





#32 – MELBOURNE June 2019 publication

SO NESPRESSO magazine has a new look since last June ! For its next edition - which will be held in Melbourne (and Copenhagen for the second edition of 2019) - 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



LIFESTYLE, GASTRONOMY, DESIGN, TRAVEL...

SO NESPRESSO proposes new content through a high end lifestyle concept.

Designed as a collector object, each issue highlights an international city like Mexico City, New York, Dublin, Seoul, Rio de Janeiro, London or Lisbon...

The articles, reports and profiles published in the magazine are based on the idea of encountering cities, cultures or cuisines through the eyes of those who make them a reality.





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

The readers have a strong belonging to the brand and the 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 who are expecting the upcoming issue
Fondness, Engagement and Implication

A UNIFYING MAGAZINE



trailblazers

Rodrigo Noriega reinvents objects and living spaces by design



A vase in one of the designer's favourite material designs

I've always been curious. When I was a kid, I wondered how the ordinary objects around me were made." Toasted hair over one eye, leather jacket, unshuffled voice though only 27, Rodrigo Noriega exudes self-assurance and quiet strength. The designer looks us at his studio in the Roma district, a rapidly changing corner of Mexico City that draws a young, creative and international crowd. He settled here in 2013 after studying at the Centro Experimental design school to "understand the product manufacturing process". There, Rodrigo learned to work with structures, materials, ergonomics, proportions, colours. "There's often only a few millimetres' difference between the work of a carpenter and that of a designer, but those few millimetres make all the difference."

Rodrigo Noriega is now considered one of Mexico's most talented designers, and there's a lot going on in his workshop: designs of ceramic creations, hotel interior-decor planning and an installation of a pop-up gallery which he is creating for the Mexico International Film Festival. And though he is swamped with orders, the *Alfajero* adorns

that he began his career at an auspicious time: "Mexicans are becoming increasingly demanding. They're also more open to original designs." Rodrigo mines the country's cultural heritage in his work, drawing inspiration from both traditional craftsmanship and avant-garde artists to create resolutely Mexican atmospheres or objects that are just as determinedly contemporary. "The desire for designer creations that's sweeping the capital can be clearly seen in the decor of public places, like restaurants," said this fan of local cuisine: he's always on the lookout for new dining options, randomly discovered along his jogging routes. He serves himself a second espresso from the Escorta Mini perched on a shelf in his studio. "I appreciate the way Nespresso machines are designed," remarks this readily impetuous artist. "I drink at least two espressos every morning." And when it comes to flavour, which capsule is his favourite? "I like to be surprised by flavours. So whenever there's a new Limited Edition, I buy it immediately," he replies.

"Mexicans are now more open to original designs"






You'll find all their favourite places in the City Guide

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CITIZEN of Havana ■ 29

NURIA MORA SHADES OF SPAIN

MODERN ARTIST NURIA MORA - INFINITELY TALENTED, YET EMINENTLY UNCLASSIFIABLE - PRINTS LAUGH, COLOURFUL DECORATIONS OF HER OWN INVENTION ON THE WALLS OF HER CITY AND IN RETAIL OUTLETS OF MAJOR INTERNATIONAL BRANDS.

By Guillaume Jon-Pierre Stephanie Barreau



CLUB BELONGING, PROXIMITY AND SHARING

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

Meet our game changers

Designer, Chef, Artist, Producer... Our inspiring personalities guide us in their town, share with us their lifestyle and give us their best addresses in a SO NESPRESSO City guide.

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 INTERNATIONAL AND POWERFUL CIRCULATION



600 000 COPIES

PUBLISHED IN UP TO 5 LANGUAGES

English, French, German, Spanish, Japanese.

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

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- booking deadline: 28 February 2019

- deadline for material delivery : 15 April 2019

SO NESPRESSO #33 - Copenhagen | Autumn-Winter 2019

- booking deadline: 31 July 2019

- deadline for material delivery : 17 September 2019

A PREMIUM READERSHIP



A COVETED AUDIENCE :

The «High Value» Members of the Nespresso Club

- Members since 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)



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 600 000 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 WORLD OF NESPRESSO



coffeetands

Robusta: Women of Courage

In the Mexican State of Veracruz, far from the clamour of the capital, women are gaining ground as they run the farms or lend their expertise to the coffee-growing world. High in these emerald mountains, meet one of these women, Pastora, as she shares the secrets to growing her extraordinary Robusta.

By Sara Connor/Photo: Sebastien Dierker



THE SEARCH FOR NESPRESSO QUALITY,
Exceptional coffees

NESPRESSO'S INVOLVEMENT :
Sustainability, Innovation...

AN EDITORIALIZED CORPORATE SECTION
with reports all over the world

Inspirations

What's new for summer?

Summer sun, sunny colours – it's the season that stimulates the senses. Inventive accessories and refreshing flavours make this time of year effervescently creative. Treat yourself!

Photos: Cooper Thibaut/Getty Images/Corbis/Outlines By: Sarah Thomson/Alamy

Invisible protection
The sun's ultraviolet waves can harm your skin and cause wrinkles. Invisible protection means that your protection is strengthened by a special anti-UV or anti-oxidation glass. A first in the world.

Instant relaxation
Make the classic design chair your summer ally. The chair is made of lightweight, foldable material. It's easy to carry and store. Perfect for use indoors and outdoors.

Snoozy snapshots
Analog photography becomes a creative experiment for film lovers. The camera is a compact, portable device. The camera's lens is made of high-quality glass. The camera's body is made of high-quality metal. The camera's design is inspired by the character of the film 'The Italian Job'.

Shake me up!
When you get your View 68 for your morning coffee, you're guaranteed a flawless Nespresso beverage any time. The coffee is brewed perfectly, 30 grams of coffee and the two-view glasses with their special silicone inserts are the perfect choice for making a coffee. The coffee is brewed perfectly, 30 grams of coffee and the two-view glasses with their special silicone inserts are the perfect choice for making a coffee. The coffee is brewed perfectly, 30 grams of coffee and the two-view glasses with their special silicone inserts are the perfect choice for making a coffee.



ENVIRONMENT
THE BUTTERFLY EFFECT

"AT LAST WE CAN TAKE THE TIME TO ENJOY LIFE!"
EXCLAIM ESTEBAN HURBERTO AND LUIS ANGEL IN UNISON. INDEED, THE LIFE OF THESE COLOMBIAN COFFEE GROWERS HAS BEEN TRANSFORMED SINCE THEY JOINED FORCES WITH NESPRESSO TO CO-FOUND A COFFEE-CHERRY PROCESSING CENTRE. THE PROJECT'S SUCCESS HAS SURPASSED THEIR WILDEST DREAMS.
By Sophie Rivet




When it comes to exploring a metropolis as vast and dynamic as Mexico City, where's the best place to start? For the most inspiring eateries, entertainment and experiences that capture all the city has to offer, Nespresso Magazine asked nine personalities to share their secrets. Chefs, designers, actors – these faithful fans of the Mexican capital recommended over 60 exceptional sites to help you discover the true character of this megalopolis. Enjoy this generous guidance from the finest ambassadors of *chilango* living!

RESTAURANT

BISTRO/CAFE

HOTEL

HISTORIC CITY

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Bruno Bichir, actor
Whether he's playing a politician in the TV series *Narcos* or a classical-repertoire role on the stage of his Ford Shakespeare theatre, Bruno Bichir has made a career of "exploring emotions". Today, the actor wants to uncover new talent in his hometown.

Film: *Subespuma*, *Soyuz 97*. Cinema: *COMO*. +52 55 5358 0054 / www.bicbichir.com

TAQUERÍA EL BORRERO VIVIDO
"What I miss most when I'm away from Mexico City is the smell of taquin. This place is one of the few that's open 24 hours a day, and it's 70¢ price for taquin."
Av. Benavente 484, Benavente, CDMX. +52 55 5554 4901 / taqueria-el-borrero.com (restaurant/business only)

MUSEO SOUMAYA
"This futuristic building first opened in 2013. The museum houses a collection of 20th- to 21st-century works from Europe and the Americas. Sculptures by Auguste Rodin are given pride of place."
River Miguel de Cervantes, Sotomayor 303, Granada, CDMX. +52 55 1032 9800 / fakumayo.com.mx

PALACIO DE BELLAS ARTES
"This is Mexico City's masterpiece of beauty and culture. The opera house opened in 1976 and is only an Art Deco masterpiece."
Av. Juárez, Centro Histórico, CDMX. +52 55 5647 6500 / palacio-bellas-arts.com

ARENA COLISEO
"When I was a kid, my dream was to be a Latin Serie wrestler. I love the agency 55 Sports and their 'Realidad de Peso 77' Centre."
República de Perú 77, Centro, CDMX. +52 55 5004 7781

BOCA DEL RÍO
"This popular cantina has been around since 1943. It has a friendly atmosphere and the fish and seafood specialties are to die for. You can enjoy the best seafood of the capital here."
Av. Rincón de San Felipe 42, San Rafael, CDMX. +52 55 5555 0220 / bocadelrio.net



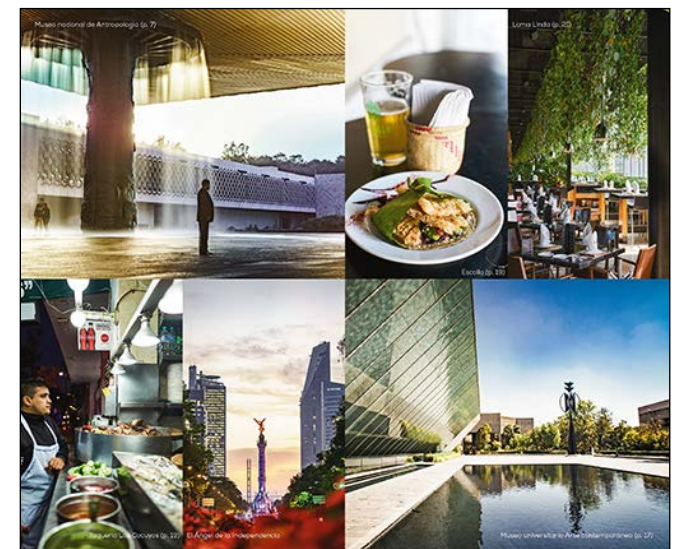
LA OPERA
"It might not be the biggest or best opera in the city but it's the oldest. It opened in 1876, has elaborate décor and still serves a traditional menu. People even say that Daniel Vela, the former Mexican Secretology general, used to come here."
Calle de Reyes 51, Centro Histórico, CDMX. +52 55 5542 9959 / lapera.com

ZÓCALO
"This huge downtown square is now known as the Plaza de la Constitución. Back when Mexico City was called Tenochtitlan, this was the main location for Aztec ceremonies. The contrast between the pre-Hispanic period and the modern era is very striking."
Plaza de la Constitución, Centro Histórico, CDMX.



A NEW SO NESPRESSO CITY GUIDE

This pocket-size book is a concentrated source of carefully selected destinations : on-trend restaurants, boutique hotels, the best shops... given by our game changers.





Locations	International Issue Circulation of 600 000 copies Advertising rates
double-page spread	21 000 euros
4 th cover - outside back	20 000 euros
2 nd cover - inside back	16 000 euros
3 rd cover - inside back or Opposite summary	5 000 euros
First opening double-page spread	25 000 euros
1 st recto	12 000 euros
2 nd recto	11 000 euros
Simple page	9 000 euros
City Guide 4 th cover - outside back	9 000 euros
Successive Ads	+ 10%
Preferential insertions	+ 10%

THE MAGAZINE OF PREMIUM BRANDS

