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MiXTE
PARiS

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MEdiA kiT 2018

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PHOTO LIZ COLLINS. STYLING FRANCK BENHAMOU.



MIXTE, THE FREE-SPIRITED FASHION REFERENCE SINCE 1996

For over 20 years, Mixte has made its name as one of fashion's most unique magazines, constantly thinking outside the box yet maintaining its status as an iconic, high-end publication. The celebration of our 20th birthday in September 2016 was the occasion for us to reaffirm our position as an international fashion magazine. Our bi-annual publication schedule reflects our status as a high-quality collector's item, at the cutting edge of fashion, looking at its close connections with our society and anticipating the shifts of tomorrow.


Combining creative vision with artistic and journalistic savoir-faire, Mixte stands out from the crowd. No other magazine achieves this delicate yet perfect balance between independent attitude and luxurious aesthetic values.

Beyond February and Septembre, Mixte Magazine covers fashion events and news through its digital platform: its website, its weekly newsletter and its social medias.

BI-ANNUAL (February & September)
300 EDITORIAL PAGES PER ISSUE
60 000 COPIES PER ISSUE
INTERNATIONAL DISTRIBUTION



PHOTO LIZ COLLINS. MAQUILLAGE POLLY OSMOND. RÉALISATION FRANCK BENHAMOU.



The magazine's three founders, **Tiziana Humler**, **Christian Ravera** and **Guy Guglieri** have expanded their team to face the challenges of the post-digital fashion press. Closely observing the changes in the luxury market, the magazine defends an approach in which fashion is central, both as a reflection of society and a source of inspiration and wonder.

Franck Benhamou joined the team as Fashion Director in 2017, writing a new chapter and rooting Mixte's fashion vision with his creative eye and long-standing background in the fashion world. 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.

Editor-in-chief **Nathalie Fraser** was born in Britain and raised in Paris. Working for Mixte since more than 15 years, Nathalie has been a regular contributor to British Vogue, Dazed & Confused, Muse, Le Figaro and Another Magazine and consultant to a number of fashion houses.

On the occasion of Mixte 20 years anniversary, **Ariel Kening** joined Mixte Magazine as Editor-in-large, for both print and digital. Writer, Singer, Performer, his atypical personality reinforces the team after having worked for numerous international fashion magazines.

Their network of cutting-edge journalists and independent photographers provide an open, contemporary and surprising vision.






PHOTO: JUSTIN BARBELLY REALISATION: FRANK BENHAROU



OUR CONTRIBUTORS

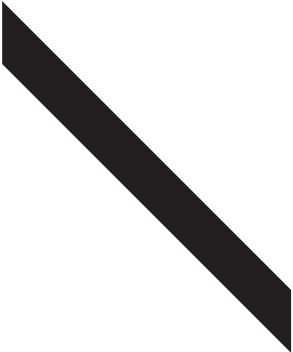
Mixte has always knew how to combine big names and upcoming talents, a mix that is part of its DNA. David Sims, Terry Richardson, Emmanuelle Alt, Jane How, Thomas Lagrange, Loïc Prigent, Olivier Zahm are all part of the magazine's history. Amongst the contributors featured in Mixte since its 20th anniversary are:

Photographers: Liz Collins, Warren Dupreez & Nick Thornton Jones, Yaniv Edry, Hasse Nielsen, Matthew Brookes...

Stylists: Brylie Fowler, Tuomas Laitinen, Alexandre Misericordia, Aurelien Storny, Bill Mullen, Kimi O'Neill, Naomi Itkes...



PHOTO MATTHEW BROOKES. RÉALISATION FRANCK BENHAMOU.



A “MIXTE” READERSHIP CONNECTED TO BOTH FASHION AND CULTURE

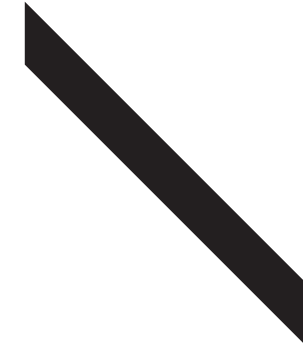
Eclectic in their tastes, sensitive to all forms of art, Mixte readers see fashion as the meeting point for style, trends, talents and creativity. Mixte becomes their source of inspiration, a means of discovering new talents, a voice free of diktats with a different and refreshing tone. These readers are:

both women (55%) and men (45%)

young, 76% are under 45

based in cities (92%) of which **79% in major world capitals**
connected, 95% have an account on at least one form of social media.

more than **2/3 of readers** seek information about fashion more than once a week



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: 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...



MixTE digiTAL

Since its launch in September 2016, our website is now reaching about **35 000 unique visitors** per month, which is steadily increasing.

Mixtemagazine.com has **3,4 pages accessed on average per view**, which equates to 119 000 pages accessed on average per month. A performance closely related to **a very qualitative audience**, mostly driven by specific contents on our social medias.

Moreover **our weekly newsletter** is sent to more than **10 000 contacts**.

In doing so, Mixte Magazine is now proposing **digital advertising packages, both on desktop and mobile** thanks to a responsive design integration. Moreover, branded contents can also be pushed on our Facebook and Instagram pages for more results and consistency.

MIXTE



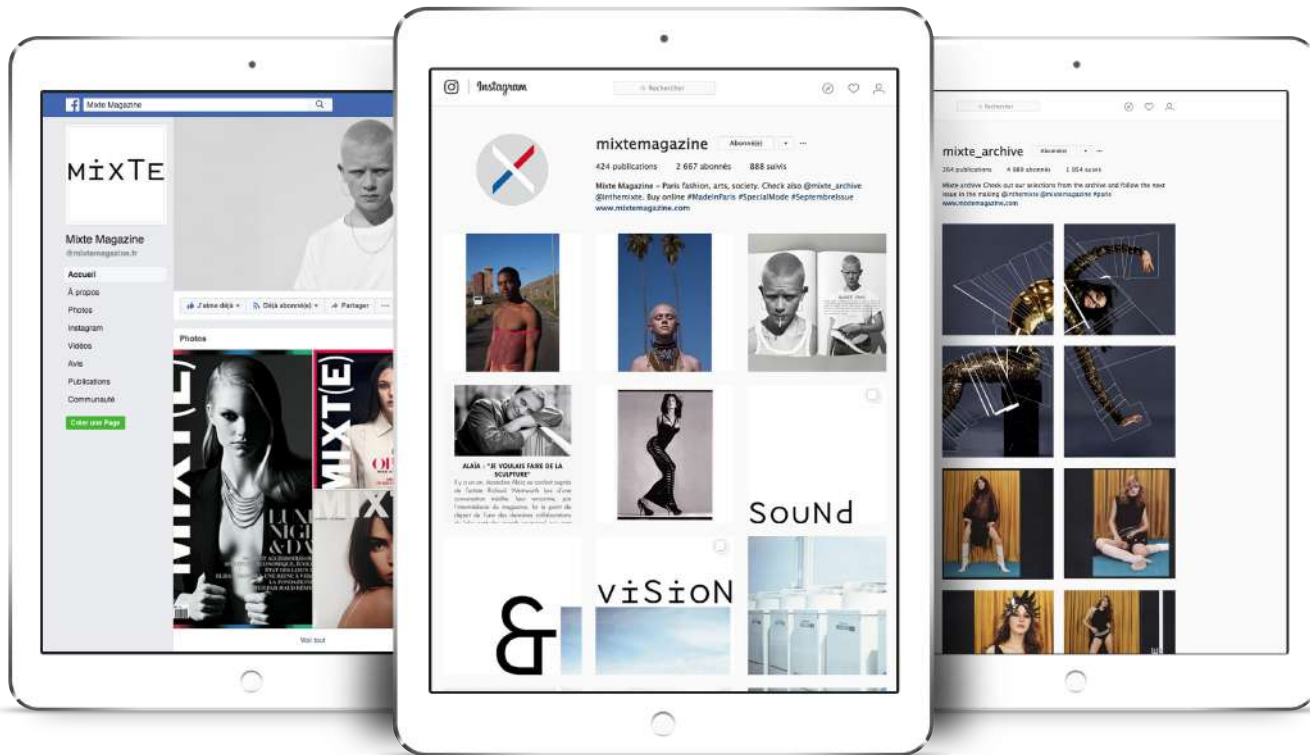
SIGNÉ SHANELLE

RECORDWOMAN du NOMBRE de PASSAGES SUR LES Podiums NEW-YORKAIS (JUSTE APRÈS CARA TAYLOR), LA SOUDANAISE SHANELLE NYASIASE POSAIT EN COUVERTURE de MIXTE QUELQUES JOURS AVANT d'ENFLAMMER LA GROSSE POMME. RENCONTRE AVEC NOTRE COVER GIRL VUE PAR LIZ COLLINS.

MIXTE



SON COMPTE ig @JESUISCLARALUCIANI CACHE UNE ARTISTE ACCOMPLIE. CELLE QUI A FAIT PARTIE du GROUPE LA FEMME, TOURNÉ AVEC RAPHAËL, COLLABORÉ AVEC BENJAMIN BIOLAY SORT AUJOURD'HUI SON PREMIER ALBUM. INTITULÉ SAINTE VICTOIRE (ET PLACÉ SOUS LE SIGNE de LA RENAISSANCE AMOUREUSE), L'OPUS RÉVÈLE UNE CHANTEUSE QUI GRANDIT



MIXTE COMMUNITY

@mixtemagazine

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

@inthemixte

To discover each issue from cover to cover.

@mixte_archive

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

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.



MixTE
N°16

1996-2016
MixTE A
20 ANS
- SUZI
LEENAARS
VUE PAR
LIZ
COLLINS

PARIS



MixTE
N°17

LIBERTÉ
ÉGALITÉ
MixTE
- CELINE BOULY
VUE PAR
WARREN DU
PREZ ET
NICK THORNTON
JONES

PARIS



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LIBERTÉ
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VUE PAR
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PREZ ET
NICK THORNTON
JONES

PARIS



MixTE
N°18

FASHION
PARTY!
- dAMARIS
goddRie
VUE PAR
LIZ
COLLINS
- XTRAVAGANZA

PARIS



MixTE
PARIS

STAND
UP!
LA MODE
S'ENGAGE
- LAUREN
de GRAAF
VUE PAR
THOMAS
SCHENK
- KARL
LAGERFELD
x THOMAS
PESQUET :
"ALLÔ, LA
TERRE ?"

N°19



MixTE
PARIS

MADE
IN
PARIS
SPÉCIAL MODE
- WILLY MORSCHE
VUE PAR
LIZ COLLINS
- AUTOMNE-HIVER
2017-2018

N°20



MixTE
PARIS

SHINE
ON!
- LUMIÈRE
SUR LONDRES
- MODE
PRINTEMPS-ÉTÉ
2018

N°21

GRANDE CLASSE

APRÈS S'ÊTRE ILLUSTRÉE AVEC
UN EP, LA CHANTEUSE CLARA LUCIANI,
QUI A FAÏT PARTIE DU GROUPE
LA FEMME, TOURNÉ AVEC RAPHAËL ET
COLLABORÉ AVEC BENJAMIN BIOLAY,
SORT UN PREMIER ALBUM SOUS LE
SIGNÉ DE LA RENAISSANCE
AMOUREUSE. PORTRAIT D'UNE JEUNE
ARTISTE QUI GRANDIT VÎTE.

TEXTE OLÉVER PELLERIN.
PHOTOS LARA GILBERTO. RÉALISATION LOYV FALQUE.

104



MIXTE OUT OF THE BOX

Clara Luciani seen by Mixte
Mixte #21

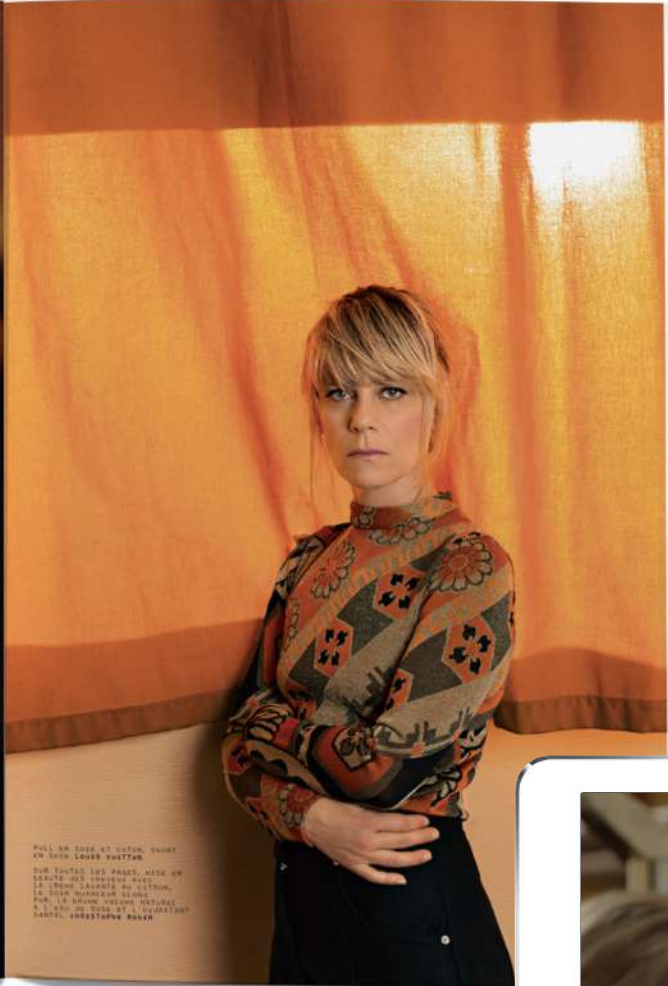
4 DPS in the magazine, a dedicated
article on our website plus a film.



"LE CINÉMA EST DÉCALÉ DE LA RÉALITÉ"

TEXTE ET PROPOS RECUEILLIS PAR ARIEL RENOU. PHOTOS NICOLAS WANNER. RÉALISATION LOÏC FALOUX.

À FORCE DE CHOIX QUE TOUT OPPOSE, D'UNIVERS CONTRAIRES QU'ELLE INVESTIT AVEC LA MÊME FACILITÉ, MARINA FOIS S'EST HISSEE DANS LE TOP 10 DES ACTRICES FRANÇAISES. SA PRÉSENCE AU PREMIER RANG DU DÉFILÉ CRUISE 2018 LOUIS VUITTON À KYOTO TÉMOIGNE ÉGALEMENT D'UNE VRAIE SENSIBILITÉ À LA MODE. RENCONTRE.

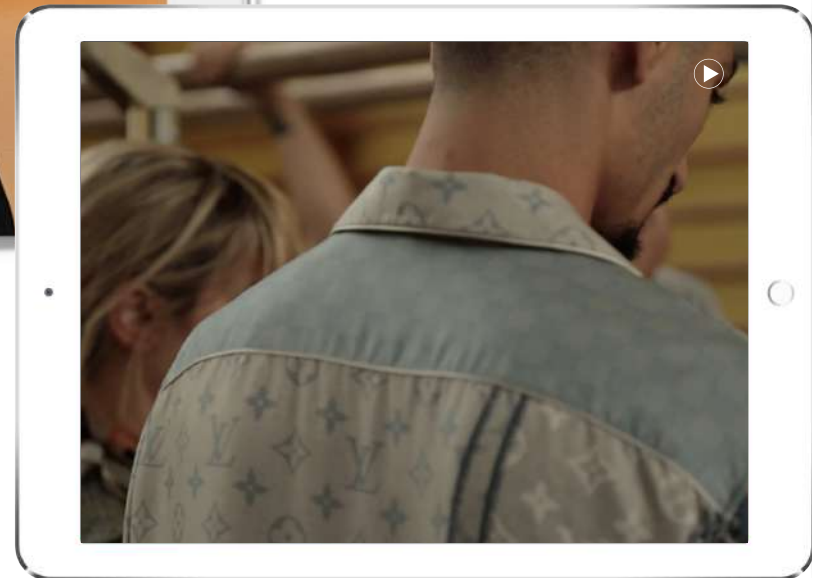


PULL AN TOUPE ET COTON, SHIRT EN TISSU LOUIS VUITTON.
LES TOUTES LES PAGES, MISE EN SCÈNE: NICOLAS WANNER.
LE DÉFILÉ CRUISE 2018 LOUIS VUITTON, PAR LE DÉFILÉ CRUISE 2018 LOUIS VUITTON.
DÉFILÉ CRUISE 2018 LOUIS VUITTON, PAR LE DÉFILÉ CRUISE 2018 LOUIS VUITTON.
DÉFILÉ CRUISE 2018 LOUIS VUITTON, PAR LE DÉFILÉ CRUISE 2018 LOUIS VUITTON.

MIXTE OUT OF THE BOX

Marina Fois seen by Mixte
Mixte #20

Exclusive Credit:
Louis Vuitton, Cruise Collection
5 DPS in the magazine, a dedicated article on our website plus a film.



KARL
LAGERFELD
X

THOMAS

PROFUS RECUEILLIS PAR NATHALIE PRASIN
ET ARIEL XENIA, EN COLLABORATION AVEC JULIEN
HOCH ET JULES LÄVER DE FRANCE INTER

PESQUET :
"ALLÔ,
LA TERRE ?"



MIXTE OUT OF THE BOX

Karl Lagerfeld x Thomas Pesquet
Mixte #19 in collaboration with France
Info an exclusive interview between
Earth and Space
4 DPS in the magazine, a dedicated
article on our website.



Thomas Pesquet, envoyé spatial



REMIX

An exclusive brand content operation created by the Mixte Magazine team. Clearly identified by its own unique layout, with Mixte's central X as its focus, the remiX section is a new rendez-vous across 4 to 6 pages in the magazine edition, with video formats specially created for the magazine's website and social networks.

This new section will feature in each issue of Mixte, creating a space in which the magazine can "remix" the world of a fashion house or brand by bringing together its heritage with the Mixte vision and spirit. This is a space in which fashion, new talents and inspiration come together: a visual and nar.



LALASAIÏDKO x Tod'S BY MIXTE

- Mixte #19 / 4 editorial pages
- + dedicated films and teasers
- + Website and Newsletter
- + Instagram
- + facebook
- + special event in Tod's Paris flagship



Remix

THE PIROUETTES X EMPORIO ARMANI

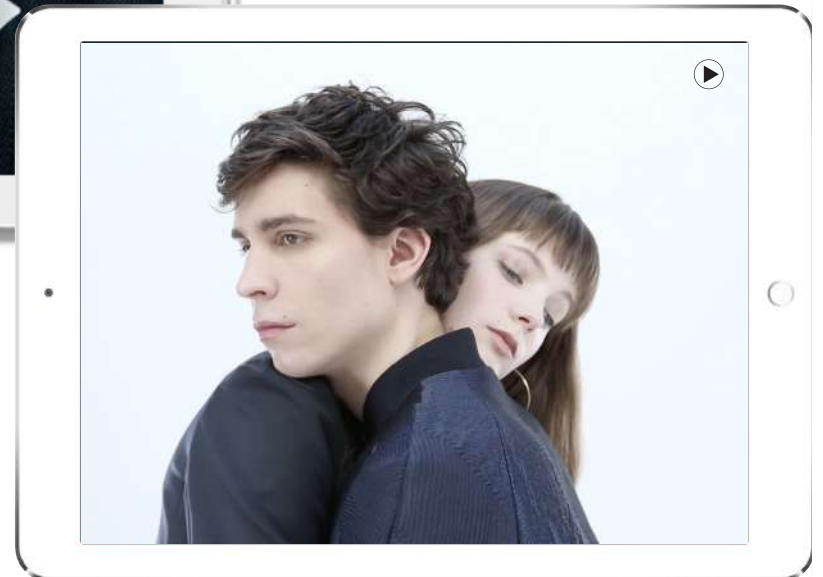
DUO EMBLEMATIQUE DE LA POP
FRANÇAISE POST-INTERNET,
VICKIE CHERIE ET LEO BEAR
CREEK MULTIPLIENT
LES MISES EN ABÎME DE LEUR
AMOUR ET DE LEUR CARRIÈRE
SUR YOUTUBE ET SPOTIFY.
NE CHANTENT-ILS PAS :
"LÉO ET VICKIE SUR SCÈNE
COMME DANS LA VIE" ?

PHOTOS BERTRAND LE FLOUË
RÉALISATION BARBARA LAUREL



THE PIROUETTES X EMPORIO ARMANI by MIXTE

Mixte #18 / 4 editorial pages
+ dedicated films and teasers
+ Website and Newsletter
+ Instagram
+ facebook





A QUATRE MAINS

IMPERTINENTE ET UNISEXE, LA COLLECTION QUATRE
de BOUCHERON EST DANS L'AIR DU TEMPS.
AUX MOTIFS CLOU DE PARIS ET GROSGRAIN CHERS
LA MAISON, SE SONT AJOUTÉES DES DÉCLINAISONS
GRAPHIQUES POUR HOMME ET FEMME : CLASSIQUE,
RADIANT, BLACK, WHITE... A CONQUÉRIR À L'INFINI.

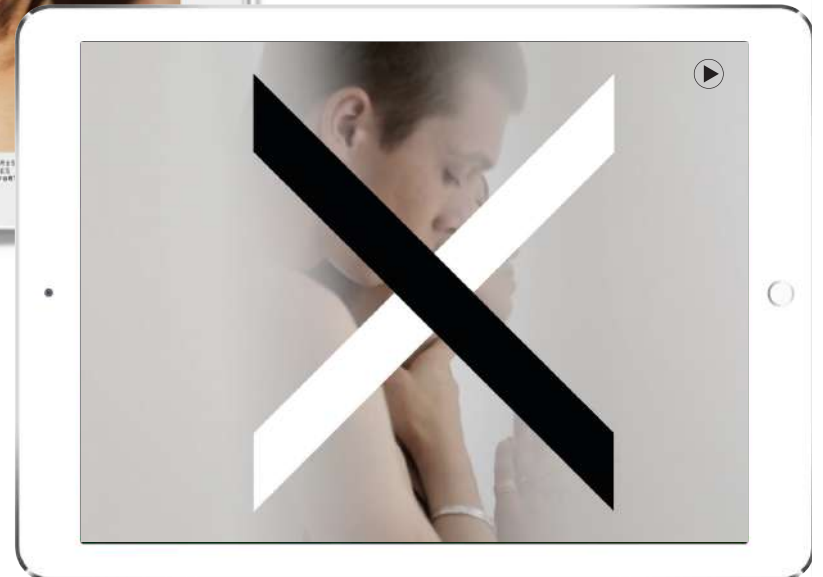
PHOTOS: HUGUES LAURENT, RÉALISATION: CHRISTOPHE KRABAL



BRACELET, BOUCLES D'OREILLES, COLLIÈRE ET BRACCIALE DE LA COLLECTION QUATRE: "CLOU DE PARIS", "GROSGRAIN", "RADIANT", "BLACK", "WHITE" ET "UNISEXE". DÉCLINÉS EN ÉLÉMENTS DU PLATIN, DE L'OR ROUGE BUCHERON, BOBÉ EN "HELL" DE VÉROUX, "ROSE" EN

A QUATRE MAINS FOR BOUCHERON by MIXTE

- Mixte #20 / 4 editorial pages
- + dedicated films and teasers
- + Website and Newsletter
- + Instagram
- + facebook



| | |
|---|----------|
| 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 1 st section Righ Hand Page | 22 000 € |
| 1 st Righ Hand Page | 22 000 € |
| 2 nd Righ Hand Page | 21 500 € |
| 3 rd to 5 th Righ Hand Page | 20 000 € |
| Double page | 28 000 € |
| Special positions | |
| Opening DPS | 44 000 € |
| 1 st DPS | 35 000 € |
| 2 nd DPS € | 35 000 € |
| 3 rd to 5 th 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 |

PRINT PACKAGES

Issue Date: February and September

Each Remix is dedicated and exclusive content created by Mixte for the brand, please feel free to ask for any further information.

Egg. standard option:

2 DSP in Mixte
A 1-minute video
5 gifs
Images

Print Diffusion

Digital Diffusion

Mixte website and social medias
Brand website et social medias
Artist social medias



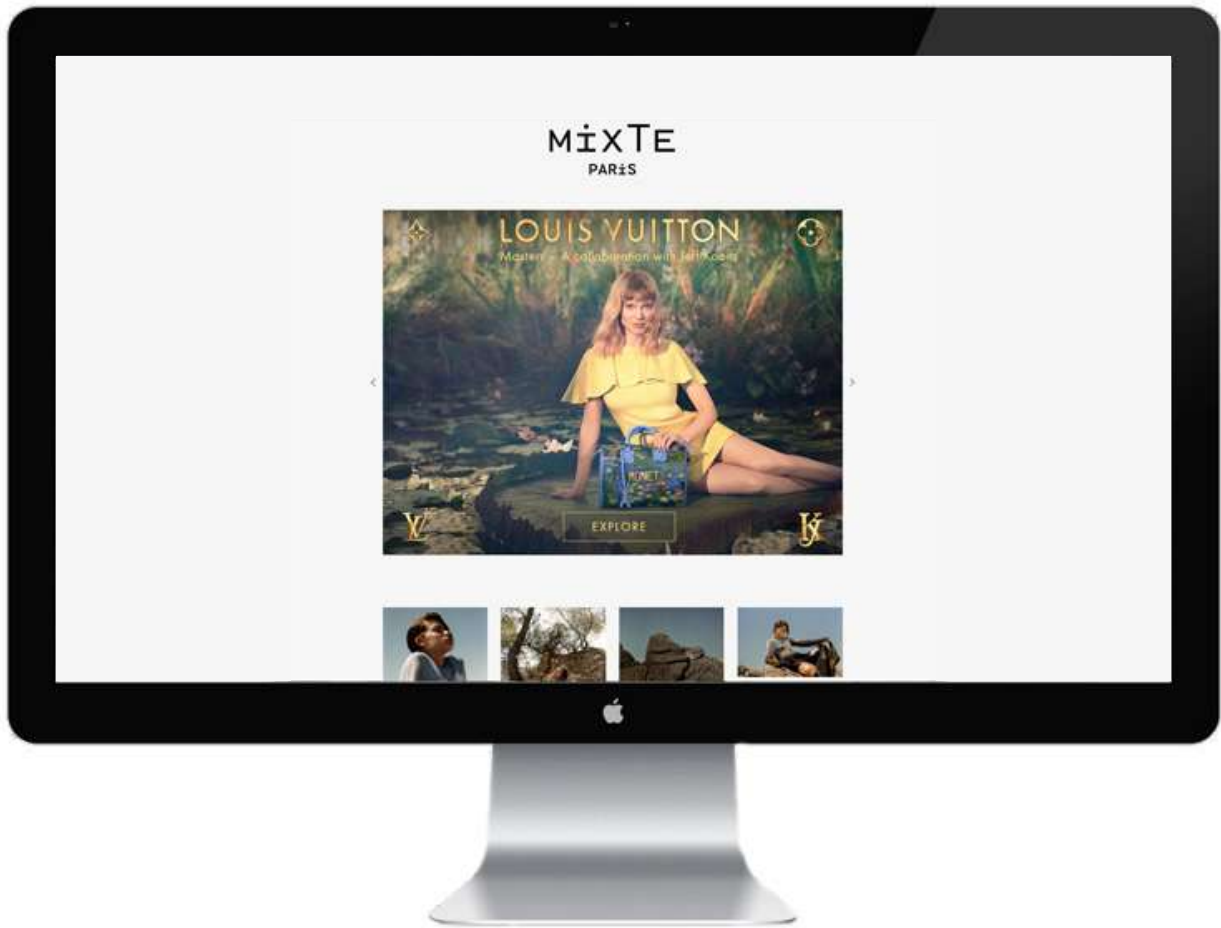
REMIx PACKAGES

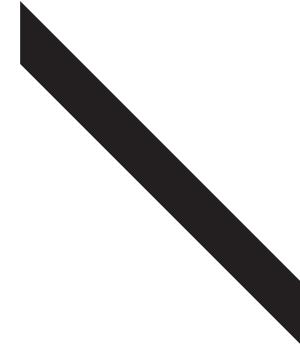




digital PACKAGES

Please feel free to ask for any further information.





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