

Advertising in the Modernist Magazine

the modernist

'a beautifully designed homage to modern architecture.. with a killer combo of black humour and in-depth knowledge.' Creative Tourist

A note from the editors....

The Modernist offers the opportunity to advertise in this specialist, collectible, limited edition and beautifully designed architectural magazine.

The Modernist is related to architecture, design, graphics, interiors, urbanism cities and history.

Advertising with such a specific, targeted magazine has many, advantages. The Modernist can expose an advertiser's brand to audiences with an interest in design culture and history.

Many of our readers are creative professionals, architects, artists and designers, architecture & design students, photographers and publishers.

About

The Modernist Magazine is a limited edition quarterly publication about 20th Century modernist architecture and design... 700 high quality issues are printed and then hand numbered.

The magazine has a focus on modernist architecture on an international scale. The magazine is created, designed and published in Manchester and is stocked across the UK.

Designed by the Manchester Municipal Design Corporation who provide a bespoke two tone publication.

The Modernist Magazine was established in 2011 and has since gained a strong reputation for the quality of its writing and design.

'an excellent newcomer to British architecture's small press scene' *The Architects Journal*

Audience Profile

Modernist Magazine

	Age	18-24	25-34	35-44	45-54	55-64	65+
Women	%	6.2	21.8	13.6	4.1	0.8	2.3
Men	%	4.1	18.2	18.2	8.5	2.1	0.5

- Key audiences are men and women between 25-44.
- Primarily from Manchester and London, also the rest of the UK and Internationally.

Related Blog and Social Media

The Modernist Magazine cross promotes with sister organisation the Manchester Modernist Society.

	The Modernist Magazine	Manchester Modernist Society
Website 2012-13 (unique visits)	11800	44000
Facebook followers (Mar '13)	388	1042
Twitter followers (Mar '13)	1340	2102
Direct E-mailing list (Mar '13)	800	950

25 UK Stockists including TATE Modern, Magma, Foyles, RIBA, Architectural Association (London) Arnolfini (Bristol), Cornerhouse (Manchester), CCA (Glasgow), Henry Moore Institute (Leeds), Site Gallery (Sheffield) – full list [here](#)

4 European Stockists including Do You Read Me (Berlin), Papercut (Stockholm),

Magazine Sales 2012-13

Location	Greater Manchester	Greater London	Rest of UK	International
%	51%	35%	12%	2%

Coming Summer 2013 – Digital Editions via VisualManiac www.visualmaniac.com

Advertising Rates 2013

Full Page £250 Vertical/Portrait

Half Page £135 Horizontal/Landscape

Quarter Page £70 Vertical/Portrait

Artwork must be provided in:

Press ready pdf or high resolution jpg/png or at least 300dpi

Include 3mm bleed to edges and trim registration marks

Be paid for and submitted to the editors prior to the submission cut-off date for inclusion in the next issue

Be sent via email or dropbox

Align with ethos and audience of the magazine

In monochrome

Contact

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