

LOVE



LOVE

IS MORE

THAN JUST A FASHION MAGAZINE.

Most fashion magazines are simply shopping catalogues for passive consumers. LOVE is a twice-yearly compendium of inspiration – for designers, for artists, for anyone looking for visual ideas; for anyone who loves fashion and design so much that they want to climb inside the heads of their heroes. Most fashion magazines report back what a designer's imagination has created; LOVE sparks their imaginations.

It explains not only why a particular fashion collection looks the way it looks, but why it is what it is, where it came from, and where it will be heading next season. LOVE doesn't follow fashion: it sets fashion's agenda.

LOVE'S

CREATIVITY IS DRIVEN BY THE PASSION OF ITS CONTRIBUTORS

It combines the youthful vibrancy of its fashion team with the experience and maturity of the most accomplished fashion photographers in the world. It will be the first fashion magazine to nurture a dynamic clash of ideas in this way. It also acknowledges that fashion feeds off energies outside the industry for new ideas, looking to art and music. Fashion is part of a creative cross-cultural dialogue and, for this reason, LOVE opens its readers to the most exciting developments in music and art as well as fashion to reveal the shape of tomorrow's aesthetics in its purest form.

THE LOVE READER

The LOVE reader is not looking for a magazine that dictates to her what to wear – she already has a good idea of what she wants – but that gives her more information, tells her more about the ideas that are defining a season, and explains to her why she loves what she loves. She loves luxury as much as she loves irreverence, which is why she identifies with LOVE.

LOVE

HOW CAN YOU LIVE WITHOUT LOVE ?

THE READER PROFILE

80% Female	
20% Male	
Core Age Range	18 - 40 yrs
Median Age	28
18 - 24	22%
25 - 34	40%
35 - 44	38%
ABC1	72%
AB	48%
Average Income	£78,000

DISTRIBUTION

Globally distributed with premium positioning.

Unique relationships with specialist retailers such as Colette, Dover Street Market, Bookmarc and Corso Como.

UK	58.8%
LONDON / SE	56.4%
REST	43.6%
TOTAL EXPORT	41.2%
USA	29.3%
FRANCE	17.0%
ITALY	10.2%
AUSTRALIA	7.6%
GERMANY	4.0%
SWEDEN	3.8%
HOLLAND	3.8%
SPAIN	1.9%
NORWAY	1.9%
REST OF EUROPE	9.2%
JAPAN	2.0%
CHINA	1.3%
BRAZIL	0.9%
REST OF WORLD	6.9%

DATES

SPRING SUMMER 2016	
On Sale	08 Feb 16
Copy Deadline	18 Dec 15

AUTUMN WINTER 2016 (TBC)	
On Sale	26 Jul 16
Copy Deadline	16 Jun 16

SPECIFICATIONS

Copy can be submitted free of charge at <http://adportal.condenast.co.uk>

DOUBLE PAGE	
bleed	306 x 466 mm
trim Size	300 x 460 mm
type	280 x 440 mm
FULL PAGE	
bleed	306 x 236 mm
trim size	300 x 230 mm
type	280 x 210 mm

RATE CARD

INSIDE FRONT COVER DOUBLE PAGE SPREAD	£29,009.27
FIRST BANK DOUBLE PAGE SPREAD	£26,108.34
NAMES SITE DOUBLE PAGE SPREAD	£23,497.60
FRONT HALF DOUBLE PAGE SPREAD	£22,323.00
ROP DOUBLE PAGE SPREAD	£21,206.85
OUTSIDE BACK COVER	£28,169.50
CONTENTS, CONTRIBUTORS, EDITORS LETTER, MASTHEAD	£13,053.64
PAGE SPECIFIED POSITION	£11,748.28
PAGE RUN OF PAPER	£11,161.50
INSIDE FRONT COVER 4 PAGE GATEFOLD	£64,396.54
STANDARD 4 PAGE GATEFOLD	£43,136.54
BARN DOOR	£65,906.00
MACHINE BOUND INSERTS/ SCENT STRIPS	£21,260.00
LOOSE INSERTS/TIP-ONS MACHINE INSERTION COST + DISPLAY PAGE RATE	£53.15 per 1,000
HAND INSERTED COST + DISPLAY PAGE RATE	£85.04 per 1,000

PUBLISHER
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