

# Numéro

HOMME BERLIN

MEDIAKIT 2018





# 1

**Numéro HOMME BERLIN -  
POP &  
High FASHION**

→ **Numéro HOMME** is positioned at the interface between high fashion, culture and avant-garde magazine design, and so is equally attractive to international brand customers and creative opinion leaders. ←

# 2

**Numéro ID -  
Pure PASSION**

→ **Numéro HOMME** always pushes to the limit, and beyond. The magazine lives pop culture uncompromisingly, and combines trends, in both content and visuals, with tradition: self-assured, sometimes opinionated, but always with a great feel for what fits the situation at hand. ←





# 3

## Numéro MAN - For uncompromising **REBELS** and fearless **SKEPTICS**

→ The **Numéro HOMME** man is both dominant and sensitive; he knows his strengths and weaknesses and he stands by them. He doesn't make any compromises and sees the world as black or white. Anything that's mediocre, that plays it safe and is merely useful, is wasted time for him. He looks for challenges and aims to grow by overcoming them. Standstill isn't an option for him!

The **Numéro HOMME** man is a radical rebel, full of passion and prepared to call everything into question; someone who always swims against the current. He absorbs everything

around him, does everything 100% and never cares about being socially compatible. As a result he both polarizes and influences those around him. Everything he does is intended to help him develop and to get the best out of himself, cost what it may.

Women don't want the **Numéro HOMME** man as a partner but as an adventurer and lover who will burn them, scorch them. Other men don't like the Numéro Homme man. For them he is a source of friction, the embodiment of all they envy. But deep in their hearts they wish they were like him. ←

# 4

## Numéro CONTENT - BEAUTY, LIFE and ART

→ **Numéro HOMME** celebrates life, beauty and the culture of fashion. The magazine combines international high fashion and accessories spreads, watches, beauty and luxury with portraits of style-setting men from fashion and pop culture. Personal and intensively researched reportage features give insights into the contemporary art scene

currently revolutionizing all conventions, and spotlight the designers and architects who are already shaping the future right now.

**Numéro HOMME** will be fun, will overwhelm and won't be afraid to uncompromisingly celebrate life, beauty and love in all their aspects. ←





# 5

## Numéro RANGE - A strong international PARTNERSHIP

→ **Numéro HOMME** has earned its status as one of the most relevant culture and fashion magazines ever on the strength of its groundbreaking fashion spreads produced with the world's best photographers and its superb features on art, architecture and culture.

The magazine's pioneering role extends far beyond print and its mother country, France, to social networks like Facebook and Instagram, blogs, selected events and partner-

ships. **Numéro HOMME** readers belong to an international class of opinion leaders whose style and consumer behaviour significantly influence others. For them, Numéro has become a downright bible for fashion and trends. Its credibility and status make the **Numéro HOMME** brand the perfect partner for all advertisers wishing to position their products at the spearhead of the trendsetting groups. ←

# 6

## Numéro HOMME - EDITORIAL STAFF and PUBLISHER'S IMPRINTS

### EDITORIAL DIRECTOR & ARTISTIC DIRECTOR

Götz Offergeld

### EDITOR IN CHIEF

Hendrik Lakeberg

### DEPUTY EDITOR

Ruben Donsbach

### EDITORIAL BOARD

Anna Klusmeier

### ONLINE

Fabio Pace

### HEAD OF FASHION DEPARTMENT

Sina Braetz

### FASHION EDITOR

Sara Teske

### DESIGN DIRECTOR

Mario Lombardo

### ART DIRECTOR

Enver Hadzijaj

### CONTRIBUTORS

Ada Kokosar, Adam Fedderly, Adrian Samson, Adriano Sack, Airen, Akeem Smith, Alexei Hay, Amanda Camenisch, Anders Erdström, Andy Hope, Andre Harris, Andrew Miksys, Ann-Sofie Back, Asger Carlsen, Bela Borsodi, Benjamin Kirchhoff, Bill Mullen, Blommers & Schumm, Buzz Bissinger, Carl Jakob Haupt, Chadwick Tyler, Christian Anwander, Christian Werner, Corey Towers, Damon Baker, Dan Giuliani, Dani Brubaker, Daniel Turner, Daniel Shea, David Bradshaw, Dexter Lander, Eloise Parry, Eva Baales, Fanny Latour-Lambert, Glenn O'Brien, Haidee Findlay-Levin, Hans Ulrich Obrist, Harley Weir, Harry Carr, Heji Shin, Inga Griesse, Itai Doron, Jason Evans, Jeff Henrikson, Jeremy Shaw, Jo Baker, Joachim Bessing, John Colver, Juergen Teller, Karl Lagerfeld, Katie Burnett, Maria Ziegelböck, Markus Jans, Martin Simons, Matt Lambert, Maurits Sillem, Maxime Ballesteros, Mel Bles, Michèle Roten, Milo Reid, Neil Drabble, Neil Gavin, Olgaç Bozalp, Olivier Zahm, Paolo Sutch, Paolo Zerbini, Paul Kookier, Philip Gay, Ralph Mecke, Reto Schmid, Rich Aybar, Richard Kern, Ronald Dick, Rose Forde, Riccardo Tisci, Rich Aybar, Sabina Schreder, Sandy Kim, Sarah Dobai, Stephen Mann, Thomas Hauser, Till Janz, Tom Kummer, Victoria Higgs, Virginie Pinto Moreira, Wäis Kiani, Werner Amann, Wyndham Wallace

### EDITORIAL DEPARTMENT

OFF ONES ROCKER PUBLISHING LTD.  
Kurfürstenstr. 31/32  
10785 Berlin

### TERMS OF BUSINESS

General terms of business and payment for advertisements and third party inserts in newspapers and magazines, as well as the publisher's supplementary terms of business. These can be requested from the publisher. Due to tax regulations we kindly request submission of tax number and/or vat identification number when placing a booking.

### WEB

[www.numero-homme.de](http://www.numero-homme.de)

### BANK DETAILS

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

# 7

## Numéro HOMME - DEADLINES and PRICES and SPECS



### FREQUENCY

2 issues per year

### FIRST DAY ON SALE

Thursday

### COPY FORMAT

230 mm width, 300 mm height  
perfect binding

### COPY PRICE

6,00 EUR

### DISTRIBUTED CIRCULATION PRINT & DIGITAL

40.000 copies

### PZ-NUMBER

505500

### SCHEDULE

Issue 8 (1/2018)

On Sale April 2018

Orders 08.03.2018

Material 15.03.2018

Issue 9 (2/2018)

On Sale Oktober 2018

Orders 06.09.2018

Material 13.09.2018

### BASIC RATE

1/1 4c/sw 16.000,00 Euro

### DISCOUNTS

from 48.000,00 Euro 5 %

from 96.000,00 Euro 10 %

All prices subject to value added tax.

Turnover discount takes account of all orders published in accordance with the rate card.

Not included are online bookings, postal charges and additional technical costs

### RATES

1/1	16.000,00 Euro
2/1	32.000,00 Euro
Opening Spread*	48.000,00 Euro
Inside Cover (U3)	19.200,00 Euro
Back Cover (U4)	40.000,00 Euro

### SPECIAL PLACEMENTS

Placement surcharge before 10th DS (after Opening Spread)	20 %
Placement surcharge DS between Editorial and Content	20 %
Placement surcharge SP before page 50	20 %

### SPECS

1/1 (230 x 300 mm)

2/1 (460 x 300 mm)

2. Opening Spread (460 x 300 mm)

3. Inside Cover (U3) (230 x 300 mm)

4. Back Cover (U4) (230 x 300 mm)

### COLOUR PROFILE

Cover pages : ISOcoated\_v2\_eci.icc

Content pages: PSO\_LWC\_Improved\_eci.icc

### PRINT DATA

via Mail to: anzeigen@off-ones-rocker.eu

→ For bleed advertisements please allow 5 mm on all sides for bleed. All important text and graphics must be placed at least 3 mm from the bleed.

For advertisements across gutter allow 4 mm on both sides. Text on page 6 mm from gutter.

For double page advertisement inside front cover to first content page and last content page to inside back cover allow for 5 mm loss due to cover binding.

\* The inside front cover (IFC) is only sold as double page with page 3.

Print area formats on request.

Promotions on request. ←



# 8

## CONTACTS

### **EDITORIAL DEPARTMENT**

Numéro Homme Berlin  
c/o Off One's Rocker Publishing Ltd.  
Kurfürstenstr. 31/32  
10785 Berlin  
Tel + 49 (0) 30 2888 4043  
Fax + 49 (0) 30 2888 4044  
anna@oor.berlin

### **ADVERTISING DIRECTOR**

Oliver Horn  
t. +49 171 2239 119  
f. +49 30 2888 4044  
oliver@oor.berlin

### **ADVERTISING SALES ITALY**

Jeffrey Byrnes, Francesca Fregosi  
JB Media  
Piazza Sant, Erasmo 1  
20121 Milano  
t. + 390229013427  
jeffrey@jbmedia.com  
fra@jbmedia.com

### **ADVERTISING SALES FRANCE**

Eleni Gatsou, Marine Chanial  
Eleni Gatsou Bureau  
64 rue de Turbigo  
75003 Paris  
Telefon +33 (0)1 42 72 02 19  
eleni@elenigatsou.com  
marine@elenigatsou.com





# 9

**Numéro HOMME -  
For STRONG men,  
for SENSITIVE men,  
for ECCENTRIC men,  
for men who POLARISE opinion**