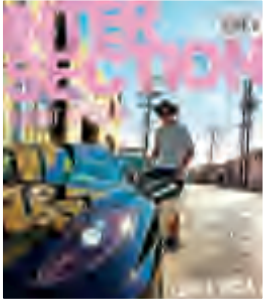


# MEDIAKIT 2018



# MOBILITY

In INTERSECTION the reader gets an extensive and completely unique insight into the newest trends of the mobility industry. Concept Cars, car sharing, movement in the digital age. The visions of tomorrow and today are at the heart of the magazine. From

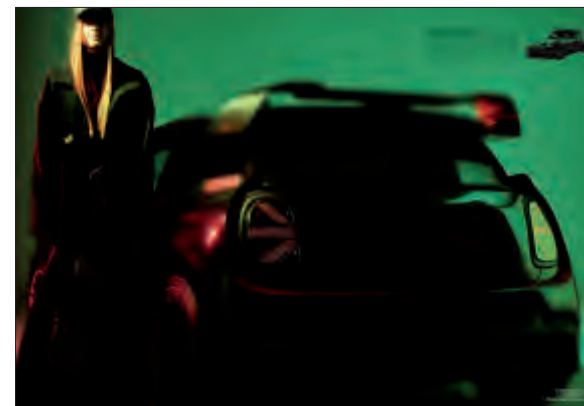
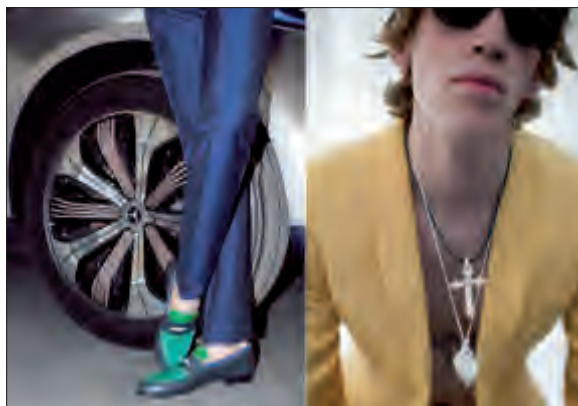
brehtaking design ideas, to innovative technical ideas to the ultimate luxury: Motorbikes, Yachts, electric cars and supersportscars – everything that moves the world is covered with humor, depth and passion.



# FASHION AND ACCESSORIES

INTERSECTION is a modern luxury magazine for men. In elaborate photoshoots we not only show beautiful and visionary cars but also high standard fashion and accessories. Apart from that we cover the latest

trend on the intersection between the luxury and mobility industrie. An important role play watches, to which we dedicate an extensive spread in each magazine.





# ART AND DESIGN

More and more art becomes an important for individuals and the lifestyle industrie. Also the car and luxury industrie collaborates increasingly with artists and freethinking designers. In INTERSECTION we focus on exceptional works to surprise and inspire the reader.

# CELEBRITIES

A central part of INTERSECTION are extensive interviews and portraits of celebrities. Actors like Daniel Craig, Orlando Bloom, Usher, Ralph Lauren or formula-1-legends

like Nikki Lauda or Jenson Button talk in unusual intimate interviews about their true passion: Speed and the most beautiful vehicles of the world.





# PORTRAITS

Besides interviews with world-famous celebrities, INTERSECTION covers personalities, who shape the industrie and the world around us. Famous designers like Philippe Starck, Fiat-successor Lapo Elkann,

Hollywood-wizard Syd Mead and many more are personalities, who INTERSECTION collaborated with.

# TARGET GROUP

INTERSECTION has loyal and mostly male readership between 30 and 60 years. Being dressed well is important to them. At the same time they are keen on the latest developments in the fields of technology and design. They love the unique and creative way INTERSECTION covers its topics. It inspires them since they mostly work in creative fields as well. They have a highly developed sense for aesthetics and value an elaborate visual style.

INTERSECTION readers have an above average education and an above average income. They see themselves as contemporaries of the personalities, who are portrait in the magazine. They are interested in the newest developments in society, culture and aesthetics – and have the urge to shape them themselves.

## SOCIOGRAPHIC CHARACTERISTICS

### Gender:

male: 77,8%  
female: 23,2%

### Age:

18-24: 12%  
25-34: 32,8%  
35-44: 39,9%  
45-100: 15,3%

## GEOGRAPHIC SPREADING

Berlin: 25%  
Munic: 17%  
Hamburg: 15%  
Stuttgart: 11%  
Köln: 10%  
Düsseldorf: 9%  
Frankfurt: 8%  
Wien: 3%  
Others: 2%

## TRAITS OF READERS

- highly educated
- university degree
- career oriented
- work in creative jobs like media, design or communication
- high income
- cosmopolitan mind / internationally oriented
- likes to travel
- fashion conscious and enthusiastic about technological innovation
- ambitious and sophisticated



# DEADLINES/ RATES

## DEADLINES

### Issue 2/2018 (No. 33)

**Date of publication: March 2018**

Closing date: 08. February 2018

Delivery date for printing data: 13. Februar y2018

### Issue 3/2018 (No. 34)

**Date of publication: June 2018**

Closing date: 03. May 2018

Delivery date for printing data: 08. May 2018

### Issue 4/2018 (No. 35)

**Date of publication: September 2018**

Closing date: 16. August 2018

Delivery date for printing data: 21. August 2018

### Issue 1/2019 (No. 36)

**Date of publication: November 2018**

Closing date: 25. October 2018

Delivery date for printing data: 30. October 2018

## RATES

### SIZES:

2/1 page	26.000 Euro
1/1 page	13.000 Euro
1/2 page	9.100 Euro

### DISCOUNTS:

from 39.000 Euro	5 %
from 78.000 Euro	10 %

### ADVERTORIALS:

2/1	26.000 Euro
1/1	13.000 Euro

### BANK ACCOUNT:

OFF ONE'S ROCKER PUBLISHING LTD.  
Berliner Sparkasse  
IBAN DE33 1005 0000 6604 0889 69  
BIC BELADEVB33XXX





# SPECS

## SPECIFICATIONS

### FORMATS:

2/1 page 486 mm x 337 mm + 3 mm bleed

1/1 page 243 mm x 337 mm + 3 mm bleed

### PDF - FORMATS:

PDF-X, Acrobat-4-compatible, or higher. Resolution should be 300 dpi minimum. Fonts, logos and pictures need to be embedded.

### BLEED:

3 mm on all sides for advertising on content pages and 5mm for advertising placed on the cover pages.  
For double page spread ads gutter safety is 3 mm on either side of the gutter .

### PRINTING PROFILES:

Cover: ISO Coated v2 (FOGRA 39 L), Content: PSO LWC Improved (FOGRA 45 L)

### PRINTING DATA VIA MAIL TO:

anzeigen@off-ones-rocker.eu

### PRINTING PROCESS:

Offset, ISO standard on coated paper.

### DISTRIBUTED CIRCULATION PRINT & DIGITAL:

50.000



# CONTACT



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