

Schön!

media kit

spring summer 2024

we are schön!

Schön! is an international fashion staple.

In an era of constant change, **Schön!** has remained a steadfast pillar of inspiration, showcasing the work of renowned photographers, visionary stylists, both influential and up-and-coming celebrities, and trailblazing designers who shape the very fabric of our industry.

Through this collaboration and unwavering pursuit of everything beautiful, we have carved our name into the fashion zeitgeist.



it's all in the name

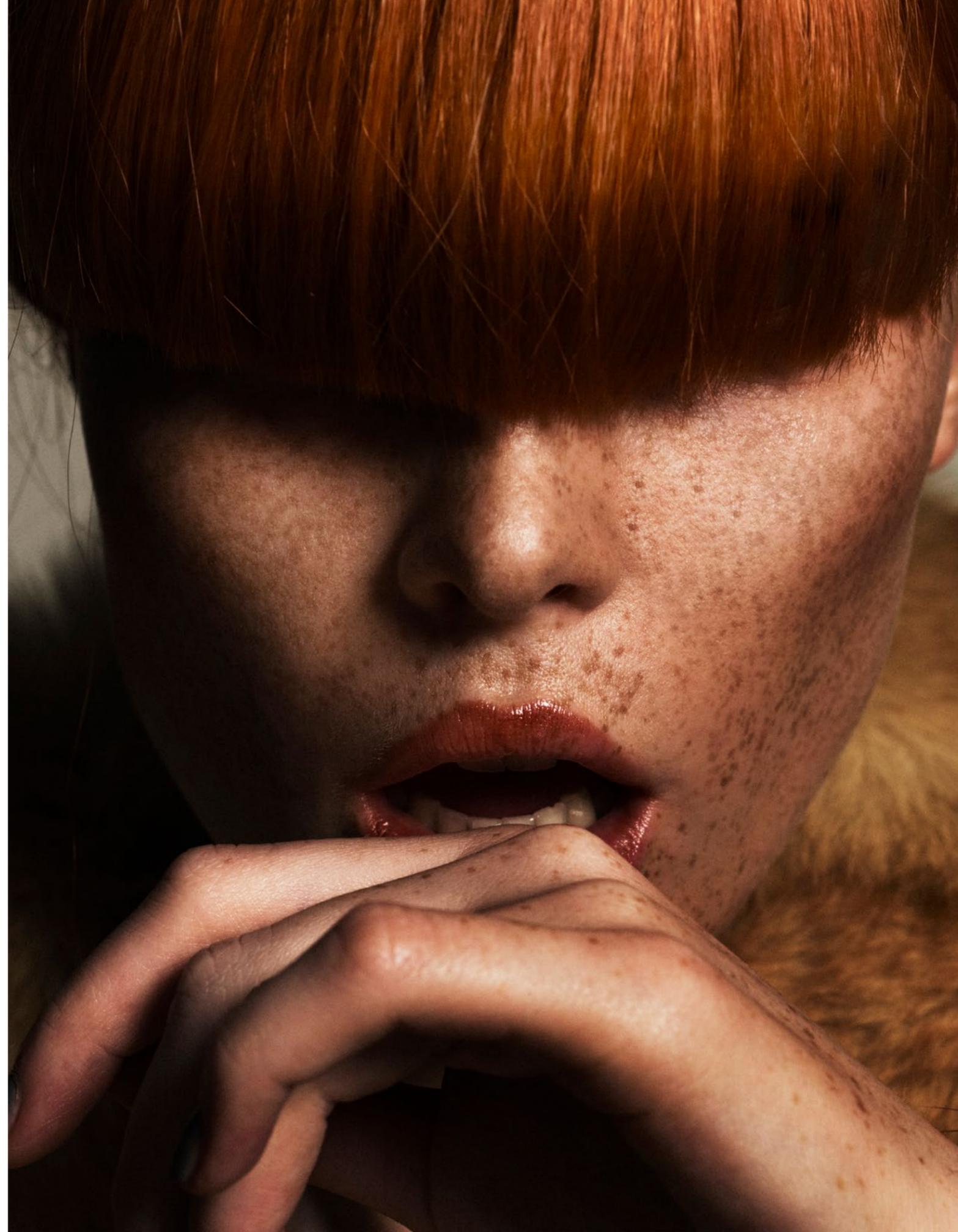
at **Schön!** we do more than simply inform - we reform.

Schön! has been crossing boundaries to deliver cutting-edge creative talent from across the globe since 2009. **Schön!** presents the legendary faces, top celebrities, high fashion, art and culture that make our world so exceptional, both in glossy print and on a cross-media digital platform. Our luxurious printed publication is released biannually with **40,000 copies** for each season, distributed internationally, since our Autumn Winter 18, truly global distribution through Amazon, with Prime delivery.

All that makes **Schön!** stunning, innovative and luxurious is available in high-quality digital form. With a growing post reach of **1.4 million daily** and over **5,200,00 monthly page views** engaged online, we ensure every reader receives their diverse and daily dose of all the legendary faces, iconic photographers and high fashion.

In just one click, the professional, the socialite and the visionary can access **Schön!** on their tablet, computer and mobile device and get copies delivered across the world.

Everywhere they go, **Schön!** goes too.



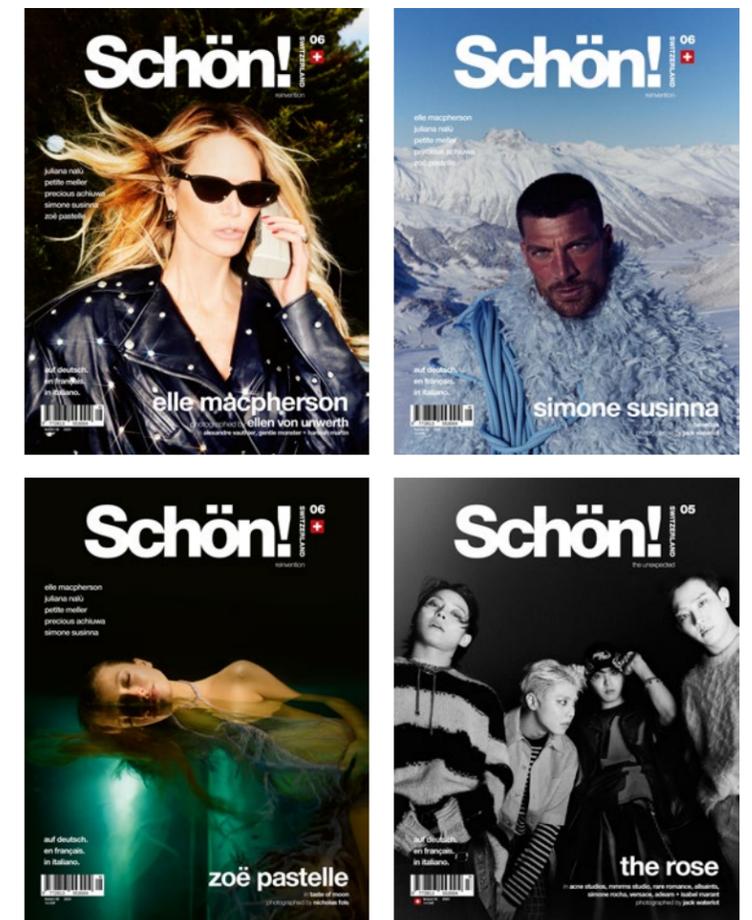
Schön! goes global

our goal towards a global community



With a growing international community, **Schön!** sees the potential of local voices sharing their vision and ideas with us. Our focus is to pay attention to demographic specifics by localizing our community throughout printed content.

As a result of this, **Schön! China** became a member of our family since 2021 and this Spring 2023, we have been joined by **Schön! Switzerland**. Our aim is to expand our brand worldwide with a country specific strategy, giving the ability to showcase different cultures and talents translated throughout all parts of the globe.



our readers

The **Schön!** readers are the originals in the creative community, inventors in their choice of personal attire, taking pride of place in their artistic surroundings.

The visionary, collector, professional and socialite: altogether they look to **Schön!** for creative inspiration. Our readers are intelligent, technically literate, well-groomed individuals, who are members of the global community and enjoy a luxurious lifestyle.

At work or in a social setting they value multiple accesses to the media, notably on the move. They are constantly re-inventing, wanting to be at the pulse of the latest cultural event, and making waves in a creative movement.

age.	25-34 years old / 46%
gender.	59/41 % female / male.
affluent.	55% earn over €125,000 a year
educated.	89% have a university degree
urban.	76% live in the cities
kids.	83% have no children
relax.	68% read Schön! between 15min and an hour
joy.	80% read Schön! for personal pleasure
impact.	43% read Schön! for professional reasons
on target.	53% are employed within creative industries

source: online survey September 2023 + Google Analytics



our distribution

Since launching in print, **Schön!** has achieved a stronghold in the print market, reaching a status level with the most iconic titles. Now the magazine is making an important change.

Schön! is going green! Published twice a year in English, the magazine will now be distributed on a truly global scale. Distribution has moved to **Amazon**, and will now be exclusively available for order on all **Amazon platforms**.

Get your glossy package delivered to your doorstep.

We are where our readers need us to be.

The timeless quality of the magazine keeps with the times. With this environmentally-conscious move **Schön!** is paving the way for other publications to go green. Distribution via the popular online retailer accommodates the readership and high demand for back orders, and ensures your advertisement will remain powerful in the future.

bi-annual

40,000 copies distributed per issue

6 readers per copy

100% average sell through as no waste

truly International distribution through **Amazon**



print matters

Our global reach is visible in our print distribution. **Schön!** has a lasting foothold in numerous high-end markets, with more than a quarter of our sales in Germany, 24% in the UK, 19% in the United States, 11% in Italy, and 9% in France, with the rest of our primary distribution split between established and emerging markets like Scandinavia, Brazil, Benelux and Japan.

Schön!'s spread is organic by design; each of our **40,000** seasonal print issues sees 6 unique readers.

our top 5.

1 Germany	32%
2 UK	23%
3 USA	18%
4 Italy	11%
5 France	9%

rest of the world. 7%

print deadlines

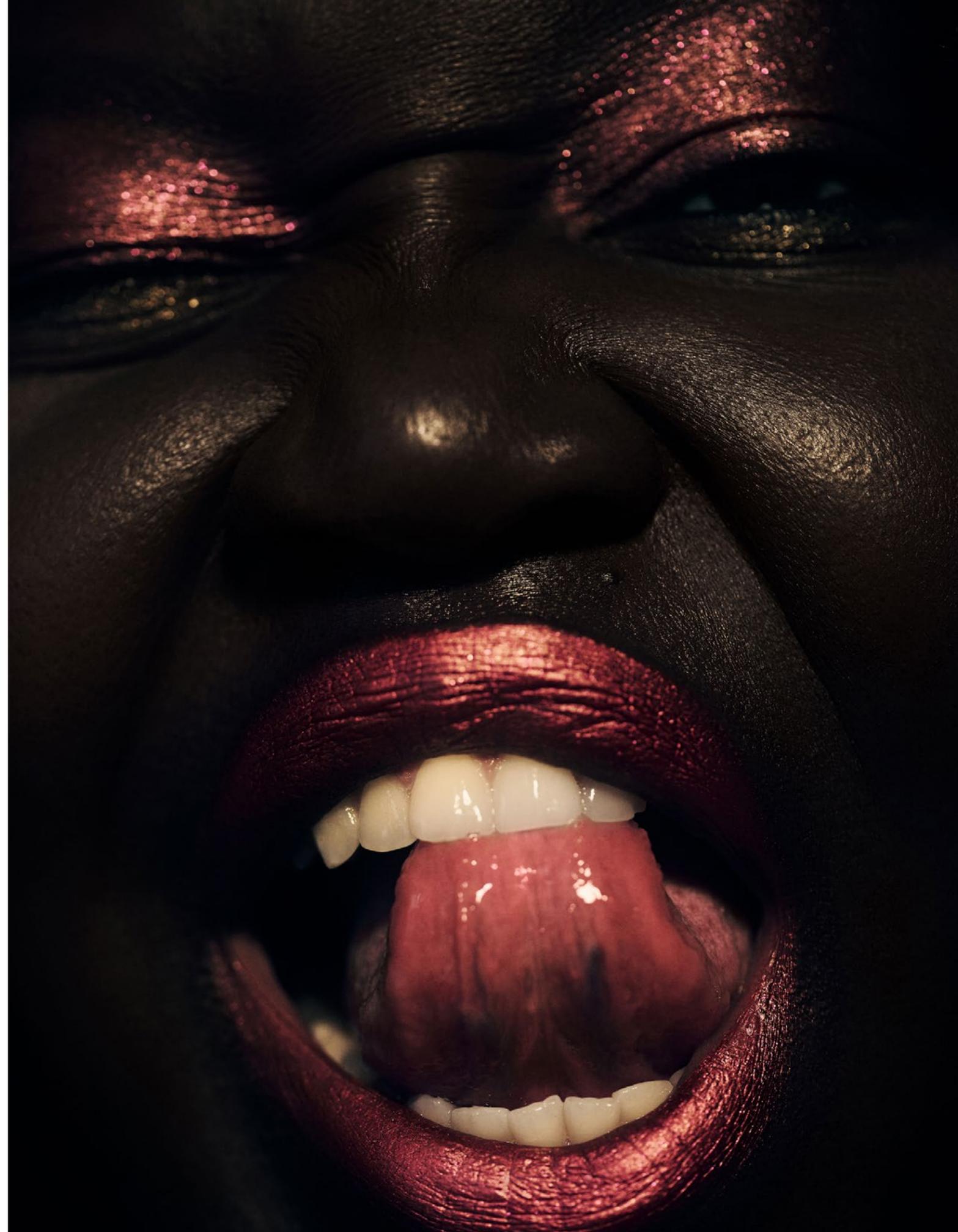
Schön! 46

deadline February '24 - released end April '24

Schön! 47

deadline August'24 - released end October '24

themes on request



our digital force

online and on going!

Schön! began life as a digital publication and developed into print due to popular demand. We therefore have an advantage in the digital arena and realised the importance of its impact early on. The cross-media digital platform brings together daily editorial content covering fashion, music, art, beauty and culture, as well as video channels. Thanks to the strength of the **Schön!** social media networks, an increasing amount of readers access our web content through mobile and tablet devices.

5,202,034 page views per month

822,220 monthly uniques from **197** countries

52,000 daily home page impressions

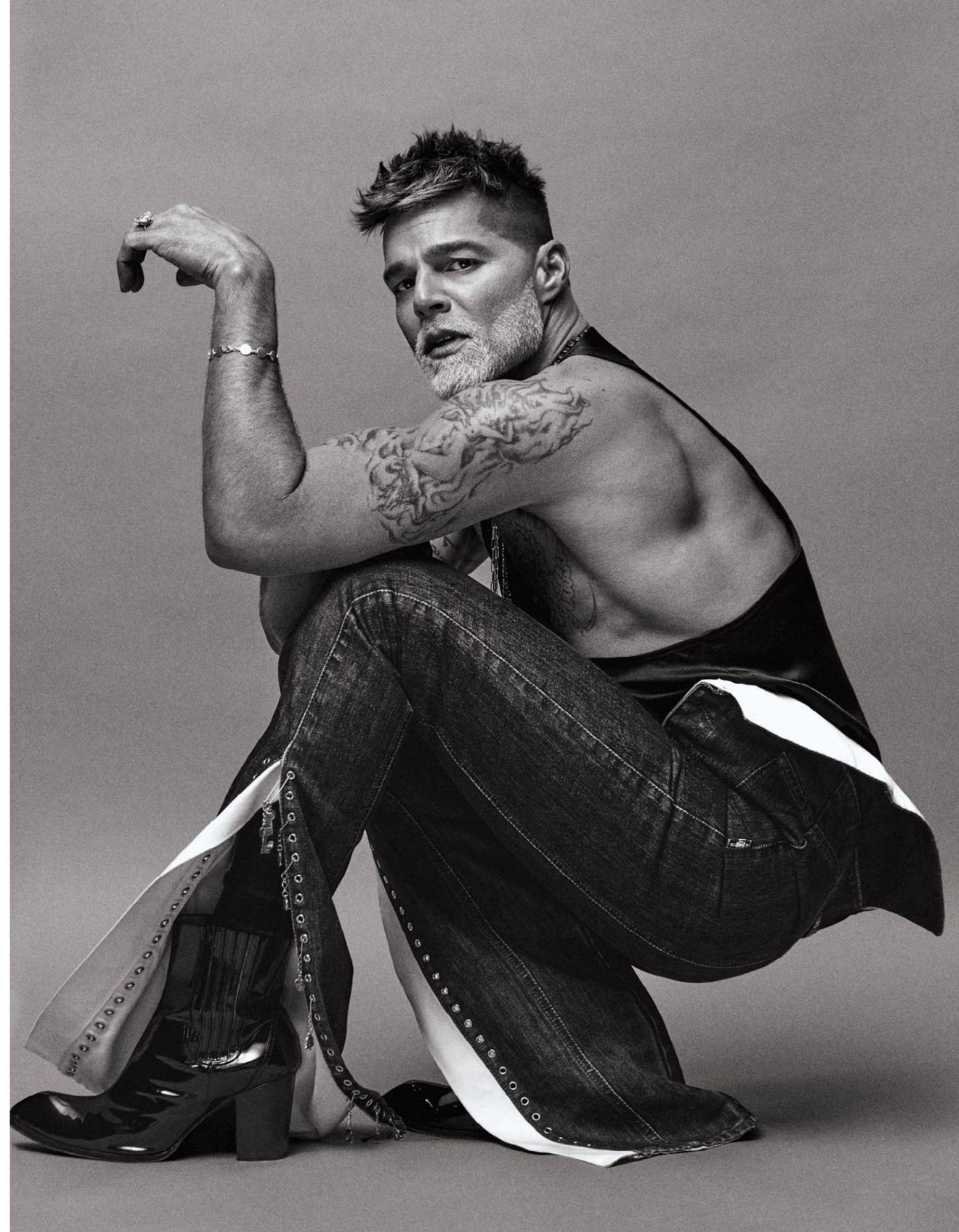
1,440,000 monthly mobile visits

180,000 tablet access per months

4.18 minutes average time spent online

64% new visits

82% returning readers



on screen

Online, **Schön!** has achieved remarkable attention and acclaim — more than **5,000,000 page views per month**, with sharing and social discussion following everything we post.

our top 5.

1 Germany	24%
2 UK	21%
3 USA	20%
4 Italy	11%
5 France	9%

rest of the world. 15%

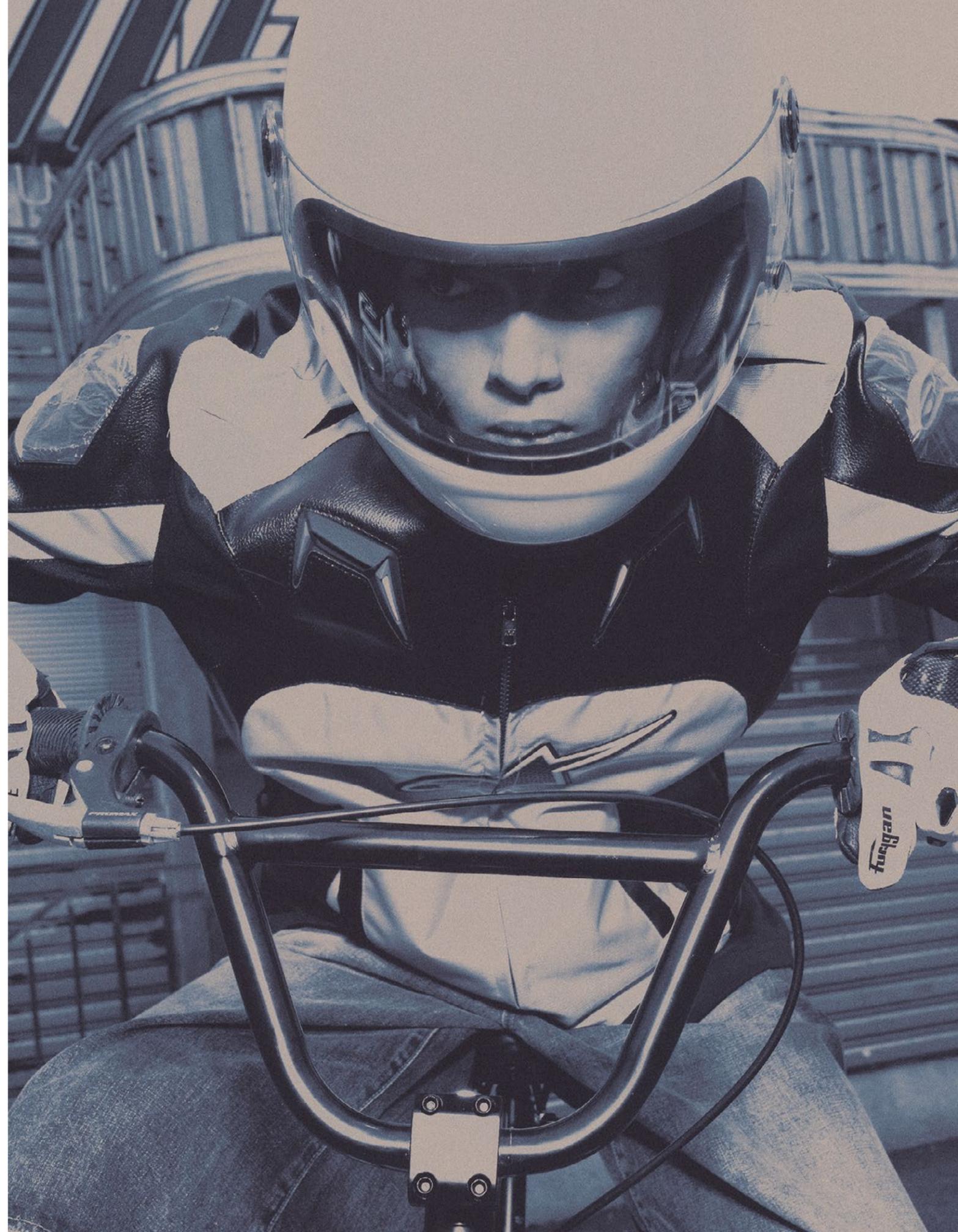


on the go

Schön!'s online eBook version has an average download of **88,000** per issue, offering our readers the option to have their favourite digital issue everywhere, at any time.

Schön! is also available on any digital newsstand to download on any tablet and mobile device, including iPhone, iPad and Android.

Schön! goes with you wherever you are, with **62,000** average mobile app downloads per issue



social superstar

The **Schön!** Community

With a rapidly expanding digital community, **Schön!** is at the forefront of the independent media industry. Constantly ahead of the curve, **Schön!** is recurringly the topic about town, regularly featuring the Internet's biggest influencers and we are proud to be witness to an expanding global reach through sensational editorial coverage. Our more than **1,200,000 followers** across social media networks are engaged with cutting-edge content on a daily basis, with a weekly reach on Instagram exceeding two million.

606,000 Instagram followers with **2,320,201** weekly impressions
400,000 Facebook fans
with a single post reach **1,111,447** and an engagement of **412,000**
40,000 Threads followers
26,100 X followers
15,000 Weibo followers
30,000 Vero followers
building TikTok in autumn 2023

Social reach up to **36 million** across networks
Klout score of an average **81**

All figures are an average & change daily, of course for the better!



insta(nt) impact

60% of **Schön!** Instagram followers direct organically to our website content through our page.

Schön! offers selected partners the opportunity to engage with our incredibly loyal social following using advertorial social posts. Sitting across Instagram, Facebook, TikTok, LinkedIn, Weibo and X we can create a short post using your campaign or product imagery that will help you gain an instant impact, improve your reach and gain followers from a credible source.

Schön! will share your message with your specific audience. Social amplification comes from sponsored posts, integrated storytelling, hand-picked partnerships with top influencers, and more.

Traffic to our site is driven by our own natural reach and the creative teams with whom we work. **Schön!** collaborates with an eclectic range of top photographers, stylists, designers, and more — each with their own dedicated fanbases. With this diverse team, and with the talents we feature reposting our content, we drive major traffic to both our social media and our website. This in addition to our other outlets, such as our newsletter and discussion on other platforms, give your brand the opportunity to get in front of the people who need to see it most.



in your inbox

our newsletter + social amplification

It is sent to **42,000** active subscribers who are dedicated readers of **Schön!** Magazine. With an average opening rate of 66%, we promise your brand's message will be featured prominently.

We also offer single branded newsletters to support brand launches, events or simply direct sales. Pre-coded or custom designed, with our exclusive bespoke service, you can be assured that our team will create something fresh, innovative, and, optimising reach and branding.

Our digital campaign clients include brands such as **CHANEL**, **Dom Perignon**, **Calvin Klein**, **Dior**, **Fendi**, **Burberry**, **McQ**, **DKNY**, **Diesel**, **OMEGA**, **Swarovski**, **Versace**, **Mercedes-Benz**, **vetsak**, **VANMOOF**, **Bally**, **Levi's**, **A.P.C**, **Samsung**, **H&M**, **Timberland**, **Reiss**, **Nike**, **BOSS**, **Tiffany & Co.**, **Adidas**, **BMW**, **Lexus**, **NARS Cosmetics**... to name but a few.



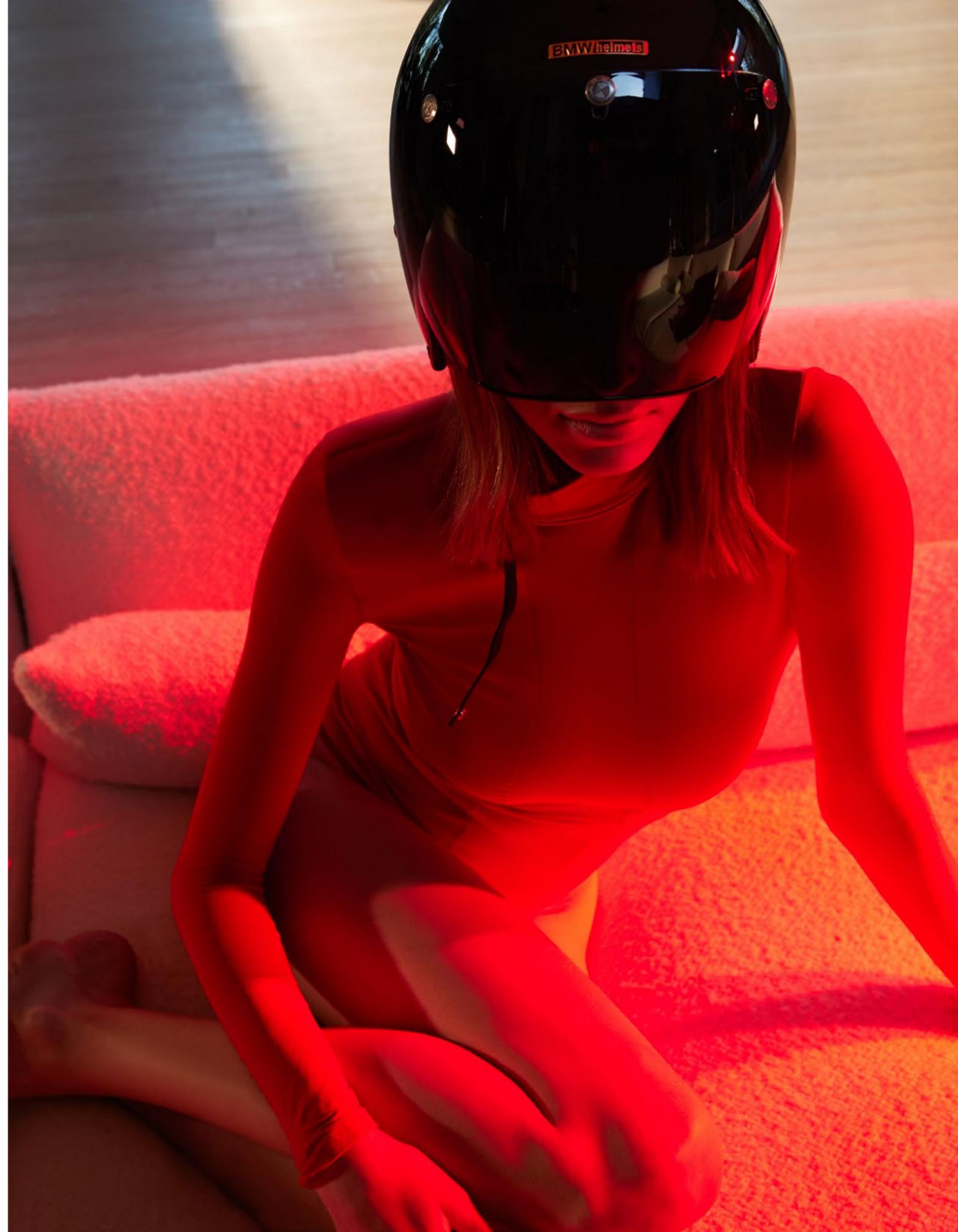
bespoke creative collaborations

we produce your content

Content appearing across **Schön!**'s platforms is not like any other as we are no ordinary fashion and lifestyle publication. Our team specialise in working with you to produce content that tailors to your needs and maximises the attributes of your brand to dazzling prominence.

We have previously collaborated with a number of clients across print, digital and social campaigns, in addition to events with retailers and galleries. These include **CHANEL, Gucci Beauty, Cartier, Calvin Klein, Emporio Armani, GANT, OMEGA, Montblanc, Scotch & Soda, BMW Motorrad, Moncler, Jitrois, Schwarzkopf, Mini, Mercedes-Benz, BOSS, adidas, Vero, Chrome Hearts, NOMOS, Pandora,** just to name a few..

Campaigns can be tailored to all budget levels and can be branded or white label. Do think of us for any aspect of content creation from look books to campaign websites and any other area you wish to be given a little **Schön!**



digital artwork campaigns

let us make you **Schön!**

At **Schön!**, we redefine the boundaries of creativity, transforming everyday accessory items into captivating digital artworks. With meticulous craftsmanship and innovative techniques, we breathe life into accessories, from exquisite perfumes to chic bags and elegant wallets. Our bespoke digital content unveils a world of endless possibilities, where every item becomes a canvas for artistic expression.

For bespoke content creation or digital campaign possibilities,
please contact
dave@schonmagazine.com



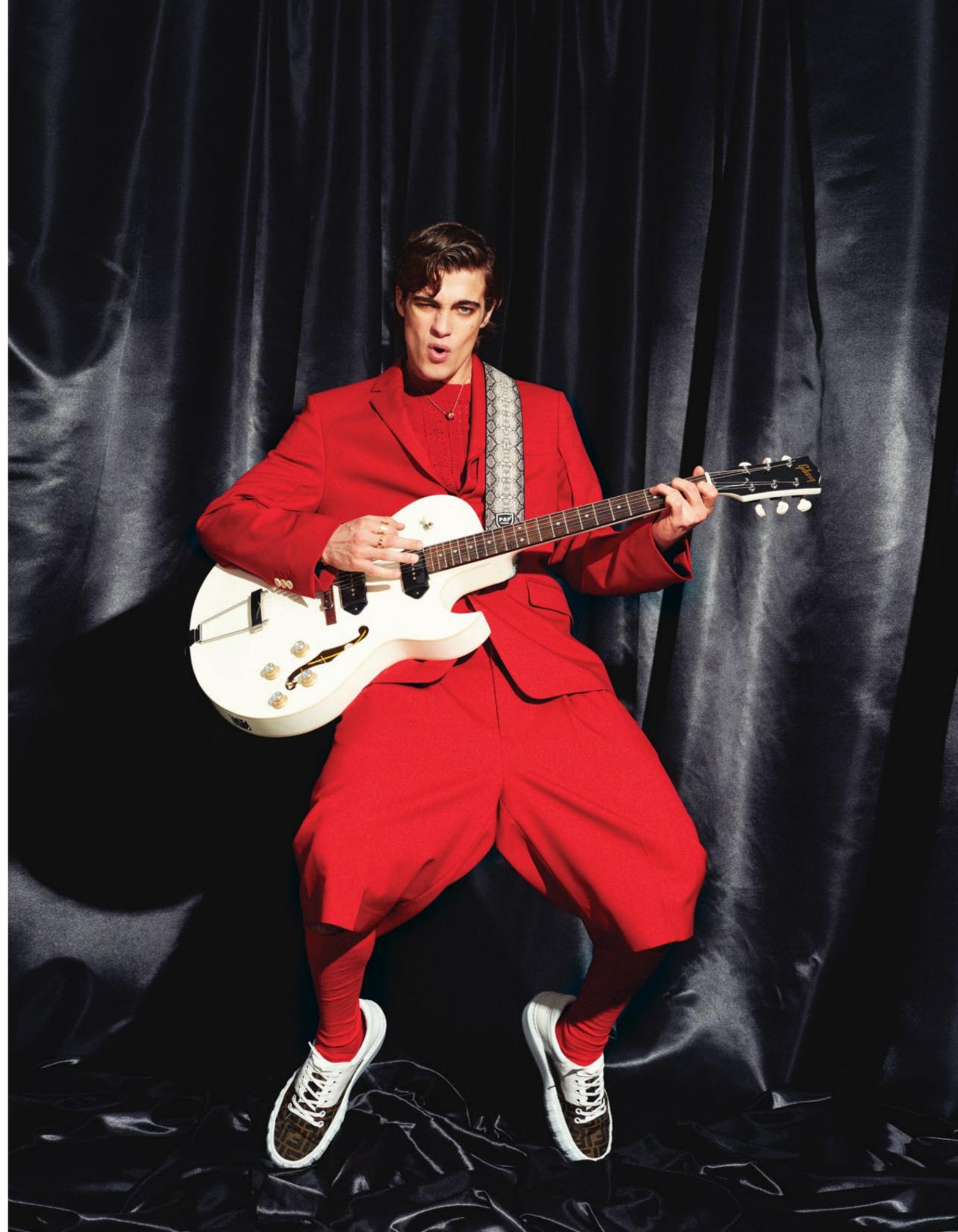
our events

let **Schön!** create the unforgettable

At **Schön!**, we combine strategic planning and creative innovation to deliver exceptional services to our clients. We are committed to helping you thrive and connect with their desired audience, through both digital and traditional means. Our unique abilities in conceptualizing, branding, and building personal connections set us apart from others in the industry. With a broad network and extensive experience in various industries, we continuously push boundaries and think innovatively to keep up with the ever-changing business landscape. From store openings and product launches to exclusive parties on a cruise liner, our team will understand your objectives and execute an unforgettable event that caters to your specific requirements and will entertain you and your clients to the maximum.

previous event sponsors include: **Schwarzkopf, Red Bull, Jaegermeister, Bitburger, Camitz Vodka, L'Oreal, Lavazza, Elemis, Designhotels.com, Premier Models** and many more. By becoming a sponsor of one of our events you will immediately gain access to a network of invaluable industry contacts.

Please contact us for future events
andrew@schonmagazine.com



rate card

Schön! is viewed by over 2.5 million trend-seeking sartorialists per issue. The exquisite quality and timelessness of the magazine keeps the readership high and ensures longevity of advertising campaigns. With cutting-edge cross-media opportunities and global distribution, we offer advertisers tailored and effective campaigns

print rate card

Inside front cover spread	€19.590
Outside back cover	€16.510
Inside back cover spread	€ 8.749
Right hand page	€ 7.600
Left hand page	€ 6.500
Double page spread	€ 13.430
DPS specified	€ 14.980
Gatefold	available on request

digital rate card

social only campaign starting € 8.000

* Please ask about additional or bespoke formats

Digital content

with client produced content from € 8.000

with bespoke content production starting at €15.000

Newsletter sponsorship from € 3.000

Bespoke content collaboration 360° print + digital **POA**



contact us

Schön! is ahead of the rest.
Don't get left behind.



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