



ABOUT THE STYLEMATE

THE Stylemate is a bilingual print and online magazine (German and English) dedicated to mindful living. We publish content with a strong aesthetic sensibility and a clear focus on meaningfulness: every story, every portrait, every recommendation inspires a conscious and internationally open lifestyle.

Our topics range from Architecture, Art & Culture, Design, Fashion, Food & Drink, Hotels and Travel – always curated with an eye for the extraordinary and with the ambition to offer readers around the world fresh impulses for an aesthetic, sustainable, and meaningful way of life.

Internationality is at the core of our DNA: our content is created with a global perspective and designed for an audience that seeks cultural, stylistic, and intellectual inspiration beyond borders.

THE CONCEPT INCLUDES:

- **Print magazine (3 issues per year)**
- **Online magazine (thestylemate.com)**
- **THE Stylemate online shop (curated niche products)**
- **Newsletter marketing (45,000 subscribers)**



LESER:INNEN

The **THE Stylemate** community is international and made up of people who live consciously, with curiosity and a strong sense of aesthetics.

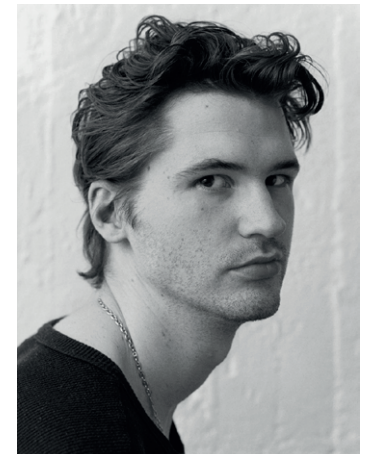
Demographics: 67% female, 33% male

Age: Core target group 25–50 years

Lifestyle: Urban, design- and culture-oriented, with an active, sustainable, and purpose-driven way of life

Mindset: Open-minded, travel-savvy, globally connected, and passionate about the finer things in life

Our readers are **trendsetters and early adopters** who seek brands, places, and products that reflect their values of sustainability, quality, and individuality.



B2B – ADVERTISING CLIENTS

As an advertising partner of **THE Stylemate**, you gain access to a high-quality, international audience that connects design, art, fashion, and travel with a mindful lifestyle.

Particularly relevant advertisers for THE Stylemate include:

- Premium and niche brands from the fields of design, interior, fashion & beauty
- Lifestyle hotels, resorts, and destinations that stand out through sustainability and design
- Art and cultural institutions, museums, galleries, and festivals
- Manufacturers and brands that embody quality, craftsmanship, and contemporary luxury
- Innovative companies in the food & drink sector with a focus on aesthetics and sustainability

THE Stylemate is the ideal platform for brands that offer more than just products – for companies that tell stories, express values, and seek to be part of an aesthetically and mindfully living international community.



REACH



2.000.000

Yearly Readers

20.000

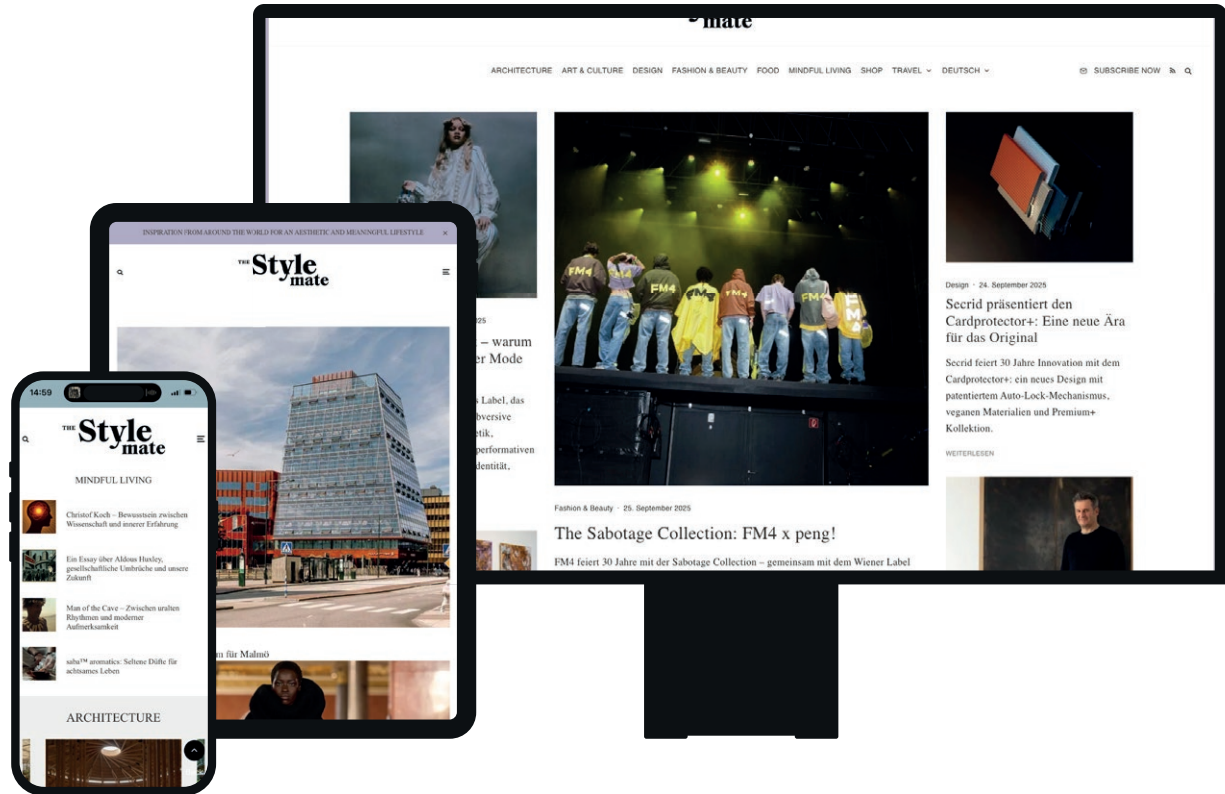
Print Issues

45.000

Newsletter Subscribers

45.000

Social Media Follower



Distribution

- Lifestylehotels™ (100 Hotels)
- UNESCO Cities of Design
- Cooperation Partners & Subscribers
- Monocle Online Shop
- Monocle Shops & Cafés in Tokyo, Zurich, London & Paris

THE Stylemate

FORMATE

1. Print

ab € 2.950

A3, 40 pages, 3 issues per year

Placements: Full page (1/1), Half page (1/2), Advertorialss

Surcharges: Inside front cover (U2) +50%, Inside back cover (U3) +25%,
Back cover (U4) +100%

1/2 half page	€ 2.950
1/1 full page	€ 3.950
2/1 double page spread	€ 5.530

+ Info/Advertorial = includes online article + newsletter + social media

2. Online Article

from € 1.190

DE/EN, incl. social media & newsletter	single: € 1.190
Features: Video, links, permanent online	Package (3): € 2.490

3. Online Category Header Sponsorship

€ 7.000

Exclusive Sponsorship of a Category Header Branding

Duration: 1 year

Includes: Category newsletter + 7 articles (DE/EN)

4. Online Shop Integration

€ 990 Set-up

Product Presentation

Includes: Article + Social Media + Newsletter



5. Exclusive Newsletter

€ 1.500

Sent to 45,000 subscribers

Optional: Print advertorial + product placement

Includes: Article + newsletter + social media

6. Contest Campaigns

€ 1.500 / € 990

Advent/Easter Campaigns

Includes: Article + Social Media + Newsletter

TECHNICAL SPECIFICATIONS

PRINT

Deadline for print materials: approx. 4 weeks before publication

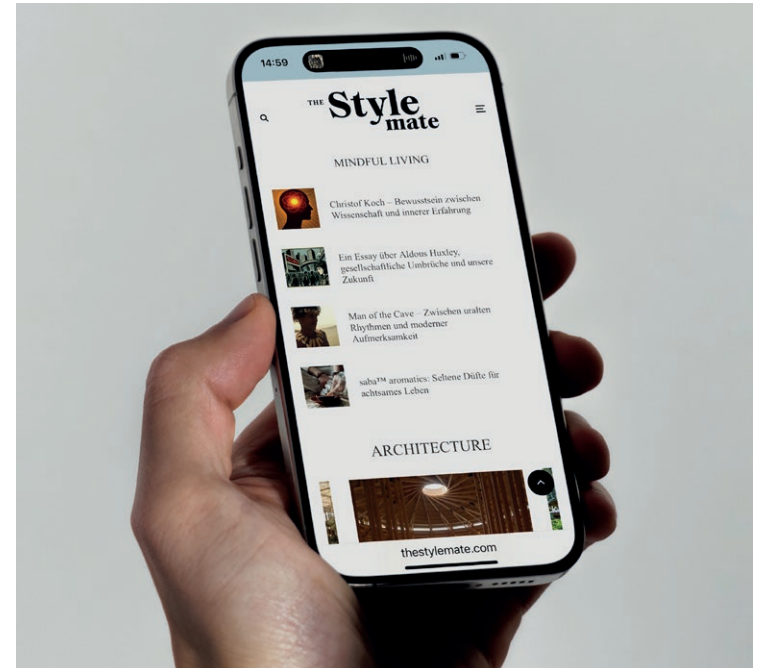
Image files: CMYK-TIFF/EPS, 300 dpi

Text files: Word, RTF, or similar.

Prices (excerpt)

- Online magazine article: € 1.190
- Package (3 articles/year): € 2.490
- Category head sponsorship: € 7.000
- THE Stylemate online shop integration: € 990 (Set-up)
- Exclusive newsletter: € 1.500
- Contest campaigns: ab € 990
- Advertorial full page (1/1) print: € 3.950
- Essentials product advertising: € 990

* All prices exclude advertising tax (5%) and VAT (20%).



WHY THE STYLEMATE?

- Bilingual print and online (DE & EN)
- International distribution, including Monocle shops & online shop
- Design-oriented, discerning audience
- Cross-media visibility (print, online, social media, newsletter)
- Flexible formats, from advertorials to head sponsorship

Contact

THE Stylemate

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