

CLOAKROOM



HARRISON
FORD

GAY **TALESE**

OSKAR
METSAVAHT

PETRA
BLAISSE

ED **RUSCHA**

TIANE DOAN NA
CHAMPASSAK



ISSUE 1 16 GBP 20 DOLLARS 18 EUROS

MEDIA KIT 2020



THE MAGAZINE

Cloakroom explores with wit and rigour exceptional spaces and the lives and minds of those who inhabit them.

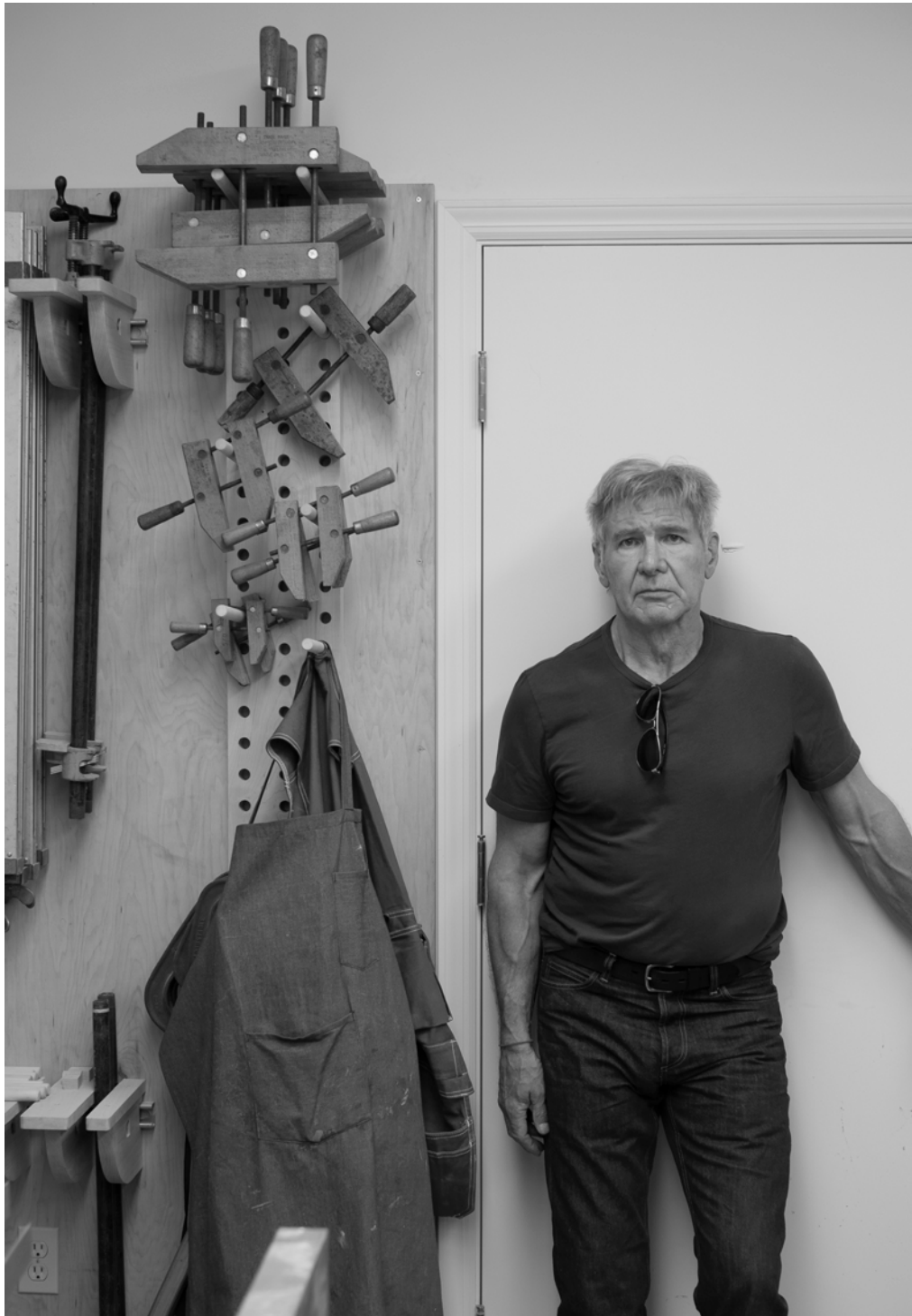
Re-imagining and re-framing an obsession with interiors, its bi annual magazine offers hyper-specific life style through photographic portfolios, interviews and commentary by the creative industry's most influential photographers and writers.

In a series of intimate, visual and written stories in contemporary design and fashion, Cloakroom investigates the friction between good taste and bad, and the allure of that contradiction.

Cloakroom launched in October 2019 with Claudia Donaldson as Founder and Editor in Chief (previously NOWNESS and Wallpaper*).

Photography by Alexandre Guirkingier,
from the interview series THE FULL PICTURE
with Oskar Metsavaht

ORIGINAL EDITORIAL FORMATS IN PRINT AND VIDEO



THE FULL PICTURE: Harrison Ford by Matthew Donaldson

THE FULL PICTURE

Cloakroom's flagship interview series, exploring the ordinary lives of extraordinary people.

THE CONNOISSEUR

A connoisseur imparts their wisdom via an anecdote.

CLOAKROOM CONFIDENTIAL

An illicit event told through a first person narrative.

BUTTERED EGGS (A PRIVATE PLEASURE)

A celebrated writer shares a secret indulgence.

THERAPEUTIC DUTIES

A week in the life of a public figure.

HELLO XXX

A portrait series.

DESIGN

A photography led design portfolio. Wetap into the collective obsession with interiors in a new type of storytelling in design. 16-20pp.

MODERN ARCHIVE

An artist collaboration or guest editorship, where each issue an existing body of work is re framed and popular cultural themes re imagined. 16-20pp.

SPOT THE DIFFERENCE

A new take on an old classic.

CLOAKROOM PRESENTS

Cloakroom's editorial strategy is print first, video first. The 'presents' brand is our sister video format, hosted both on cloakroom-magazine.com and Instagram. It showcases original film from Cloakroom's extensive network of collaborators.

E.g. THE FULL PICTURE with Harrison Ford.

- In print:
A 34 page editorial profile.
- Cloakroom presents:
A 2 min film premieres on cloakroom-magazine.com and IGTV.

Watch Claudia Donaldson's showreel [here](#).



CONTRIBUTORS



Kathleen Baird-Murray
Chiara Barzini
Petra Blaisse
Polly Brown
Tiane Doan Na
Champassak Matthew
Donaldson Annabel Elston
Alexandre Guirkinger
Harrison Ford
Leigh Johnson
Emily King
Paul Kooiker
Dana Lixenberg
Mat Maitland
Oskar Metsavaht
Jo Ratcliffe
Ed Ruscha
Kuba Ryniewicz
Scheltens & Abbenes
Horacio Silva
Raven Smith
Gay Talese
Jia Tolentino
Louis Theroux

READERS

Cloakroom attracts intelligent, affluent consumers who favour the tactile pleasure of print in addition to the digital media they engage with.

Characterised by a critical eye and an appetite for compelling storytelling, the Cloakroom reader is a creative decision maker, influencer and policy maker. They are increasingly anti-materialistic, therefore channeling a collective unconscious re-definition of what style and luxury mean today.

MALE READERS ————— 41%
FEMALE READERS ————— 59%

18 – 24 ————— 9%
25 – 34 ————— 30%
35 – 44 ————— 44%
45 – 54 ————— 12%



DESIGN: Feelings of Furniture by Polly Brown

DISTRIBUTION

Cloakroom is distributed by Boutique Mags, and stocked in specialist booksellers and magazine outlets globally.

Audience territories:

UK	50%
REST OF EUROPE	20%
AMERICAS	20%
ASIA	10%



EVENTS

LUNCH AT THE ROSE BAKERY

To celebrate the launch issue, Dover Street Market hosted an intimate 20 person lunch for contributors, press and friends of Cloakroom.

THE LAUNCH DINNER

Cloakroom threw a private party, with dinner by The River Cafe, and a selection of high profile guests from the worlds of art, fashion, film and design.



Dinner by The River Cafe
at Cloakroom's launch dinner, October 2019



Maureen Paley & Molly Goddard
at Cloakroom's launch dinner, October 2019



Raven Smith & Louis Theroux at Cloakroom's launch dinner, October 2019

COMMERCIAL PARTNERSHIP # 1

EDITORIAL COLLABORATION

CLIENT:
Mezzatorre Hotel & Thermal Spa
(Il Pellicano group).

Il Pellicano owner Marie Louise Scio
featured in Cloakroom Issue 1 as
THE CONNOISSEUR.

In a special collaboration with the
Cloakroom, an original story and
photograph were commissioned
on behalf of the client.

The Connoisseur features both as a
double page spread in the magazine and
on @cloakroommagazine Instagram.



COMMERCIAL PARTNERSHIP # 2



BESPOKE ADVERTISING INSERT



CLIENT: Jil Sander

A special 10 page insert in the magazine to showcase an extended version of the brand's FW19 campaign photographed by Nigel Shafran.

The campaign was inserted in the middle of the book eschewing conventional media positioning. Seamless editorial integration is achievable through a straightforward advertising insertion.

Cloakroom worked in collaboration with Jil Sander to create the bespoke insert, sourcing recycled paper stock in keeping with the brand's sustainable values.

This project shows the value and power of an authentic partnership between like minded brands.

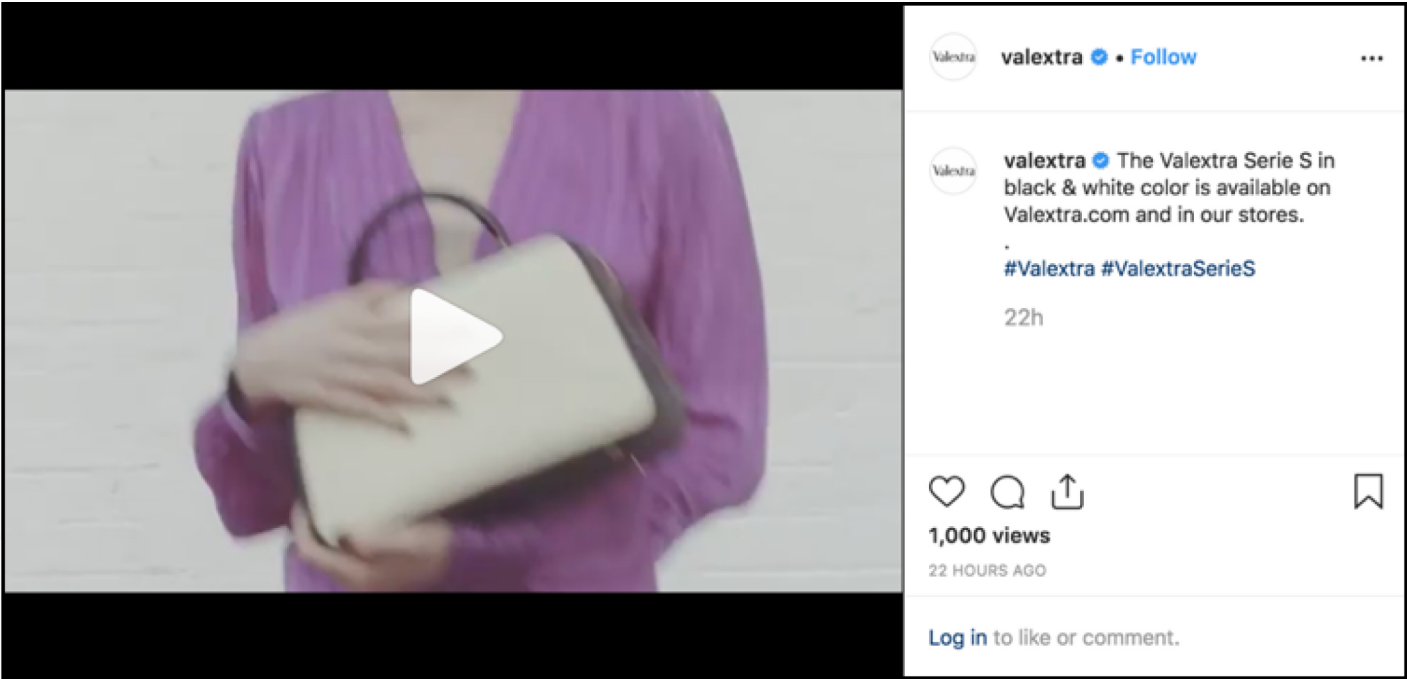
COMMERCIAL PARTNERSHIP # 3

CLIENT: Valextra (white label).

This partnership comprised a 30 second short film for Valextra’s digital channels, as well as a traditional advertising insertion.



ADVERTISING AND FILM PACKAGE



RATES

Inside Front Cover DPS	£28,000
Outside Back Cover	£25,000
Inside Back Cover	£12,000
Double Page Spread	£17,000
Single Page	£10,000

Bespoke partnerships (both for print and digital) are available and will be costed accordingly, along with design costs, extra cross-site and social media values.

CONTACT

Editor In Chief
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DATES

Issue 2 Publication date April 2020
Commercial booking January 2020
Artwork deadline February 19th 2020

Issue 3 Publication date October 2020
Commercial booking June 2020
Artwork deadline August 2020

TERMS

- All advertisement rates are subject to VAT.
- Payment terms for advertising 30 days within publication date.
- Booked advertising can only be cancelled up to 6 weeks prior to artwork deadline or is payable in full.
- There is a no-cancellation policy for cover positions.

WHAT THE INDUSTRY SAYS

Claudia Donaldson is a curator of culture par excellence. With her meticulous eye for photography, art and design she will no doubt make Cloakroom an essential part of every style and culture obsessed persons coffee-table collection.

JEFFERSON HACK,
CEO & FOUNDER DAZED MEDIA

I've known her for a long time. She's kind of under the radar, always allowing a space for people to tell their stories.

If you don't know about her, you should.
GLEN LUCHFORD, PHOTOGRAPHER

Claudia has an enthusiasm for design, and life, that's impossible to ignore. Her vigorous commitment to projects she's been involved with is self-evident. All of her passions come together in Cloakroom.
PETER MILES, GRAPHIC DESIGNER

I was sad to hear that Claudia left NOWNESS but excited to see what she'll do next. I like her - she's calm, clever and good fun.
RON ARAD, DESIGNER

Claudia Donaldson is mentor to the new generation elite in digital filmmaking.
CLARA CULLEN, FILMMAKER

Claudia is that rare and special person in the creative world. She is a designer, a curator and an editor, with an exceptional eye for beauty and a curiosity for all that is exciting and contemporary. She has a deep understanding of tradition. She has a rigorous knowledge of what it takes to do something well. I have been lucky to have worked with her, as a colleague, as an advisor, and luckier to have her as a friend.

RUTH ROGERS,
CHEF & FOUNDER, RIVER CAFÉ

Claudia is a rare gem in the fashion world. Her keen artistic eye brings a beauty and sophistication to anything she touches. I have had the pleasure of working with Claudia, and what I admire most is her ability to create rich quality looks that feel both timeless and cutting edge. Claudia is a force of nature, a combination of sophistication, beauty, and high quality combined into one insanely talented human being. She is the embodiment of all things good in the fashion world, and I am honored to have had the opportunity of working with her.
JONAS ÅKERLUND, DIRECTOR

Claudia Donaldson is a good commissioning editor.
NIGEL SHAFRAN, PHOTOGRAPHER

