

WHITELIES



MEDIA 2020

***Whitelies is a contemporary
opinion-leading manual for the
modern creative class***

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Yuka & The Forest
by Lena C. Emery



CÉLINE Cover Story
with Lena Hardt



LOUIS VUITTON Cover Story
with Charlie R. Heaton



***Within the past five years,
Whitelies has become
highly relevant for both
the affluent sophisticated
establishment & emerging
opinion leaders and
urban influencers***

60% female / 40% male

Age 19-44 – both sexes

Global, urban and hedonistic. Longing for beauty, desaturation and timelessness in fashion, design, photography and art. High disposable income.

Age 17-35 – mainly female

Fashion-conscious, influential and in search of a medium reflecting a sophisticated and classy image of contemporary culture.





CHANEL Cover Story
with Merel Zoet



IRIS VAN HERPEN Cover Story
with Annely Bouma



***Whitelies managed to reach
850.000 readers in 2016-19
and will reach more than
1.100.000 readers in 2020-21
by expanding further into
the Asian & US market***

Whitelies Magazine is distributed in carefully curated book shops and concept stores worldwide. The publication is also displayed at high class retreats, art galleries, en vogue cafés and at design hotels.

The focus is on the distribution at high-end locations giving our partners the perfect place to advertise in an environment that embraces an uncontaminated vision and gets the target consumer highly involved.



Palais de Tokio (Paris) **do you read me?!** (Berlin)
Magma (London) **Bandi & Luni's** (Seoul) **Rizzoli** (Milan)
Athaneum (Amsterdam) **Standard Books** (Tokio)
Magnation (Melbourne) **Casa** (New York)

... and many more



Instagram

<i>followers</i>	18.500
<i>followers reach</i>	525.928
<i>impressions</i>	2.614.612

***The Whitelies Network consists of influencers
& international opinion leaders from the areas of
art, fashion, society, politics & economics reaching
18.000.000 followers in total***

03 – Opinion Leaders

The Whitelies Network



Virgil Abloh
Artistic Director
@virgilabloh
5.400.000 followers



Winnie Harlow
Model
@winnieharlow
7.700.000 followers



Patricia Manfield
Fashion Blogger
@heir
401.000 followers



Johann König
Gallerist
@koeniggalerie
226.400 followers



Louis Hofmann
Actor
@louishofmann
565.000 followers



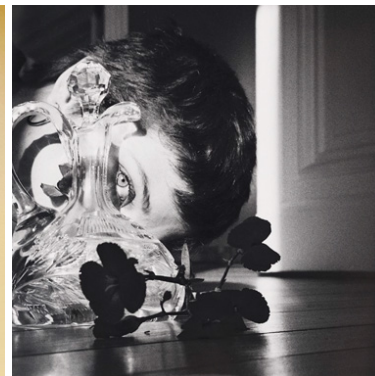
Sita Abellan
DJ
@sitabellan
694.000 followers



Maxime Ballesteros
Photographer
@maximeballesteros
41.500 followers



Bill Kaulitz
Singer
@billkaulitz
674.000 followers



Larissa Hofmann
Model
@larryhofmann
118.000 followers



Travis Mills
Singer
@travismills
1.300.000 followers



**Single
Page**

*One page
22 x 29
Standard placement*

2.800 €



**Double
Page**

Two pages

44 X 29

Standard placement / Cover spread

5.600 € / 8.400 €



**Back
Cover**

Back page

22 x 29

Premium placement

11.200 €

*A rise against the superficiality in fashion,
photography and art to get back to
the true value of artistry*

Media Data

Date of Publication	01.II.2020
Booking Deadline	15.I0.2020
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Specifications

Dimensions	220 x 290
Bleed	5 mm allround
Processing	Adhesive binding
ICC Profile	PSO Uncoated V3
Resolution	300 dpi
Color	4/4 CMYK

Data Delivery

Unseparated image data with 300 dpi
PDF/X-1a, PDF/X-3, PDF/X-4

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Promotions on request.

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