

THE

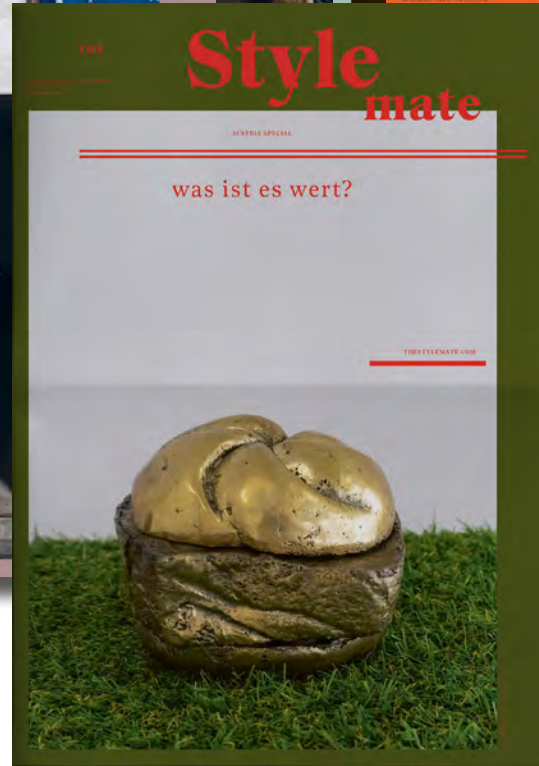
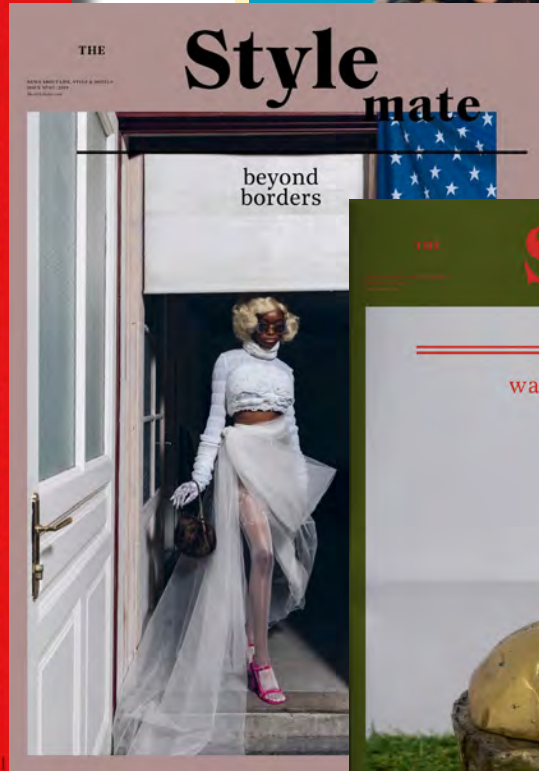
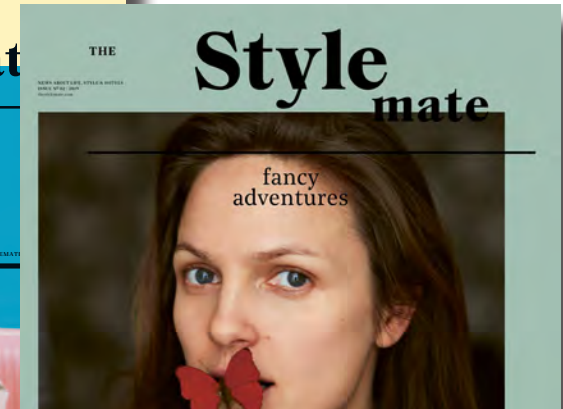
# Style mate

2021

MEDIA KIT

## media kit





ABOUT LIFE, STYLE AND HOTELS.

Sm

**THE Stylemate –**

*Inspiration from around the world for a fancy lifestyle.*

**THE Stylemate includes the print magazine and the blog [thestylemate.com](http://thestylemate.com)**

**Created by people with a passion for the beautiful things in life and a special instinct for the new, as well as the claim to be the source of inspiration for a design-loving and travel-conscious audience.**

**Exciting and extraordinary stories from the fields of travel, design, art, hotels, fashion as well as wonderful essentials and ingenious insider tips inspire trend-conscious travelers, art lovers, fashionistas or design enthusiasts in their personal fancy lifestyle.**



The blog [thestylemate.com](http://thestylemate.com) includes all previously published articles and exciting additional content.

# Print

ADVERTORIAL	2/1	1/1	1/2
Type Area	566 x 382 mm	269 x 382 mm	269 x 191 mm
Bled off	594 x 420 mm	297 x 420 mm	297 x 210 mm
Rate	5,530 EUR	3,950 EUR	2,950 EUR

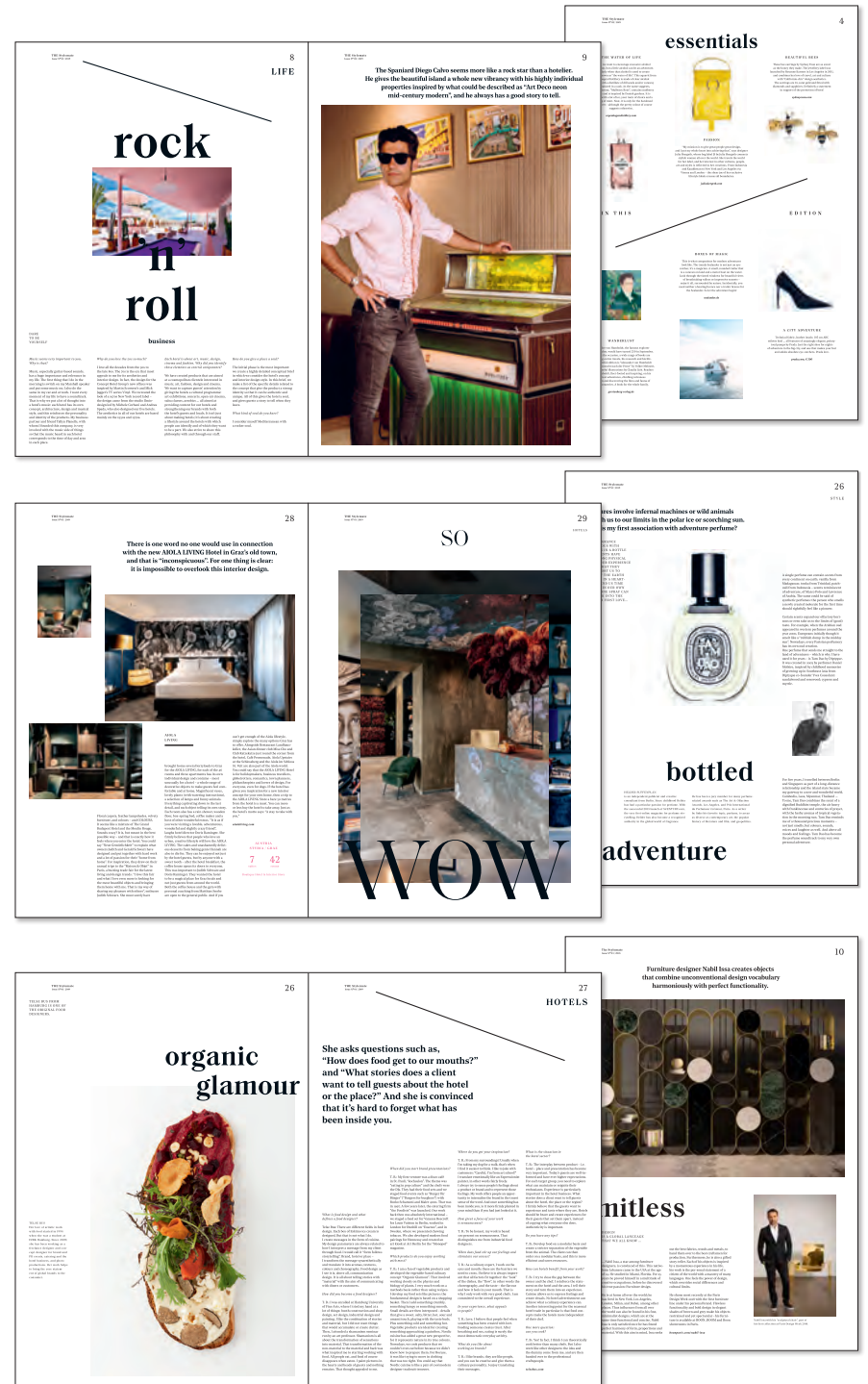
PRODUCTPLACEMENT “ESSENTIALS” 990 EUR

Additional fees for whole-page placements: 50% additional fee for U2, 25% additional fee for U3, 100% additional fee for U4. Prices do not include value-added tax and advertising charges.

## PUBLICATION DATE 2021

Spring Edition	May
Summer Edition	July
Autumn/Winter Edition	October

All articles included in the print edition will additionally be published on the blog.



# Print

## TECHNICAL DATA

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FORMAT	297 x 420 mm (A3)
NUMBER OF PAGES	40
PRINT	Offset 4/4c
CIRCULATION	10.000 german / 5.000 english
SALES/DISTRIBUTION	through all LIFESTYLEHOTELS Member Hotels (appr. 100 member hotels, key areas are Austria, Italy, Germany, Switzerland), UNESCO Cities of Design as part of the project „World Wide Things Collection“: Detroit/ Graz/ Istanbul/ Mexico City/ Montréal/ Puebla/ Saint-Etienne/ Singapore, collaborating partners & subscribers

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CLOSING DATE	approx. 4 weeks prior to publishing
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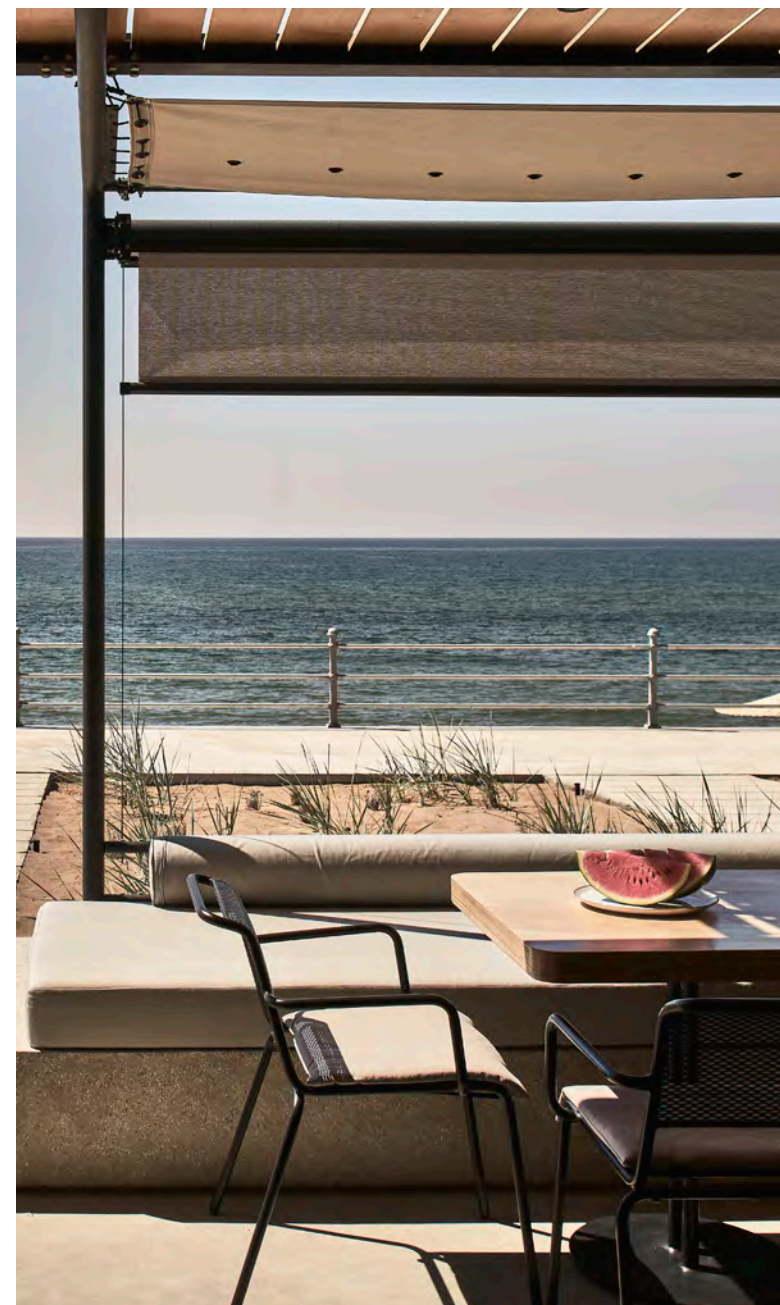
## TECHNICAL GUIDELINES

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IMAGES	Full colour images: CMYK-TIFF or EPS, uncompressed Black/White images: Shades of grey-TIFF or EPS, uncompressed High Resolution: 300 dpi
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TEXT DATA	File format: Microsoft Word or similar word processor
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The blog [thestylemate.com](https://www.thestylemate.com) includes all previously published articles and exciting additional content.

## Blog

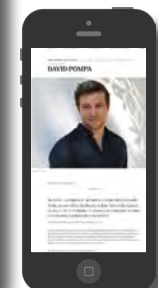
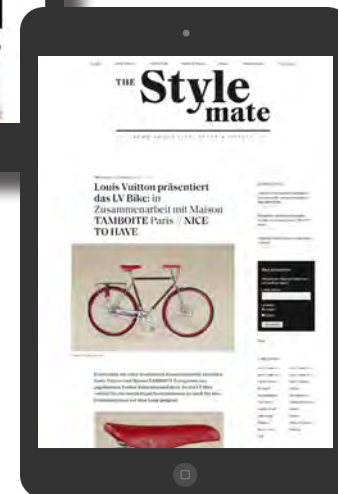
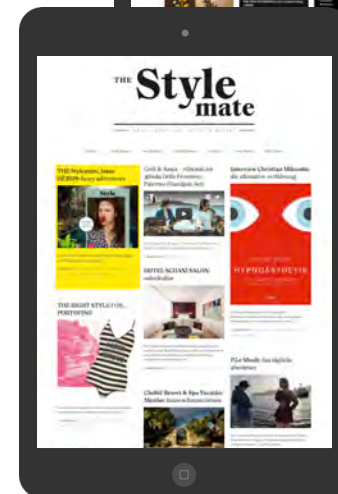
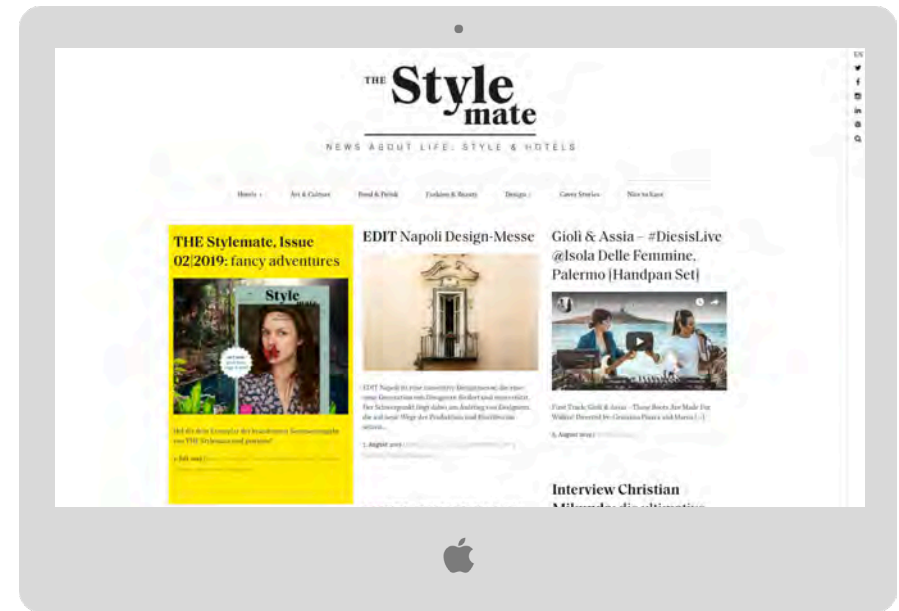
All articles included in the print edition will additionally be published on the blog. Individual blog posts can also be booked separately.

A blog post on thestylemate.com offers the possibility for a virtual brand presence.

- Integration of videos possible
- Direct links
- Followers: 30,000
- Visitors per month: 10,000
- Page views per month: 13,000
- Communication via all social media channels
- Weekly update via newsletter

Rate

990 EUR

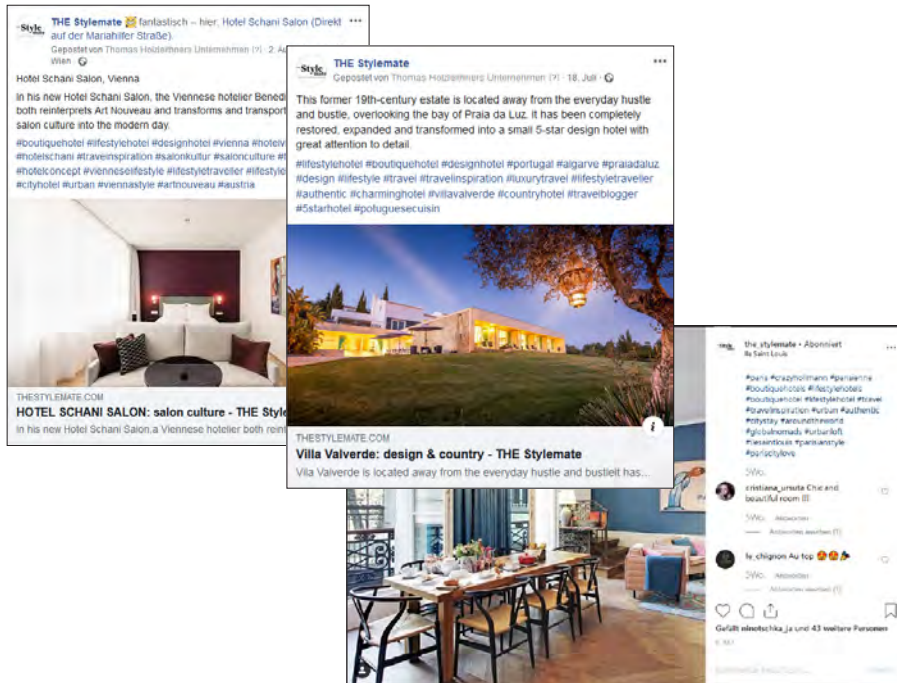


## Weekly update

The weekly newsletter automatically informs the THE Stylemate community once a week about the latest blog posts.

## Social Media

Each blog post is communicated through all THE Stylemate social media channels. Follower: 30,000



THE Stylemate is the exclusive media partner for the international hotel brand **LIFESTYLEHOTELS** and has therefore exclusive contacts in the hospitality industry.

## Hoteliers-Newsletter Campaign (Recommendation Newsletter)

Implementation of 3 exclusive hoteliers newsletters sent out to all decision makers of LIFESTYLEHOTELS member hotels, German/English.

### - Recommendation Newsletter

1. Presentation of the cooperation and the company
2. Presentation of the product and announcement of a special deal for LIFESTYLEHOTELS hoteliers
3. Details of the special deal/special conditions for hoteliers and direct contact with the company

- 1/2 page Advertorial plus 1 product placement in one of the 3 issues of THE Stylemate Magazine

- Publication of the article and product placement on the THE Stylemate Blog  
incl. presentation via weekly update newsletter and communication via all social media channels

- Handover of all hoteliers contacts for a follow up

Rate on request

The collage features several elements:

- Magazine Pages:** Two pages from 'THE Stylemate' magazine. The top page is titled 'UNSERE EMPFEHLUNG FÜR IHR HOTEL' and features a 'dyson' logo. The bottom page shows a hotel room with a Dyson product and text about innovation and guest comfort.
- Newsletter:** A 'Recommendation Newsletter' with a similar layout to the magazine pages, including a photo of a hotel room and text about Dyson's products.
- Special Deal Card:** A white card with pink borders that reads: 'Exklusiv für LIFESTYLEHOTELS Member Hotels hat Dyson ein ganz besonders Angebot: --- SPECIAL DEAL --- Unter Angabe des Codeworts "Dyson@Lifestylehotels2020" erhalten Sie 20 % Rabatt\* auf die gesamte Bestellung.' It also includes contact information: 'Für individuelle Lösungen zu Ihren Anforderungen und Bedürfnissen schreiben Sie ein Mail an info.austria@dyson.com oder melden Sie sich bei einem Mitarbeiter unter der Telefonnummer +43 664 917 57 23.'



# THE Stylemate

NEWS ABOUT LIFE, STYLE & HOTELS

Hotels • Art & Culture • Food & Drink • Fashion & Beauty • Design • Destinations • Nice to have

## Haruki Murakami: First Person Singular // BOOK



A mind-bending new collection of short stories from the unique, internationally acclaimed writer Haruki Murakami, author of "Norwegian Wood" and "The Wind-up Bird Chronicle" ...

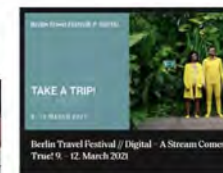
04. February 2021

## República Rosa Boutique Hotel, Quito/Ecuador: as pink as candy // HOTEL



Playful, formally, but definitely different and with a very flexible interior design: this is how the striking República Rosa Boutique Hotel, modernised by nicolofaninades, presents itself ...

17. February 2021



## Interview Michael Kovacek & Dr. Ernst Ploil: the art market and future prospects // Auction House im Kinsky



In this interview, the owners of im Kinsky – Michael Kovacek & Dr. Ernst Ploil – look back on a challenging year and offer exciting insights into the future of the art market ...

15. February 2021

## Gucci Creative Director Alessandro Michele // INTERVIEW by The New York Times // FASHION



Alessandro Michele, the creative director of Gucci, loves creative confusion and the palace he works in ...

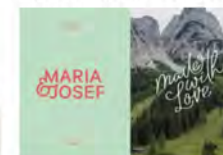
12. February 2021

### Follow blog

subscribe to the blog and receive our weekly update

Language  
 German  
 English

## Maria & Josef Consepp Store: MADE WITH LOVE



Even in the smallest rooms there is space for great moments and for what really matters in life. Just like in the Consepp Store "Maria & Josef", the new village shop of the EDER Collection in the heart of Maria Alm ...

10. February 2021

## SUSA KREUZBERGER: keep it simple and sophisticated // FASHION



With a passion for craftsmanship, artistically refined unique fashion pieces and small series for self-confident women are created in the industrial-looking SUSA KREUZBERGER studio and showroom in Vienna's fourth district ...

16. February 2021

## The Warm Living by Gianfranco Ferré Home: metropolitan vibes, vintage style, sensual shades // DESIGN



While waiting to introduce the new collection at Salone

## DOLCE&GABBANA: Dolce Rose



## Shenzhen Natural History

## INQUIRIES UNDER

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