

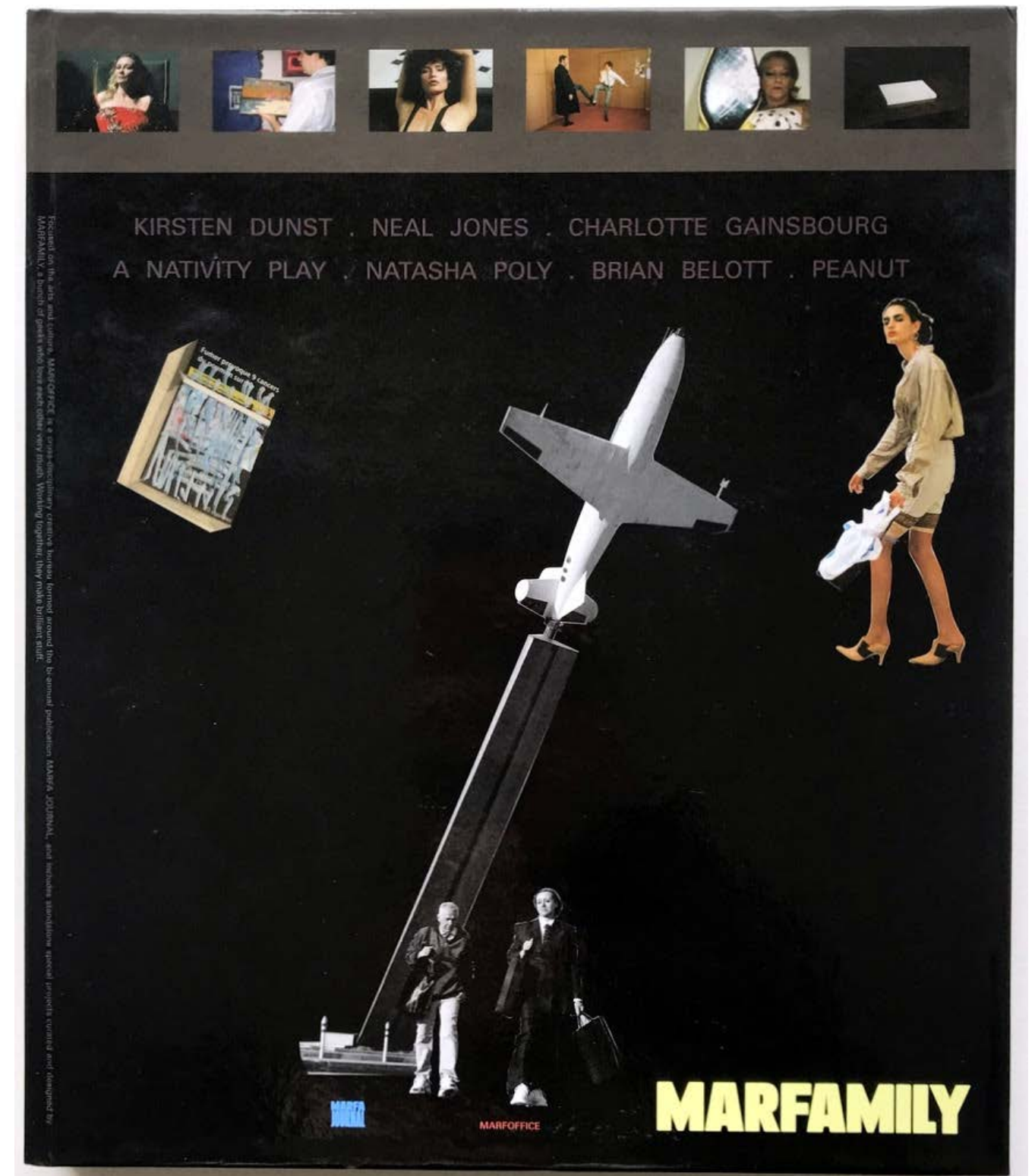
**MARFA
JOURNAL**

MARFOFFICE

MARFA FAMILY



MEDIA KIT AUTUMN 2017



MARFOFFICE

CREATED BY ALEXANDRA GORDIENKO AND
A TIGHT CIRCLE OF HER FRIENDS WHILST
STILL AT CENTRAL SAINT MARTINS IN 2013
– MARFA JOURNAL OR MARFAMILY IS A
COLLABORATIVE PROJECT, PRESENTING AN
INTIMATE TAKE ON THE CURRENT STATE OF
CULTURE. IT BLENDS VARIOUS DISCIPLINES OF
CONTEMPORARY ARTS INTO THE FORMAT OF
A HARD-COVER BOOK.

THE BIENNIAL TITLE IS CRAFTING ITSELF A
MULTI-FACETED PROFILE WITH PUBLIC EVENTS
AND BRANDED T-SHIRTS THAT ARE TRUE TO
THE ZEITGEIST SPIRIT OF THE MAGAZINE.
MARFA JOURNAL'S PHYSICAL EDITION MIXES
RAW AND PERSONAL PHOTOGRAPHY WITH
INTIMATE INTERVIEWS AND EXTENDS ACROSS
300+ PAGES.

MARFAMILY 1



WE HAVE A STRONG,
EVER-GROWING PRESENCE
ON SOCIAL MEDIA,
MAINTAINING THE STRONG
AESTHETIC OF THE
PRINT PUBLICATION IN
DAILY COMMUNICATION
WITH BOTH READERS
AND COLLABORATORS.

THIS CONVERSATION
INTRODUCES THE BRAND
TO A GROWING AUDIENCE
AND A DEVELOPING
READERSHIP THROUGHOUT
THE YEAR.

@MARFAJOURNAL



SOCIAL



READERSHIP

CIRCULATION 35,000

WOMEN 60%

MEN 40%

AGE

18-21 - 18%

22-26 - 41%

27-38 - 20%

39-48 - 9%

49+ -12%

FREQUENCY BI-ANNUAL

DISTRIBUTION

EUROPE + UK, 50% NORTH AMERICA,
30% INTERNATIONAL, 20%

PRODUCTION SPEC

HARDCOVER 322 PAGES 233 X 276 CM

“WHILE OTHER MAGAZINES ARE MAGAZINES, MARFA JOURNAL IS POPULAR CULTURE ON PAPER.”

"MARFA JOURNAL IS NOW MARFAMILY.

THE FIRST ISSUE IS OUT NEXT WEEK. AND IF THE COVER DOESN'T MAKE IT CLEAR ENOUGH, WE CAN TELL YOU,

THEY JUST REINVENTED MAGAZINE DESIGN AND ART DIRECTION!"

STOCKISTS



DAD

DOVER STREET MARKET / IDEA BOOKS DEPOP / IDEA STORE
TATE MODERN
OPENING CEREMONY
THE ICA
GOODHOOD
KOENIG BOOKS AT THE SERPENTINE GALLERY KOENIG BOOKS AT THE WHITECHAPEL GALLERY CLAIRE DE ROUEN
TI PI TIN
HUH
MAGMA BOOKS
CREATIVE REVIEW WARDOUR STREET
CREATIVE REVIEW BERWICK STREET
ARTWORDS BOOKSHOP RIVINGTON STREET ARTWORDS BOOKSHOP BROADWAY MARKET SOUTH LONDON GALLERY
PARIS
COLETTE
PALAIS DE TOKYO
LO/A
YVONNE LAMBERT
ARTAZART DESIGN BOOKSTORE
OFR
KENZO
BROKEN ARM
COMME DES GARCONS TRADING MUSEUM / IDEA BOOKS
MORE EUROPE
ATF
BJORK [FLORENCE]
SODA BOOKS
OMMU
ATHENAEUM BOEKHANDEL
URAL VISION GALLERY [RUSSIA]
KM20 [RUSSIA]
WIELS CONTEMPORARY ART CENTRE [BELGIUM] WOOD WOOD [DENMARK]
GALLERIA CARLA SOZZANI [ITALY]
SLAM JAM SOCIALISM [ITALY]
DO YOU READ ME? [GERMANY]
SOHO HOUSE BERLIN [GERMANY] ATHENAEUM BOEKHANDEL [NETHERLANDS] SUPER SALON [POLAND]
SLOU [PORTUGAL]
WER-HAUS [SPAIN]
EYTYS [SWEDEN]
PAPERCUT [SWEDEN]
KITCHENER [SWITZERLAND]
USA
MCNALLY & JACKSON NEW MUSEUM OPENING CEREMONY PRINTED MATTER LAFAYETTE SMOKE SHOP DASHWOOD BOOKS WHITNEY
MUSEUM
BY GEORGE [AUSTIN]
KAVI GUPTA GALLERY [CHICAGO]
PRINTTEXT [INDIANAPOLIS]
FAMILY [LA]
MOCA BOOKSTORE [LA]
ARTBOOK @ MOMA PS1 [NYC]
GAGOSIAN GALLERY [NYC]
DOVER STREET MARKET / IDEA BOOKS [NYC] OBJECTIFY [NYC]
THE STANDARD HOTEL [NYC & MIAMI]
PARK LIFE [SAN FRANCISCO]
BULLDOG NEWS [SEATTLE]
WORLD
HYPEBEAST [HONG KONG] WORLD MAGAZINE CO. [KOREA] MARGINAL PRESS [JAPAN]
MAG NATION [AUSTRALIA] B&WHITE [BRAZIL]



Colour or mono advertisements are charged at the same rate | All advertisement rates are subject to VAT | Payment terms for advertising 30 days | All bookings must be confirmed in writing to guarantee insertion | All artwork must be accompanied by a match-

RATES

OPENING DPS

€5,000

SPECIFIED POSITION DPS +25%

€10,000

DPS ROP

€9,000

OUTSIDE BACK COVER

€5,000

SP FACING SPECIFIED POSITIONS

€7,500

SP ROP

€6,000

ADVERTORIAL

RATES UPON REQUEST.

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CALVIN KLEIN
A.P.C.
CARHARTT WIP
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LAAIN
BALENCIAGA
SUPER YAYA
RAF SIMONS
J.W. ANDERSON
LOEWE
REPOSSI
PALAIS DE TOKYO
SAINT LAURENT
VITO SCHNABEL FOUNDATION
ALEX EAGLE
SUPREME
HOOD BY AIR
SIMONE ROCHA
BEENTRILL
VETEMENTS
GOSHA RUBCHINSKIY
MAWI
TOMASINI
MARTINE ROSE

GALERIE RÜDIGER SCHÖTTLE
GIVENCHY
MARYAM NASSIR ZADEH
THE STORE X SOHO HOUSE BERLIN
STÜSSY
CAMPER
MAHARISHI
WETRANSFER
COACH
MARQUES' ALMEIDA
MAXINE BEINY
GALERIES TROPEZIENNES
PAUL'S BABY GRAND
LINDA FARROW
GOLF
ROKSANDA
OFF-WHITE
MISBHV
CLAIRE BARROW
HUF
BIANCA CHANDÔN
MARGINAL PRESS
VISIT FOR
OBJECTIFY, NYC
BY GEORGE, AUSTIN



ADVERTISING

Focused on the arts and culture, MARFOFFICE is a cross-disciplinary creative bureau formed around the bi-annual publication MARFA JOURNAL, and includes standalone special projects curated and designed by MARFAMILY, a bunch of geeks who love each other very much. Working together, they make brilliant stuff.

