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.
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

RATE CARD

INSIDE FRONT COVER £29,009.27
DOUBLE PAGE SPREAD
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 £64,396.54
4 PAGE GATEFOLD
STANDARD 4 PAGE GATEFOLD £43,136.54
BARN DOOR £53.15 per 1,000
MACHINE BOUND INSERTS/ SCENT STRIPS £53.15 per 1,000
LOOSE INSERTS/TIP-ONS £53.15 per 1,000
MACHINE INSERTION COST £85.04 per 1,000
HAND INSERTED COST + DISPLAY PAGE RATE

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

PUBLISHER
CATHERINE RUSSELL: catherine.russell@condenast.co.uk

ADVERTISING AND SPECIAL PROJECTS
love.publishing@condenast.co.uk

ITALIAN AGENT
FABIO MONTOBBIO: info@rockmedia.it

PRODUCTION AND COPY
SAM DEARDEN: sam.dearden@condenast.co.uk

Photography: Angelo Pennetta
Fashion Editor: Katie Grand
Hair: Guido Palau
Make-up: Pat McGrath