

MEDIA KIT



F R O M

FROM IS A MAGAZINE ABOUT YOUTH AND CULTURE

MANIFEST

FROM is a magazine about youth and culture.

Born and based in Copenhagen, raised by Scandinavian beliefs, interested in the whole world. FROM seeks to chronicle the cornerstones of youth. The good and the bad, the hip and the 'unpretty', the deep and the superficial. FROM plots the childhood of contemporary life in images, articles, essays, short stories, statements, letters from kids, social issues, cultural debates. In pictures and in words youth is both documented and aestheticized.

FROM digs to find out whether 'if the kids are alright' - consider it a testimony of ways to answer this.

READERS

FROM targets kids, their parents; and everyone else, really. Individuals in the age span of 18-60 who seek ideas that reflect authenticity across the art and social living of youth. People who love the beat of a big city. FROM looks at youth at the age of 5-18. You don't have to have a kid to find FROM interesting, however, you must remember how it was to be one.



DISTRIBUTION / CIRCULATION

PRINT

The printed magazine is biannual, syncing up with CPH Fashion Week in February and August.

Advertising rates:

1 full page: Euro 2700, DKK 20.000

1 double page: Euro 4100, DKK 30.000

back cover: Euro 6100, DKK 45.000

Advertising deadline for print issue 1: 5 December 2011

Release date: 1 February 2012

ONLINE

The web, frommagazine.com, is an ongoing communicative motor, filling you up with the 'important and the unimportant' week by week. The whole web consists of the site itself with a strong, personal blog value, active Facebook and Tumblr accounts.

Advertising rates:

1 top banner/ web ad pr. month: Euro 700, DKK 5.000

Advertorial coverage on request.

Advertising deadline for website: 2 January

Release date: 1 February 2012

TECHNICAL SPECIFICATIONS

PRINT

Advertising deadline for print issue 1: 5 December 2011

Vector output PDF

*PSO Uncoated ISO12647 (ECI) *You can download the profile on the website
fonts embeted & outlined.*

Bitmap at minimum 300 dpi.

Format:

Full page: 210 x 280 mm. + 5 mm bleed all around the page + crop marks

Double-page spread: 420 x 280 mm incl. + 5 mm bleed

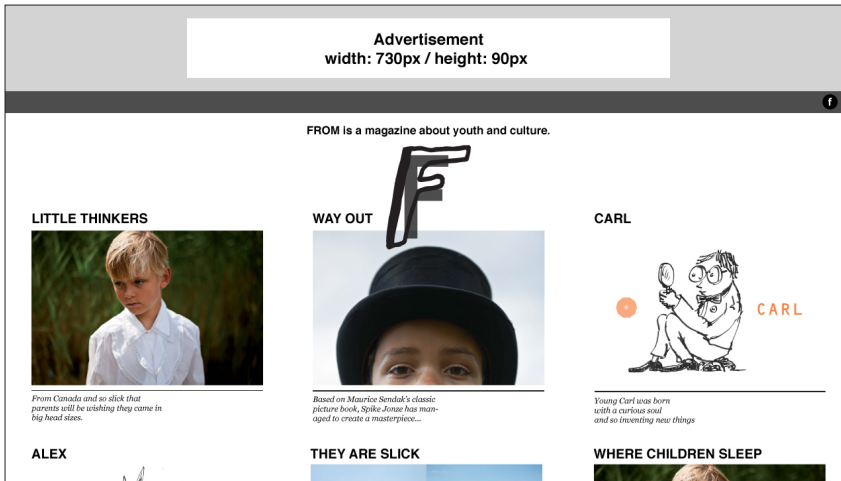
ONLINE

www.frommagazine.com

All images 72dpi, JPEG or GIFF, RGB color space

Format: (top banner)

730 px. x 90 px.



TERMS AND CONDITIONS

– PRINT PAYMENT

Full payment is required prior to the advertising deadline to secure your ad space in FROM. In the event that the advertiser fails to make timely payment, FROM Magazine may immediately cancel all pending and future orders for advertising.

– ONLINE PAYMENT

Full payment is required before the chosen issue release date to secure your ad space on FROMMAGAZINE.COM. In the event that the Advertiser fails to make timely payment, FROM magazine may immediately cancel all pending and future orders for advertising.

– LIABILITY FOR ERRORS

FROM as part of our production will check that all advertising material is within our specifications. However the onus is on the client/agent to provide material within specifications enclosed in our advertising PDF. Advertising submitted must comply with FROM's specifications. FROM may reject the advertising material if it is not submitted in accordance with such specifications, here under the aesthetics and values defined by FROM. FROM does not accept responsibility for

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