfect guide to men conscious of style, culture and the social life around them. *Hercules* is a collectable experience about feeling good, looking good, challenging yourself and living in the present... *A magic box, full of surprises. Pure entertainment...*

Hercules is fresh, unique, timeless, sexy, iconic and collectable.



Manifesto

Hercules is a lifestyle!

HERCULES UNIVERSAL FIRST LOVE – ISSUE XXIV VOL. II

The *fashion* and *lifestyle* luxury biannual for men.

Social Networks

Facebook: +60,000 followers
Instagram: +50,000 followers

Why



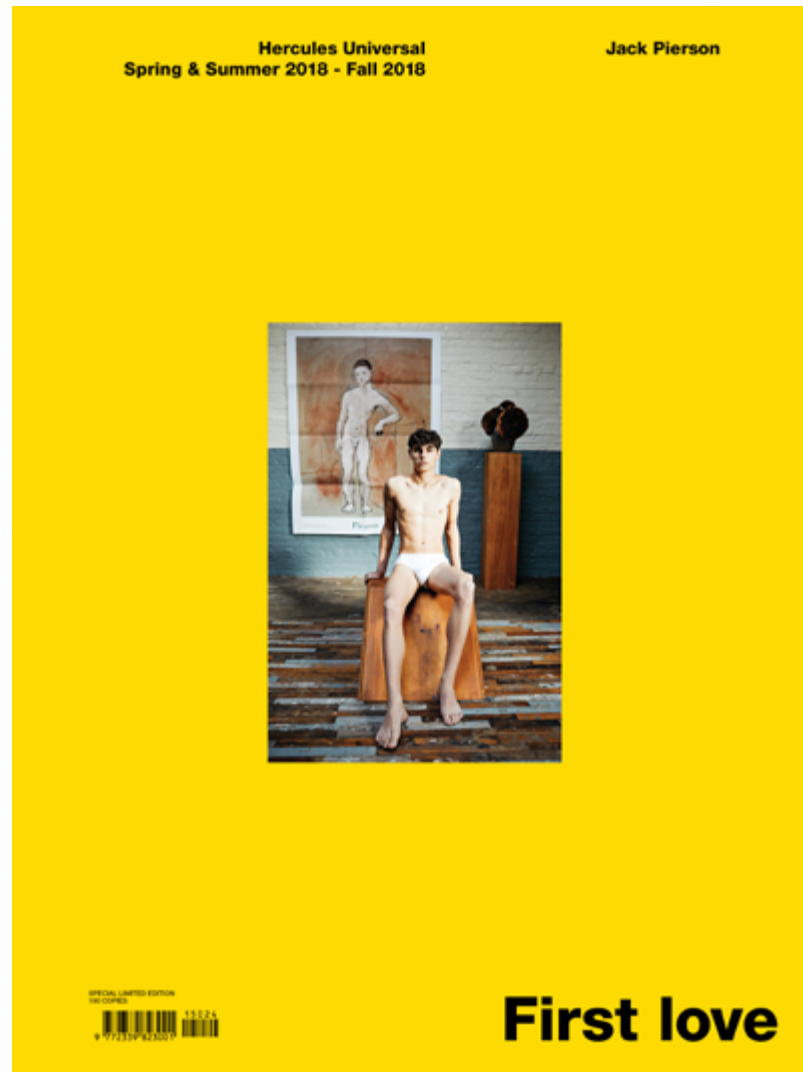
Hercules Universal is a magazine targeted to a generation of men conscious of fashion, style and social agenda.

A generation of men not afraid of spending on themselves and enjoying their very own luxuries. Men that travel and want to experience the aspects of a succesful life.

Hercules Universal combines a luxurious and elegant bi-annual print edition that becomes the perfect accesory to a man's life with the dynamic digital platform theissueten.com which compliments the Hercules world with exclusive contents created with the digital world in mind.

Through a mainline team of international contributors within the industry, Hercules Universal positions itself every season as an even stronger reference in mens fashion and lifestyle.

Target and circulation



HU Vol II / Issue XXIV
Photography JACK PIERSON
Fashion Editor PAUL SINCLAIRE

Our readers are: professionals with a disposable income, men that do not settle for the obvious.

Cosmopolitan men that travel and like to enjoy life at its best. Men that are not afraid to spend on themselves and appreciate quality and luxury.

Frequency: Biannual

Circulation: 52,000

Target audience: abc1

80% Men - 20% Women

Age between 25 and 55

Total Audience: 208,000 - 4 readers per copy

With a circulation of 52,000 copies worldwide, Hercules is stocked in the most relevant points of sale of the main world capitals as well as being available online through our very own online store as well as other exclusive online partners.

Available in over 40 countries in the five continents, including:

Spain, France, Portugal, Germany, Italy, United Kingdom, Holland, Sweden, Denmark, Norway, Belgium, Turkey, Dubai, United Arab Emirates, China, South Korea, Taiwan, Malaysia, Hong Kong, Japan, Thailand, Singapore, Australia, India, South Africa, Brazil, Mexico, United States and Canada.

Hercules Universal is also available on our online store:

www.theissueten.com

Contents

Hercules Universal offers the most exclusive contents put together in a luxurious hand finished edition that becomes an absolute collectable item.

Hercules Universal focuses every season on timeless yet modern fashions seen through the eyes of an exotic travel destination.

Each edition brings to you the most iconic interviews, features, photographic portfolios and travel guides that make each issue a must-have.



Positioning

With a luxurious print edition on the highest quality paper and our dynamic digital edition that focuses on special collaborations, Hercules Universal and theissueten.com positions itself as not only the most influential and relevant men's magazine to be edited from Spain but also as a strong key international reference in men's fashion and lifestyle.

With a very strong international visibility, Hercules Universal can be found at the world's key book-shops and new-stands. From Paris to Tokyo, Hercules can be found in luxury stores like Dover Street Market, Voo Store, Broken Arm, as well as all the international news agents in over 40 countries.

Rate card

Photography by Bruce Weber.

Hercules will be distributed in selected points of sale in the 5 continents' main capitals.

*Circulation 52.000 copies worldwide
300 + pages, full colour.*

INSERTION

Page
Dps
Back Cover
Opening Dps
First Dps
Page facing, masthead, contents
4 Page campaign showcase
6-8 Page Advertorial
8-10 Page Advertorial

RATES

10.000 €
15.000 €
24.000 €
20.000 €
16.000 €
10.000 €
15.000 €
16.000 €
20.000 €



Dimensions for materials / specs

Single page: 210 mm wide x 280 mm tall
with 5 mm bleed both sides.

Double page: 420 mm wide x 280 mm tall
with 5 mm bleed both sides.

Materials can be sent in high res *CMYK PDF*
format with colour proofs to our editorial office
in Barcelona:

Hercules Universal

Av. Diagonal 360, Barcelona 08013

For artwork and materials:

art@herculesuniversal.com

Or on tel: +34 93 208 24 58





Photography by Coke Bartrina.

THE ISSUE TEN

Concept store

The Issue Ten is the new concept store created by the founders of Hercules Universal, located in the heart of Barcelona, the new space serves as a crossover between a book shop and an art space.

Our concept store is also shoppable online visiting:

www.theissueten.com

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Heart breaks open



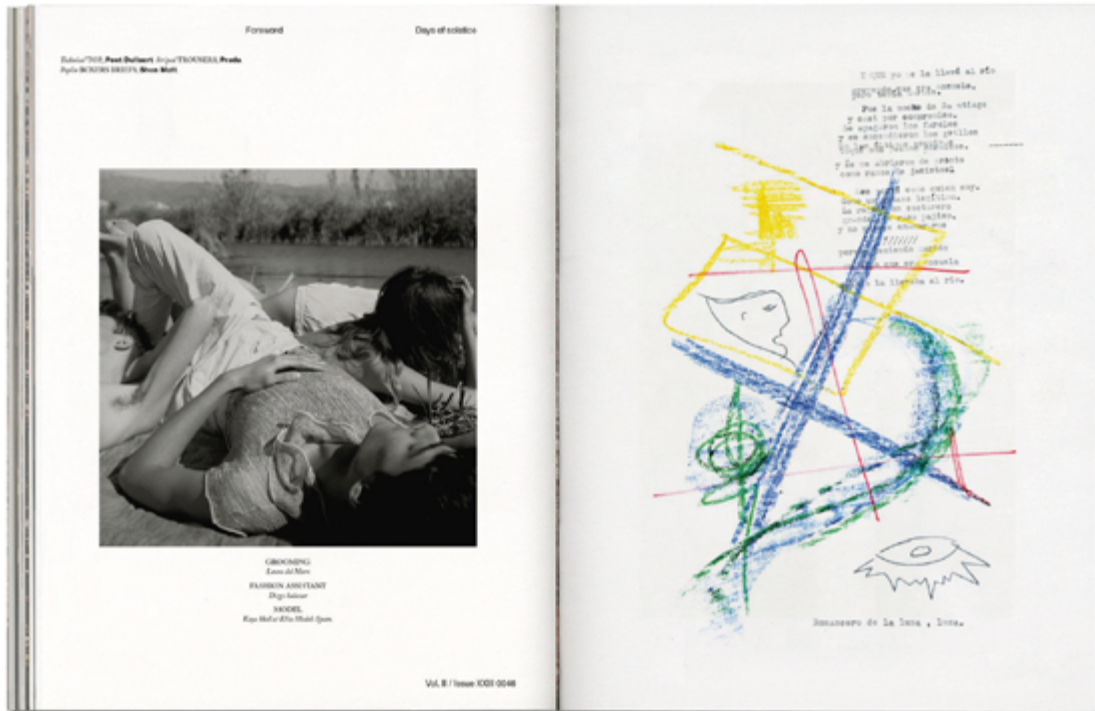
Photography **Jack Pierson**

Fashion editor **Paul Sinclair**

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BRIEFS, Calvin Klein Underwear.







Like Helmut A Sizable Obsession

Spring & Summer 2016 - Fall 2016

1. **PLANNED PARENTHOOD** (overhead), April 12, 2017
 100 square centimeters, acrylic on paper
 10 x 17 (39.4 x 53.3 cm)

2. **PLANNED PARENTHOOD** (side view), August 4, 2017
 100 square centimeters, acrylic on paper
 10 x 17 (39.4 x 53.3 cm)

3. **PLANNED PARENTHOOD** (profile), January 21, 2018
 100 square centimeters, acrylic on paper
 10 x 17 (39.4 x 53.3 cm)

4. **PULL PANTS** (overhead), June 20, 2017
 100 square centimeters, acrylic on paper
 10 x 17 (39.4 x 53.3 cm)

First look

right to a mirror, surrounded by a lush landscape. I was really influenced by Bruce Nauman and was looking at a lot of the Mexican muralists. Diego Rivera and Frida Kahlo as well as artists who were creating personal narratives in their work. Then, I got pregnant with one of, but I wasn't ready to have a kid yet so I got an abortion. That experience was an life changing for me in terms of my freedom and realizing that I did not want to be with this person. Going through that painful yet pleasurable experience made me more in touch with my body and from there I started doing these tiny organic paintings that really smell, the use of my public areas, especially the area of the rear cheeks. I did paintings of having your period, having an abortion and having sex that is you. That expanded to my body, moved up to my breasts and from there I did full body paintings. Then, I brought my husband into the paintings and all of that stems from the experience of having the abortion. My intention started in 2014. It became more political and less generational. There are rapists, harassment, engineers, others are representative of acts like cannibalism.

M: Your work is healing.

L: It is? That's what I want to transmit. It came as a healing for me after that experience at Planned Parenthood because I had to figure out how to deal with the pain that my ex caused me. And I say caused because it was his fucking sperm and he was kind of an asshole.

M: Can you tell me more?

L: [Laughs] Yes. Exactly. Can I tell. [Continues laughing] But, you know that experience gave me a new life. It opened a whole new way of thinking about my body.

M: It's ok if we publish this in the interview?

L: Oh, please! I talk about it all the time. Sometimes I've been asked for talking about it and I don't understand why. I'm like pain from the abortion, definitely I have abortion. Through my work I've been able to give as much as I can to Planned Parenthood to repay my love for them. They gave me my life. I feel that man in our nation just want to pump their sperm into everything and live so happy that there are men out there who are cannibal-

ing themselves. They don't realize that they also affect their life by putting sperm in other people. I go through life assuming that people with these are and I'd just see things like "oh I just avoid pants with blood!" It just comes out freely and some women are like "no... don't tell me that." I'd be like "that's free but I need to explain... but, don't you have your period? Don't you eat bread?"

M: Besides healing what else do you want your work to communicate?

L: I want to communicate a sense of bodily freedom. I want viewers, when they are standing in front of it to embrace and open an awareness to their bodies while at the same time offering the kind of critical, beautiful or formally interesting things to look at. I just want to play with the phrasing, pondering viewing experience because that's what I try to give myself.

Vol. 8 / Issue XXII 0112

CREATING
 Oliver Jordan

CASTING
 Andy West
 Of New York School
 of Art School

FASHION COORDINATOR
 Jim Martin

PRODUCTION DESIGNER
 Thomas
 at Berlin Production

PRODUCTION ASSISTANT
 Gabe Lauer

FASHION ASSISTANT
 Greg Knight

HAIR
 Chris Kim of Green Hair at NYU
 Open House at NYU
 George of Green Hair at NYU

Carsten Wegner Matthew Wolf

Spring & Summer 2016 - Fall 2016

First look

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