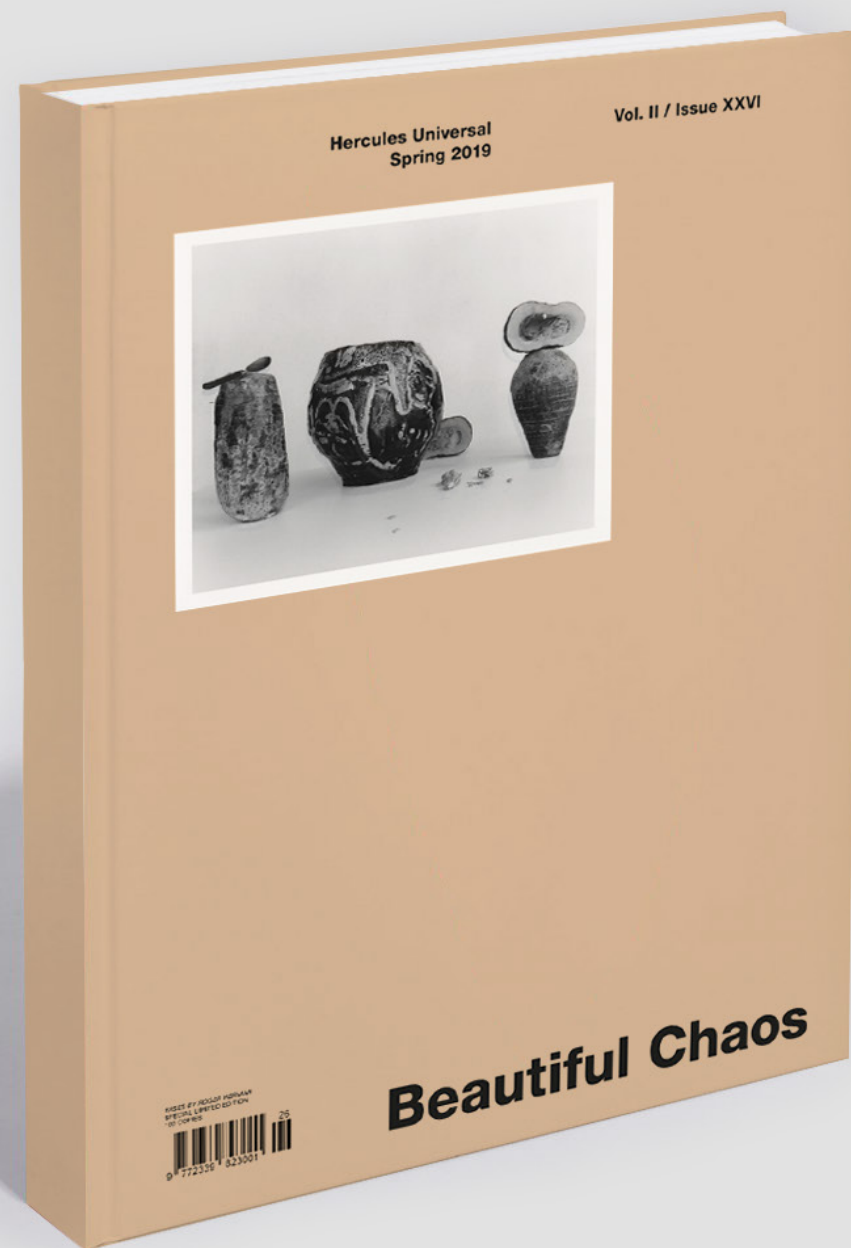


**About men's fashion,
lifestyle and travel.**

www.theissueten.com





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

BEAUTIFUL CHAOS – ISSUE XXVI VOL. II

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



Social Networks

Facebook: +60,000 followers

Instagram: +50,000 followers

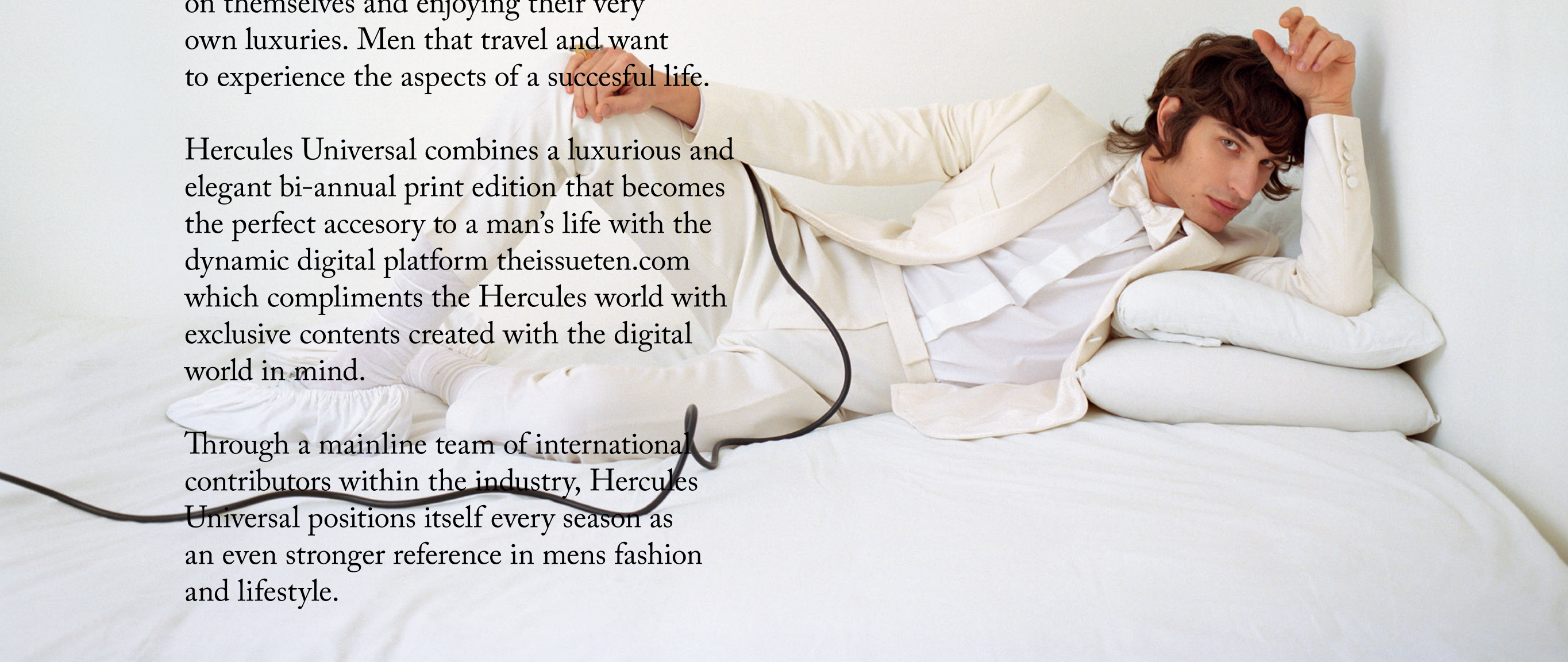
Why

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 XXVI
Vases by ROGER HERMAN

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:

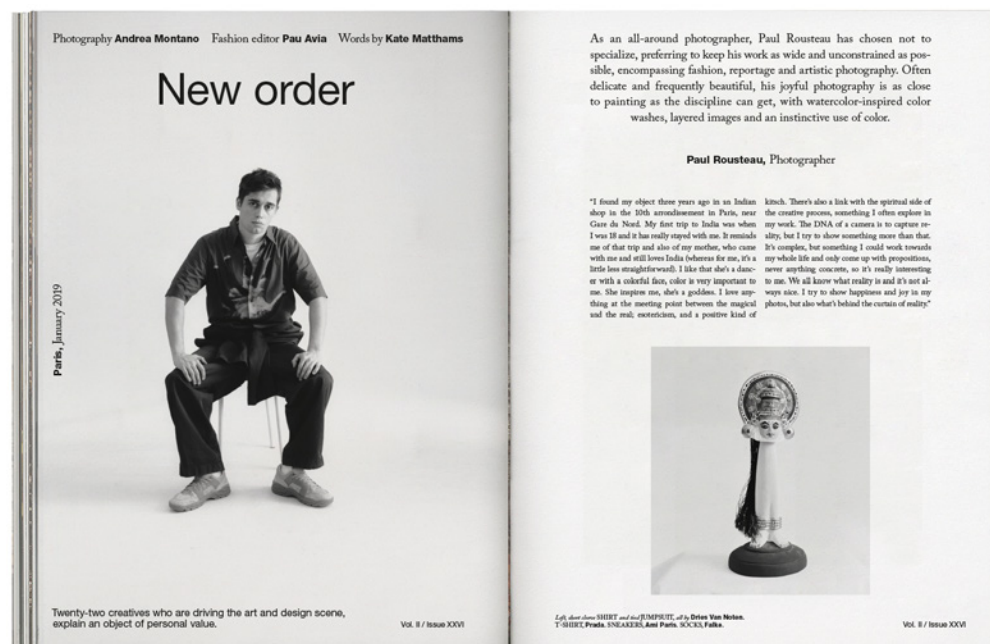
www.herculesuniversal.com

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

Photography *by Bruce Weber.*

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

RATES

Page	11.000 €
Dps	16.000 €
Back Cover	26.000 €
Opening Dps	22.000 €
First Dps	17.000 €
Page facing, masthead, contents	11.000 €
4 Page campaign showcase	16.000 €
6-8 Page Advertorial	17.000 €
8-10 Page Advertorial	22.000 €



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tall with 5 mm bleed both sides.

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

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28014, Madrid

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art@theissueten.com

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Hercules^casa



The Hercules answer to lifestyle and design, a once yearly collectable supplement about places, spaces and objects. Curated by the editors at Hercules this new supplement provides the perfect guide to the design agenda.

www.herculesuniversal.com/casa

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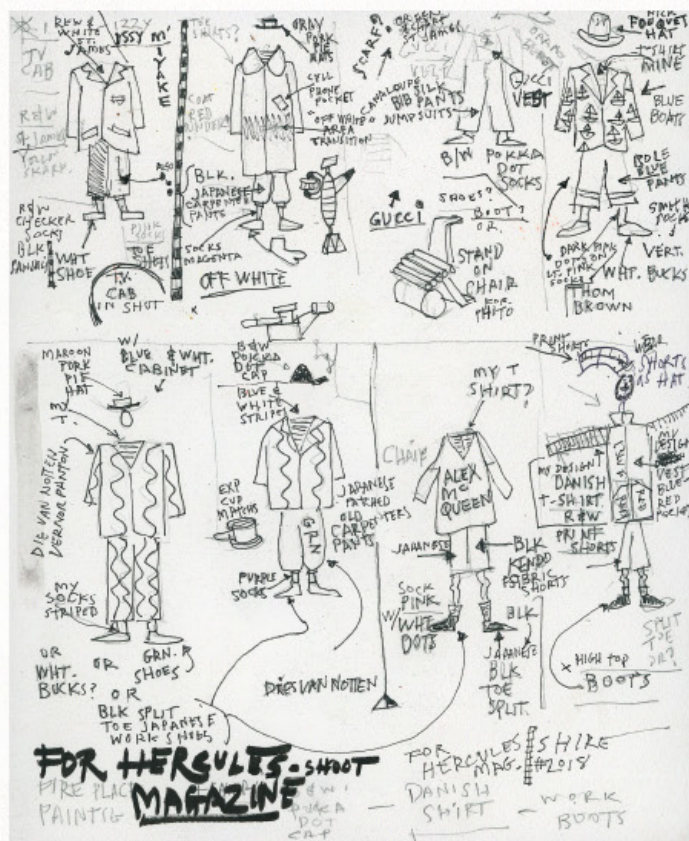
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Photography by *Charlie Gates*.



ALEXANDER: We are in Echo Park, a protected little canyon, at the far tip of the Santa Monica mountain chain, just before it dies out in the Los Angeles Chinatown basin.

PETER: A visitor once came to visit the studio and said "Where were you born?" And I said: "Come here," looked out the window right down two miles, and pointed - "There!"

A: Your father was a carpenter, his father was a carpenter. Did any of the tools hanging on the studio walls belong to them?

P: Yeah, the hammer collection started because of my dad, although I buy hammers if I find them. These are the first tools man used: a hammer,

a knife. I guess there are still versions of them—especially the knives—that are almost treated as an art form in themselves, right? My grandfather on my mom's side was also working with wood: he was a cabinet maker. After the Gold Rush, so many merchants emigrated to California.

A: The arrival of ambitious 'makers' is so operative in California history. The Gold Rush and everything past it caused, among other things, a whole group of people to slide between social and economic classes, and go into the world creating new rules.

P: The skateboarding, the surfing, the music, and the fashion. It's this whole idea that California

Checked rollneck TOP, Jil Sander.
TROUSERS, SOCKS and SHOES, Peter's own.



Photography **Andrew Jacobs**
Fashion Editor **Michael Darlington**

New York, January 2019

Heavy WETT and dark BALT, all by Peter Mohr. T-SHIRT, Michael's own.

Designer and dealer of 20th century design, Michael Bargo runs a by-appointment atelier, Galerie Michael Bargo, from his loft in New York's Chinatown. Housed inside his home, he views the gallery as an extension of his personal space and curates it with the same care and attention he devotes to his polished Instagram account. His considered integration of modernism, contemporary design, and decorative art has earned him industry recognition and a high-profile international clientele.

VASES, by Roger Herman.

Michael Bargo, Designer and Dealer

"I purchased this vessel by Roger Herman last year, from Jack Hanley Gallery on Beacon Street, in New York. I already had one of his pieces and I thought this piece was so special because of its form, color and the sensuality of the subject matter. I have a deep fondness for ceramics and I think Roger Herman is one of the greatest contemporary artists. His style is eclectic; he works

between abstraction and figuration using color and texture contrast, and embraces the random and the spontaneous which gives his ceramics and carvings an appealing vibrancy. His striking pieces draw on very wide-ranging influences and references, that take in everything from Psychedelic cave paintings to manga, via surrealism and erotica."

Left: Jacket: JUMPER and trousers: TROUSERS, all by David. SNEAKERS: Marni. Right: Jacket: JACKET Dior Men. Coat: THOMAS. Coat: T-SHIRT, Adambrothers.

Photography **Luis Alberto Rodriguez**
Fashion editor **Beat Bolliger**

Double-breasted BLAZER, DINA SHIRT and light-colored PANTS, all by Louis Vuitton.

I hear you call my name

Vol. 8 / ISSUE XXVI

Louis Vuitton Spring 2019

Photography **Antonio Mingot**
Fashion editor **Ben Schofield**

Heaven is a place on Earth

A year into his tenure at Dior, Kim Jones is producing sell-out collections and critically acclaimed shows, drawing on rich cultural references born of a wanderlust that has taken him around the globe. A journey from streetwear in London to tailoring in Paris, via the plains of Africa, mega cities of Asia and a friendly neighborhood newsagent.

Kim Jones in conversation with Kate Mattheams

Designed with BLAZER, Dior Men. Right: with BLAZER, SHIRTS and TROUSERS, all by Dior Men.

