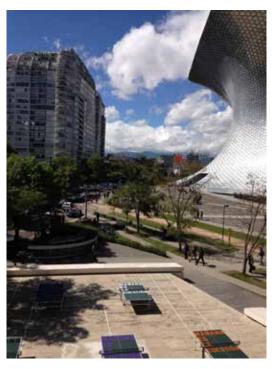




# NESPRESSO<sub>®</sub> MAGAZINE

**MEDIA KIT** 





# **#30 - MEXICO CITY**June 2018 publication

Nespresso Magazine gets a new look! For its next edition - which will be held in Mexico City - Club Members will discover a brand new concept. A new design and an even more inspirational content, for a new reading experience to enjoy during a coffee break.









## A HIGH END LIFESTYLE CONCEPT







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 the writers Douglas Kennedy in New York or Joseph O'Connor in Dublin, from the architect Eulho Suh in Seoul, to the designer Zanini de Zanine in Rio de Janeiro, passing through the artists Marianne Faithfull in London or Carminho in Lisbon...

Produced and realized with its current concept since 2010, Nespresso Magazine has been awarded gold Brand Content in April 2011. GRAND PRIX





## A STRONG READING EXPERIENCE

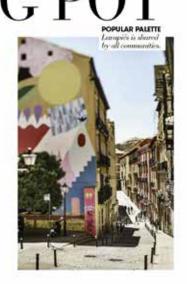




ONCE A HUMBLE, NEGLECTED NEIGHBOURHOOD, TODAY'S LAVAPIÉS IS ONE OF THE SPANISH CAPITAL'S TRENDIEST DISTRICTS. MULTICULTURAL, HOSPITABLE, DOWN-TO-EARTH – A CRYSTALLISATION OF THE RECENT HISTORY OF THE CITY AND THE ENTIRE COUNTRY. HERE'S A GUIDED TOUR.

B) Quilloure Jain Philos Stemael

DAWN IS JUST BREAKING AS THE CITY SWEEPERS FIN-ISH CLEANING THE SIDEWALKS AND THE FIRST MER-CHANTS TRICKLE INTO THE ANTÓN MARTIN MARKET SE. José, 30, raises the rolling blind sheltering his fruit and vegetable shop and prepares his stall. "Ten years ago, Lavapiës had a bad reputation," says this market monarch. "The buildings were dilapidated, drugs and prostitution were thriving and the streets were unsafe. Today, it's the trendest corner of the capital? With its patchwork of cobbled lanes, colourful facades, balconies, graffiti, timeworn shops, popular cafés, late-right bars, hipster barbershops, Mexican restaurants and African hairdressers, Lavapiès has all the ingredients of a neighbourhood climbing the status ladder. The resulting impression is a combination of quaint and chic, positive energy fed by the hundred nationalties that share these streets until the early hours.



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

The readers have a strong belonging to the brand and Nespresso Magazine

**94%** of those who receive the Magazine read it

67% of the readers read every issue of the Magazine

**58%** of them read it carefully

19 min of reading time

Loyal readers that are expecting the upcoming issue **Fondness, Engagement and Implication** 

Sources : ad-hoc study TNS SOFFRES

## A UNIFYING MAGAZINE







#### **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 with each issue

#### AN ATMOSPHERE THAT STICKS

to the style and spirit of the city

#### **A PREMIUM DESIGN**

Elegant and contemporary

#### **A SELECTION OF PLACES**

Chosen for their character and atmosphere

#### Reports enhanced by images

## AN EXCLUSIVE EDITORIAL CONTENT





**PEOPLE** portraits and city discovery through many interviews

**STYLE** contemporary design, fashion and interior design inspirations

**TASTE** cooking trends, restaurants, gastronomy and meetings with chefs

Nespresso Magazine embodies: Creativity, Innovation, Savoir-faire





## AN INTERNATIONAL AND POWERFUL CIRCULATION





#### **1 MILLION COPIES**

#### **PUBLISHED IN UP TO 8 LANGUAGES**

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

## DISTRIBUTED IN MORE THAN 20 COUNTRIES

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:**

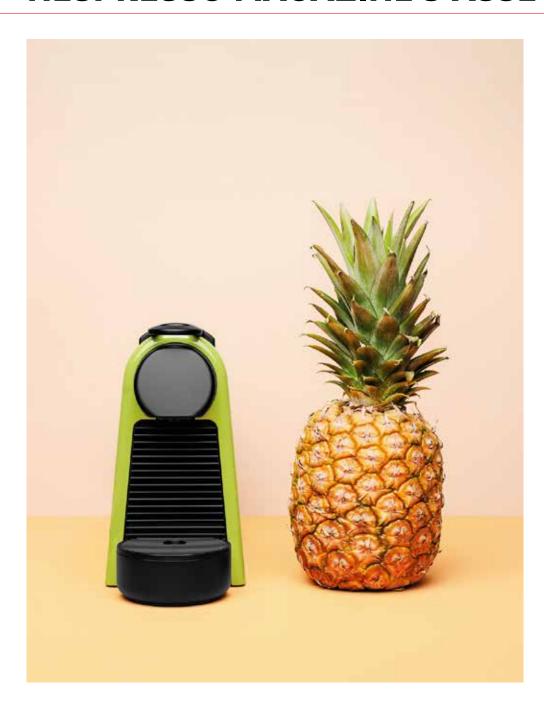
The «High Value» Members of the Nespresso Club

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

#### A PREMIUM READERSHIP INCLUDING:

- **52**% of fashion and beauty mega consumers (ind 157)
- 44% of furniture and interior design mega consumers (ind 148)
- 41% of car mega consumers (ind 129)
- 24% of brand-oriented consumers for jewelry and watches (ind 173)

Sources: Nespresso /\*SIMM 2014 R1 - reading 12 months Nespresso Magazine : 2 371 000 French readers



#### **LUXURIOUS PLATFORM FOR ADVERTISING**

premium design,
high quality editorial content,
an engaging reading experience,
a Magazine highlighting new trends:
lifestyle, aestheticism, culture and innovation

## A STRONG MEDIA THAT IS BROADLY DISTRIBUTED

More than 1 million copies distributed worldwide providing an international presence

#### **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:**

Sustainability, Innovation...

#### AN EDITORIALIZED CORPORATE SECTION

with reports all over the world







| Locations  | International Issue<br>Circulation of<br>1 mio copies<br>Advertising rates |
|--|--|
| double-page spread   | 26 000 €   |
| 4 <sup>th</sup> cover - outside back                       | 25 000 €   |
| 2 <sup>nd</sup> cover - inside back                        | 20 000 €   |
| 3 <sup>rd</sup> cover - inside back<br>or Opposite summary | 18 000 €   |
| First opening double-page spread                           | 32 000 €   |
| 1 <sup>st</sup> recto                                      | 15 000 €   |
| 2 <sup>nd</sup> recto                                      | 14 000 €   |
| Simple page  | 12 000 €   |
| Successive Ads   | + 10%  |
| Preferential insertions                                    | + 10%  |

## THE MAGAZINE OF PREMIUM BRANDS









