
UNDER THE INFLUENCE

Media Kit June 2010



ABOUT US

"Influence is essential. It enables us to re-define our thoughts, create and inspire; hopefully creating a unique vision that will one day influence someone else"

David Szeto

CONTRIBUTORS

Our contributors are a group of friends who are working in the industry and share the same frustrations with what is being done in terms of creativity. Furthermore Under the Influence strives to reveal new talents alongside well established professionals to produce a constantly stimulating publication.

Some of our contributors are...

Edouard Plongeon-Photographer

Taki Bibelas-Photographer

June Nakamoto-stylist

Marine Braunschvig-Stylist

Victor Costales-Photographer

Steeve Beckouet-Photographer

Ondine Azoulay-Stylist

Edy Poppy-Writer

Leanne Wierzba-Writer

Francois Coquerel-Photographer

Milo Keller & Julien Gallico-Photographers

Marcus Palmqvist-Photographer

Sanna Annukka- Illustrator

Pihla Hintikka- Writer

Toby Barlow- Writer/ Journalist

Daniel David Freeman- Illustrator

Hope Von Joel - Stylist,

Rebecca Corbin Murray - Stylist

James Mountford -Photographer

Lyle Owerko - Photographer

David Hellqvist - writer

and many more...

Under The Influence is an independently published, art fashion magazine bringing together collected works from established and emerging photographers, stylists, artists and writers to create a visually beautiful, distinct publication. It is a creative challenge, an exchange of ideas surrounding one theme.

Under the influence is not ruled by popular trends, instead we take inspiration from subversive subjects, we create and we influence. We awaken our readership to new ideas. We are the precursor to what will happen in the coming years. Published twice a year, we are a vein communicating fashion and creativity, luxury and art through the commonality of human nature.

Under the Influence is a timeless object, a book, and a style reference, something tangible to keep and collect.

THE TEAM

Mark O'Sullivan is a British; Paris based fashion photographer working between Paris and London since 1998. His minimalistic production, humorous style and often awkward but beautiful images caught the attention of Fashion designer *David Szeto* who proposed the two collaborate on a no-name magazine; theme under the influence. The magazine was first presented as a look book in the format of a broadsheet newspaper with images that could be pulled out and pinned to the wall. The theme of the magazine became it's title 'Under the influence' producing strong, influential fashion images.

After just two issues Mark took over the creative direction of the magazine and formed a partnership with art director Susan Connie Marsh in September 2008, incorporating under the influence publishing Ltd.

Susan Connie Marsh is a British; Paris based art director and photographer whose education in music and art, and subsequent degree in Documentary photography has shaped her vision and approach to art direction.

Their collaboration and the addition of internationally renowned graphic designer *Xavier Encinas*, gave birth to the new format magazine, producing a lithographically printed, high quality, attractive competitor to the art fashion magazines of the same genre.

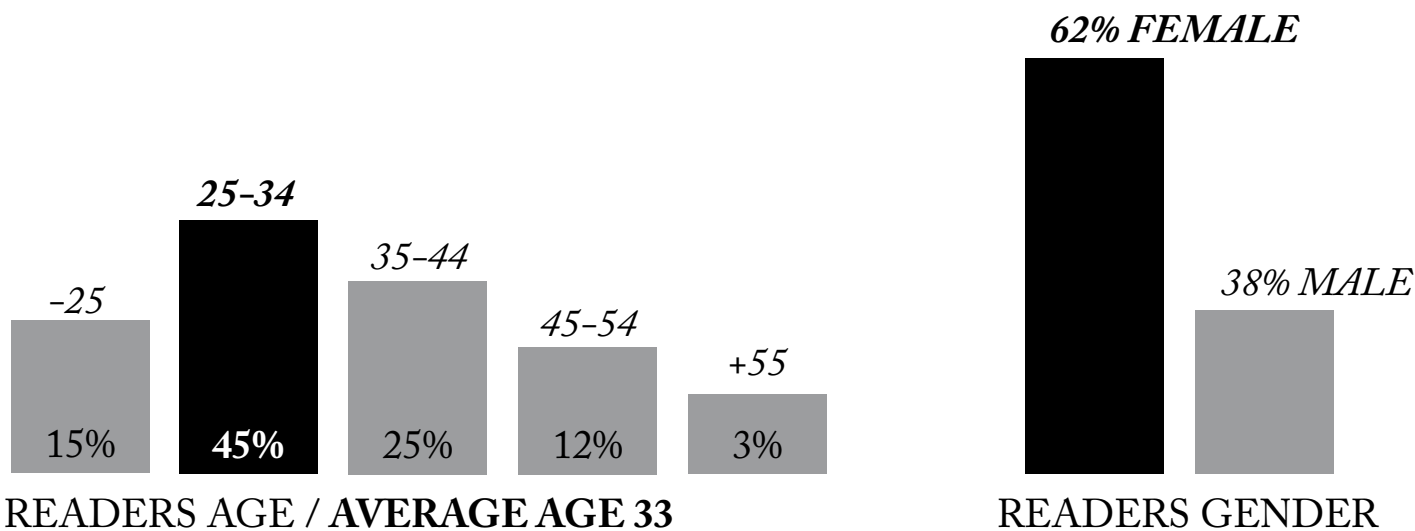
AUDIENCE

REACH THE RIGHT AUDIENCE

Our international readers are stylists, designers, architects, photographers, graphic designers, people working in press, model bookers... But most of all our readers are the trend-setters of our generation.

Consumers of high culture, our clientele are in search of new inspirations and experiences. They expect to be inspired by our strong creative identity consequently influencing fashion brand awareness.

Our publication is driven by emotion. We endeavour to work with designers or brands that are striving for the same goal; creating new sensations for their clients.

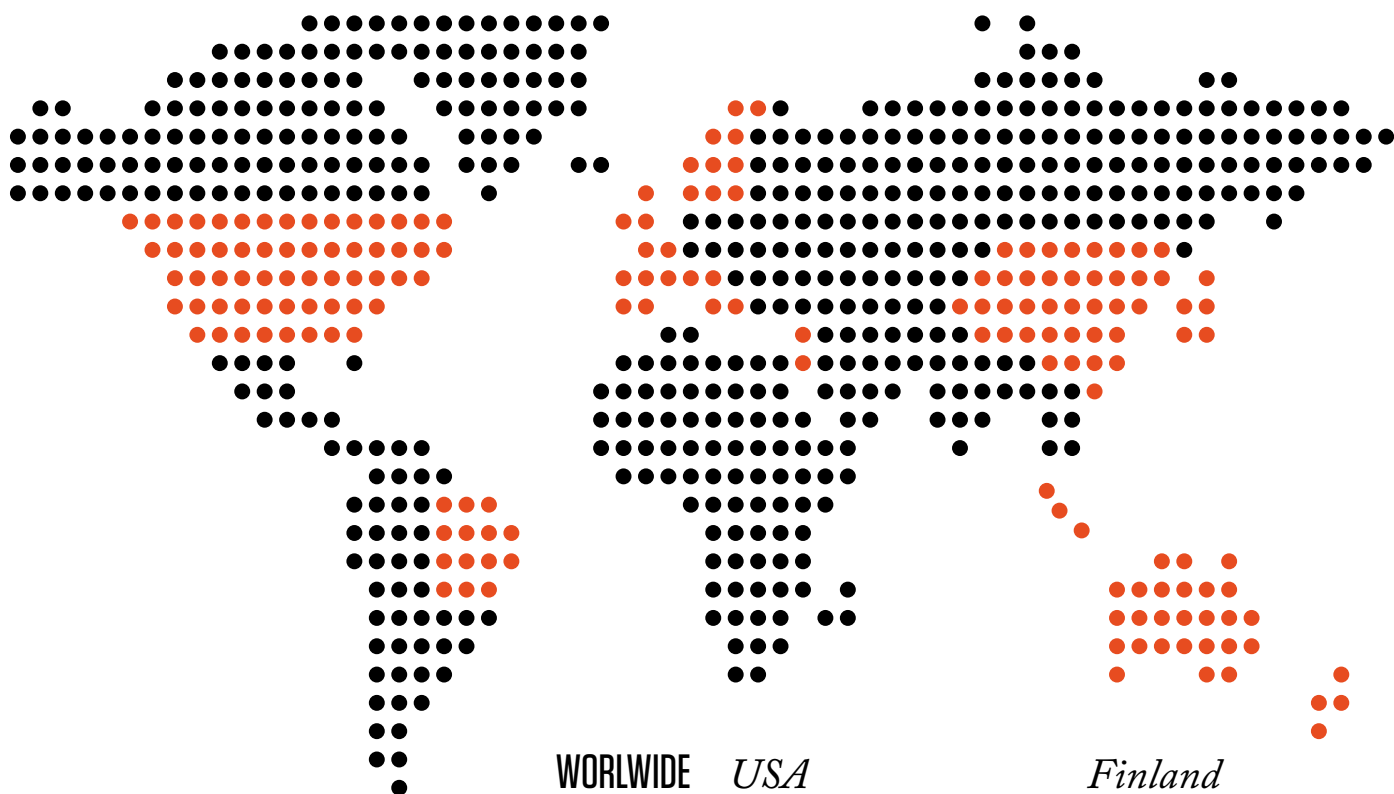


(Estimated statistics)

READERSHIP — 66,000

PRINTED COPIES — 16,500

STOCKISTS



WORLDWIDE DISTRIBUTION

USA

Canada

France

UK

Spain

Portugal

Italy

Belgium

Germany

Sweden

China

Austria

Finland

Singapore

Lebanon

Australia

New Zeland

Hong-Kong

Japan

Brazil

South Korea

Israël

Netherlands

SOME OF OUR PARTNERS

Borders

Chapters

WH Smith

Colette

Palais de Tokyo

Harrods

Selfridges

Virgin Megastore

Waterstone's

El Corte Ingles

Universal News

Fnac

Serpentine gallery

Pompidou center

RD Franks

Publicis drugstore

ADVERTISING

RATES

DOUBLE PAGES (SPREAD)

| | |
|--------------------|----------|
| First Double Page | € 17 500 |
| Double Page Spread | € 14 000 |

SINGLE PAGE

| | |
|-----------------------|----------|
| Single Page | € 8 000 |
| Colophon Facing page | € 12 000 |
| Editorial Facing page | € 11 000 |
| Outside Back Cover | € 15 000 |

NEW ADVERTISER'S DISCOUNT 15%

AD SPECIFICATION

PLEASE ADD 5MM BLEED TO YOUR FILE

| | |
|-------------------|-----------|
| Double Page Size: | 480x336mm |
| Single Page Size: | 240x336mm |

SEND HI-RES FILES (PDF, TIFF) TO:

Xavier ENCINAS

xavier@undertheinfluencemagazine.com

SPECIAL REQUEST

For any special request regarding size, finishings...

Please contact:

Marketing/Advertising Manager

Charlotte La Salle: + 33 (0)6 61 19 73 65

charlotte@undertheinfluencemagazine.com

WEB

We also offer a Web presence on our website.

Specification and rates upon request.

CONTACT

EDITORIAL TEAM

Under The Influence Magazine
41, rue des Francs-Brougeois
75004, Paris

Founder, Creative Director
Mark O'Sullivan
mark@undertheinfluencemagazine.com

Art Director, Editor
Susan Connie Marsh
susan@undertheinfluencemagazine.com

Design Director
Xavier Encinas
xavier@undertheinfluencemagazine.com

DISTRIBUTION

Worldwide
Export Press SAS - *www.exportpress.com*
Pauline Lecourt
dir@exportpress.com
T: + 33 (0)1 40 29 14 51 / F: + 33 (0)1 42 72 07 43

France
KD Presse - *www.kdpresse.com*
Eric Namont
14, rue des messageries 75010 Paris
T: + 33 (0)1 42 46 02 20 / F: + 33 (0)1 42 46 10 08

Internet Sales
http://www.undertheinfluencemagazine.com/shop