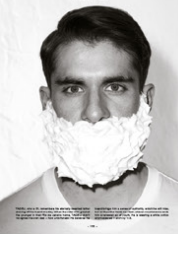
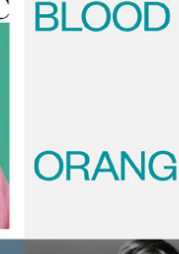
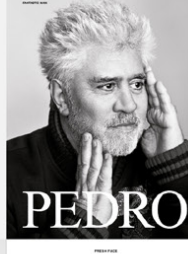
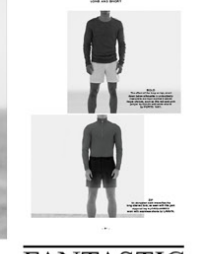
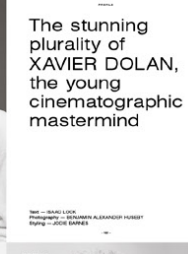
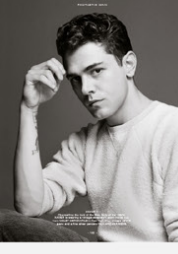
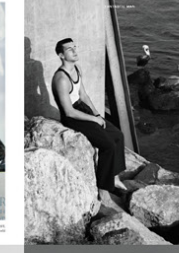
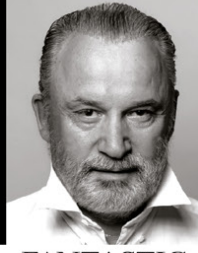
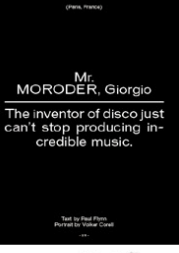
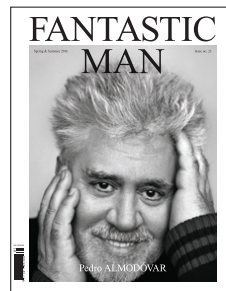
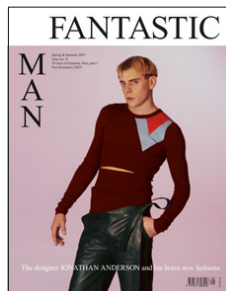


# FANTASTIC MAN

Media Kit – 2018





## THE MAGAZINE

Fantastic Man is the groundbreaking style magazine for men, renowned for its refreshing take on fashion, captivating writing and eloquent photography. Innovative and influential, Fantastic Man remains the definitive magazine for modern men who cherish singular style, intelligent journalism and wit. Each issue profiles extraordinary individuals, from directors to tree surgeons, novelists to fashion designers, and the fascinating worlds they inhabit.

The 26th issue of Fantastic Man is a feast of communities, collectives and notable citizens the world over, with the seafaring men of Peniche, Portugal, featured proudly on the cover, photographed by MARK PECKMEZIAN. Inside, the director LUCA GUADAGNINO talks peaches, '70s horror, the joys of doing very little, and much more. Also making an appearance are the musician PERFUME GENIUS, photographer JAMIE HAWKESWORTH, artist EDDIE PEAKE, chef and scion of the A.P.C. dynasty PIERRE TOUITOU and revolutionary choreographer WILLIAM FORSYTHE. The incredible 'Styles' section forms the final third of the magazine: a warming showstopper of majestic togetherness via the folks of Alaska, a network of New Yorkers, handsome German neighbours and a young man in Paris. And lots more – for a cosy and communal season.

**'Best Design Entire Magazine'**

D&AD AWARDS

STEVE McQUEEN for Spring & Summer 2017 and the men of Peniche, Portugal for Autumn & Winter 2017, both shot by MARK PECKMEZIAN. Below, some of the magazine's previous covers, starring: DAVID BECKHAM, JEREMY DELLER, SPIKE JONZE, TOM FORD, KYLE MacLACHLAN, JONATHAN ANDERSON, PEDRO ALMODÓVAR and CHRISTOPH WALTZ.

# EDITORIAL SECTIONS

**RECOMMENDATIONS** — A section of the magazine simply dedicated to useful information from interesting men.

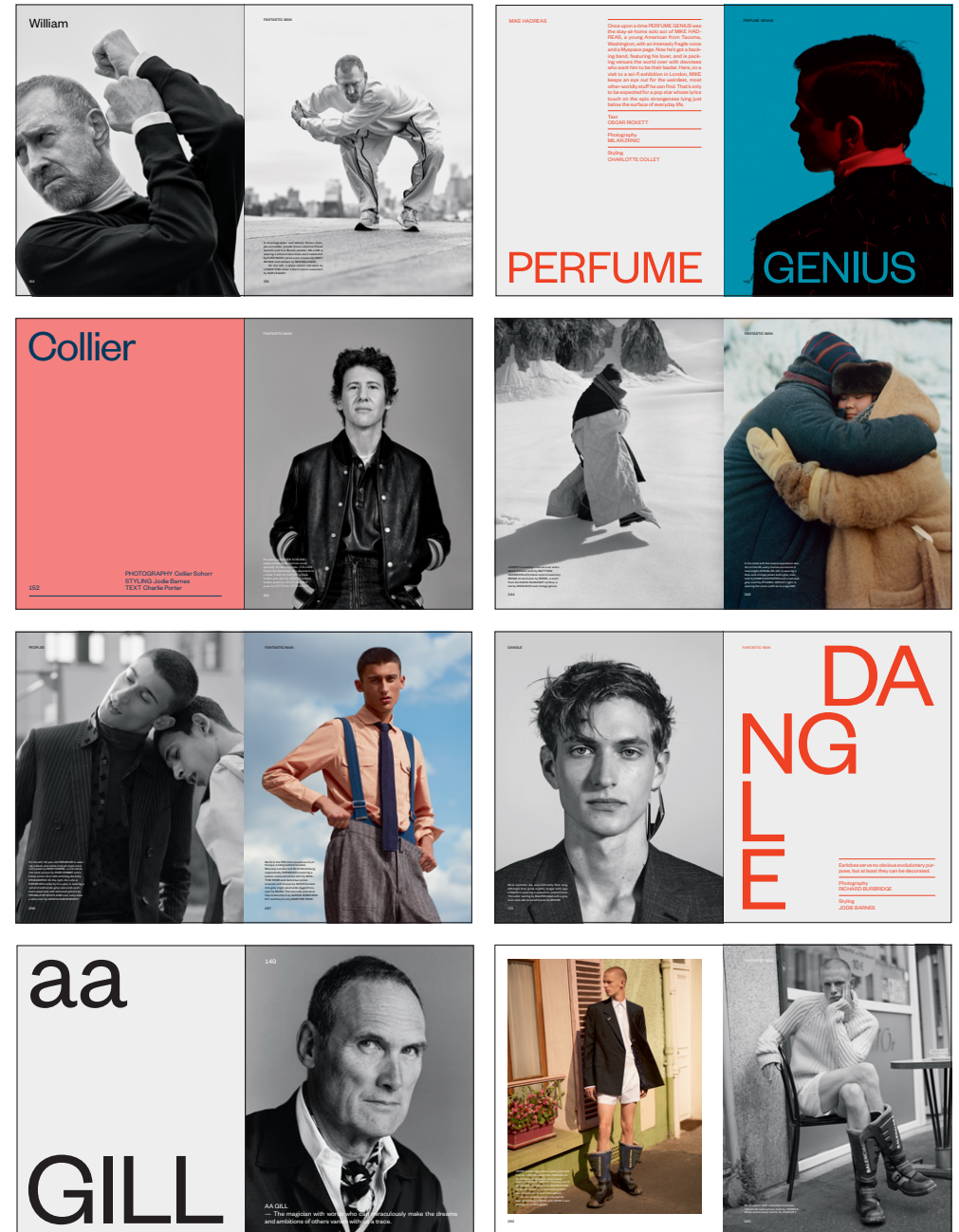
**KINDLY PITCHING** – Knowingly matter-of-fact, Kindly Pitching grants an opportunity to the magazine’s friends and contributors from around the world to get straight to the point and personally promote their latest and greatest projects.

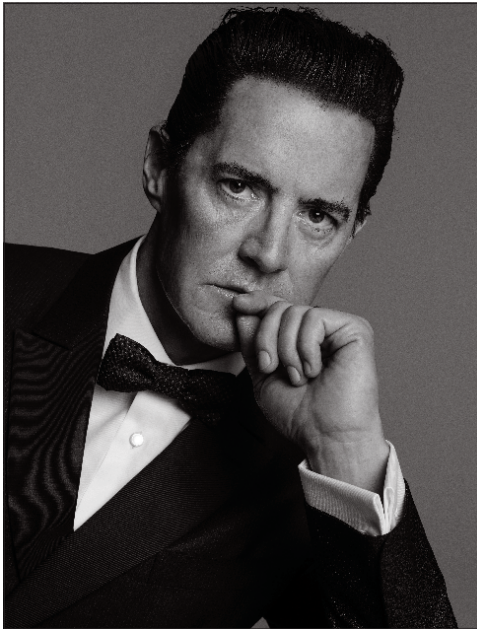
**THE LIST** — A much loved and hilarious regular feature that explores a different topic, sartorial or otherwise, each issue.

**TIME SPENT** — Having debuted in the Autumn and Winter 2016 issue, Time Spent features brilliantly-written reports from a fascinating series of places, events and situations.

**STORIES** — Renowned for its in-depth, intelligent and personable profiles, Fantastic Man features the stories of incredible men from a range of fascinating backgrounds: chefs, designers, athletes, broadcasters, actors, musicians and many more.

**STYLES** — Always fresh and challenging, Fantastic Man’s approach to fashion is renowned for its precision and wearability. Each issue’s fashion pages are a thorough examination of what men could, and should, wear.





Above, MATTHEW SLOTOVER photographed by ALASDAIR McLELLAN for issue n° 15, WOODY HARRELSON photographed by PAUL WETHERELL for issue n° 25, KYLE MacLACHLAN photographed by INEZ & VINOODH for issue n° 22 and PEDRO ALMODÓVAR photographed by ALASDAIR McLELLAN for issue n° 23.

## SUBJECTS

An extraordinary array of men have featured in Fantastic Man, which is exemplified by the diversity of the following sampling of the magazine's previous cover stars: musician BRYAN FERRY, author BRET EASTON ELLIS, football star DAVID BECKHAM, actor EWAN MCGREGOR, hotelier ANDRÉ BALAZS, designer JONATHAN ANDERSON, entrepreneur MATTHEW MONEYPENNY, artist JEREMY DELLER, photographer VINOODH MATADIN and fashion designer TOM FORD.

## CONTRIBUTORS

**PHOTOGRAPHERS** — Fantastic Man's photographic contributors include some of the most respected and exciting visionaries in the industry, including ALASDAIR McLELLAN, INEZ & VINOODH, JUERGEN TELLER, COLLIER SCHORR, ANTON CORBIJN, ROE ETHRIDGE, WOLFGANG TILLMANS, ZOË GHERTNER, TERRY RICHARDSON and WILLY VANDERPERRE.

**STYLISTS** — Fantastic Man's contributing stylists include SIMON FOXTON, OLIVIER RIZZO, JOE McKENNA, JONATHAN KAYE, HANNES HETTA and MATTIAS KARLSSON, while at the core of the publication's fashion team are cherished team members JODIE BARNES (Senior Fashion Editor at Large), JULIAN GANIO (Associate Fashion Editor) and CARLOS NAZARIO (Fashion Director).

**WRITERS** — Always insightful and entertaining, Fantastic Man's esteemed contributing writers include EMILY KING, CHARLIE PORTER, TIM BLANKS, PAUL FLYNN, ANN FRIEDMAN, ALEX NEEDHAM, SUSIE RUSHTON, HORACIO SILVA and, of course, Fantastic Man's own GERT JONKERS.

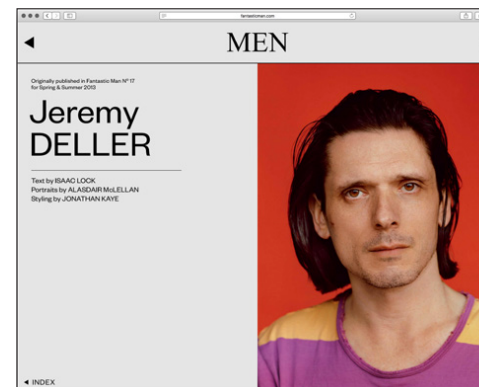
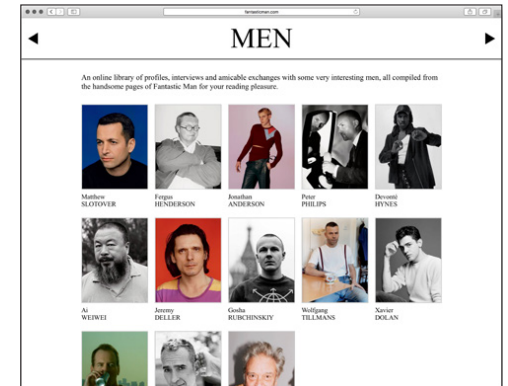
# DIGITAL

Featuring personality driven editorial features, intelligent journalism and singular design, Fantastic Man's newly redesigned website is a handsome online continuation of its beloved printed counterpart. To be found on the innovative collection of mini-sites are bold and idiosyncratic features that carry the singular Fantastic Man voice into the digital universe.

**TIPS** — The newest addition to Fantastic Man, Tips are a handpicked selection of useful suggestions and remarkable things, presented each week in handy snippet format. Whether a particularly fetching glove, advice on serene travelling or a novel method for styling knitwear, Tips find the spectacular details that one mustn't live without.

**MEN** — A library of profiles, interviews and amicable exchanges with some very interesting men, all compiled from the handsome pages of Fantastic Man for your reading pleasure. Men marks the first time that the magazine's famous features have been made available online and includes material from impossible to find early issues.

**QUESTIONNAIRE** — Taking a formal yet fun Q&A approach to the very personal topic of dressing and clothing habits, Questionnaire is an on-going series of conversations that lay bare the inner-workings of the male wardrobe. Delightfully chatty subjects have included the artist Grayson Perry, hairstylist Sam McKnight, singer Devendra Banhart and milliner Stephen Jones.





PIERRE TOUITOU  
photographed by KATJA RAHLWES and styled by JULIAN GANIO for issue n° 26

## THE READERS

Fantastic Man has a loyal international audience of intelligent and educated men, who consider themselves contemporaries both of the magazine and the celebrated men profiled within. The readers of Fantastic Man are sophisticated and keenly interested in the world around them and the joys they may derive from it. They are united by an enthusiasm for refinement and functionality in their garments, and a love of entertaining and enlightening culture.

Median age.....	34 years	Male readers.....	85%
13% .....	18–27 years	Female readers .....	15%
74% .....	28–46 years	AB.....	47%
9%.....	47–55 years	ABC1 .....	76%
4%.....	56+	Average income.....	£89,440

**Average worldwide circulation: 88,000 copies**  
**Readership: 396,000**

UK .....	43%
Europe .....	31%
USA .....	19%
Rest of the world .....	7%

## DISTRIBUTION

Fantastic Man is recognised from an outstanding newsstand position with its extensive worldwide circulation. Each issue is released with a smart and selective promotional programme across the UK and in key European cities.



## CREATIVE COLLABORATIONS

Fantastic Man's style and wit extend beyond the page with innovative collaborations between its cherished contributors and brand partners. These partnerships have resulted in some of the most covetable products for modern men; from the creation of a lovely gentleman's cologne to the perfectly cut brief.

Delightful editorial collaborations are also a key component of Fantastic Man's beloved brand partnerships. Such projects have come to life in a variety of forms such as beautifully printed inserts, striking supplements, engaging events, and print and digital projects.

Past collaborations have included:

- The iconic Man Fantastic T-shirt collaboration with CARHARTT WIP.
- A series of short dance films in partnership with DIOR HOMME.
- H&M and Fantastic Man Present, a striking six page fashion story showcasing nine super-sharp looks photographed by BENJAMIN ALEXANDER HUSEBY.
- The perfectly cut jean, in partnership with ACNE STUDIOS.
- The creation of a lovely gentleman's cologne in collaboration with BYREDO.



Clockwise from top left; OLLIE EDWARDS wearing the MAN FANTASTIC T-shirt made in collaboration with CARHARTT WIP, a special series of short dance films in collaboration with DIOR HOMME, a striking editorial project featuring select looks from H&M, Fantastic Man's founding editors Jop van Bennekom and Gert Jonkers modelling jeans made in collaboration with ACNE STUDIOS and the Fantastic Man gentleman's cologne by BYREDO.

## CREATIVE COLLABORATIONS (CONTINUED)

- A trip to Dundee with DUNHILL and photographer JASON EVANS to photograph students from the acclaimed Duncan of Jordanstone College of Art & Design dressed in the Autumn and Winter 2015 collection.
- ABSOLUT Beautiful, a 32-page booklet featuring nine profiles, including KRIS VAN ASSCHE, EUDON CHOI, TANITA TIKARAM and JULIE BROWN. The project explored the poetic stance that in an ABSOLUT world “there are no labels.” The subjects were photographed wearing as little clothing (labels), as they felt comfortable and the editorial created a discourse about what makes them feel beautiful.
- A chic underwear offering in partnership with THE WHITE BRIEFS.



Clockwise from top left; An editorial project featuring the finest looks from DUNHILL, a special 'beauty' insert made in collaboration with ABSOLUT vodka, a wonderful collection of undergarments designed by Fantastic Man and THE WHITE BRIEFS.



LUCIEN SMITH

photographed by MARTON PERLAKI and styled by CARLOS NAZARIO for issue n° 26

## EVENTS

Fantastic Man events are always a lively family affair, bringing together the magazine's esteemed contributors, subjects and cherished readers.

Some of Fantastic Man's past event collaborations include:

- A dinner at the David Roberts Arts Foundation in London with FILIPPA K and The Gentlewoman, with dinner served by the British chef MARGOT HENDERSON and a performance by musical duo LUNG DART.
- A dinner celebrating Amsterdam Pride with Dutch chef SCHILO VAN COEVORDEN at the Conservatorium Hotel.
- Ten year anniversary extravaganza with ADIDAS hosted by JEREMY DELLER, STEFANO PILATI, AMANDA LEAR, FERGUS HENDERSON, RICHARD QUEST, ALEXIS TAYLOR, WOLFGANG TILLMANS, FRANCESCO VEZZOLI, DAVID MILLS and EMILY KING.
- The Fantastic Man book launch, signing and window display at Colette.
- A summer dance party with LOEWE co-hosted by JONATHAN ANDERSON at The Glory in London.
- A dinner with JONATHAN SAUNDERS at Selfridges.
- Opening of the 'Keep Your Timber Limber' exhibition at London's ICA.
- An intimate cocktail party with DAVID COPPERFIELD.
- Launch of the Fantastic Man BYREDO Eau de Cologne.
- The Gentleman's Jeans launch in partnership with ACNE STUDIOS.
- A dinner and dance party with the house of GUCCI in Amsterdam.



## FANTASTIC MAN: MEN OF GREAT STYLE AND SUBSTANCE

'Fantastic Man: Men of Great Style and Substance' is the first book to celebrate a stellar decade of Fantastic Man. Published by PHAIDON, the book is reflective of the charming tone and inquisitive nature of the magazine, presenting an incredible showcase of the many remarkable men who have featured in Fantastic Man and the magazine's trailblazing accomplishments over the past 10 years.

The Book Tour:  
ATHENAEUM, Amsterdam  
COLETTE, Paris  
DOVER STREET MARKET, London



## BRAND OVERVIEW

**THE GENTLEWOMAN** — Widely acknowledged as the definitive style title for the modern woman. Personal and entertaining, it has set a new standard in women's magazines with its high quality writing and fashion photography. Above all, The Gentlewoman provides a unique and timely perspective on the way intelligent women think and dress.

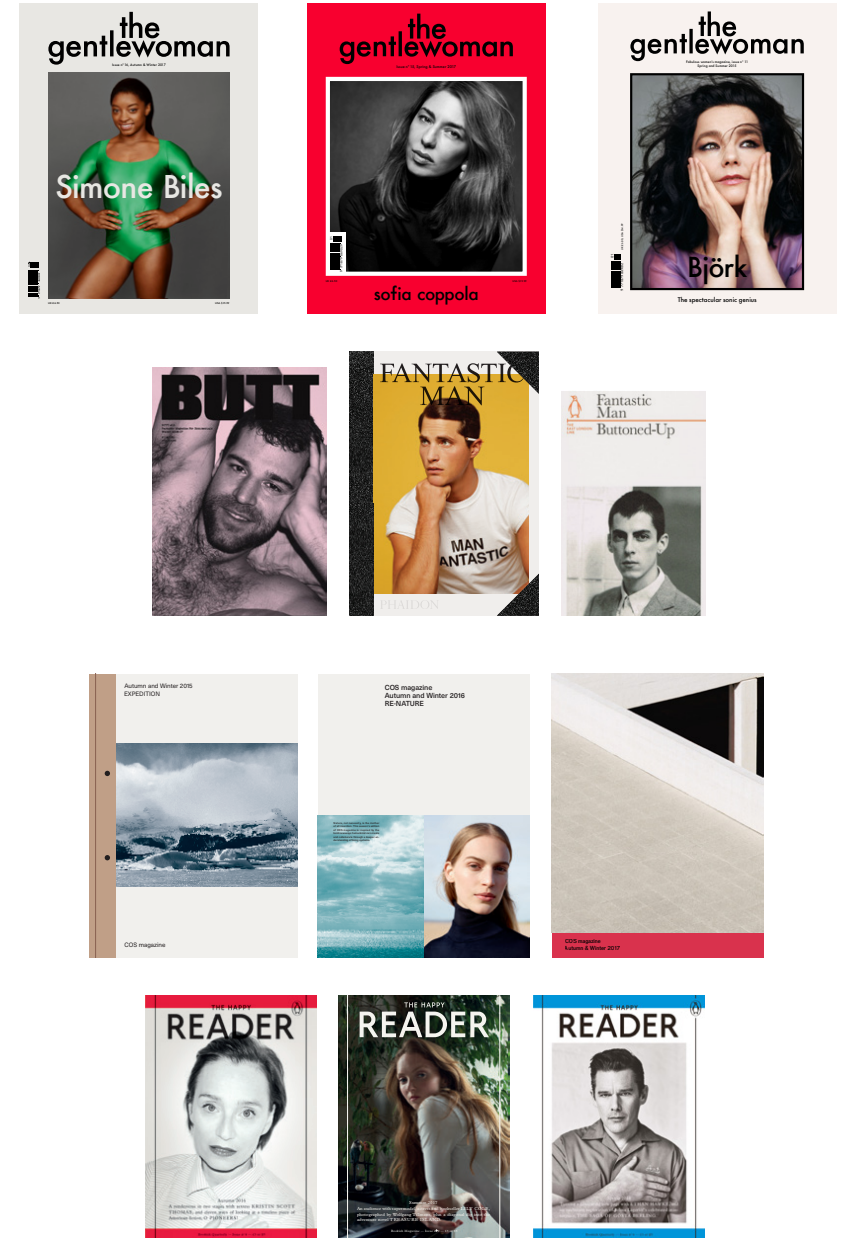
**COS MAGAZINE** — A chic cultural biannual produced for the retailer of the same name, featuring insightful interviews with luminaries from the worlds of art, design and technology

**THE HAPPY READER** — A unique magazine about reading for anyone who wishes to stay inspired, informed and entertained. With beautiful typography, the magazine is a design object that celebrates the pure pleasure of reading and the calming luxury of being offline.

**FANTASTIC MAN: MEN OF GREAT STYLE AND SUBSTANCE** — The hardcover retrospective 'Fantastic Man: Men of Great Style and Substance' is the first book to celebrate a stellar decade of Fantastic Man. Published by PHAIDON, it brings together interviews with 69 of the world's most stylish, influential and innovative men.

**BUTT** — From its first issue in 2001, BUTT magazine has revolutionised the world of gay publishing with frank and funny interviews with some of the world's most interesting homosexuals. BUTT is a forum where famous and everyday gay men speak candidly and intimately about their ideas and inspirations.

**BUTTONED-UP** — The story of London style through the history of the button-down shirt. Encompassing music, street style, fashion, portraits, day and night locations, the visual context of east London where clothes factories and workshops used to be, night shots where bars and clubs used to be (or still are), an examination of collar shapes and archive images from fashion and music.



The publications that comprise the family around Fantastic Man: the women's biannual THE GENTLEWOMAN, BUTT, the compendium FANTASTIC MAN: MEN OF GREAT STYLE AND SUBSTANCE, BUTTONED-UP, COS MAGAZINE and THE HAPPY READER.



RENWHAR AMIN

photographed by BENJAMIN ALEXANDER HUSEBY and styled by EMILIE KAREH for issue n° 26

## CALENDAR

ISSUE N° 27	ISSUE N° 28
Spring & Summer 2018	Autumn & Winter 2018
Artwork deadline: 5 February 2018	Artwork deadline: July 2018
On sale: 29 March 2018	On sale: September 2018

## CONTACT

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 elizabeth@fantasticman.com  
 T: +44 (0)20 7242 8802 • M: +44 (0)79 2222 0074

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 michael@fantasticman.com  
 T: +1 917 349 0417

### FANTASTIC MAN OFFICES:

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 T: +44 207 2428802

Amsterdam Office:  
 Recht Boomssloot 7  
 1011 CR • Amsterdam  
 The Netherlands  
 T: +31 20 320 9032

## RATE CARD

IFC Single page.....	£11,050
IFC Double page spread .....	£21,850
1st DPS .....	£20,500
1st bank DPS.....	£17,650
DPS named site.....	£16,000
DPS 1st 3rd.....	£15,100
DPS front half .....	£14,450
Outside Back Cover .....	£22,575
Single page facing Masthead/TOC .....	£11,100
Single page specified position.....	£10,500
Single page first half .....	£9,000
Single page run of magazine .....	£8,950

## TERMS AND CONDITIONS

All advertisement rates are subject to VAT. Agency discount 10%. Payment terms for advertising 30 days. Booked advertising is only cancelable up to six weeks prior to closing date or are payable in full. Covers are non-cancellable.

## DIGITAL ARTWORK REQUIREMENTS

Please provide artwork in CMYK at 300 dpi as a PDF document.

Please do not send inDesign documents or packaged folders.

Double page ad: 470 × 300 mm (+3 mm bleed)

Single page ad: 235 × 300 mm (+3 mm bleed)

Upload to FTP account:

Host 80.101.186.212 (via FTP client)

or <http://80.101.186.212> (via web browser)

username: adsfm password: fmmag

Please observe this checklist to avoid delay:

- Crop marks should always be outside of the bleed area and not over the image.
- If there are two files (for example left and right page of a spread, or first and second spread) clearly mark the position of each in the file name.
- Please upload artwork for Fantastic Man only to the FTP account indicated (fmds), not to The Gentlewoman's account, even if you are advertising in both.

## PRINTED PROOF REQUIREMENTS

Send proofs to:

FANTASTIC MAN • Elizabeth Sims

1 Tavistock Chambers

40 Bloomsbury Way

WC1A 2SE • London

United Kingdom

- Please provide a FOGRA-39L colour-certified printed proof of your ad showing the artwork exactly as it is to appear on the magazine and matching the PDF you have sent. A printout is not sufficient to ensure accurate reproduction of your artwork. Only colour-certified proofs clearly stating the colour profile will be accepted.
- Crop marks should always be outside of the bleed area (3mm).
- The proofs should show the page or spread exactly as it will appear on print, at 100% scale, with all type, logos and other graphics in the right position. Please use vector logos.



Models FLORENT, CALLUM and ALEX photographed by OLIVER HADLEE PEARCH and styled by CARLOS NAZARIO for issue n° 25