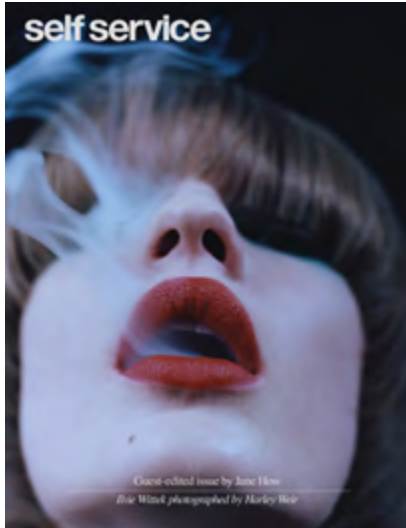
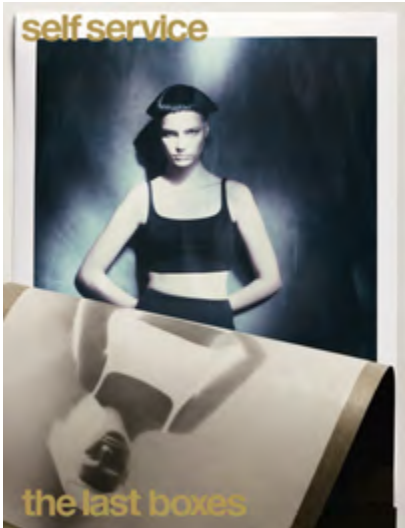
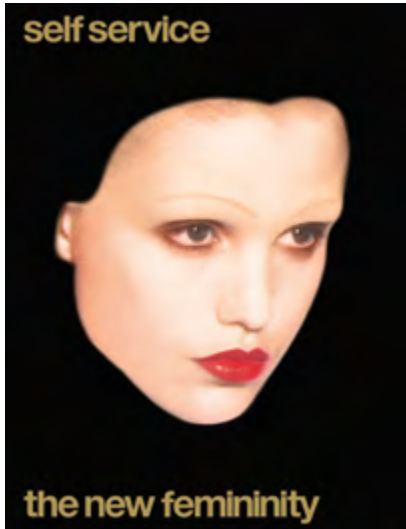


selfservice magazine

Self Service is a reference for the fashion industry since over 20 years and the first to discover and determine where fashion will go next. The success of Self Service has brought about a new and influential fashion establishment, and has refined the look of fashion communication. – *Self Service magazine, since 1994*



“Self Service is a laboratory for new ideas, forcing it to look at fashion from a new perspective.”

—Self Service magazine, since 1994



Photography by WALTER PFEIFFER



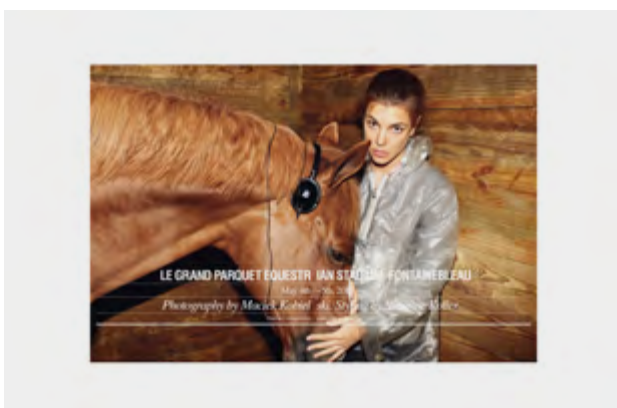
Photography by INEZ & VINOODH



Photography by ALASDAIR MCLELLAN



Photography by EZRA PETRONIO

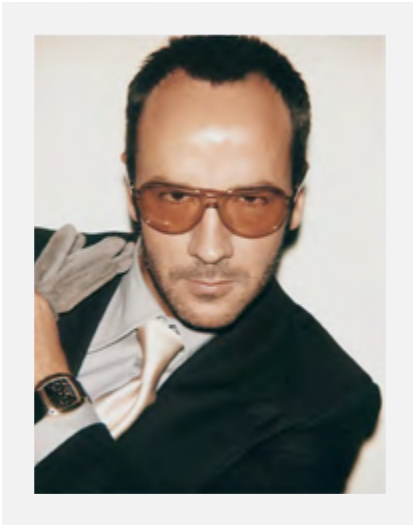


Photography by MACIEK KOBIELSKI



Photography by ALASDAIR MCLELLAN

**“Creating fashion and celebrating individual style.
Self Service magazine has an unique and obsessive
passion for style.”** *—Self Service magazine, since 1994*



Photography by EZRA PETRONIO

“Documenting the creative minds. In-depth interviews with inspirational and aspirational players of the industry.”

–SelfService magazine, since 1994



Victoire de Castellane photographed by MACIEK KOBIELSKI



Olivier Rousteing photographed by MACIEK KOBIELSKI



Lauren Santo Domingo photographed by MACIEK KOBIELSKI



Riccardo Tisci photographed by MACIEK KOBIELSKI



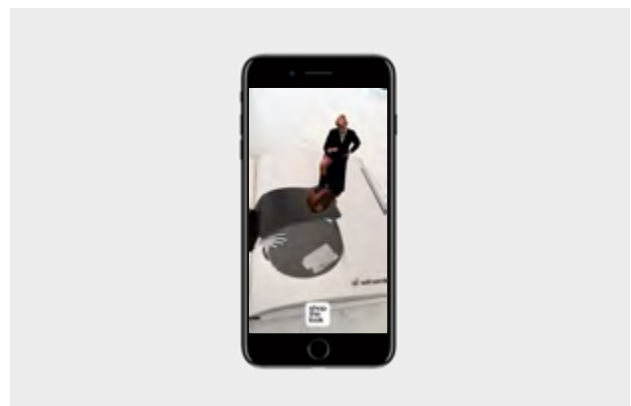
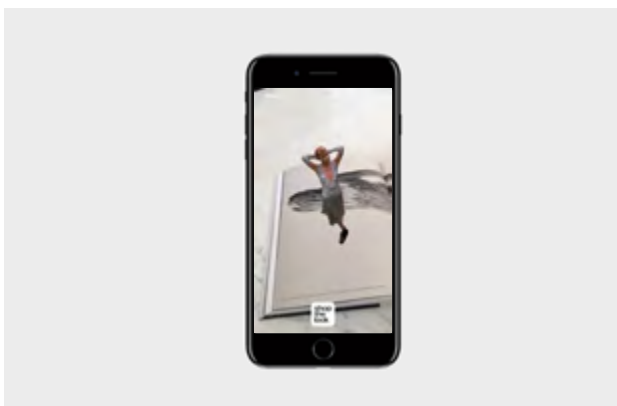
Jenna Lyons photographed by MACIEK KOBIELSKI



Grace Coddington photographed by YARA DE NICOLA

“Made to measure advertising. Combining the avant garde with the established, Self Service magazine presents an advertising environment at once trendsetting and timeless.” —Self Service magazine, since 1994

ISSUE 47 — AUGMENTED REALITY / E-TAILERS COLLABORATION



selfservice magazine

MARKET SPECIFICATIONS

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

READERS PROFILE

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

Characteristics: 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.

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%
Canada.....	4%
Asia.....	6%
Other countries	5%

selfservice magazine

ADVERTISING RATES

1st double page spread	45 000 €
2nd double page spread.....	40 000 €
3rd double page spread	35 000 €
DPS specified position.....	30 000 €
Page facing Contents / Masthead / Edito.....	16 500 €
Page specified position.....	15 000 €
Outside back cover	40 000 €
Inside back cover	20 000 €
IFC Gatefold - 4 pages.....	65 000 €
Standard 4 page gatefold.....	55 000 €

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 #48

Advertising confirmation	November 17th, 2018
Materials submission	December 15th, 2018
Publication	February 27th, 2018 (TBC)

SELF SERVICE #49

Advertising confirmation	June 1st, 2018
Materials submission	July 3rd, 2018
Publication	September 25th, 2018 (TBC)

CONTACTS

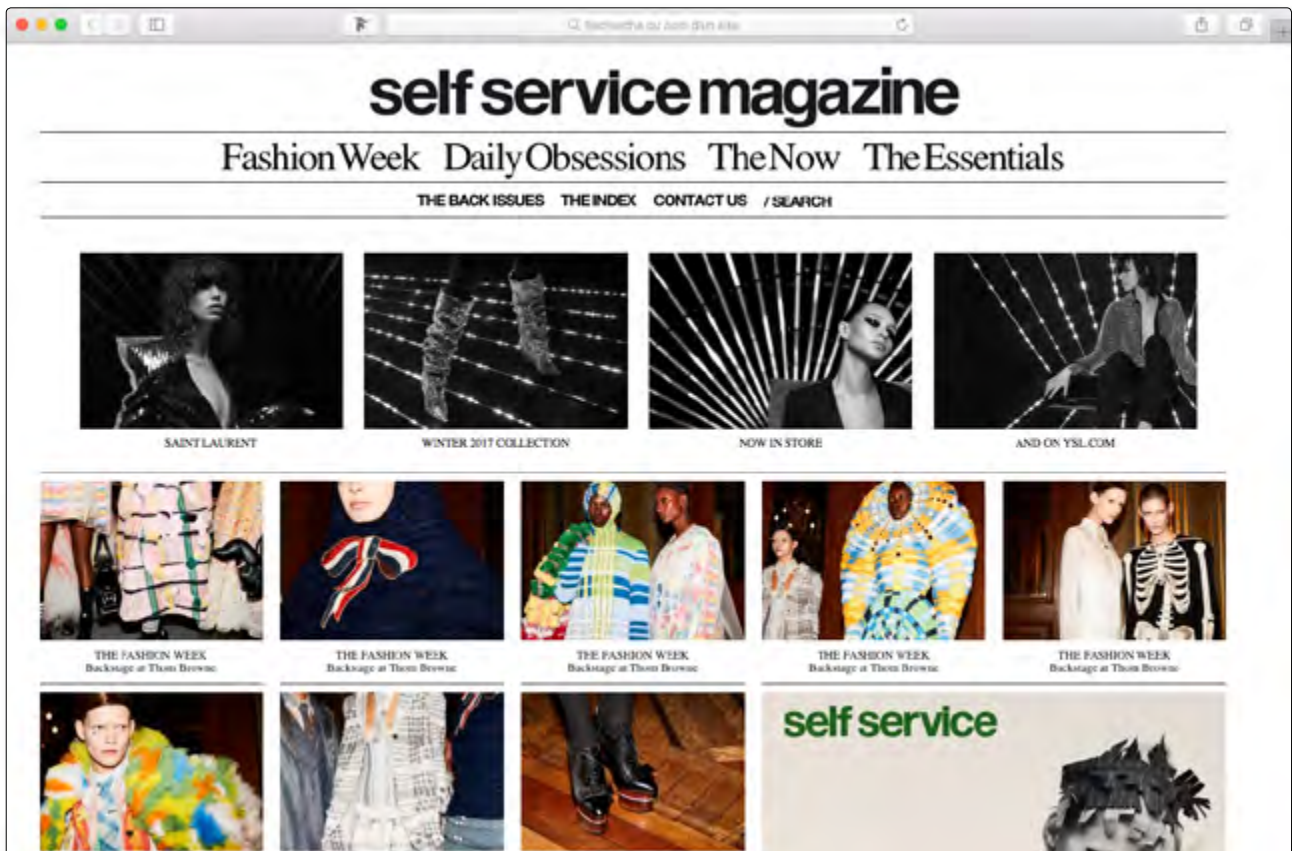
Advertising Director Eleni Gatsou	+33 6 20 70 22 28 eleni@elenigatsou.com
Self Service Magazine	7, rue Debelleyme 75003 Paris +33 1 85 08 41 25

selfservicemagazine.com

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.

selfservicemagazine.com is an online immersion in the feeling of the print magazine, taking the digital fashion experience to a whole new level.

A visual index, selected daily obsessions, diverse fashion players essentials and fashion week moments, are combined into a digital fashion bible.



DEMOGRAPHICS

Total page views	1 270 863
Monthly unique visits.....	204 437
Male.....	40%
Female	60%
Age	25-45

INTERNATIONAL READERSHIP

Europe	50%
North America	40%
Asia.....	10%

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. You may contact eleni@elenigatsou.com

