

THE

**Style**  
mate

2022

MEDIA KIT

**media kit**



INSPIRATION



FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE

**THE Stylemate –**

# *INSPIRATION FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE*

**THE Stylemate includes the print magazine published 3 times a year and the blog [thestylemate.com](https://thestylemate.com) with integrated E-boutique.**

**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 architecture, art & culture, design, fashion & beauty, food & drink, hotels and travel as well as wonderful essentials and ingenious insider tips inspire trend-conscious travelers, art lovers, fashionistas or design enthusiasts in their personal fancy lifestyle.**

**In the E-Boutique you will find exclusively curated niche products from a wide variety of areas that evoke a very special, contemporary and unique attitude to life and that you just want to have.**



The blog [thestylemate.com](https://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.

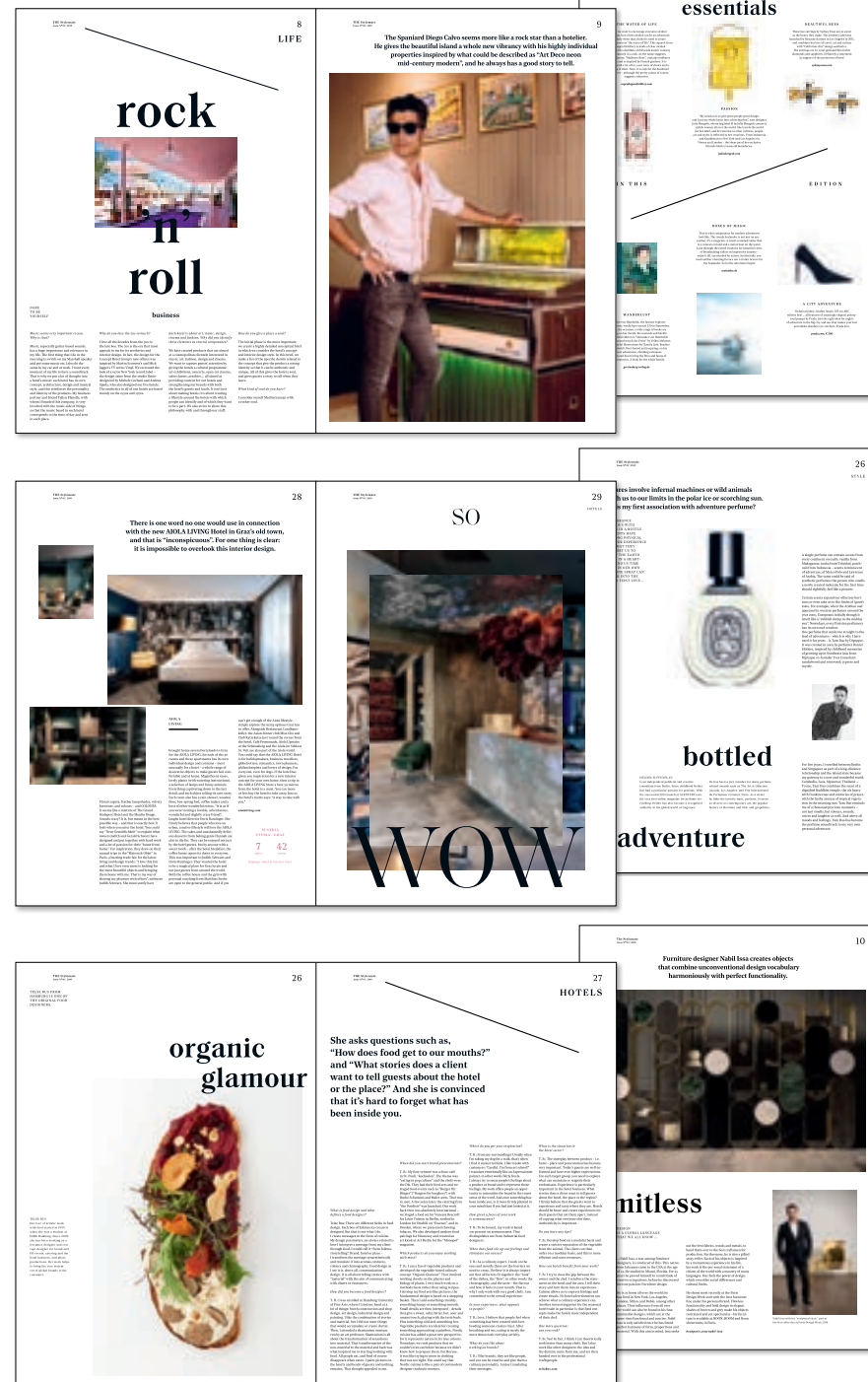
## PUBLICATION DATE 2022

Spring Edition March/April

Summer Edition June/July

Autumn/Winter Edition October

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



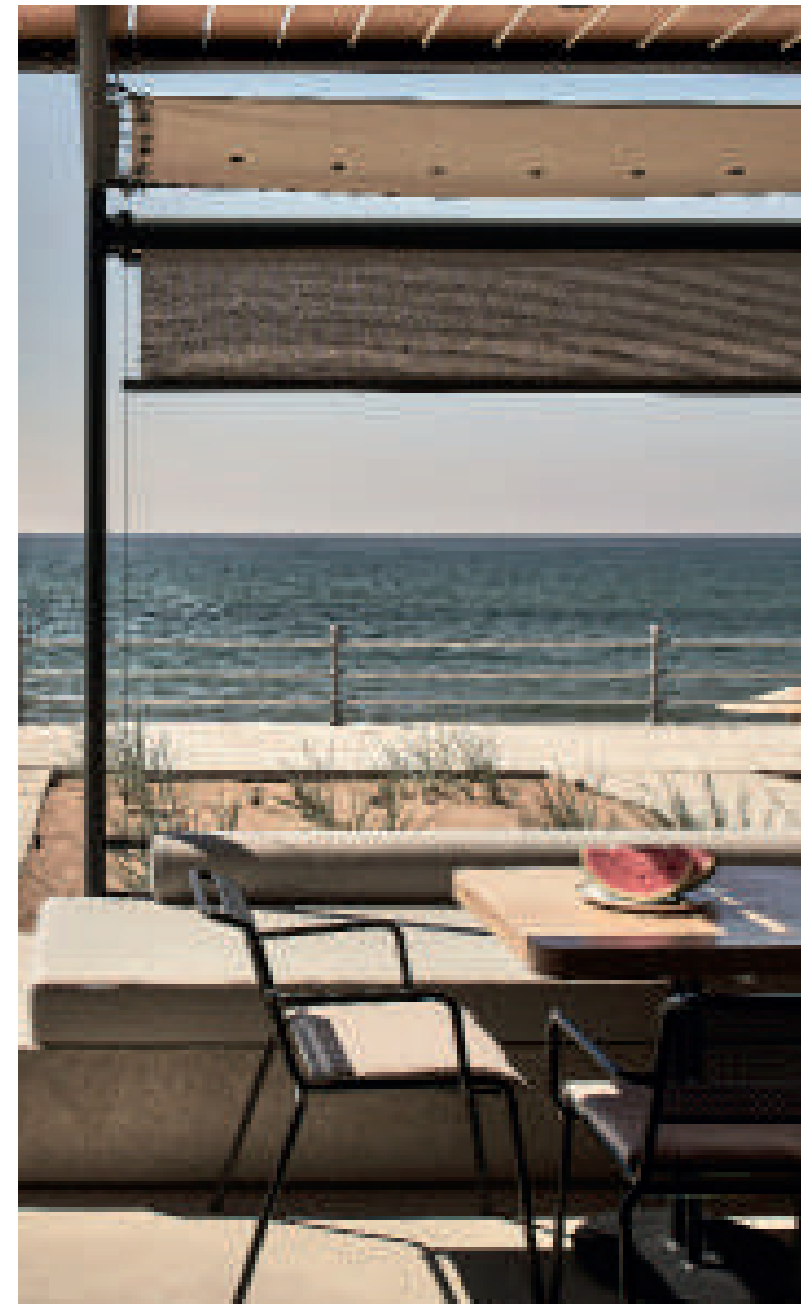
# Print

## TECHNICAL DATA

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
CLOSING DATE	approx. 4 weeks prior to publishing

## TECHNICAL GUIDELINES

IMAGES	Full colour images: CMYK-TIFF or EPS, uncompressed Black/White images: Shades of grey-TIFF or EPS, uncompressed High Resolution: 300 dpi
TEXT DATA	File format: Microsoft Word or similar word processor



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

## Blog Post

**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
- German/English

## Weekly update

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

Newsmail recipients: 20,000

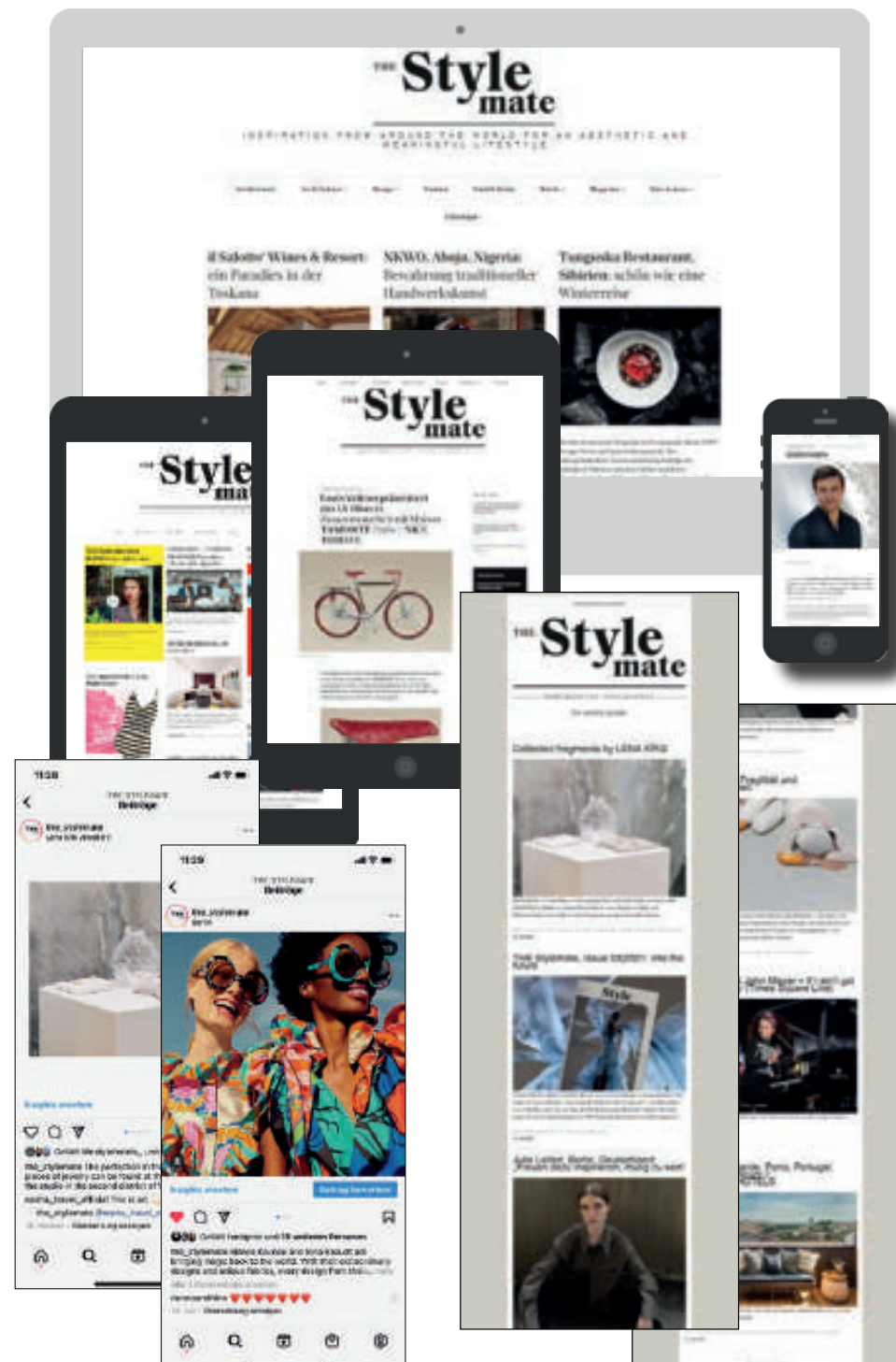
## Social Media

Each blog post is communicated across all THE Stylemate social media channels.

Followers: 60,000



Single rate	990 EUR
Package:	2.990 EUR
5 blog posts/year	



## E-Boutique

**THE Stylemate is constantly in search of new, extraordinary things that make life even more beautiful.**

The e-boutique features exclusively curated niche products from a wide variety of fields that exude a very special, contemporary and unique attitude to life and that you simply want to have. Here, design enthusiasts, art lovers, perfume lovers and many more have access to an individual selection of just such wonderful things that put a smile on your face and make you want to become part of their lives too.

The products are integrated with an additional blog post on the website and communicated via social media and newsmail.

- Detailed product description
- Integration of the shop article in the blog post
- Integration of the products in THE Stylemate Facebook Shop
- Integration of the products in THE Stylemate Instagram Shop
- Communication of the individual shop articles via social media platforms possible
- Shipping via cooperation partners

Rate  
(single set-up fee)

990 EUR



## Online Contests: Advent Calendar / Easter Calendar

The calendar is online on [thestylemate.com](https://thestylemate.com) and on all social media channels from 1-24 December or Palm Sunday to Easter Monday (9 days).

Each day is assigned an exclusive blog post about the product with an integrated contest opportunity plus a direct link to the cooperation partner. The blog post remains permanently online after the contest day. In addition, the prize is integrated daily on Instagram as part of a separate contest and thus enables the generation of new followers.

- Announcement of the contest on the start page of [thestylemate.com](https://thestylemate.com) for the duration of the contest
- Blog post on the contest window on the start page of [thestylemate.com](https://thestylemate.com) on the respective day of the contest incl. presentation of the cooperation partner plus direct linking
- Blog post remains online after the end of the contest
- Newsletter promotion of the contest to all subscribers with own mailings or mention in the weekly mailings beforehand
- Promotion of the contest on all social media channels via posts, stories, reels, etc. with a reference to the cooperation partner
- Facebook - Daily postings with a reference to the cooperation partner of the day and a link to the Facebook page as well as to the partner's blog post
- LinkedIn - Daily postings with a reference to the cooperation partner of the day and a link to the partner's blog post
- Instagram - Posting every day with a reference to the cooperation partner of the day and a link to the partner's Instagram page.



**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
- **Handover of all hoteliers contacts for a follow up**

**optional print:**

**1 page advertorial plus 1 product placement**

*in one of the 3 issues of THE Stylemate magazine plus publication of the advertorial and product placement on THE Stylemate blog incl. communication via weekly update and via all social media channels*

Rate	2.950 EUR
Surcharge optional print: 1 page advertorial plus 1 product placement	4.490 EUR



# THE Stylemate

INSPIRATION FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE

Architecture

Art & Culture

Design

Fashion

Food & Drink

Health

Magazine

Style & Beauty

Blog

## Casa Mérida, Mexico: In the footsteps of the Maya



Brick-repaved courtyards, sculptural arches and a Mayan pyramid form the backdrop for the modern living spaces of Casa Mérida. It's a blend of old and new, with the past and the future.

by [Name] on [Date]

## Arthur Arbesser: dancing diamonds



There's no doubt Arthur Arbesser's designs are a feast for the eyes. His latest collection is a celebration of color and light.

by [Name] on [Date]

## Querkraft architects at Expo 2020: ultimately, it's emotions that will change the future



Querkraft architects have created a unique space for the future. It's a place where emotions will shape the future.

by [Name] on [Date]

## EALA My Lakeside Dream, Limone sul Garda: the luxury of nature // LIFESTYLEHOTELS



The dreamlike natural setting of Lake Garda makes it the perfect location for a luxury resort. The EALA design team has captured the spirit of the location.

by [Name] on [Date]



## The Secret Sölden, Tyrol: a hidden gem // LIFESTYLEHOTELS



## LV VOLT: jewellery collection by Louis Vuitton

## Medallion Chair: Christian Dior's true headquarters



The Medallion Chair is a true masterpiece. It's a chair that has been designed by Christian Dior.

by [Name] on [Date]

## INQUIRIES UNDER

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