NESPRESSO_® MAGAZINE







CITY GUIDE CLUB MEMBERS'

URBAN FARMS SUSTAINABLE AGRICULTURE FAVOURITE PLACES | COMES TO TOWN

GOURMET COFFEE TREATS WITH THE TASTES OF IRELAND

NEXT ISSUE: #29 - MADRID Publication in Oct/Nov 2017

A HIGH END LIFESTYLE CONCEPT

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LIFESTYLE, GASTRONOMY, DESIGN, VOYAGE...

Nespresso Magazine proposes new contents through a high end lifestyle concept.

Designed as a collector object, each issue highlights an international city and one of its ambassador: from Douglas Kennedy in New York to Alain Ducasse in Paris, including Marianne Faithfull in London...

Produced and realized with its new concept since 2010, Nespresso Magazine has been awarded gold Brand Content.



A STRONG READING EXPERIENCE

NOW Out and about ■7



PIETER HUGO

THE SOUTH AFRICAN PHOTOGRAPHER'S KIN SERIES CAN BE EXPERIENCED IN A BOOK AND NUMEROUS EXHIBITIONS, EXPLORING IDEALS AND REALITY. EXQUISITE AND MOVING. Production Gabriella Recopolo

the Cartier-Bresson Foundation in Paris last spring. This strapping, extensively tattooed gentleman exhibits his photographs the way a child would reveal the treasures stored in a secret box. He bears within him tainted memories of South Africa, where he was born (Johannesburg) and raised. The self-taught creative started along his photographic path troubled by a universal question: How can I become a father?'

scars, he captures the private world of his models, always photographed with their permission. Portraits, still lifes – the rawness goes beyond appearances: the images exude an overwhelming tendeness that soothes our inner turnoil through the grace of a gentling distance.

«Kin», Pieter Hugo, Aperture Foundation www.aperture.org et www.stevenson.info

A MAGAZINE APPRECIATED, READ AND EXPECTED, AN AUTHENTIC RENDEZ-VOUS

The readers are very acquainted with the brand and Nespresso Magazine

94% of those who receive the Magazine read it

Loyal readers that are expecting the upcoming issue

67% of the readers read every issue of the Magazine

58% of them read it carefully

FONDNESS, ENGAGEMENT AND IMPLICATION

Sources: ad-hoc study TNS SOFFRES

A UNIFYING MAGAZINE

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MANUELA, FOOD BLOGGER AND STYLIST, MEMBER SINCE 2011

WITH HER ENCHANTING SMILE

AND OUTGOING NATURE, Manuela is the epitome of today's Carioca. She arrives at our meeting for the photo shoot and interview in the Inanoma Routique with an unfailingly cheerful demeanour and boundless energy. This young woman devotes her time to researching Rio's best eateries to assist discerning diners having decided to guit her legal career and reinvent herself as an author and food stylist. On her blog. "Cozinho, logo existo", she explores the flavours of her native city through a savvy selection of venues and recipes that are as fresh and healthy as she is! This smiling and highly skilled chef loves cooking vegetables of every ilk. Another personal passion: Nespresso Grands Crus. She never starts the day without a cup of ARPEGGIO or RISTRETTO, prepared espresso-style. "I love everything about coffee: its aroma, its flavours, its intensity. I drink three a day: one in the morning, another after lunch and a last one mid-afternoon, often an ARPEGGIO DECAFFEINATO.





CULTURAL CHIC

"It's a cultural centre that often hosts photography exhibits. The building is exquisite, just like the patio, surrounded by gardens designed by Barle Marx, the great Brazilian landscape architect. I go there to enjoy their events or sip a coffee in the peace and quiet."

CLUB BELONGING, PROXIMITY AND SHARING

The Magazine nourishes the Club Members' relationship with the brand and reinforces their membership feeling.

THE CITIZEN OF HONOR INTERVIEW

Designer, Chef, Artist, Producer...
He guides us in his town, shares with us his lifestyle and gives us his best addresses. An authentic and intimate visit, sometimes unexpected.

A STRONG GRAPHIC SIGNATURE



AN INSPIRATIONAL MAGAZINE

that renews itself along with the issues and the towns

A LOYAL ATMOSPHERE

to the style and spirit of the town

A PREMIUM DESIGN

Elegant and contemporaneous (typo, photo, page layout, graphic design...)

A SELECTION OF PLACES

Chosen for their character and atmosphere

REPORTS ENHANCED BY IMAGES

AN EXCLUSIVE EDITORIAL CONTENT

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CULTURAL AGENDA

PFOPLE

Portraits and city discovery through the different interviews

STYLE

Contemporaneous design, fashion and decoration inspirations

TASTE

Cooking trends, restaurants, gastronomy and meetings with chefs

NESPRESSO MAGAZINE EMBODIES: PLEASURE, CREATIVITY, INNOVATION, EXCELLENCE

AN INTERNATIONAL AND POWERFUL CIRCULATION



1 MILLION COPIES

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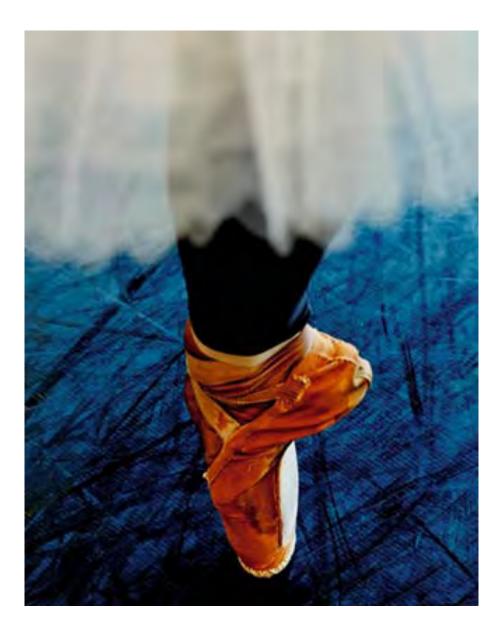
English, French, German, Spanish, Italian, Dutch, Japanese, Portuguese.

- Personalized Mailing to the Premium Club

 Members of the Nespresso Club
 - DISTRIBUTED IN THE **NESPRESSO** BOUTIQUES

2 ISSUES PER YEAR Spring - Summer Autumn - Winter

A PREMIUM READERSHIP



A COVETED AUDIENCE:

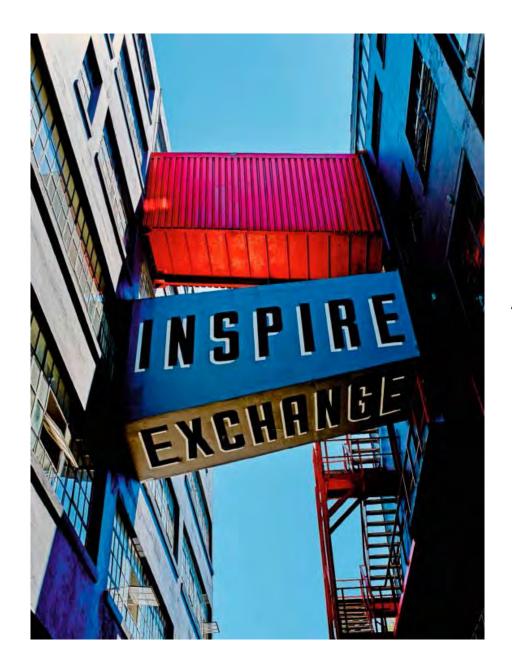
The «High Value» Members of the Nespresso Club

- Members for more than 3 years
- 35-55 years old
- City-dwellers and Nomads
- Opinion leaders with a high spending power

A PREMIUM READERSHIP AND MEGA CONSUMERS :

- 52% of fashion and beauty mega consumers (ind 157)
- 41% of cars mega consumers (ind 129)
- 24% buy jewels and watches by the brands (ind 173)
- 44% of furniture/decoration mega consumers (ind 148)

NESPRESSO MAGAZINE'S ASSETS



A GRATIFYING AD SETTING

a premium design,
a high quality editorial content,
a nice reading experience,
a Magazine bearer of common values:

LIFESTYLE, AESTHETICISM, PLEASURE AND INNOVATION

A STRONG MEDIA THAT IS BROADLY DISTRIBUTED

More than 1 million copies distributed in the whole world that provides an international standing

A PREMIUM TARGET

Readers with a high spending power:

Opinion leaders, innovators and influencers.

Consumers that are looking for quality products and prestigious brands.

A RENDEZ-VOUS WITH THE NESPRESSO BRAND



THE SEARCH FOR NESPRESSO QUALITY,

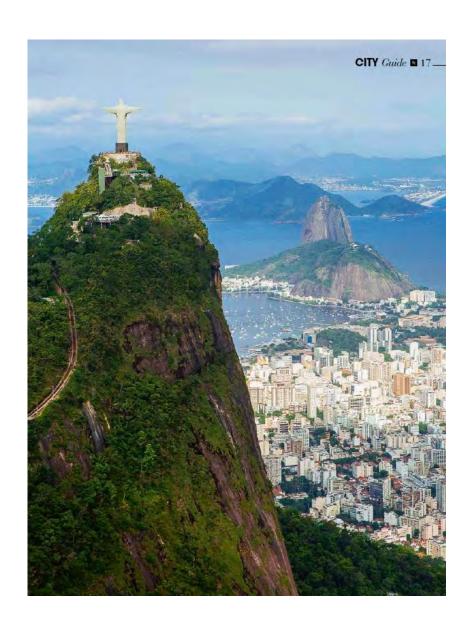
Exceptional coffees

NESPRESSO'S INVOLVEMENT:

Sustainable development, Innovation...

A CORPORATE SECTION, EDITORIALIZED THANKS TO REPORTS THROUGHOUT THE WORLD

Ad values 2017



	International Issue
	Circulation of 1 000 000 copies
	Tariffs
Double-page Spread	26 000 €
4 th Cover – Outside back	25 000 €
2 nd Cover – Inside Back	20 000 €
3 rd Cover – inside Back	
or	
Opposite Summary	18 000 €
First Opening Double-page	
Spread	32 000 €
1 st Recto	15 000 €
2 nd Recto	14 000 €
Simple Page	12 000 €
Successive Ads	+10 %
Preferential insertions	+10 %

THE MAGAZINE OF PREMIUM BRANDS













ULYSSE NARDIN



















