

MIXTE
PARIS

MEDIA KIT 2016-2017

1996

While other glossy magazines were disappearing one by one (French *Glamour*, *Marie Claire 2*, *Vogue Hommes International*...) culled by publishing houses who no longer believed in a high-end press, MIXTE was born from the belief that another kind of magazine had its place. Gender was already a keyword at the time, with the arrival of a new androgyny, borrowing from the codes of streetwear, grunge and the early form of what was to become porno-chic. CK One in the lead, new launches were feeding into a clear audience for this happy mix of styles and ideas. As a child of this time, MIXTE started as it meant to go on, mixing styles and talents, putting the major names of the moment (Mondino, Testino...) together with a new generation who would go on to become a reference in their own right. Among them, David Sims, Terry Richardson, Emmanuelle Alt, Jane How, Thomas Lagrange, Loïc Prigent, Olivier Zahm...

Two decades have passed, fashion has gone from being a confidential spectacle to a worldwide show, following in the steps of a general globalisation that has made the same images, the same names and the same desires universal from Paris to Beijing via Cuba thanks to the digital age. Yesterday's designers are today's artistic directors, their role shifting from the mere creation of clothes to the global identity of a brand. From Friendster to Instagram, social networks have transformed our relationship with celebrity and its actual cruising speed. Fashion, but also music, cinema, contemporary art and architecture have been radically transformed in their way of thinking and doing by this new rhythm.

Of all this MIXTE has been an actor more than a spectator, spotting which virtual comets would shine brighter than others, crossing the paths of artists, musicians, designers, stylists, photographers, creating unexpected encounters whilst always being a source of inspiration and a place of free expression. Through the years, avid readers will have noticed an early photoshoot with a new band spotted on Myspace called Arctic Monkeys, a teenage Léa Seydoux, interviews with « up-and-coming » young designers such as Nicolas Ghesquière, Lou Doillon as a fresh-faced model, covers by Josh Olins...

2016

Fashion is still feeling the waves of change. As creative time speeds up, some designers are choosing to take a step back while others are moving forward to embrace a new fast-forward time-frame focusing on the now and the ready-to-shop. The gender question is no longer in hiatus as men and women's shows are once again melding, adjectives falling by the wayside. The notions of age and origins are fading, taking with them our pre-conceived ideas.

Rich with these experiences, as open-minded as it was back in the day, MIXTE celebrates its twentieth birthday by reinventing itself again and again, in the image of fashion and its surrounding galaxies. Because fashion is as much a social subject as it is a mirror and an actor of society, MIXTE sees itself more than ever as a voice of its time, suggesting ways to read and approach a world and media in constant evolution. MIXTE has never sought to impose any stylistic diktats, preferring to provide its teams with a platform for free expression, a creative open space. More than ever, our fashion pages see themselves as in synergy with their time, showcasing a spirit that is more than a little daring and rebellious. An energy that is not afraid of change.

Staking its claim to independence and creative freedom, MIXTE is (once again) a crossroads at which fashion, creation, culture and society meet. An actor of the present, a witness of change, a visionary of future trends. X marks this spot.



PHOTO LIZ COLLINS. STYLING FRANCK BENHAMOU.

For the past 20 years, *Mixte* has displayed its independence through a total freedom of expression in the way it looks at fashion and the world around it. This 20th birthday is the occasion for us to reaffirm our position as an international fashion magazine with a quarterly periodicity for a generous, high-quality, cutting-edge magazine. A reflection of its time, bearing witness to the constant changes of society and anticipating the shifts of tomorrow, *Mixte* sees this anniversary as the opportunity for further reinvention and projection into the future.

The three founders, Tiziana Humler, Christian Ravera and Guy Guglieri have expanded their team to face the challenges of the post-digital fashion press. By closely observing the changes in the luxury market, the trio intend to defend an approach in which fashion is a reflection of society and its radical changes.



PHOTO: YANNEY EDRY. STYLING: FRANCK BENHAMOU.

NEW FASHION diRECTOR

Franck Benhamou has joined the team, writing a new chapter and rooting *Mixte's* fashion vision with a realistic vision, connected to the changes within the luxury industry.

After spending sixteen years as fashion editor at *Numéro*, Franck worked as a freelance stylist and consultant, collaborating with some of the most prestigious international names and publications.



PHOTO MAURIZIO BAVUTTI. CONCEPT VIOLETTE. STYLING ALLISON LEVY.



NEW SIGNATURES

David Sims, Terry Richardson, Emmanuelle Alt, Jane How, Thomas Lagrange, Loïc Prigent, Olivier Zahm are all part of the magazine's history. Editor-in-chief Nathalie Fraser has also expanded her team alongside Ariel Kenig, who joins her as editorial adviser. Their network of cutting-edge journalists and independent photographers provide an open, contemporary and surprising vision.

STR ETCH

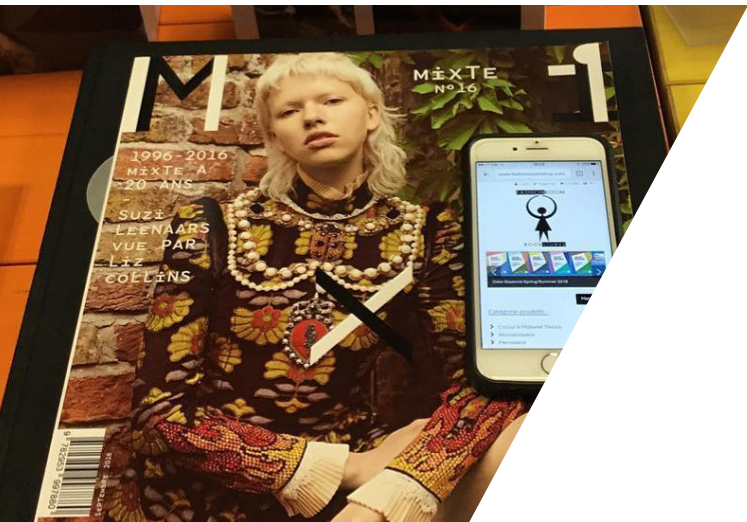
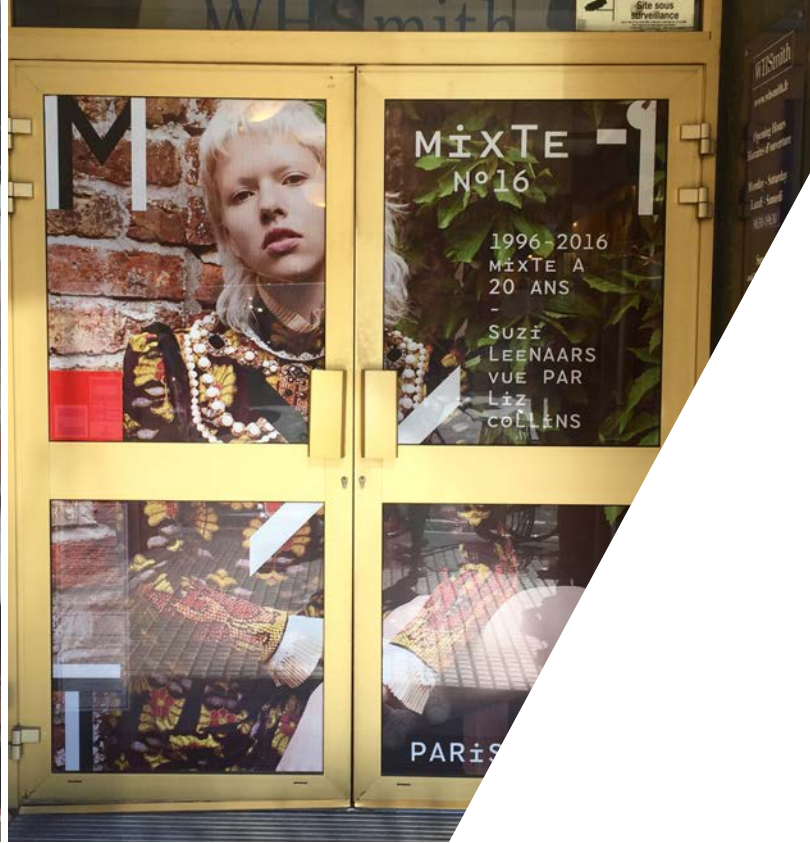
TO FIT

PHOTO HASSE NIELSEN. STYLING NADINE HETKES.



NEW LAYOUT & LOGO

Mixte's editorial vision and its increased ambition in terms of capturing and decoding the changes in our society is accompanied by a new graphic design and a completely reinvented logo.



AN INTERNATIONAL DISTRIBUTION

With 60 000 copies per issue of which 40% are distributed abroad, *Mixte* is a reference in all key fashion-orientated news stands in Paris, Milan, London, New York, Tokyo, Shanghai, Hong Kong, Beijing, Dubai... The most cutting-edge concept stores, bookstores, museums and art galleries also stock the magazine: Colette, the Palais de Tokyo, Artcurial, Galignani or the Pompidou Centre in Paris, Corso Como in Milan, Papercut in Stockholm, Soda in Berlin, Hachinoki in Osaka...



PHOTO FANNY LATOUR-LAMBERT.

A "MIXTE" READERSHIP CONNECTED TO BOTH FASHION AND CULTURE

Eclectic in their tastes, sensitive to all forms of art, the *Mixte* readers see fashion as the meeting point for style, trends, talents and creativity. *Mixte* becomes their source of inspiration, a means of discovering new talents, a voice free of diktats with a different and refreshing tone. These readers are both men (45%) and women (55%), young (76% are under 45), based in cities (92%) of which 79% in major world capitals, working (86%) and connected (95% have an account on at least one form of social media). 68% of readers seek information about fashion more than once a week, and 88% regularly buy fashion on the internet.



NEW digital
PLATFORM: WEBSITE
AND SOCIAL MEDIA

M

MIXTE

I



BACKSTAGE DIOR VU PAR LA PHOTOGRAPHE MAUD RÉMY-LONVIS

Née en 1988, elle se consacre à la photographie de nature morte depuis l'âge de 15 ans. Retour en images minimales et constructivistes sur les coulisses du défilé.

_PORTFOLIO _DIOR _DÉFILÉS
Lire



« J'ADORE LA MODE MAIS C'EST TOUT CE QUE JE DÉTESTE », L'INTERVIEW SANGLANTE DE LOÏC PRIGENT (2/2)

Journaliste pigiste (Mixte, Libé, Vogue...), c'est sur Twitter qu'il a gagné son lectorat le plus fidèle, addict à ses phrases précises et vif de la galaxie mode et qu'il fait aujourd'hui interviewer par Catherine Deneuve sur Arte.

_LOÏCPRIGENT _RENCONTRE _FASHION
Lire

LATEST ISSUE / buy ONLINE



n°16 - 244 pages - 12 €

ALL ISSUES



@inthemixte
@mixte20ans
@mixtemagazine

SEARCH

OK

POPULAR

« A PARIS, ON N'A PLUS LA GUILLOTINE, ON A LES DÉFILÉS »

L'interview sanglante de Loïc Prigent (1/2)

RENCONTRE AVEC HAILEY GATES

Comment Chanel et Twin Peaks se l'arrachent

C'ÉTAIT EN 1996 : L'ÉDITO

Par Nathalie Fraser

GRINDR, BLOGUEURS, CHINE...

La mode a-t-elle encore besoin de catwalks ?

SELECTOR

LE MONDE ENTIER EST EN CAPUCHE

Hoodie d'hiver

DE CERRONE À JUSTICE

L'hiver sera disco 2.0

20 ANS DE MODE !

Découvrez le nouveau Mixte

BROOKLYN PART EN FUMÉE

Make-up portfolio exclusif



DE CERRONE À JUSTICE, L'HIVER SERA DISCO 2.0

Nouveautés, compilations et remix de tubes 70's et 80's témoignent d'un regain d'intérêt pour la disco, méga-matrice de la dance music.

_COMEBACK _MUSIQUE _DISCO
Lire



VICTOIRE DU BOIS, DE PATRICE CHÉREAU À NICOLE GARCIA

Soeur de Marion Cotillard à l'écran, l'actrice est à l'affiche du Mal de pierres, le dernier film de Nicole Garcia. Rencontre et shooting avec l'actrice, à retrouver dans une vidéo inédite réalisée par Bertrand Le Pluard.

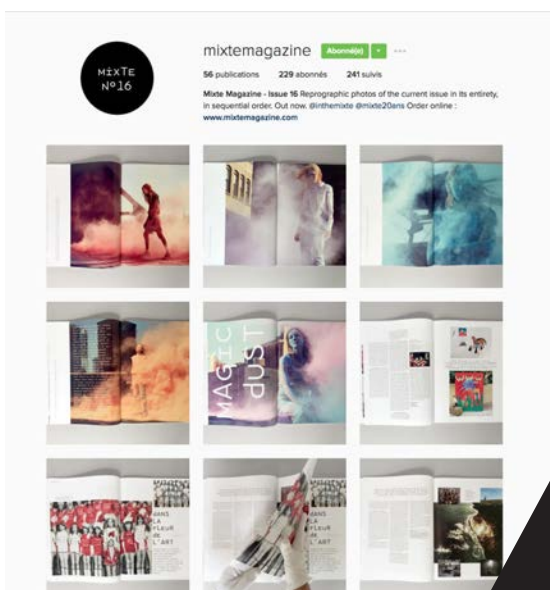
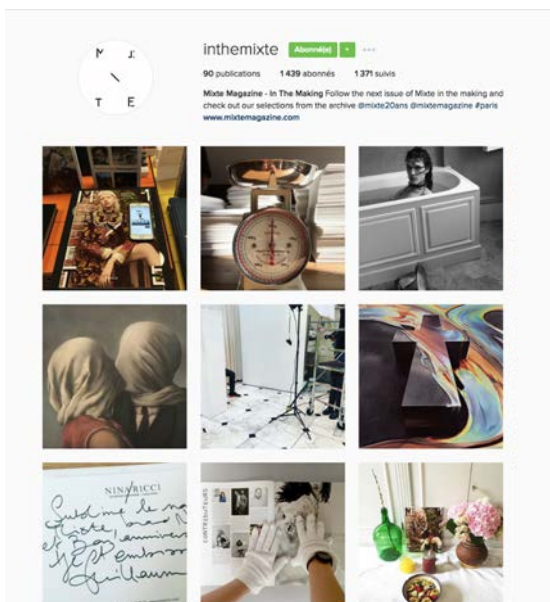
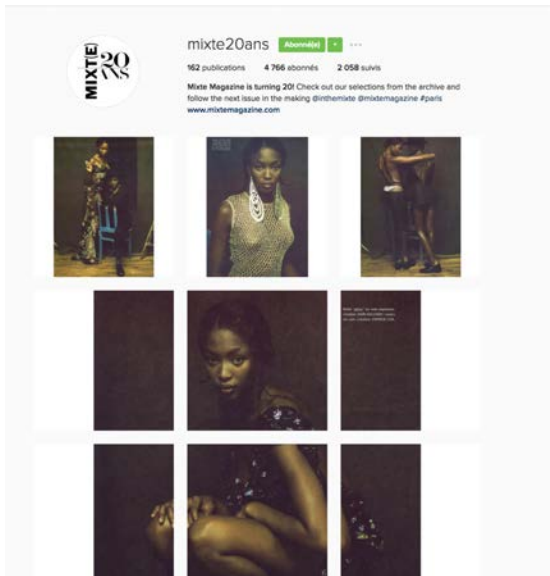
_ACTRICES _CINÉMA _ICÔNE
Lire



T

E

Mixte's new website offers a digital version of the print magazine, with the same investigative spirit. Articles as well as new content, making-of videos and longer interviews provide scope for a wider audience. More than a mere showcase site, this is a high-end platform sharing the same values in terms of journalistic style, editing and image selection.



@inthemixte

To follow the magazine's news as it happens, its inspirations and publishing schedule. An insight into our office life.

@mixte20ans

To admire the magazine's outstanding fashion archive and celebrate our 20th anniversary with some of the leading names in fashion photography...

@mixtemagazine

To discover each issue from cover to cover.

Facebook

The first portal for access to our content, Facebook is the ideal space in which to « push » your advertorials within a perfect target audience.



Single page	15 000 €
Special positions	
Cover 4	35 000 €
Cover 3	23 000 €
Facing TOC	22 000 €
Facing Masthead	22 000 €
Facing Contributors	22 000 €
Verso édito/ Facing Editorial	22 000 €
Opening 1rst section Righ Hand Page	22 000 €
1rst Righ Hand Page	22 000 €
2nd Righ Hand Page	21 500 €
3rd to 5th Righ Hand Page	20 000 €
Double page	28 000 €
Special positions	
Opening DPS	44 000 €
1rst DPS	35 000 €
2nd DPS €	35 000 €
3rd to 5th DPS	35 000 €
Isolated DPS	33 000 €
DPS C3	32 000 €
Preferential positions	+ 10 %
Advertorial	+ 20 %
Special projects	on quote
Special layouts	on quote
Inserts	on quote
Blister-packed catalogue	on quote
Digital	on quote



Contacts

Co-founder & Publishing Director
Tiziana Humler
+33 (0)1 83 95 42 08
tiziana.humler@mixtemagazine.com

Advertising France / UK / Italy / USA
Eleni Gatsou
+33 (0) 6 20 70 22 28
eleni@elenigatsou.com

Publishing & Communication
Patrick-Antoine Hanzo
+33 (0) 1 83 95 42 09
+33 (0) 6 63 58 32 93
patrick.hanzo@mixtemagazine.com