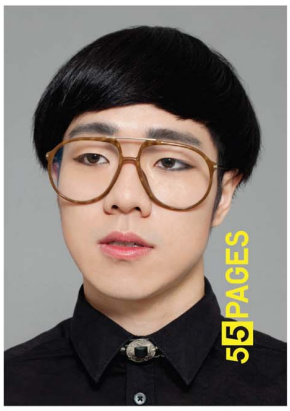
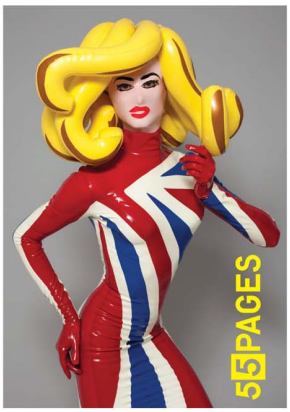
Media Kit - 2013

55 FACTORY

"Great creative environment in which to bring attention to our brand, keep it going 55!" - Kirk Originals





55factory working in-line with the advances in digital communication, social networking, publication and broadcasting

MANIFESTO

55factory - Collaborating with creatives to produce a body of work specifically aimed to express the life, style, attitude and culture of a generation living within the cityscape. Producing material with a network of expanding contacts via the advances of digital communication that share an independent idea of emerging art.

55pages pushes the boundaries with social commentaries and views about our urban way of living. The printed and online publication exposes areas of this urban, underground market that haven't yet been fully tapped.

55pages working alongside - contemporary and street arts. Specialising in the urban side of the art world with the city as a hub of creative activity. Focusing on the artificial environment where 89% of the UK population now inhabit and produce music, fashion and art.

- Established and emerging fashion brands working with each other with influences being exchanged to create new ideas in design. Picking up on the more influential designs that dictate the next seasons style for a savvy and individual dresser.

- On the forefront of sourcing music artists from an independent background who have a depth to their songwriting and production to emulate the sound and attitude of now.

AUDIENCE

Male 53.5%
Female 46.5%

18-35 creative minded. Creative students and professionals interested in a subculture of contemporary and street art.
Experimental music followers interested in influence away from pop based bands.
Fashion savvy independents curious of their styles mixing vintage with emerging and higher end brands showing an independent identity.

"Like Vice's classier sister. LOVE IT" - That's so Yesterday

Distribution

Physical Magazine

Physical magazine readership – 21,000

We launch each issue at LFW and PFW distribute 700 copies during the event.

We distribute a further 500 copies via St Martins and The London College of Fashion plus independent book shops throughout London.

Web Magazine

Issue 4 - Over 11,000 views since launch (14/02/13)

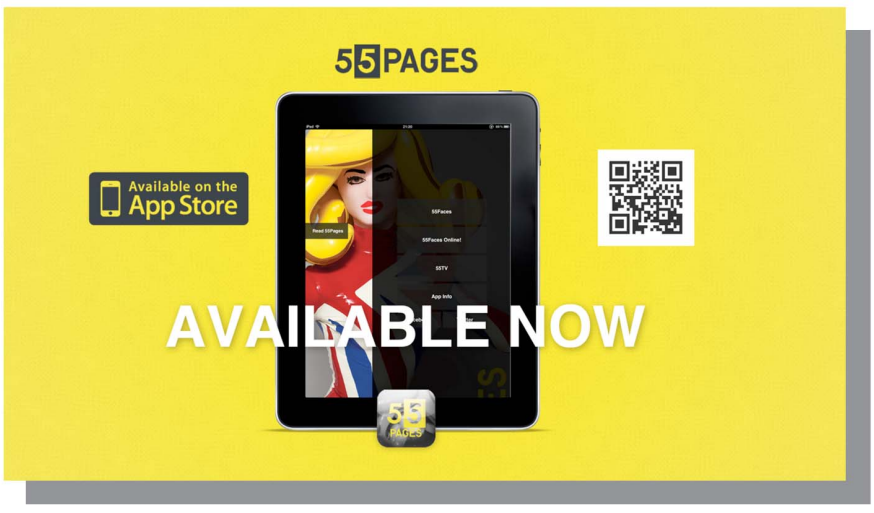
Issue 3 - Over 30,000 views to date.

Issue 2 - Over 24,000 views to date.

Issue 1- Over 23,000 views to date.

Circulation

Along with the physical 55pages, we launched an iPad app at a 55event launch night. The app allows you to download the digital magazine via your iPad. As part of this app we have an interactive program that allows you to be part of the cover in a social network system linked to Facebook, Twitter and Email, allowing you to incorporate a personal image with our cover design. What we have created is a very exciting, user friendly application designed



"55Pages offers readers unique fashions and eclectic features, it is a must have for the handbag and we can't wait to see Issue 3!"- Pop PR

55tv

55factory, along with 55pages produces 55tv.
An independent, creative interview channel, featuring artists such as Pharrell Williams, Ronnie Wood, Mr. Brainwash, Paul Smith, Roberto Cavalli, Paloma Faith, The Saturdays, Diane Vickers, Ray Davies, David LaChapelle to name but a few celebrities along with a host of emerging underground and established artists.

55tv views over 80,000 with over 14,000 during the month of Fashion Week

Average views for 55tv are 10,000 per month over the last 2 months.

Since launching 2 years ago, 55factory has extensively covered 4 London Fashion Weeks, Paris FashionWeek, Cannes Film Festival, Art Basel Miami Beach along with countless art and fashion events in London.

Marketplace

Short, easy, accessible TV shows via the 55factory website and Youtube, designed for quick fire information across the creative scene of culture, art and celebrity.

We have an exceptional media placing with a small, core partnership of in-house creatives and technical developers covering many aspects of independent media in a unique form.

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Advertising with 55factory

Within the past 2 years we have made a huge impression on the contemporary, underground, emerging art and fashion scene with 55factory.

We are looking for strong brand partners to work with in the future in print, online, via 55tv, 55app and 55events.

Being an independent and adventurous organisation we are able to work alongside our partners effectively, creatively and competitively.

For all advertising enquiries please contact:
Lois Waller - Advertising Manager
E: lois@55factory.net
T: +44 7717 751906

Technical spec:
Full page 210mm x 148mm with 3mm bleed (totaling 213mm x 151mm)

Please make sure all text is inset 5mm within borders.
Please supply jpg or PDF at 300dpi, CMYK

Digital advertising:
Our website and app offers a range of online advertising opportunities. Please contact to discuss for options and bespoke plans.

Prices
Inside Front (single page) £1000
Inside Front DPS £1500
Single Page (anywhere in magazine) £500
DPS anywhere in magazine £1000
Inside Back DPS £1500
Inside Back Single Page £1000
Back Page £2000

Payment terms for advertising
30 days.
Advertising materials received by 55pages are presumed to be accurate and approved for print by advertisers and advertising agencies.
55pages will not be responsible for printed production errors.
The advertising agency, jointly and singularly, assume the liability for the payment and charges for materials published in the magazine at their discretion or on their behalf.
Bills or invoices may be sent at the publishers option to the advertiser and/or the agency.
All bookings must be accompanied by a written insertion order to guarantee insertion.