slanted publishers

media rates 2023/24

This PDF uses *hyperlink*s and cross references—just click on the text to navigate super easy!

slanted publishers your partner on- and offline

As Slanted Publishers we would like to welcome you as our partner. We are convinced that your clients can be represented optimally in our media environment.

Slanted is one of the leading and most influential design magazines worldwide. The monothematic, location based topics present outstanding personalities, studios, and companies within the fields of design, typography, illustration, and photography.

In addition, Slanted informs its steadily growing community daily on its weblog www.slanted.de as well as in its social media channels about events, new products, trends, and exciting projects from the field of design and creativity.

Our readers are fans and enthusiastic about the quality of our recommendations as well as for its authenticity: All articles and images are prepared with adequate care, all press texts and press images credited.

As a result of our honest recommendations, Slanted is opinion-leader and influencer since its start in 2004.

Numerous clients know about the dynamic of our brand and are longtime media partners. Cooperations and linkings as well as international distribution of the print magazine led to international visibility and appreciation for 18 years already.

activities' price table see following pages for detailed info

| Format | Where | From, price in € |
|-------------------------------|---|---------------------|
| Sponsored article (p. 6) | slanted.de/ instagram/ facebook/twitter | 300/400/ 250/100 |
| Banner advertising (p. 10) | slanted.de | 510 |
| Newsletter (p. 26) | newsletter | 1,200 |
| Video partnership (p. 45) | intro interviews | 300 |
| Full page advertising (p. 29) | Slanted Magazine | 3,000 |
| Full page advertising (p. 29) | Special Issue | 850 |

online social online specials newsletter print other

slanted.de / blog > slanted.de

Slanted blog is a huge archive and on the spot of international design and culture. It is the essential source of information and ideas that make sense of a world in constant transformation.

- Unique Visits: 119,07
- □ Page Impressions: 783,242
- Map Overlay Readers from 142 countries Top 10 (12/01/2022): Germany, **USA**, United Kingdom, Italy, France, Spain, Switzerland, the Netherlands, China, Portugal □ Frequency: 1–2 articles per day

■ Sources:

Direct views: 30.1%

Search engines: 53.6%

Linking websites: 6.9%

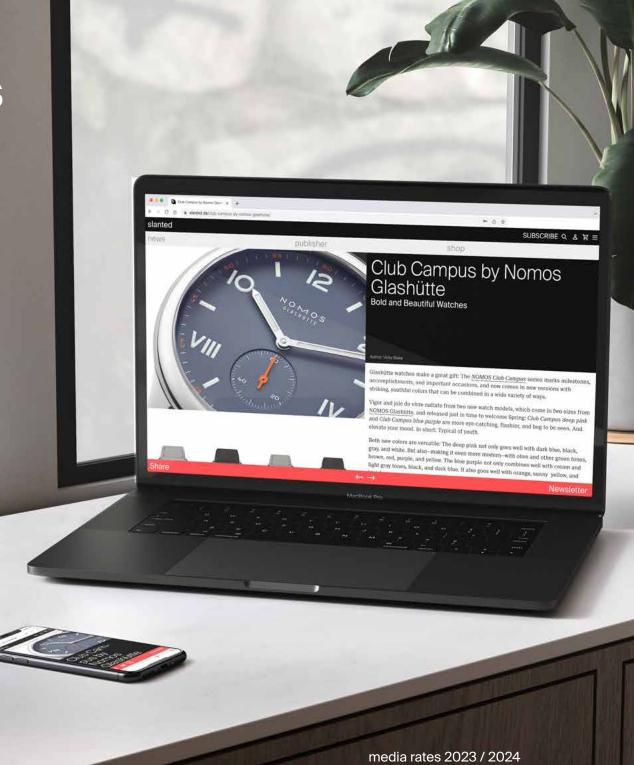
Social: 91%

- ▶ Published articles (12/01/2022): 12,309
- □ Categories: Events, Typography, Design, Illustration, **Education, Photography,** Publications, Interviews, Miscellaneous, Lottery

sponsored articles

In our media environment, we offer an authentic platform to present your products and bring them closer to our readers. We attach great importance to credibility and the interest of our readers, which means for example that an advertorial should not be perceived as disturbing, but as an enrichment within our coverage.

Starting at € 300,-, calculated individually on your demands.



short information sponsored article slanted.de

Text:

- ★ text lengths upon consultation, max. 300 words
- ≥ max. 5 outgoing links
- ≥ small editing included

Imagery:

- y file formats: jpg, png, gif
- 1,200 px wide max. 250 kb each
- ≥ 1 header image
- up to 10 images visible within the article
- □ photo shooting (optional bookable)

Files are to be sent 5 working days in advance, if not stated differently.





banner advertising

Classical banner advertising is a good way to have your message visible for a longer period of time. All banners are visible on the German and English pages (if not requested differently).

Choose

∨ Size

∠ Duration

∠ Placement

▶ Permanent or in rotation

File formats: jpg, gif, swf, html

Starting at € 400.–, calculated individually on your demands.

Billboard

970 × 250 px On top of the cover page, slanted.de

Half Page

300 × 600 px slanted.de, news area (left column)

Medium Rectangle:

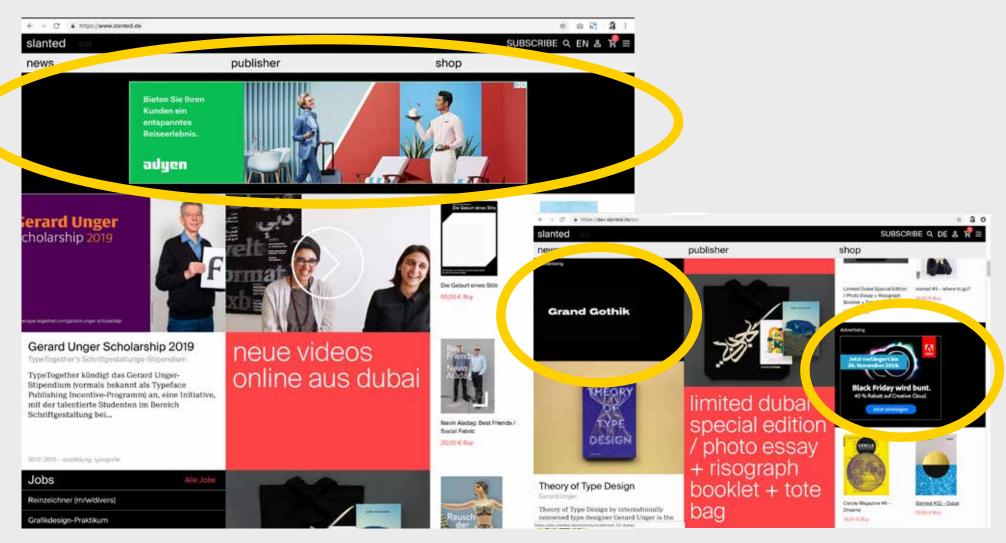
300 × 250 px slanted.de, news area (left column), shop overview, within news article, calendar (right column)

banner advertising calculation overview (4 weeks)

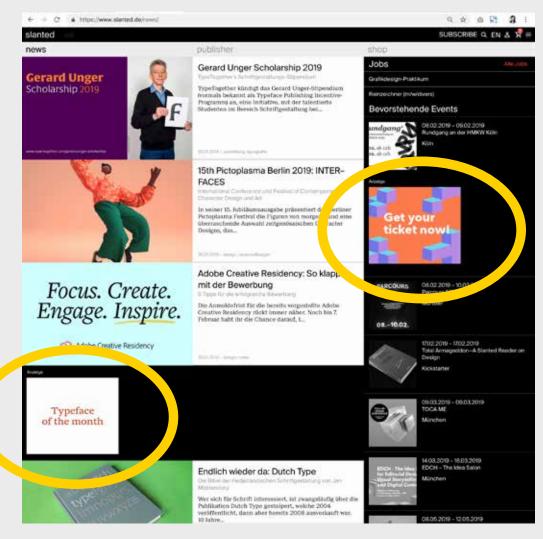
| Size | Placement (top position) | Permanent | Rotation -25% |
|-----------|--------------------------|-----------|---------------|
| Billboard | slanted.de | € 2,500 | not available |
| Half Page | slanted.de | € 1,000 | € 750.– |
| Half Page | news area or shop overv. | € 850 | € 638 |
| Med. Rec. | within all news articles | € 1,200 | not available |
| Med. Rec. | slanted.de | € 800.– | € 600.– |
| Med. Rec. | news area or shop overv. | € 680 | € 510 |
| Med. Rec. | calendar | € 680,- | € 510 |

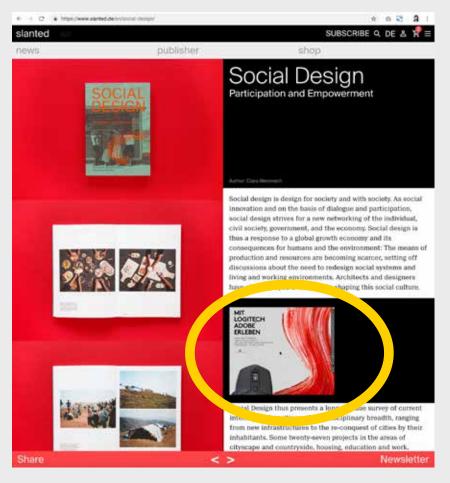
≥ 20% discount if booked on several places at the same time position in rotation only available on request if slot can be placed twice

banner advertising slanted.de: billboard + medium rectangle



banner advertising news area + calendar + news article





online social online specials newsletter print other

instagram instagram.com/ slanted_publishers

On Instagram we publish 1 article per day with a powerful image that catches the attention of our international subscribers. Each article is embedded in our Twitter timeline.

In our Instagram story we share short news and findings. Our readers especially appreciate the look behind the scenes and our spontaneous, authentic posts about things we like.

Lottery? Product placement? Brand communication? Event? Announcement? Communicate through a clear, visual lens:

Post: € 400.-

Text max. 1,000 char. incl. blanks Up to 9 square images 1,080 px Max. 10 custom hashtags

Story: € 100.-

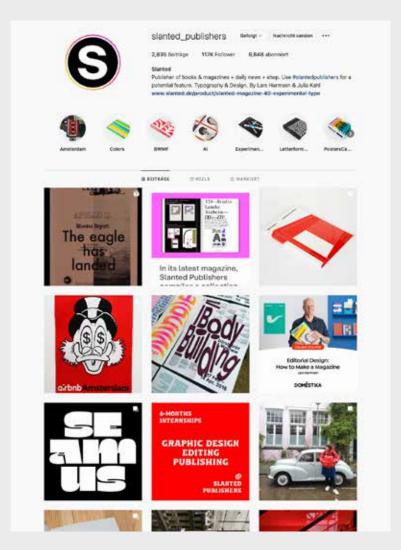
Text max. 300 char. incl. blanks 1 image 1,080 px × 1,920 px Max. 2 links

instagram > instagram.com/ slanted_publishers

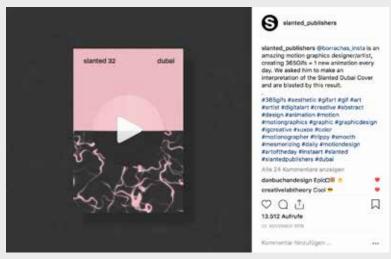
- ≥ Subscribers: 119k
- □ Published articles (04/12/2023): 2,976
- Map Overlay Top 5 countries (04/12/2023): Germany, USA, United Kingdom, Italy, France Top 5 cities (04/12/2023): Berlin, London, Shanghai, New York, Seoul

☐ Target group (follower): Women 46.6% thereof 25% / 25–34, 10.6% / 35–44, etc. / Men 53.4% thereof 23% / 25–34, 18% / 35–44, etc.

instagram instagram.com/ slanted_publishers







facebook \(\sigma\) facebook.com/ slanted.blog.magazine

On Facebook we publish 1-2 articles per day with videos, GIFs, or images that are commented and liked by our community. Established in 2009, Facebook has grown to a powerful platform that coexists beneath our blog, and other social media channels in English language.

Lottery? Product placement? Brand communication? Event? Announcement? Communicate through a clear, visual lens:

Post: € 250.-

Text max. 1,500 char. incl. blanks Up to 10 images 2,048 px width Max. 10 custom hashtags

Story: € 50.-

Text max. 300 char. incl. blanks 1 image 1,080 px × 1,920 px Max. 2 links

facebook \(\sigma\) facebook.com/ slanted.blog.magazine

▶ Followers: 55.7K

□ Frequency: 1–2 articles per day

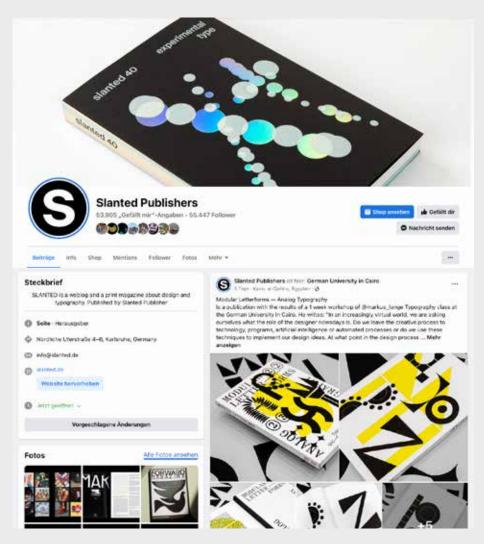
Numbers monthly:

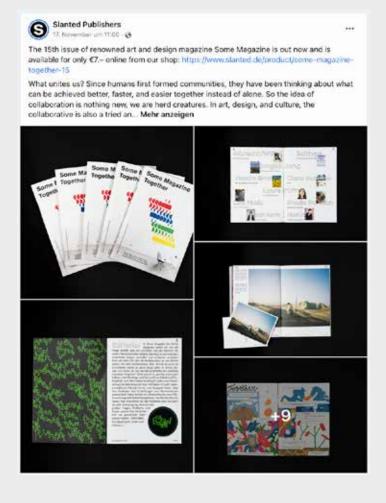
≥ Sessions: 1,850

Map Overlay
 Top 5 countries (04/12/2023):
 Germany, Portugal, Italy,
 France, USA
 Top 5 cities (04/12/2023):
 Berlin, Hamburg, Munich,
 Bangkok, Paris

Target group (fans): Women 51% thereof 25% / 25–34, 18% / 35–44, etc. / Men 49% thereof 18.7% / 25–34, 18% / 35–44, etc.

facebook \(\sigma\) facebook.com/ slanted.blog.magazine





twitter > @slanted_blog

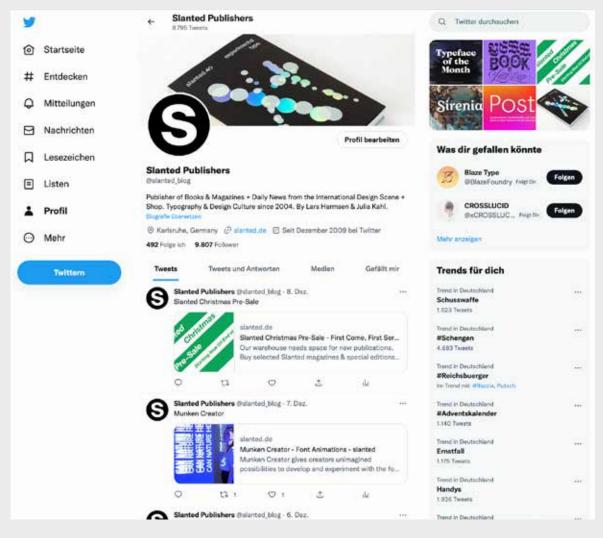
Twitter is our tool to communicate short messages with our audience. Instagram articles are embedded in our Twitter timeline automatically with image and text. Twitter is the ideal channel to communicate dates, events, updates, fresh products, or just something that is only valid for a short time. Slanted is active on Twitter since 2009.

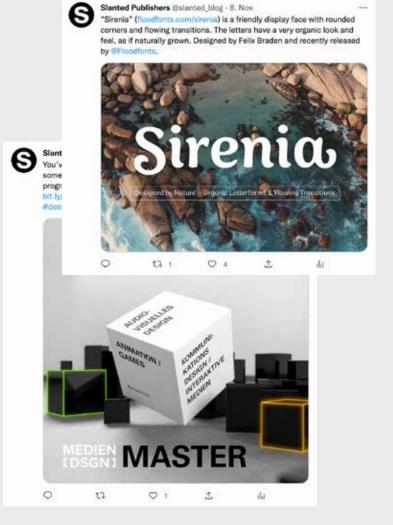
- ▶ Follower (12/01/2022): 9,806
- ✓ Tweets: 8,770
- ▼ Tweet-Impressions: 8,920 / Nov.

Post: € 100.-

Text max. 280 char. incl. blanks & max. 3 hashtags Up to 3 images 1,200 × 675 px

twitter > @slanted_blog





online social online specials newsletter print other

typeface of the month special for type designers only

Slanted Publishers offers an online format to call attention to a new typeface and its type label behind: the "Typeface of the Month" is presented prominently and tagged in our channels.

Some examples:

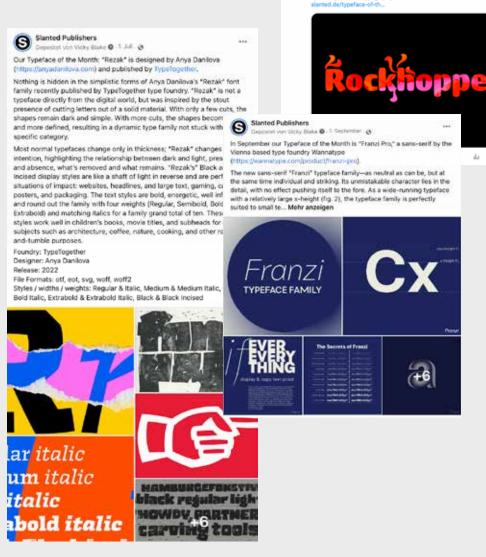
slanted.de/typeface-of-the-monthpostea slanted.de/typeface-of-the-monthrockhopper slanted.de/typeface-of-the-monthfranzi-pro

- △ Article on slanted.de, entitled "Typeface of the Month"
- △ Article in social channels (facebook, twitter)
- ☑ Offer available to 1 typeface per foundry per year
- Banner advertising featuring the "Typeface of the Month" on slanted.de, 4 weeks in rotation, 300 × 250 px

€ 900.-

typeface of the month special for type designers only





Stanted Publishers distanted blog - 11. Okt.

October's Typeface of the Month is "Rockhopper," designed and published by Jeremy Tankard Typography. Read more about it here:

slanted magazine & blog media rates 2023 / 2024

behind the letters special for type designers only

Slanted Publishers offers a new format online to call attention to a type label and the designers behind it: "behind the letters" is presented prominently and tagged in our channels.

Example:

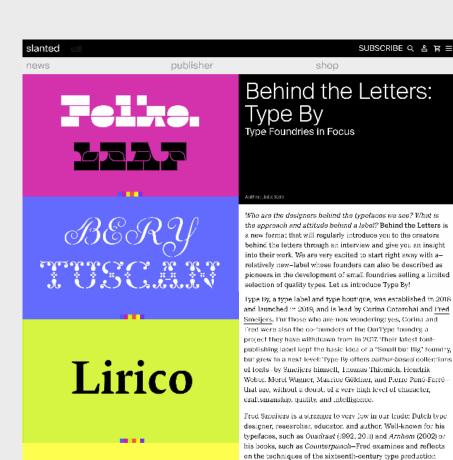
slanted.de/behind-the-letters-type-by

- Interview on slanted.de, entitled "Behind the Letters"
- Article in social channels (instagram feed + story, facebook, twitter)
- ≥ 5–10 individual questions
- Banner advertising featuring "Behind the Letters" on slanted.de, 4 weeks in rotation, 300 x 250 px

€ 1,200.-

behind the letters special for type designers only

from our contemporary point of view Thomas Thiemich is the



Slanted Publishers @slanted_blog+1s

Who are the designers behind the typefaces we see? Type By, a type label and type boutique, was established in 2018 and launched in 2019, and is lead by Corina Cotorobal and Fred Smei

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This per to designers behind the typelicon we see!" "What is the approach and attitude terrinal a specific Benind the Letters is a new format that will requisity introduce viou to the prestant behind the letters through all chainings and just pool an insight into their work. We are very excited to start right away with a relatively new — stood inhote formations can display be described as promotine that the development of small faunthies safing a limited selection of gas fly lights. Let us infinitely they get memory behaviorable.

Type fly, a type lated and type boundays, was established in 2018 and leuroched in 2018, and is lead by Corris Corobos and Fred Seejem. For those who are now wendering tipe, Corris and Fred were about to confirm and the Court pop founday, a project they have selfadown from in 2017. That is stood to confirm and the confirmation of the Court pop founday, a project they have selfadown from in 2017. That is stood to confirm the both display to display the confirmation of them author-beard collections of from—by Seejem Inmate. Thomas Triemson, Hendrik Webe, Marel Manner Manuro Golden, and Peren Pand-Time—byte on, without a doubt, of a very high level of confirmantally, quality, and intolligations.

erb is a stranger to very few in our trade: Dutch type designer, researcher, educator, and 8-incounter his typerbose, such as "Quadrant" (1962, 2011) and "Archard" (2002) or his his "Quadranced"—field assertives and inflation on the lackhouse of the visions with production from sur-contemporary point of view. "Thomas Thiereon is the type temperar of this "fact" family and steed of Toot Development at Type By Thomas judged the envy latest grote and dispray collection of decigns.

y pleased that both Fred and Thomas arawared our questions. Please read the full interview standed desturbing the settors type by

rick" and "I cike Leaf," by Thomas Thiomick, tript" and "Bary Tuscan," by Fred Smellers, by Hendrik Weber.

ny Maurice Göldnet: ny Piorro Fond-Forné

Slaved Publishers

Solid* and "Qualette Stripes," by Thomas Thierrich.
 rachs Next* quatton traits for Protein AG. Design by Type Tellons Hendrik Weber, Fred.
 John Chacoobal and Thomas Thierrich.

and blanking for suit. Institute of Contemporary Artiflosius by Westagram NY, Abbutt Miller. "Senio" and "Reno Stends," by Thomas Thieroch.

gnage and Environmental graphics for Centro Roberto Gazza Sada, Universidad de by Percaguan NY, Abborn Millor, Typodaco: "Sairs," by Thomas Thiomich, book design "Need Reduspi: A Journal" by Perriagram Landon, Astrid Stevens, Typefaces; and "Senten Rises," by Fred Smellers.

ook design "Liptako" by Pernagram MY, Eddie Opera, Typeface: "Folk", "by Thomas Thierakoh dentity for the Dusch National Opera, and Ballet, by Lealey Moora, Arisberdon, Typefacesby Herdiki, Wester, Falt, by Thomas Phiesesch.



slanted magazine & blog media rates 2023 / 2024

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type in motion instagram special for type designers only

Type in Motion is the perfect companion to go with the Typeface of the Month, or if Instagram shall be used to call attention to a new typeface and its type label behind. The animations used for this kind of post are designed by our editorial team specifically for this purpose and vary from post to post based on the features of each typeface.

Example:

instagram.com/p/CotOegONhqw

- Max. of 10 slides including 3 animated videos designed by Slanted exclusively for this purpose, based on the features of the typeface + optional images

€ 900.-

online social online specials newsletter print other

newsletter

Our newsletter is sent out once a month and reaches about 33k design lovers that subscribed to it over the last 17 years.

The subscribers are interested in our news and therefore do have an intense look at it.

The newsletter is based on our own personal news and latest publications which are presented usually in 1 main article and max. 6 additional smaller articles. Max. 2 of these smaller articles are offered as an advertorial space.

Text: max. 650 characters incl. blanks, 1 link lmage: 1 image, 264 px wide, max. 350 px high

- Subscribers (03/15/2023):
 33,235
- Opening rates: ø 50.2%
- ✓ Clicks per unique open: ø 3.1%

€ 1,200.-

Some examples:

mailchi.mp/slanted/yearbook-of-letteringchristmas-pre-sale mailchi.mp/slanted/slanted-magazine-40-experimental-type mailchi.mp/slanted/homebound-americanbauhaus-posters-can-help

newsletter









Graphic designers, brand managers, creative minds—submit your projects and face the international competition.

Latino Gothic®
As lovers of ©
typefaces, it is
impossible for
us at Latinotype
not to love

Examplish Gothic.

Type Feature: Latino Gothic

Latino Gothic is the result of two years of hard work by the Latinotype design team under the artistic direction of Alfonso García. The team is really proud to present a superfamily with the magnitude and characteristics of Latino Gothic. A very complete typographic font made up of 90 styles, as well as a variable version. Latino Gothic offers a new interpretation of the original design totally focused on the needs of visual communication of the 21st century. Latino Gothic is designed to respond to the most varied communication needs thanks to its 5 widths and 9 weights, with their respective italics. It also has a variable version.

More information

online social online specials newsletter print other

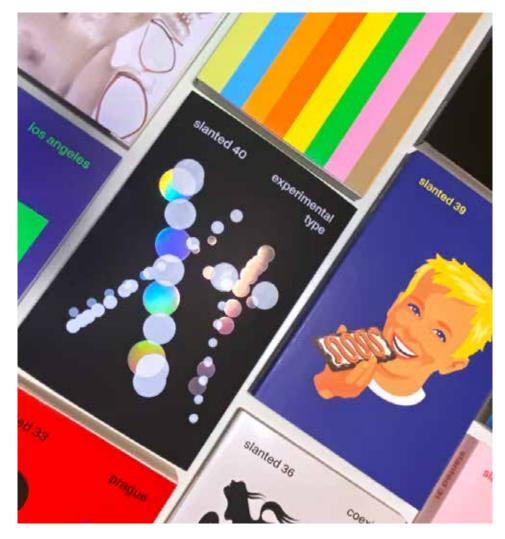
slanted magazine

Slanted magazine was founded back in 2005 and has become one of the most renowned design magazines internationally.

Since 2014 it is published by the independent publishing house Slanted Publishers with a frequency of 2 regular issues per annual and special issues from time to time (see schedule). Until today, 40 issues + 4 special issues have been published.

Each issue is either dedicated to a certain theme from the design field (such as colours, experimental type, shapes etc.) or to a certain city or country whose scene is presented through video and written interviews, presenation of work, essays, illustration, photography, and an index.

Overview Slanted magazines: slanted.de/publisher/ magazines-books



slanted magazine elanted ao K C C Ty reinterpretation of the iconic Pink Floyd Covet DESIGN

short info & distribution slanted magazine

- ☑ Format: 160 × 240 mm
- ≥ Print run: based on issue's theme, 6,000–8,000
- ✓ Volume: 240–288 pages, 8-page cover
- □ Print: Offset
- ☑ ISSN: 1867-6510
- □ Retail price: EUR 18.– (DE),□ EUR 21.– (internationally), EUR 22.– (AT), CHF 25.– (CH),□ GBP 18.– (UK)

- □ Direct sales:
 slanted.de/shop, selected
 bookstores, at stations and
 airports, museum shops and
 concept stores worldwide
- Subscriptions: slanted.de/publisher/ subscription/
- ☑ Distribution: Slanted Publishers
 & Antenne Books
 (selected stores worldwide),
 Small Changes (US market)

schedule 2022/2023 slanted magazine

Slanted #42—Books

☑ Release: 10/26/2023

Autumn/Winter 2023/2024

Ad close: 07/14/2023

Deadline artwork: 07/28/2023

Slanted #43—Vienna

□ Release: 04/25/2024

Spring/Summer 2024

Ad close: 02/09/2024

Deadline artwork: 02/16/2024

Slanted #44 (TBA)

≥ Release: 10/24/2024

Autumn/Winter 2024/2025

Ad close: 07/05/2024

Deadline artwork: 07/19/2024

Slanted #45 (TBA)

□ Release: 05/08/2025

Spring/Summer 2025

Ad close: 02/14/2025

Deadline artwork: 02/28/2025

print advertising slanted magazine

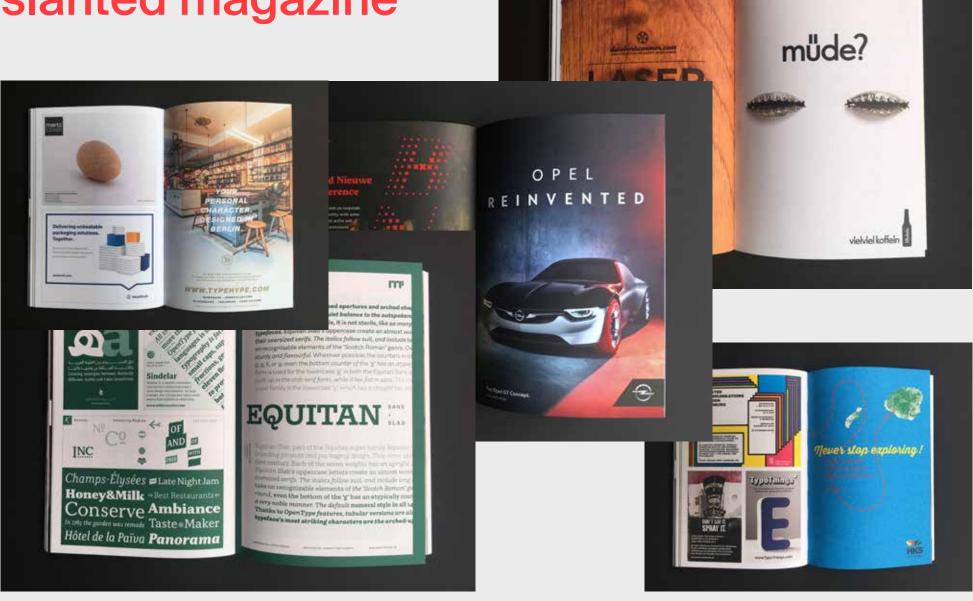
- **2 pages / spread 2/1** *CMYK* (320 × 240 mm)
 € 4,800.–
- > Full page 1/1 CMYK (160 × 240 mm) € 3,000.-
- **Half page horizontal 1/2** *CMYK* (110 × 140 mm) € 1,800.–
- Half page vertical 1/2
 CMYK (67,5 × 225 mm)
 € 1,800.-
- **Quarter page vertical 1/4** *CMYK* (67,5 × 110 mm)

 € 1,100.–

- 2 pages / spread 2/1
 BW (320 × 240 mm)
 € 3,800.-
- **Full page 1/1** *BW* (160 × 240 mm)
 € 2,400.–
- **Half page horizontal 1/2** *BW* (110 × 140 mm)
 € 1,450.–
- **Half page vertical 1/2** *BW* (67,5 × 225 mm)
 € 1,450.–
- **Quarter page vertical 1/4** *BW* (67,5 × 110 mm)

 € 900.–

print advertising slanted magazine



print advertising special issue slanted magazine

Slanted Publishers publishes special issues dedicated to a certain topic as an addition to the regular frequency of Slanted magazine. The special issues have the same format like the regular ones, but are more specific and therefore have a smaller print run because they are only distributed directly and not via the big distributors.

The special issues are perfect for you if you want to advertise to our specific readership and if you don't need to have a coverage at airport and stations and therefore the prices are lower in comparison to our regular issues and so affordable for everyone!

- 2 pages / spread 2/1
 CMYK (320 × 240 mm)
 € 1,500.-
- ≥ 2 pages / spread 2/1 BW (320 × 240 mm) € 1,200.-
- > Full page 1/1CMYK (160 × 240 mm)€ 850.-
- Full page 1/1
 BW (160 × 240 mm)
 € 700.-



With every release of Slanted magazine, a limited special edition is published that is collected from our readers. It's exclusively available via our online shop and is a must-have-collector's item for every fan.

The packages vary based on the partners cooperating with us. From bags, stencils, LPs, tattoos, rub on letters, booklets, pencils to cups, color fans etc.—we are curious about your products!

special editions slanted magazine

Some examples:

Special Edition Experimental Type
Type Stencils
slanted.de/product/experimentaltype-stencils

A.I. Limited Special Edition
Loqi Bag
slanted.de/product/
limited-special-edition-a-loqibag-magazine

Out of the Blue Limited Edition Sweater slanted.de/product/out-of-the-blue

- □ Promoted with the release of the new magazine in various media channels worldwide
- □ Presentation of your product/
 brand in our editorial context

Interested? Get in touch.

special editions slanted magazine



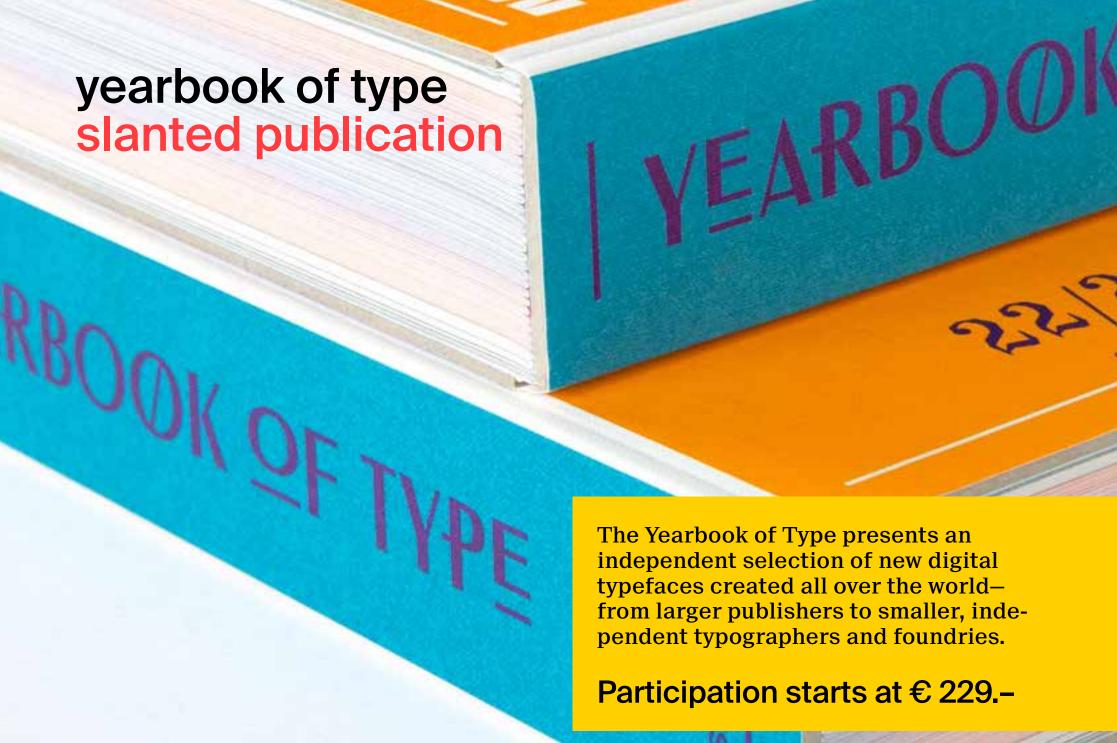












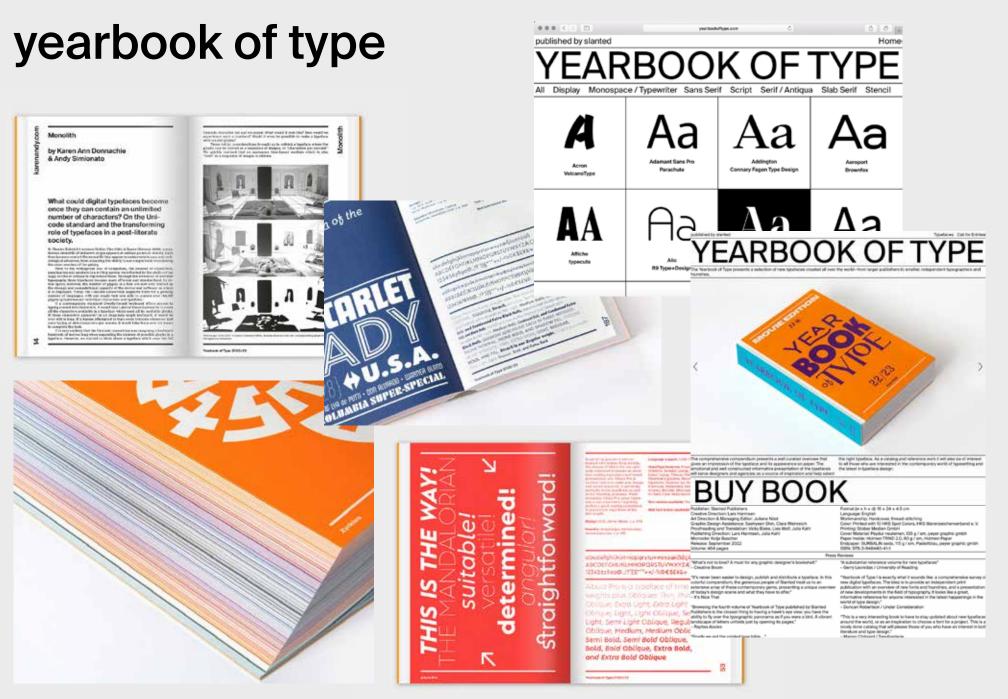
short facts yearbook of type

- 6 successful editions published (2012, 2015, 2018, 2019, 2021, 2022)
- ≥ 1 yearbook every 1.5 years
- International distribution at bookstores and online
- □ Promoted worldwide
- ≥ 160 × 240 mm, 400-500+ pages

Participate with your latest typefaces, or present your brand in this specific environment!

- ☑ Edition with recent typefaces
- **☑** Detailed presentation
- **∠** Index with classification
- Index of all designers and type foundries

- Microsite which leads to the foundry's website, connection between print and online



price table yearbook of type

| Number of typefaces | Prices Early Bird | Regular Rate |
|---------------------|-------------------------------------|-------------------------------------|
| 1 | 229.– | 249.– |
| 2 | 429 (≈ -10%) | 449 (≈ -10%) |
| 3 | 599 (≈ -12.5%) | 649 (≈ -12.5%) |
| 4 | 779 (≈ -15 %) | 849 (≈ -15%) |
| 5 | 939 (≈ -17.5%) | 1,029 (≈ -17.5%) |
| 6+ | 20% discount at a unit price of 229 | 20% discount at a unit price of 249 |

-25% Specials:

□ additional booking of 1 <u>Instagram</u> story = 75.- (instead of 100.-)
 □ additional booking of 1 <u>Instagram</u> post = 300.- (instead of 400.-)

online social online specials newsletter print other



video interviews

For every issue of Slanted magazine the Slanted team embarks on a trip to interview the entrepreneurs and young stars of the local design scene.

By now a huge archive of more than 220 *video interviews* are online accessible for free and represent what is going on in terms of design and culture on a global scale. With each new magazine about 10–15 new video interviews are being conducted, edited, and published.

≥ 220+ video interviews

□ online accessible for free

≥ 10–15 interviews per theme

 videos stay online with no time-limit on our own archive, YouTube and on vimeo

Become a video-partner and have your name being presented in the intro of a video + listed in the credits online! € 300.-

Longterm-partnerships upon request possible.



short information slanted conferences

In 2014, 2015, and 2016 Slanted conferences took place at the University of Arts and Design Karlsruhe and at the University of Applied Arts and Sciences Dortmund, Germany.

Designers and artists from Switzerland, Paris, and Warsaw gave insights in their work and life and shared their thoughts with a creative audience.

Thanks to the support of great partners from the industry, these events have been possible.

≥ 1,500 visitors

√ 4 conferences

≥ 24+ speakers

Watch the recap video from Chacun à sa façon—Graphic Design in Paris, 2015: vimeo.com/129196050





Julia Kahl and Lars Harmsen give talks about their work and experiences with Slanted Publishers at design conferences and share their knowledge in practical workshops at universities, open spaces, and businesses. *List of previous events.*

Interested? Get in touch.

Contact

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