



01

Distribution
Seymour International Ltd
+44 207 429 4072

Advertising
Eleni Gatsou Bureau
eleni@elenigatsou.com
marine@elenigatsou.com
+33 6 26 96 06 68

Offices
Primrose Hill Studios
110 Gloucester Avenue
London NW1 8HX

HISTORY & CREDENTIALS

02

POP is now close to 20 years old. Famous faces from Britney Spears, Taylor Swift and Madonna to Grimes, Marina Abramović and even Elton John have memorably graced its cover. The list of supermodels who have delivered striking, iconic POP covers stretches from Kate Moss, Naomi Campbell and Gisele Bündchen to Natalia Vodianova, Gemma Ward and Freja Beha Erichsen. Yes, the true It Girls.

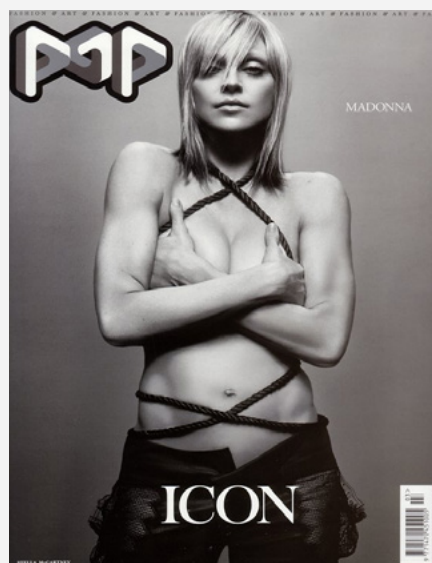
When POP releases a cover it is always an event and often a key signpost to where the fashion world is heading (witness the stunning Alexa Chung covers of Autumn/Winter 2014 in a unique tie-up with the designer Nicolas Ghesquière for his debut season at Louis Vuitton). From Grimes in Proenza Schouler to Gwen Stefani in new-look Paco Rabanne by Julien Dossena, the covers of POP reflect a resolutely contemporary spirit and always impact on both the newsstands and on the fashion scene.

POP simultaneously exists in the mainstream yet provokes and predicts the mainstream.

Since its launch issue in 2000, POP has always been brave enough to pioneer important, new cover stars and 'break' strong editorial stories. Who took the 'fashion blogger' phenomenon to new levels with its memorable Tavi Gevinson cover by Damien Hirst? POP! Who published the world exclusive first cover of Pussy Riot on their unexpected, sudden release from jail in 2013? POP! And who is the first port of call for a sensational, exclusive glossy cover for international music icons like Britney Spears (2010), Taylor Swift (2012), Iggy Azalea (2013) and Grimes (2014)?... yes, it's always POP.

POP works with the most important names in fashion photography, yet also is the international magazine that is most responsible for breaking genuine star photographers. Having changed the fashion scene with Mert Atlas and Marcus Piggot, POP has since repeated the feat; today Harley Weir and Tyrone Lebon star alongside the likes of Juergen Teller and Viviane Sassen. Always first, always evolving...

In 2012 Ashley Heath completed the purchase of both POP and Arena Homme+ from Heinz Bauer / Bauer Media. A long-envisioned 'succession' plan (Bauer chose to reject overtures from Condé Nast), this ensures the POP legacy of innovation and bold, brilliant editorial. These are the days of POP..



Distribution
Seymour International Ltd
+44 207 429 4072

Advertising
Eleni Gatsou Bureau
eleni@elenigatsou.com
marine@elenigatsou.com
+33 6 26 96 06 68

Offices
Primrose Hill Studios
110 Gloucester Avenue
London NW1 8HX

POP is MEDIA

POP revolutionised the world of glossy fashion magazines from its conception and launch as a bi-annual addition to The Face by Ashley Heath in 1999. A host of copycat titles have followed, but none have got close to matching the impact and idiosyncratic new-era elegance of POP.

The POP woman is defined by:

- Travel
- Technology (the Internet and social media)
- Cutting-edge visual culture (from Art World to Instagram)
- Fashion as a new world language
- The now constant redefinition of 'Chic'

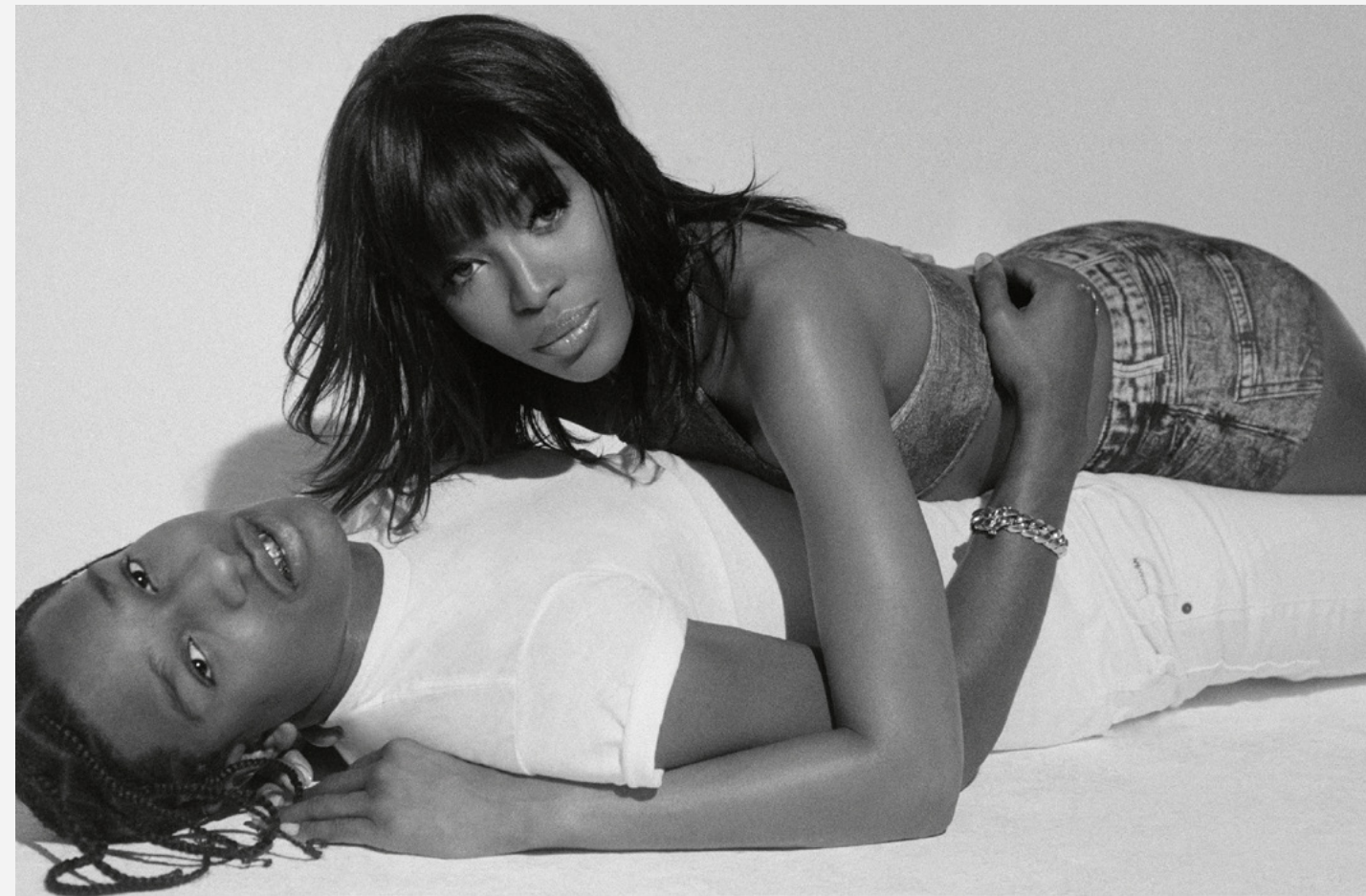
And ultimately:

- Fashion as important everyday design for the Modern Woman

More than any other fashion title POP believes the best contemporary Fashion needs a stylish, colourful yet intelligent context in order to be best celebrated and considered. POP works with the best photographers, stylists and writers to achieve this. The magazine has also virtually single-handedly pioneered innovative editorial tie-ups with celebrated blue-chip artists.

POP founder Ashley Heath, interviewed in 2002, said:

"At The Face magazine in the Nineties we had this belief that we were creating a Vogue for a new generation. That was needed. The launch of POP from the foundation of The Face occurred specifically to further all that. A bold and editorially brave international women's glossy to celebrate a new fashion era..."



Photography: Brianna Capozzi (top), Charlotte Wales (left), Cindy Sherman (right)



THE POP READER



The POP reader is stylish, cultured and well educated. She is of the 'Travel Generation', women who experience regular aspirational journeys to a myriad of new destinations. She buys POP for a visually arresting, cutting-edge yet international perspective she really can't find elsewhere - not in weekend newspaper supplements, monthly women's titles or other less innovative, poorly written bi-annual magazines. The POP reader responds to the magazine's bold contemporary design, fiercely intelligent and independent opinion and, of course, its elegant fashion editing.

The POP reader, like the magazine, is fashion obsessed. But she is a stylish leader not a passive follower of the cliched, the lazy and the overly familiar. She is a woman of the new fashion world, interested and informed by the styles and lifestyles of women of different territories and many different walks of life.

The definition of 'What is Chic?' is now evolving faster than ever. There may not be one, simple answer, but the POP reader is the most on top of this wonderful eternal quest.

OUR READERS PROFILE

90% Female
AB 40%
ABC1 60%

Photography: Torbjorn Rodland

01

Distribution
Seymour International Ltd
+44 207 429 4072

Advertising
Eleni Gatsou Bureau
eleni@elenigatsou.com
marine@elenigatsou.com
+33 6 26 96 06 68

Offices
Primrose Hill Studios
110 Gloucester Avenue
London NW1 8HX

WORK WITH POP



Photography Sean & Seng



Photography Juergen Teller

PROVEN TRACK RECORD

POP is the original and most prestigious international bi-annual fashion magazine. Time and time again it has innovated in women's publishing with bold covers, brave ideas and a chic, contemporary take on the best designer fashion.

BRAND POSITIONING

POP is the ultimate environment for luxury fashion and consumer brands to showcase and cement their positioning in a cluttered market. Where POP leads, others always follow. POP is iconic.

LOYAL INFLUENTIAL READERSHIP

The POP readers are upmarket, discerning and very loyal. They trust in the magazine's taste and buy what POP selects and photographs. The POP woman is in turn a tastemaker influencing her peers.

• POP'S SOCIAL MEDIA

POP has an influential social media presence via both its own Instagram/Twitter accounts and those of its key contributors. A 'world of POP Girls', the magazine's active, chic Instagram runs parallel to that of Stevie Dance, Susie Lau et al.

COST EFFICIENT

As a bi-annual, POP has a longer exposure period in the market than a monthly and, further, is a magazine likely to be kept and treasured. Market research showed POP has both a longer reading time and repeat exposure than rival titles.

INTEGRATED COMMERCIAL COMMUNICATION

Unlike many other media where advertising can be seen as an interruption, in POP the campaigns are enjoyed on a par with the editorial and are part of a continual seasonal dialogue brands develop with key clients.

MULTIPLE PLATFORMS

Through thepop.com and, crucially, social media platforms, the POP brand extends its reach digitally allowing for a deeper dialogue with the readers on a daily basis. POP is also comfortable (and very experienced) in extending exciting projects into gallery and pop-up installation settings.

INFORMED RESPONSIVE TEAM

We listen to our clients. We act quickly. We're obsessed with POP's world.



Photography: Harley Weir

POP DISTRIBUTION
Print Run 90,000
• 50% UK
• 50% Overseas
Full territory breakdown
on request

PUBLISHING SCHEDULE
SPRING/SUMMER ISSUES
On Sale: Early February
Copy: Late December
AUTUMN/WINTER ISSUES
On Sale: Late August
Copy: Early July

Photography: Charlotte Wales



Photography: Viviane Sassen