

THE

Style mate

2021

MEDIA KIT

media kit

think!
and then
act right.



THE

Style mate

THESE FASHION LADIES
THEY WOULD BE AN ASS TO
A MAN WHO WOULD
SUCK UP TO THEM
10/10/2021

think!

and then act right.

THESTYLEMATE.COM



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FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE

THE Stylemate –

INSPIRATION FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE

**THE Stylemate includes the print magazine and the
blog thestylemate.com**

**Created by people with a passion for the beautiful
things in life and a special instinct for the new, as
well as the claim to be the source of inspiration for a
design-loving and travel-conscious audience.**

**Exciting and extraordinary stories from the fields of
architecture, art & culture, design, fashion & beauty,
food & drink, hotels and travel as well as wonderful
essentials and ingenious insider tips inspire trend-con-
scious travelers, art lovers, fashionistas or design
enthusiasts in their personal fancy lifestyle.**



The blog thestylemate.com
includes all previously published articles
and exciting additional content.

Print

ADVERTORIAL	2/1	1/1	1/2
Type Area	566 x 382 mm	269 x 382 mm	269 x 191 mm
Bled off	594 x 420 mm	297 x 420 mm	297 x 210 mm
Rate	5,530 EUR	3,950 EUR	2,950 EUR

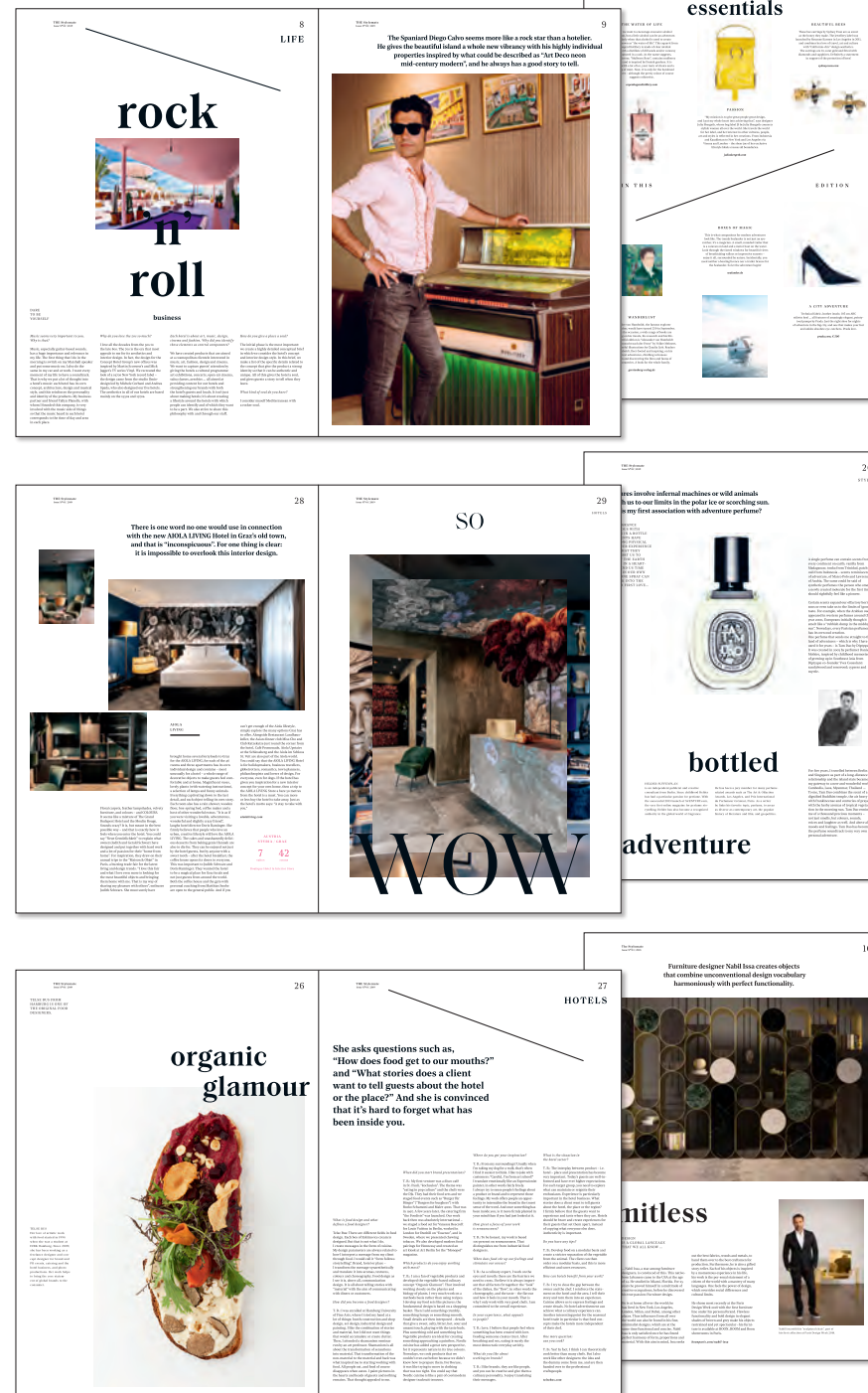
PRODUCTPLACEMENT “ESSENTIALS” 990 EUR

Additional fees for whole-page placements: 50% additional fee for U2, 25% additional fee for U3, 100% additional fee for U4. Prices do not include value-added tax and advertising charges.

PUBLICATION DATE 2021

Spring Edition	May
Summer Edition	July
Autumn/Winter Edition	October

All articles included in the print edition will additionally be published on the blog.



Print

TECHNICAL DATA

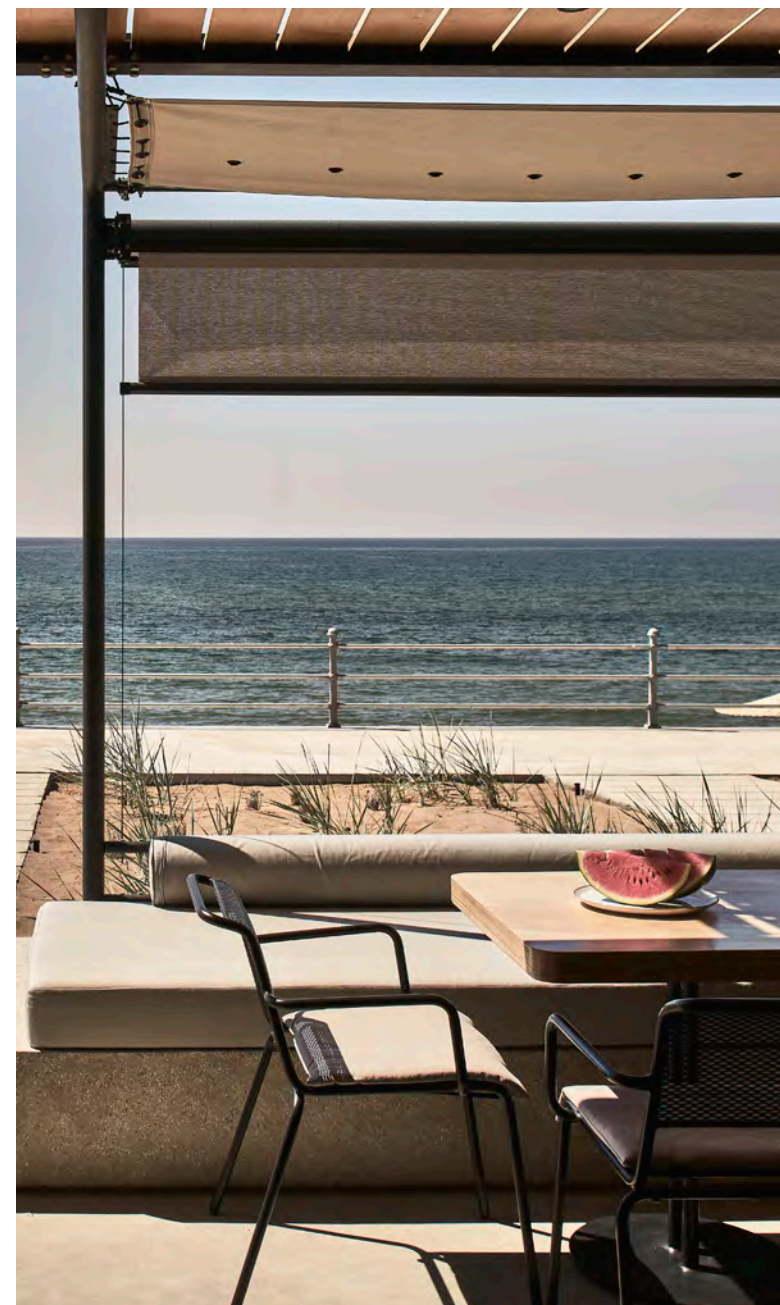
FORMAT	297 x 420 mm (A3)
NUMBER OF PAGES	40
PRINT	Offset 4/4c
CIRCULATION	10.000 german / 5.000 english
SALES/DISTRIBUTION	through all LIFESTYLEHOTELS Member Hotels (appr. 100 member hotels, key areas are Austria, Italy, Germany, Switzerland), UNESCO Cities of Design as part of the project „World Wide Things Collection“: Detroit/ Graz/ Istanbul/ Mexico City/ Montréal/ Puebla/ Saint-Etienne/ Singapore, collaborating partners & subscribers

CLOSING DATE	approx. 4 weeks prior to publishing
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TECHNICAL GUIDELINES

IMAGES	Full colour images: CMYK-TIFF or EPS, uncompressed Black/White images: Shades of grey-TIFF or EPS, uncompressed High Resolution: 300 dpi
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TEXT DATA	File format: Microsoft Word or similar word processor
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The blog [thestylemate.com](https://www.thestylemate.com) includes all previously published articles and exciting additional content.

Blog

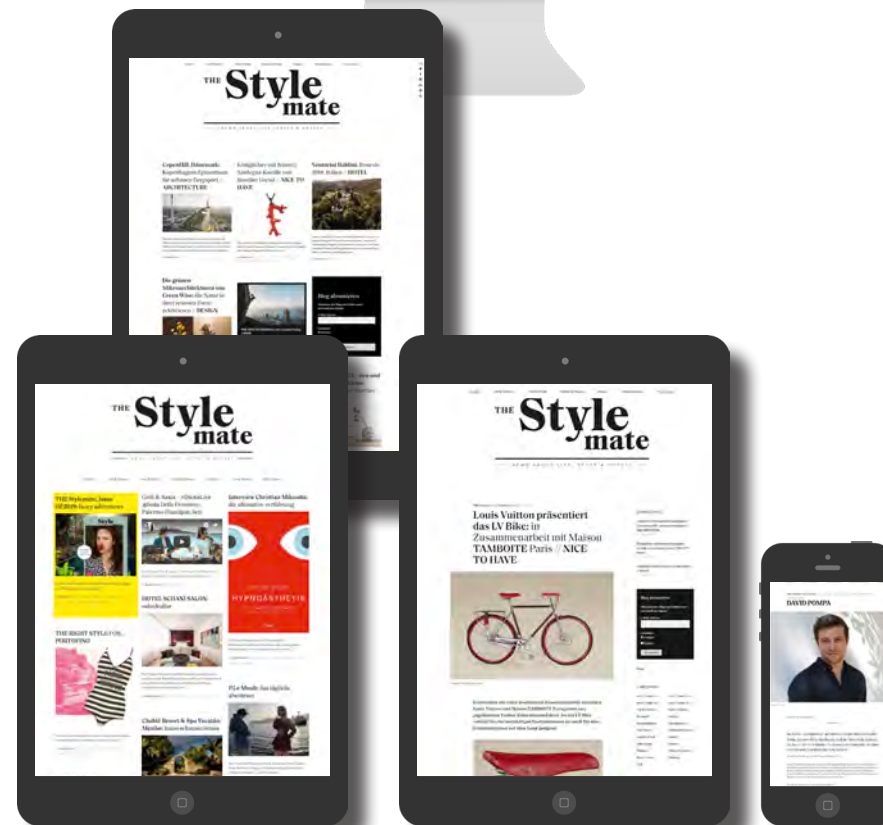
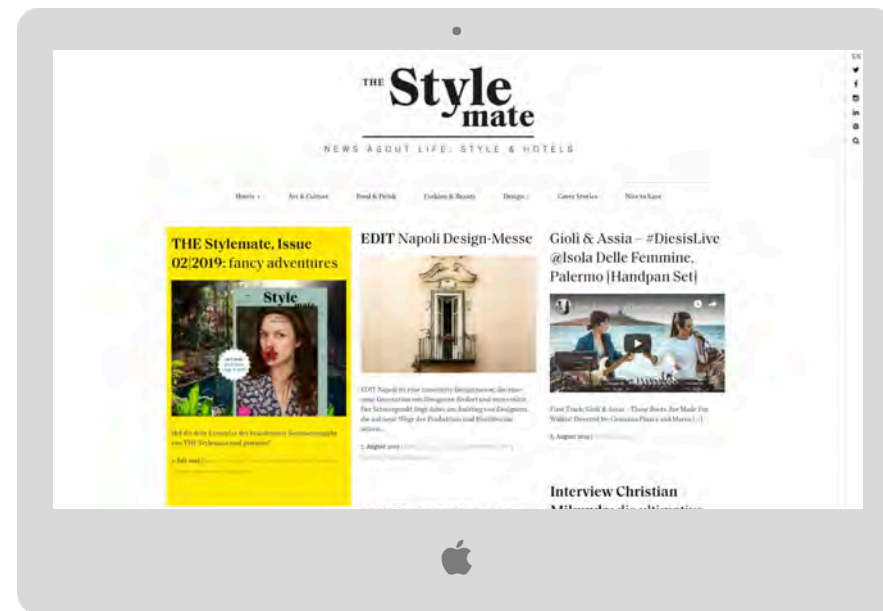
All articles included in the print edition will additionally be published on the blog. Individual blog posts can also be booked separately.

A blog post on thestylemate.com offers the possibility for a virtual brand presence.

- Integration of videos possible
- Direct links
- Followers: 30,000
- Visitors per month: 10,000
- Page views per month: 13,000
- Communication via all social media channels
- Weekly update via newsletter

Rate

990 EUR



Weekly update

The weekly newsletter automatically informs the THE Stylemate community once a week about the latest blog posts.

Social Media

Each blog post is communicated through all THE Stylemate social media channels. Follower: 30,000



THE Stylemate fanlässlich – hier, Hotel Schani Salon (Direkt auf der Mariahilfer Straße).

Hotel Schani Salon, Vienna
In his new Hotel Schani Salon, the Viennese hotelier Bened both reinterprets Art Nouveau and transforms and transport salon culture into the modern day.
#boutiquehotel #festivehotel #designhotel #vienna #hotels #hotelschani #travelspiration #salonculture #salonculture #hotelconcept #vienneseifstyle #festivetraveler #festive #cityhotel #urban #viennastyle #artnouveau #austria

THE Stylemate
Geplant von Thomas Holzleitners Unternehmen (1) · 18. Juli · G

This former 19th-century estate is located away from the everyday hustle and bustle, overlooking the bay of Praia da Luz. It has been completely restored, expanded and transformed into a small 5-star design hotel with great attention to detail.
#lifestylehotel #boutiquehotel #designhotel #portugal #gaigarve #praiaadaluz #design #lifestyle #travel #travelinspiration #luxurytravel #lifestyletraveler #authentic #charminghotel #vilavaiverde #countryhotel #travelblogger #5starhotel #potugueseucin

THE Stylemate
Geplant von Thomas Holzleitners Unternehmen (1) · 18. Juli · G

Villa Valverde: design & country - THE Stylemate
Villa Valverde is located away from the everyday hustle and bustle has...

the stylemate · Abonniert als Saint Louis

- Bohne #zagholman #parisienne #boutiquehotel #lifestylehotel #travel #travelinspiration #paris #authentic #lifestyle #travelblogger #potugueseucin #potugueseucin
- SWO
- erika_maria Chic and beautiful room !!
- SWO
- le chignon Au top 🍷🍷🍷
- SWO

Gefällt mindestens 43 weiteren Personen

View the email in your browser

THE Stylemate

NEWS ABOUT LIFE, STYLE & HOTELS

the weekly update

THE RIGHT STYLE FOR... ST. TROPEZ

Towards the end of the 19th century, this picturesque town on the Côte d'Azur was discovered by the [...]

2019 / Issue 02 - fancy adventures, Fashion & Beauty, Magazine

14.08.2019

ElisabethHotel Mayrhofen: adults only

Complete relaxation for adults only is the motto of the ElisabethHotel Premium Private Retreat in the Zillertal valley...

2019 / Issue 02 - fancy adventures, Austria, Hotels, Magazine

Il fait chaud

ta région - Volume 2"

Levy: The Castle on Sunset

Art and Scandal at Hollywood's Chateau Marmont. Shawn Levy's intriguing tribute to Hollywood as seen from inside the walls of its most

HOTEL Innichen, South Tyrol: life

...the heart of Innichen has perfected the Alpine lifestyle, and celebrates that lifestyle with its guests each day...

2019 / Issue 02 - fancy adventures, Hotels, Italy, Magazine



THE Stylemate is the exclusive media partner for the international hotel brand **LIFESTYLEHOTELS** and has therefore exclusive contacts in the hospitality industry.

Hoteliers-Newsletter Campaign (Recommendation Newsletter)

Implementation of 3 exclusive hoteliers newsletters sent out to all decision makers of LIFESTYLEHOTELS member hotels, German/English.

- Recommendation Newsletter

1. Presentation of the cooperation and the company
2. Presentation of the product and announcement of a special deal for LIFESTYLEHOTELS hoteliers
3. Details of the special deal/special conditions for hoteliers and direct contact with the company

- 1/2 page Advertorial plus 1 product placement in one of the 3 issues of THE Stylemate Magazine

- Publication of the article and product placement on the THE Stylemate Blog

incl. presentation via weekly update newsletter and communication via all social media channels

- Handover of all hoteliers contacts for a follow up

Rate on request

THE Stylemate
UNSERE EMPFEHLUNG FÜR IHR HOTEL

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UNSERE EMPFEHLUNG FÜR IHR HOTEL

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UNSERE EMPFEHLUNG FÜR IHR HOTEL

dyson

dyson

dyson

Perfekte Hygiene im Waschraum

Das ideale Raumklima

Haarpflege - Reinigung - Beleuchtung - Luftqualität - Handhygiene

Exklusiv für LIFESTYLEHOTELS Member Hotels hat Dyson ein ganz besonders Angebot:

SPECIAL DEAL
Unter Angabe des Codeworts "Dyson@Lifestylehotels2020" erhalten Sie 20 % Rabatt* auf die gesamte Bestellung.

* Aktion nur gültig bei einer Bestellung per Mail unter info-austria@dyson.com oder per Telefon unter +43 664 917 57 23, nicht gültig im Onlineshop.

Für individuelle Lösungen zu Ihren Anforderungen und Bedürfnissen schreiben Sie ein Mail an info-austria@dyson.com oder melden Sie sich bei einem Mitarbeiter unter der Telefonnummer +43 664 917 57 23.

THE Stylemate

NEWS ABOUT LIFE, STYLE & HOTELS

Hotels • Art & Culture • Food & Drink • Fashion & Beauty • Design • Destinations • Nice to have

Haruki Murakami: First Person Singular // BOOK



A mind-bending new collection of short stories from the unique, internationally acclaimed writer Haruki Murakami, author of "Norwegian Wood" and "The Wind-up Bird Chronicle" ...

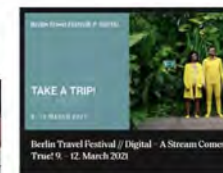
04. February 2021

República Rosa Boutique Hotel, Quito/Ecuador: as pink as candy // HOTEL



Playful, formally, but definitely different and with a very flexible interior design: this is how the striking República Rosa Boutique Hotel, modernised by nicolofaninades, presents itself ...

17. February 2021



Interview Michael Kovacek & Dr. Ernst Ploil: the art market and future prospects // Auction House im Kinsky



In this interview, the owners of im Kinsky – Michael Kovacek & Dr. Ernst Ploil – look back on a challenging year and offer exciting insights into the future of the art market ...

15. February 2021

Gucci Creative Director Alessandro Michele // INTERVIEW by The New York Times // FASHION



Alessandro Michele, the creative director of Gucci, loves creative confusion and the palace he works in ...

12. February 2021

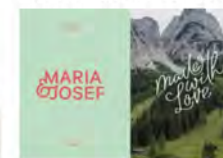
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Language
 German
 English

Maria & Josef Consepp Store: MADE WITH LOVE



Even in the smallest rooms there is space for great moments and for what really matters in life. Just like in the Consepp Store "Maria & Josef", the new village shop of the EDER Collection in the heart of Maria Alm ...

11. February 2021

SUSA KREUZBERGER: keep it simple and sophisticated // FASHION



With a passion for craftsmanship, artistically refined unique fashion pieces and small series for self-confident women are created in the industrial-looking SUSA KREUZBERGER studio and showroom in Vienna's fourth district ...

16. February 2021

The Warm Living by Gianfranco Ferré Home: metropolitan vibes, vintage style, sensual shades // DESIGN



While waiting to introduce the new collection at Salone

Shenzhen Natural History

DOLCE&GABBANA: Dolce Rose



INQUIRIES UNDER

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