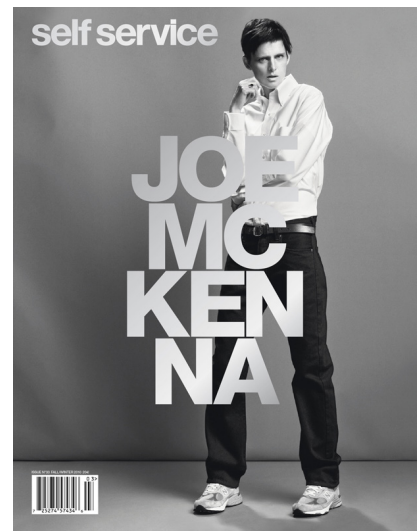


self service magazine

A reference for the fashion industry, Self Service is the first to discover and determine where fashion will go next.

The 24 years old biannual has brought about a new and influential fashion establishment, and fresh ideas that have redefined the look of fashion communication.

An entire magazine devoted to capturing the dynamics of fashion, for and about the new leaders of style.



Exploring the diversities of fashion. Self Service features the best work of noted photographers, stylists and designers alongside that of exciting younger talent.

In each issue, Self Service highlights and supports inspirational design and imagery with an accent on emotion, innovation and individual integrity.



Photography by DAVID SIMS
Styling by ELODIE DAVID



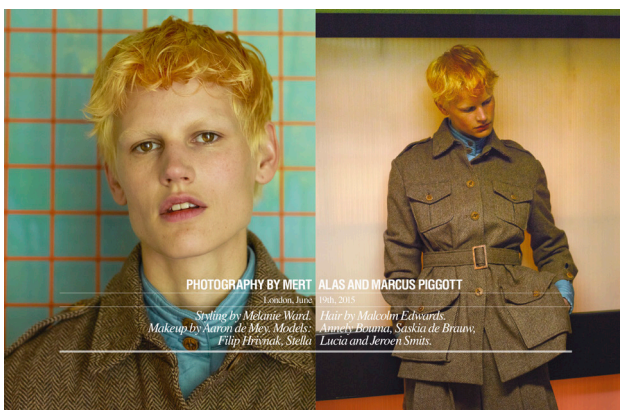
Photography by ALASDAIR MCLELLAN
Styling by BENJAMIN BRUNO



Photography by HARLEY WEIR
Styling by JANE HOW



Photography by JUERGEN TELLER



Photography by MERT & MARCUS
Styling by MELANIE WARD



Photography by ZOE GHERTNER
Styling by SUZANNE KOLLER



Photography by MARIO SORRENTI
Styling by ALASTAIR MCKIMM



Photography by GLEN LUCHFORD
Styling by MARIE CHAIX



Photography by KARIM SADLI
Styling by CAMILLE BIDAULT-WADDINGTON



Photography by CRAIG MCDEAN
Styling by ALASTAIR MCKIMM



Photography by INEZ & VINOODH
Styling by SUZANNE KOLLER



Photography by INEZ & VINOODH
Styling by JOE MCKENNA



Photography by PAOLO ROVERSI
Styling by JOE MCKENNA



Photography by COLLIER SCHORR
Styling by SUZANNE KOLLER

Celebrating a unique and obsessive passion for style; the most indispensable style details, collections & accessories, emerging designers, innovative beauty.



Photography by HARLEY WEIR



Photography by EZRA PETRONIO



Photography by WALTER PFEIFFER



Photography by JAMIE HAWKESWORTH



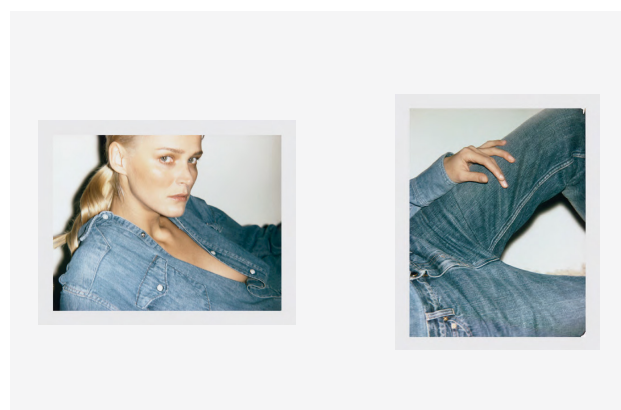
Photography by EZRA PETRONIO



Photography by CASS BIRD



Photography by THEO WENNER



Photography by EZRA PETRONIO

**Documenting the creative minds - cosmopolitan,
cross-cultural and interdisciplinary.
Portraits and conversations of those who are shaping
today's world and the ones who will define our future
cultural and creative environment.**



Photography by EZRA PETRONIO

In-depth interviews with influential creative thinkers and inspirational players of the industry. A continual, evolving investigation of the contemporary personalities that shape our collective consciousness.



Noomie Rapace & Clare Waight Keller photographed by KATJA RAHLWES



Natacha Ramsay photographed by MACIEK KOBIELSKI



Ben Gorham photographed by TUNG WALSH



Nicolas Ghesquiere & Marie Amelie Sauve photographed by JUERGEN TELLER



Emmanuelle Alt photographed by MACIEK KOBIELSKI



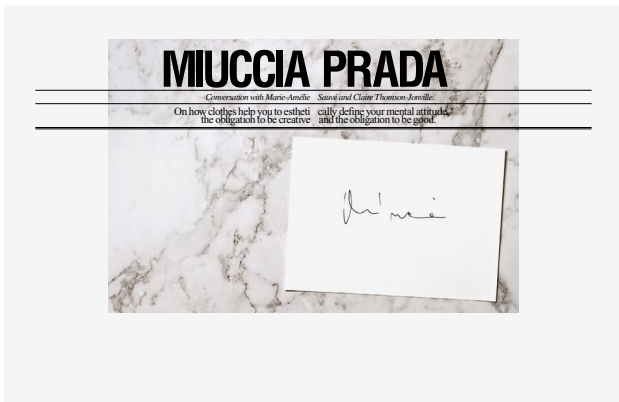
Riccardo Tisci photographed by MACIEK KOBIELSKI



Anthony Vaccarello photographed by MACIEK KOBIELSKI



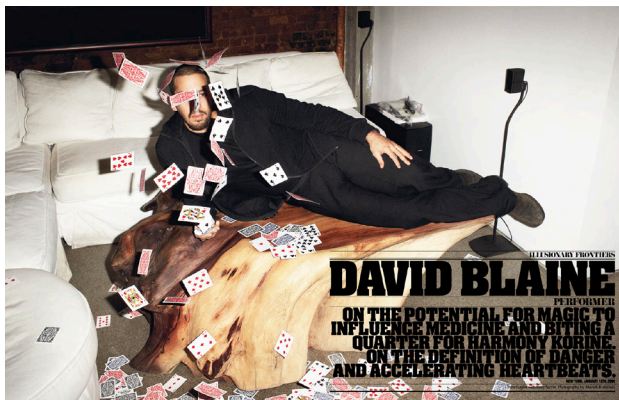
Jeff Koons & Stella McCartney photographed by AMI SIOUX



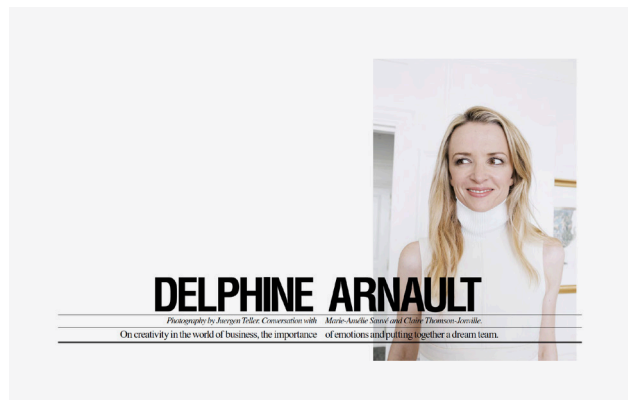
Miuccia Prada



Kevin Systrom photographed by TUNG WALSH



David Blaine photographed by MACIEK KOBIELSKI



Delphine Arnault photographed by JUERGEN TELLER



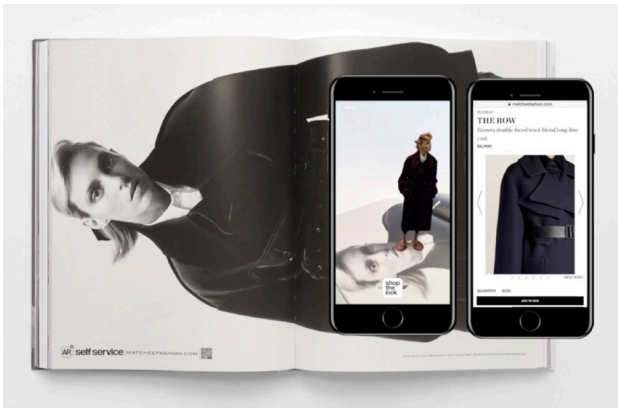
Steve Golin photographed by TUNG WALSH



Diane Von Furstenberg photographed by MACIEK KOBIELSKI

Exploring digital & technology. Creating original fashion content. Evolving fashion, engaging the new generations.

“Self Service is a laboratory for new ideas and they shake up the industry, forcing it to look at fashion from a new perspective.” –Nicolas Ghesquire, WWD.



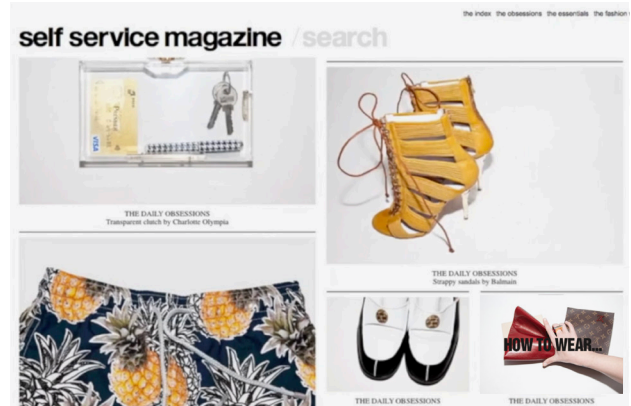
Issue 47 - SHOP THE LOOK IN AUGMENTED REALITY



Issue 33 - SELF SERVICE iPad APP



Issue 34 - CHLOÉ FRAGRANCE MADE-TO-MEASURE ADVERTISING



The Daily Obsessions - GIFs since 2010



The Chats - THE EITHER/OR



Fashion Week Coverage - THE 360°

self service magazine

MARKET SPECIFICATIONS

Self Service readers are immersed and active in the world of fashion, design, creative industries, media, and the arts. Leaders of taste and opinion, frequent international travellers, socially dynamic, fashion conscious and image aware.

Language.....	English
Frequency.....	Biannual
Circulation.....	75 000
Paris News Stand Price	20 €

READERS PROFILE

Age 20 to 45.....	65%
Female	60%
Male.....	40%

INTERNATIONAL DISTRIBUTION

Major newsstands, specialized bookstores, museum shops, upscale boutiques in cosmopolitan centers worldwide.

EUROPE.....	60%
France	25%
Great Britain	12%
Italy	15%
Other European countries	4%
NORTH AMERICA	29%
New York.....	18%
Other American regions.....	7%

self service magazine

ADVERTISING RATES

1st double page spread.....	49 500 €
2nd double page spread.....	44 000 €
3rd double page spread.....	38 500 €
DPS specified position.....	33 000 €
Page facing Contents / Masthead / Edito.....	18 150 €
Page specified position.....	16 500 €
Outside back cover.....	44 000 €
Inside back cover.....	22 000 €
IFC Gatefold - 4 pages.....	71 500 €
Standard 4 page gatefold.....	60 500 €

ADVERTISING SALES CONDITIONS

All advertising insertions implicate the acceptance of the following terms and conditions. Justification: after publication, an issue will be sent to the advertiser. Payment: an invoice will be sent to the advertiser upon publication. All advertising is subject to applicable taxes and VAT Self Service requires a 50% down payment from all new advertisers. Invoices must be paid in full within 30 days of publication. Any exceptions must be agreed to in writing prior to publication. All advertising materials sent to Self Service must be free of right of reproduction. Reservation: Self Service reserves the right to refuse, amend, or withdraw all advertisements submitted to us at our absolute discretion and without explanation. Advertising rates: Self Service is entitled to change its ad rates at any time without prior notice. Cancellation date 4 weeks before printing.

SELF SERVICE #50

Advertising confirmation.....	November 12th, 2018
Materials submission.....	December 17th, 2018
Publication.....	25th of February 2019 (TBC)

CONTACTS

Advertising Director - Eleni Gatsou
eleni@elenigatsou.com
tel. +33 6 20 70 22 28

Self Service Magazine
7, rue Debelleye 75003 Paris
tel. +33 1 85 08 41 25
www.selfservicemagazine.com
@selfservicemagazine


selfservicemagazine.com is the illustrated reference of timeless fashion. Launched in 2008 the website scrolls an online creative gallery for fashion passionates, industry professionals and opinion leaders.

A visual index and vast print archives, selected daily obsessions, diverse fashion players' essentials, go-sees, fashion week moments and editorial content produced for digital only are combined into a digital fashion bible.


self service magazine

FashionWeek DailyObsessions TheNow TheEssentials


[THE BACK ISSUES](#) [THE INDEX](#) [CONTACT US](#) / [SEARCH](#)




GIVENCHY
Fall Winter 2018




GIVENCHY
Fall Winter 2018




GIVENCHY
Fall Winter 2018




GIVENCHY
Fall Winter 2018



JACQUEMUS



THE FASHION WEEK
Backstage at Jacquemus



self service

FOR
EVER

DEMOGRAPHICS


Total page views	671 903
Unique page views	383 410
Total number of impressions	1 408 000
Female	66%
Male.....	34%
Age	25-45

INTERNATIONAL READERSHIP

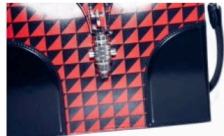
Europe	55%
North America	25%
Asia.....	14%
South America, Oceania, Africa.....	6%

All digital made to measure advertisements - digital communication, content creation, and partnerships are bespoke and will be costed accordingly, along with design costs, extra cross-site and social media values.
 Contact: eleni@elenigatsou.com


self service magazine / red
the index the obsessions the essentials the fashion week back issues buy about f t i v




THE DAILY OBSESSIONS
Mary Janes by Moschino.
edit




THE DAILY OBSESSIONS
Punk bag by Proenza Schouler.
edit




THE DAILY OBSESSIONS
Pointy heels by Marc Jacobs.
edit




THE DAILY OBSESSIONS
Flower glasses by Prada.
edit




THE DAILY OBSESSIONS
Kitsch handbag by Prada.
edit



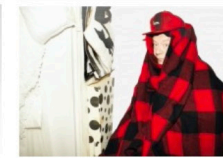
THE DAILY OBSESSIONS
Buckle heels by Carven.
edit




THE DAILY OBSESSIONS
Platform heels by Prada.
edit

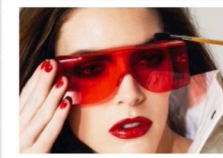


THE DAILY OBSESSIONS
Nautical bag by Moschino.
edit

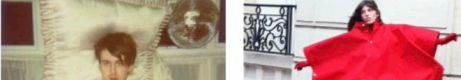


THE NOW
Walter Pfeiffer photographed by Maciek Kobelski, issue n°38.
edit





THE NOW
Hilary Rhoda photographed by Roe Ehridge, issue n°38.
edit



@selfservicemagazine

Self Service's Instagram goes beyond being an online immersion in the world of the print magazine. It is a voice of it's own, offering original content and taking digital fashion experience to a whole new level.

DEMOGRAPHICS

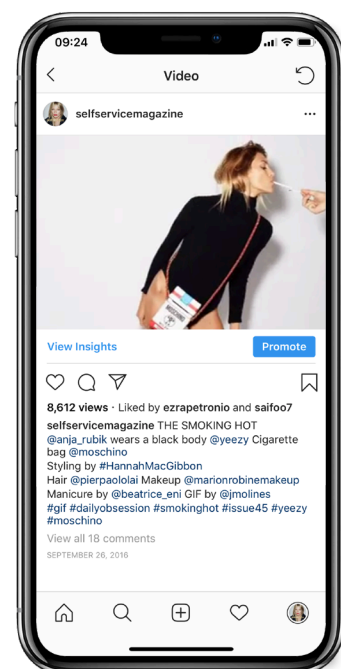
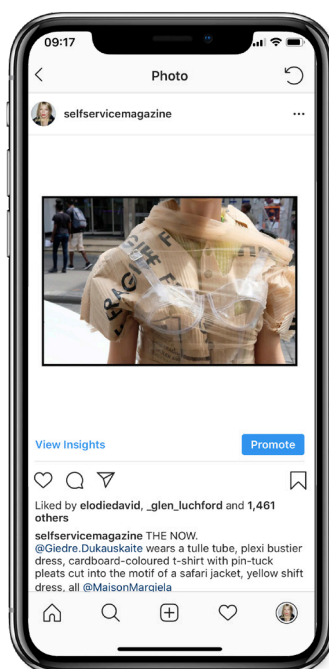
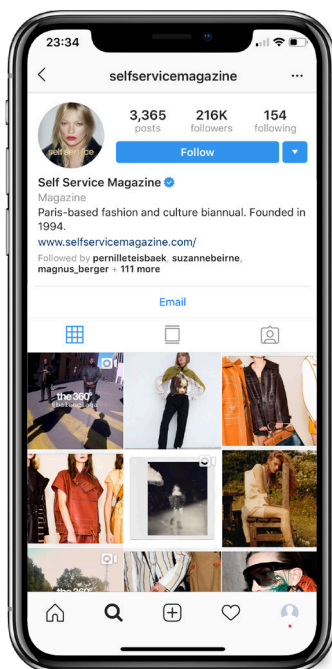
Total number of followers.....	216 912
Impressions.....	570 054
Reach.....	101 213
Male.....	34%
Female.....	66%
Age.....	18-25 (20 %)
	25-34 (43 %)
	35-44 (22 %)

INTERNATIONAL FOLLOWING

North America.....	48%
Europe.....	46%
Asia.....	6%

All digital made to measure advertisements - digital communication, content creation, and partnerships are bespoke and will be costed accordingly, along with design costs, extra cross-site and social media values.

Contact: eleni@elenigatsou.com



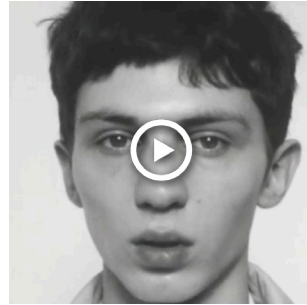
Made to measure advertorials and assets creation. Combining the avant-garde with the established, Self Service magazine presents an advertising environment at once trendsetting and timeless, engaging it's following in personal and original ways.



SUPREME



SAINT LAURENT



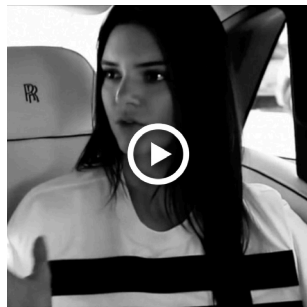
BURBERRY



RALPH LAUREN



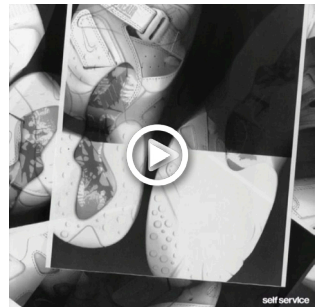
COACH



ROLLS-ROYCE



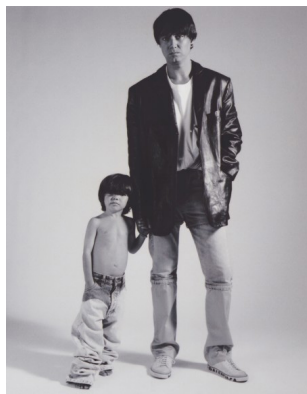
JOSEPH



PIGALLE x NIKE



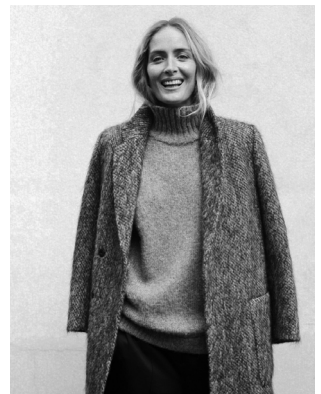
ISABEL MARANT



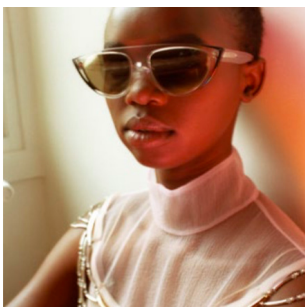
BALENCIAGA



CHLOE



FLIPPA K



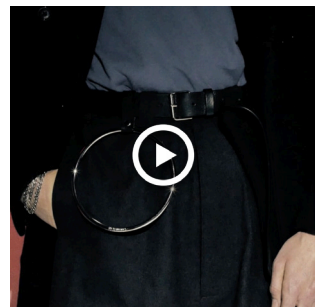
ALAIN MICKLI



N°21



MSGM



VETEMENTS