

THE

# Style mate

2022

MEDIA KIT

## media kit





**THE Stylemate –**

# ***INSPIRATION FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE***

**THE Stylemate includes the print magazine published 3 times a year and the blog [thestylemate.com](http://thestylemate.com) with integrated E-boutique.**

**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-conscious travelers, art lovers, fashionistas or design enthusiasts in their personal fancy lifestyle.**

**In the E-Boutique you will find exclusively curated niche products from a wide variety of areas that evoke a very special, contemporary and unique attitude to life and that you just want to have.**



The blog [thestylemate.com](http://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

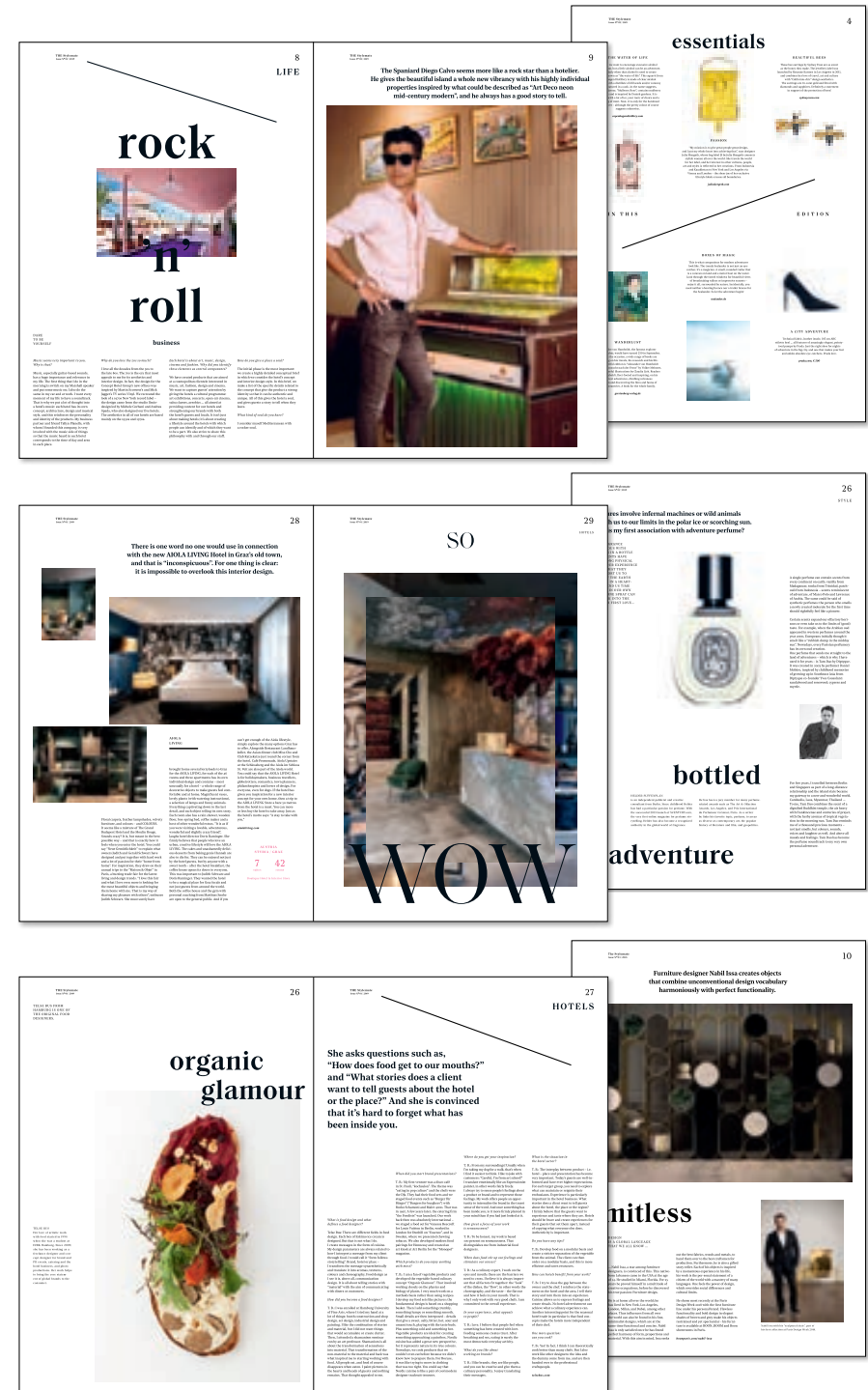
PRODUCTPLACEMENT “ESSENTIALS” 990 EUR

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 2022

Spring Edition	March/April
Summer Edition	June/July
Autumn/Winter Edition	October

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



# Print

## TECHNICAL DATA

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FORMAT 297 x 420 mm (A3)

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NUMBER OF PAGES 40

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PRINT Offset 4/4c

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CIRCULATION 10.000 german / 5.000 english

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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

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CLOSING DATE approx. 4 weeks prior to publishing

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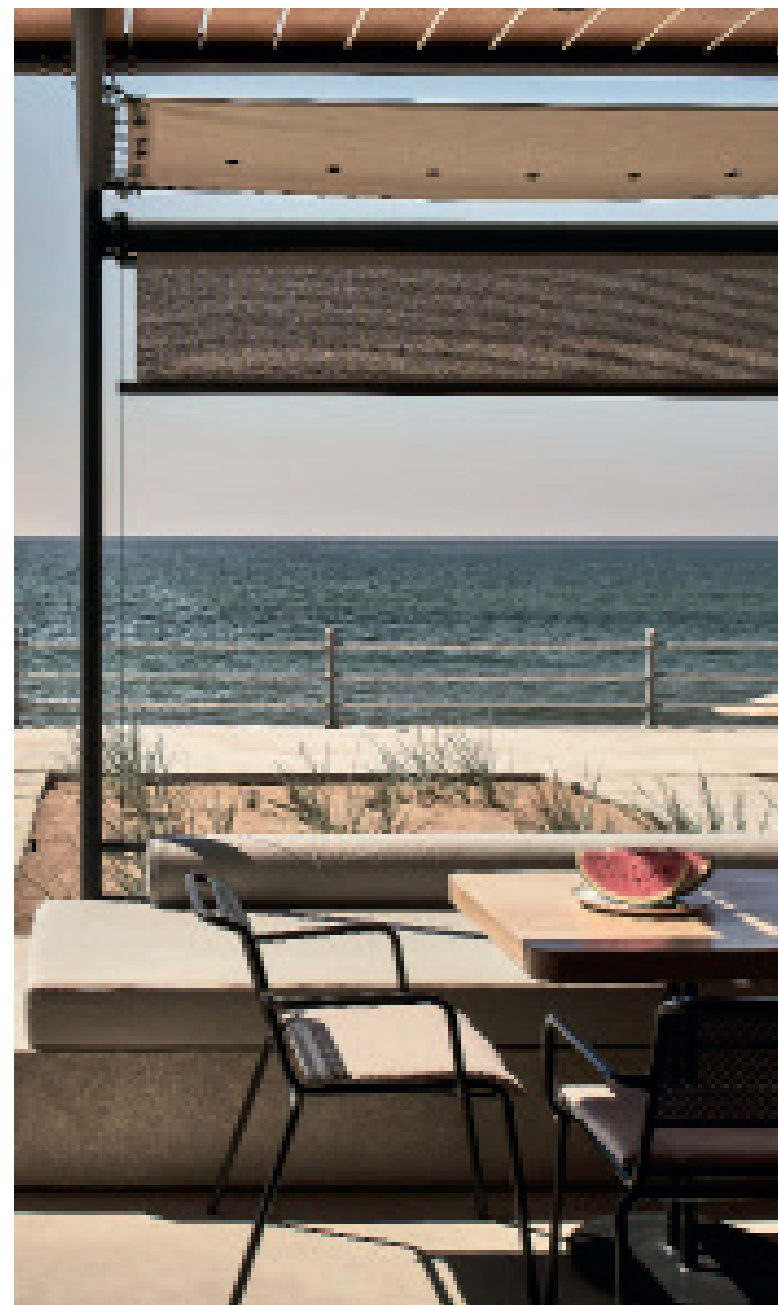
## TECHNICAL GUIDELINES

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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



The blog [thestylemate.com](https://www.thestylemate.com) includes all previously published articles and exciting additional content.

## Blog Post

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
- German/English

## Weekly update

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

Newsmail recipients: 20,000

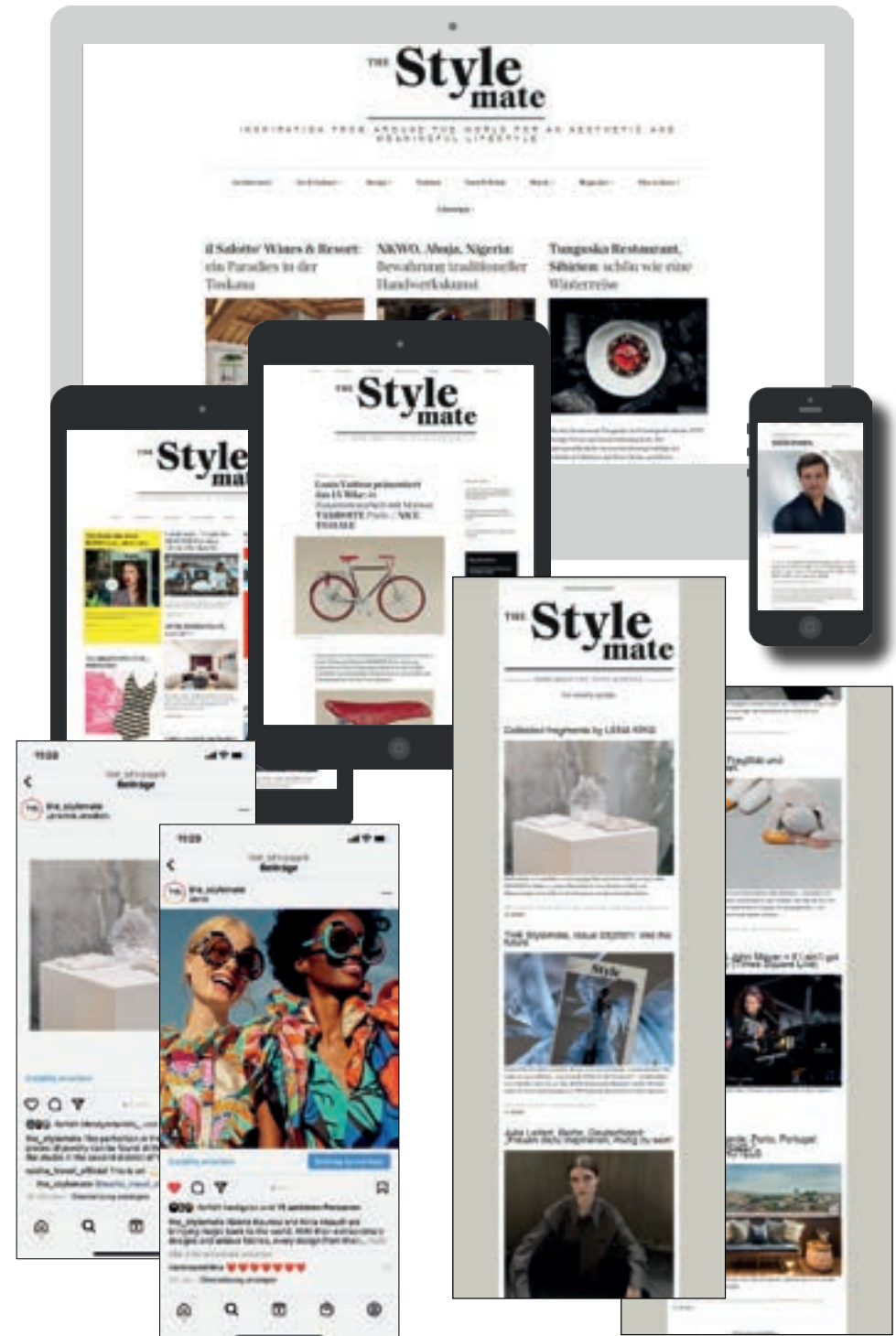
## Social Media

Each blog post is communicated across all THE Stylemate social media channels.

Followers: 60,000



Single rate	990 EUR
Package: 5 blog posts/year	2,990 EUR



## E-Boutique

**THE Stylemate is constantly in search of new, extraordinary things that make life even more beautiful.**

The e-boutique features exclusively curated niche products from a wide variety of fields that exude a very special, contemporary and unique attitude to life and that you simply want to have. Here, design enthusiasts, art lovers, perfume lovers and many more have access to an individual selection of just such wonderful things that put a smile on your face and make you want to become part of their lives too.

The products are integrated with an additional blog post on the website and communicated via social media and newsmail.

- Detailed product description
- Integration of the shop article in the blog post
- Integration of the products in THE Stylemate Facebook Shop
- Integration of the products in THE Stylemate Instagram Shop
- Communication of the individual shop articles via social media platforms possible
- Shipping via cooperation partners

Rate  
(single set-up fee)

990 EUR



## Online Contests: Advent Calendar / Easter Calendar

The calendar is online on [thestylemate.com](http://thestylemate.com) and on all social media channels from 1-24 December or Palm Sunday to Easter Monday (9 days).

Each day is assigned an exclusive blog post about the product with an integrated contest opportunity plus a direct link to the cooperation partner. The blog post remains permanently online after the contest day. In addition, the prize is integrated daily on Instagram as part of a separate contest and thus enables the generation of new followers.

- Announcement of the contest on the start page of [thestylemate.com](http://thestylemate.com) for the duration of the contest
- Blog post on the contest window on the start page of [thestylemate.com](http://thestylemate.com) on the respective day of the contest incl. presentation of the cooperation partner plus direct linking
- Blog post remains online after the end of the contest
- Newsletter promotion of the contest to all subscribers with own mailings or mention in the weekly mailings beforehand
- Promotion of the contest on all social media channels via posts, stories, reels, etc. with a reference to the cooperation partner
- Facebook - Daily postings with a reference to the cooperation partner of the day and a link to the Facebook page as well as to the partner's blog post
- LinkedIn - Daily postings with a reference to the cooperation partner of the day and a link to the partner's blog post
- Instagram - Posting every day with a reference to the cooperation partner of the day and a link to the partner's Instagram page.

Single rate  
Combi rate

990 EUR  
1,500 EUR





**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
- **Handover of all hoteliers contacts for a follow up**

**optional print:**

**1 page advertorial plus 1 product placement**

*in one of the 3 issues of THE Stylemate magazine plus publication of the advertorial and product placement on THE Stylemate blog incl. communication via weekly update and via all social media channels*

Rate	2.950,00 EUR
Surcharge optional print: 1 page advertorial plus 1 product placement	4.490,00 EUR



# THE Stylemate

INSPIRATION FROM AROUND THE WORLD FOR AN AESTHETIC AND MEANINGFUL LIFESTYLE

Architecture - Art & Culture - Design - Fashion - Food & Drink - Health - Magazine - Site to know -

Espresso -

## Casa Mérida, Mexico: In the footsteps of the Maya



Brick exposed concrete, sculptural rain garden and a Maya pyramid for dramatic look. In architect Ludwig Guthrie's Casa Mérida, traditional construction methods meet the genius of La Colibrí.

by Jenny Ward | December 15th 2021 | [View Project](#)

## Arthur Arbesser: dancing diamonds



Storied by House Arthur Arbesser! Der österreichische Designer experimentiert mit Form und Farbe in seinen neuen Kollektionen.

by Jenny Ward | December 15th 2021 | [View Project](#)

## Querkraft architects at Expo 2020: ultimately, it's emotions that will change the future



Querkraft architects from Vienna are the creative minds behind the Austrian pavilion at the expo in Dubai. We spoke to owner and partner David Ehrlich about what makes a life successful expo experience, the ultimate concepts of the future and the importance of emotional connections in designing a more sustainable future.

by Jenny Ward | June 1st 2022 | [View Project](#), [Architecture](#), [Expos](#)

## EALA My Lakeside Dream, Limone sul Garda: the luxury of nature // LIFESTYLEHOTELS



The desirable natural setting of Lake Garda makes images of greenery, swimming, romantic paths plunging down into glittering turquoise water and a feeling of well-being. The EALA design hotel has captured this spirit and turned it into a holistic experience.

by Jenny Ward | March 15th 2022 | [View Project](#)

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Language

- German
- English

Subscribe

## Medallion Chair: Christian Dior's true headquarters



75 years ago, Christian Dior presented his Medallion Chair, creating a chair on which Dior's success seems today. One of designers have reinterpreted the Medallion Chair, a chair in a class of its own.

by Jenny Ward | March 15th 2022 | [View Project](#), [Design](#), [Chair](#), [Dior](#)

## LV VOLT: jewellery collection by Louis Vuitton



## INQUIRIES UNDER

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official brand of

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