





HISTORY & CREDENTIALS

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Launched in 1993 by the founder of The Face, Nick Logan, Arena Homme+ is the world's leading men's fashion magazine and the original bi-annual fashion bible. On the 20th anniversary of Arena Homme+ in 2013, the long-retired Logan described the title as, "the thing I am most proud of, my greatest contribution to magazine publishing."

That Nick Logan himself considers Arena Homme+ as of even more importance than the seminal The Face, speaks volumes. Published twice yearly in line with the fashion seasons, AH+ leads this market sector with a distinctive editorial aesthetic and a brave, bold cultural agenda that others have never managed to match. Arena Homme+ is not an institution, it is much more than that – a living, breathing, evolving thing of glossy innovation and beauty that remains at the very top of its game after close to 25 years.

Under the ownership and editorial direction of Ashley Heath (who notably had edited the title on three separate occasions having campaigned for its original launch), Arena Homme+ has taken a creative leap forward that has once again left the fashion world somewhat spellbound, struggling to catch-up. To much scratching of heads, Heath had appointed the young and then relatively unknown Max Pearmain as editor, pushing an agenda of "post-digital magazines that matter." Within months, Pearmain became an industry icon.

AH+ continues to boast an unrivalled set of contributors in the form of the world's foremost fashion photographers. Only in this title, however, are these superstar names so pushed/pulled and cajoled into arresting magazine magic. AH+ is the foremost 'must have' bi-annual for readers and the industry alike, a reliable barometer of the future.

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ASHLEY HEATH: EDITOR & ICON

"I grew up reading and totally revering Arena Homme+... it's actually the main reason I work in fashion. Magazines can have powerful energy!

Becoming the editor of this wonderful, unique magazine has been a dream come true for me. I still pinch myself when I'm on set with David Sims or Juergen Teller and the ideas are evolving at 100 miles an hour... I want the magazine to remain as influential and important as it was for me – and indeed for many others – when I was growing up. We'll always push the magazine as this very important, international platform for dynamic emerging talent, whilst also retaining and embracing this much-envied list of superstar photographers, designers, artists and stylists.

I care passionately about delivering groundbreaking, personal projects to the Arena Homme+ readership, and producing a men's magazine that people actually want to return to long after they've bought it. Less 'fashion-insider' we see Arena Homme+ as a chance to have a strong dialogue with the wider world of men's fashion; also with art, travel, design and, crucially, with brave, elegant real men.

Arena Homme+ is an institution, yes. But it also remains strong, direct, bold, exciting, independent and somewhat magical. In an ever-crowded market place we stand apart, we actually predate and predict key cultural moments and shifts. Even David Bowie knows it and agrees!"

Photography: Alasdair McLellan





Our Readers Profile:

90% Male

ABC1 75%

Heterosexual 50% Homosexual 50%

Photography: Stevie Dance

THE ARENA HOMME+ READER

The Arena Homme+ reader is stylish, cultured and well-educated, buying the title to get the best cutting edge content that can't be found in other magazines or online. With an average age of 35, the vast majority of readers are ABC1 in demographic with many working in the ever-expanding creative, art and design industries. They are also loyal readers with more than half regularly buying the title for over 5 years. Importantly the magazine's readers are also high earners and big spenders, with designer fashion always high on the shopping list. In short, the AH+ man is a trend setter beyond fads and hype, the most influential of his wider peer group.

Ashley Heath, editorial director of Arena Homme+, comments: "In a magazine market where men's titles appear to try very hard to market themselves as either resolutely 'heterosexual' or 'homosexual', we're immensely proud of a passionate AH+ readership that is split almost exactly down the middle on that front. Why proud of that? Because it reflects our world, the real modern world of intelligent, worldly men who long-ago got over all that blinkered herd mentality. We were always brave re this 'arena' and that of age demographics too. In truth, the old 'rules' were found wanting and today Arena Homme+ thrives in an incredibly exciting new era for men."

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WHY WORK WITH AH+

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PROVEN TRACK RECORD

AH+ is the original and most prestigious international bi-annual fashion magazine. Time and time again it has innovated in men's publishing with bold covers, brave ideas, great imagery and writing and a contemporary take on designer fashion.

BRAND POSITIONING

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

LOYAL INFLUENTIAL READERSHIP

The AH+ readers are upmarket, discerning and loyal. They trust in the magazine's taste and buy what AH+ selects and photographs. The AH+ reader is in turn a tastemaker influencing his peers.

MULTIPLE PLATFORMS

Through online and social media platforms, the AH+ brand extends its reach digitally allowing for a deeper dialogue with the readers on a regular basis. The use of innovative films (showcased online) is particularly important now at AH+.

COST EFFICIENT

As a bi-annual, AH+ 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 AH+ 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 AH+ the campaigns are enjoyed on a par with the editorial content and are part of a continual seasonal dialogue brands develop with discerning international readers.

ART KUDOS IN THE REAL WORLD

AH+ is experienced and comfortable in extending projects into gallery and pop-up installation settings. Recent AH+ exhibitions at the ICA and at the Saatchi Gallery led to the magazine being heralded as an innovator by no less than the art world bible "Art Forum".

INFORMED RESPONSIVE TEAM

We listen to our clients. And act quickly.

Photography: Juergen Teller

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

PUBLISHING SCHEDULE
SPRING/SUMMER ISSUES
On Sale: Late March
Copy: Early March
AUTUMN/WINTER ISSUES
On Sale: Mid October
Copy: Late September

Photography: Wolfgang Tilmans



Photography: Beat Streuli

