

Style

CELEBRATING
REFINED LIVING.



Malta's premium bi-annual publication

Style

Style Magazine is Malta's most prominent magazine in the high-end tier, showcasing aspirational and refined living across a variety of sectors including fashion, beauty, homes, cars, art, culture, food and travel. The 'Style' perspective is one of elegance and luxury, targeting a discerning audience with relatively high spending power that wants to be in the know: the latest must-haves and local hot spots, what's hot, what's not, and above all, what's stylish.



The publication features high-end brands in all sectors - jewellery and fashion, luxury cars and homes, yachting and travel.

Style Magazine is a bi-annual premium publication that celebrates refined living with an upmarket readership.

Style Magazine is Malta's largest publication in the lifestyle sector, showcasing the extraordinary and presenting topical and engaging content, and carefully curated visuals with an upmarket pitch.

Style

1. **STYLE - A STRONG DIRECTION IN CONTENT, DESIGN & PHOTOGRAPHY**

For over 12 years, Style has been an iconic brand within the upmarket media segment. The magazine is produced and published by Content House Group, Malta's largest publishing house, managing over 20 media brands in the print and online media, and employing a team of 40 professionals working in the creative industry of content generation, graphic design and photography.

Style is entrusted to the Group's talented pool of resources including our team of journalists, writers and editors, as well as some of the best photographers based in Malta.



2. **STYLE - THE HIGHEST PRINTING SPECS & QUALITY**

Style is now the largest publication on the island in the lifestyle and upmarket segment. We are also investing heavily in high printing specs, including a first in Malta when it comes to the quality of paper used on its cover, as well as a special binding process, lamination, high-grammage paper and more. Expect a high-end, quality publication – a truly unique product with a look and feel that oozes sophistication and luxury living.

3. **STYLE - NATIVE SPONSORED CONTENT**

We have set high standards. We are accepting a limited number of sponsored content articles to feature in Style Magazine but the overall pitch has to match the personality and tone of the publication.

4. **STYLE - A PREMIUM DISTRIBUTION NETWORK RELEVANT TO THIS DAY AND AGE!**

We have invested in a distribution network aimed at successful engagement with thousands of readers and great efforts are already being made to ensure that we are engaging with the right audience. As part of our in-house distribution structure, we have a team of people constantly working and refining tailored distribution networks for our 20+ media brands. As far as Style is concerned we have set a premium distribution model to ensure the highest exposure with the right audience.

Style

With a shelf life of 6 months, Style will be distributed at critical and relevant distribution points including:

- ⑤ Distributed to leading beauticians, hair salons, cosmetic & health clinics, as well as make-up artists
- ⑤ Distributed in upscale high-end shops and showrooms in Malta in the fashion & jewellery segment
- ⑤ Distributed to leading high-end homes & interiors showrooms, shops as well as to leading architecture firms and interior designers
- ⑤ Distributed to leading cafeterias and popular upscale eateries in Malta
- ⑤ Distributed to leading public and private hospitals
- ⑤ Distributed to all leading dentists and dental clinics in Malta
- ⑤ Distributed to embassies and consulates in Malta
- ⑤ Distributed to bank branches in Malta
- ⑤ Distributed to leading four and five-star hotels in Malta including at spas and business centres (including some of Malta's best boutique hotels in Valletta) distributed to the private homes of people featured in Style
- ⑤ Available at leading newsagents in Malta, including WHSmith and Agenda Bookshop
- ⑤ A digital magazine version is available on issue

QUALITY

The magazine's dimensions are: 215mm (W) x 285mm (H) and it will be produced in high printing specifications including lamination on the cover with iconic touches and finishes.



Style

ADVERTISING RATES

Inside Front Cover Spread: €2,500

Inside Back Cover: €2,000

Premium Cover Spreads: €2,300

(Running order for Premium Cover Spreads is being offered on a first come, first served basis)

2 Full Pages or a Spread: €1,700

Full Page Advert: €1,200



SPONSORED CONTENT RATES INTERVIEW - 6 PAGE INTERVIEW €4,000

Style Magazine is offering a limited number of interviews with leading personalities in the world of fashion, beauty, make-up, jewellery, the cosmetic industry & well-being segment, architecture, interior design, homes and interiors. A senior journalist and our own photographer will be assigned to produce a strong creative piece. Our in-house artists will work on the graphic design.

ALL PRICES ARE EXCLUSIVE OF VAT.

Artwork Creation: **€250** / Artwork Resizing: **€150**

A fee of 50% will be charged on cancellation of an advert or a sponsored content booking. A one month notice ahead of print date must be given in writing for a pre-booked campaign to be cancelled.

The publication is being published by Content House Ltd, a member of Content House Group Ltd.

Style

PRINTING SPECIFICATIONS



FULL PAGE ADVERT/ INSIDE BACK COVER ADVERT

Trim Size: 215mm W x 285mm H
Text Safe Area: 201mm W x 271mm H
Gutter Allowance: 7mm
Bleed Size: 225mm W x 295mm H
Bleed: 5mm bleed all round



DOUBLE PAGE SPREAD ADVERT/ INSIDE FRONT COVER DOUBLE PAGE SPREAD ADVERT

Trim Size: 430mm W x 285mm H
Text Safe Area: 416mm W x 271mm H
Gutter Allowance: 7mm
Bleed Size: 440mm W x 295mm H
Bleed: 5mm bleed all round

IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.

GENERIC SPECIFICATIONS

Crop Marks: Not required

Blinding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)