# slanted publishers

media rates 2025/26

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

# slanted publishers your partner on- and offline

As Slanted Publishers, we're excited to offer you the perfect platform to showcase your brand. Our media environment provides an ideal space to capture the attention of a highly engaged, global audience.

Slanted is recognized worldwide as one of the leading design magazines, influential in the fields of design, typography, and visual culture. Our thematic, location-based issues highlight exceptional talents, studios, and brands, offering your clients a premium and inspiring context for their message.

In addition to our renowned print magazine *Slanted,* our expanding community stays connected through *slanted.de* and our so-cial media channels, where we share the latest updates on trends, new products,

events, and creative projects. Our audience values the quality, authenticity, and insight of our recommendations, making Slanted the go-to source for all things design and creativity.

Since 2004, Slanted has established itself as a respected thought leader and influencer. Our long-standing relationships with media partners are a testament to the strength of our brand. With international distribution of our printed publications and a growing digital presence, advertising with Slanted ensures maximum visibility and impact for your clients in a vibrant, creative setting.

## Partner with us and place your brand at the heart of the design community!

# activities' price table → see following pages for detailed info

Format	Where	From, price in €
Sponsored article (p. 6)	slanted.de/ instagram/ facebook/twitter	500/500/ 250/100
Banner advertising (p. 10)	slanted.de	510
Newsletter (p. 30)	newsletter	1,200.–
Full page advertising (p. 39)	Slanted Magazine	3,000.–
Full page advertising (p. 41)	Special Issue	900
Video Partnership (p. 50)	Intro Interviews	300

# 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: 116,43
- → Page Impressions: 712,534
- → Map Overlay Readers from 141 countries Top 5 countries: Germany, USA, United Kingdom, France, Italy

Top 5 cities: Frankfurt, London, Berlin, Paris, New York

- → Frequency: max. 1 article per day, max. 4 per week
- $\rightarrow$  Sources:

Organic search: 48.2% Direct views: 40.1% Organic Social: 10.7% Linking websites: 5.0%

- $\rightarrow$  Published articles: 12,639
- → Categories: Events, Typography, Design, Illustration, Education, Photography, Publications, Interviews, Miscellaneous, Lottery

#### sponsored articles

Our media environment offers an authentic and engaging platform to showcase your products directly to a highly interested audience. We prioritize credibility and reader engagement, ensuring that your advertorial seamlessly integrates into our content. Instead of being seen as intrusive, your message will be viewed as a valuable addition that enriches our readers' experience.



Starting at € 500,–, calculated individually on your demands.



## short information sponsored article slanted.de

Text:

- → English language
- → text lengths upon consultation, max. 300 words
- $\rightarrow$  max. 5 outgoing links
- → small editing included

Imagery:

- → file formats: jpg, png, gif
- → 1,200 px wide max. 250 kb each
- $\rightarrow$  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.

#### partnerships



Partnerships are based on mutual trust and on each partner equally giving and receiving something that advances their brand or business.

For many years, we have been cooperating with partners from a wide variety of sectors (automotive, hotel, printing, finishing, paper, software, technology, fashion, etc.), bringing together leading companies and the design scene. We are pleased with the many positive responses to the jointly developed concepts and results and their lasting effects.

# Get in touch to discuss the possibilities!

#### 

Raffles are a great way to draw the attention of our readers to your new product. The customer provides free products (by prior agreement in terms of quantity, etc.) which are then presented in a post.

Winners' addresses will not be published or shared in any way for privacy reasons. Interested? Get in touch.

# 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
- $\rightarrow$  Duration
- → Placement
- → Permanent or in rotation

File formats: jpg, gif, swf, html

# Starting at $\in$ 510.–, 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:**

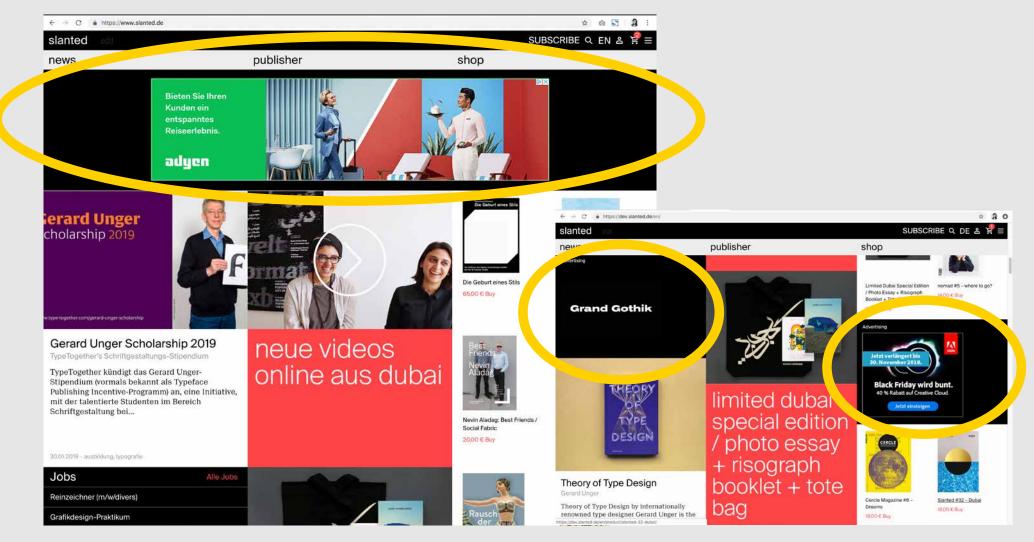
300 × 250 px slanted.de, news area (left column), shop overview, within news article, calendar (right column)

# 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

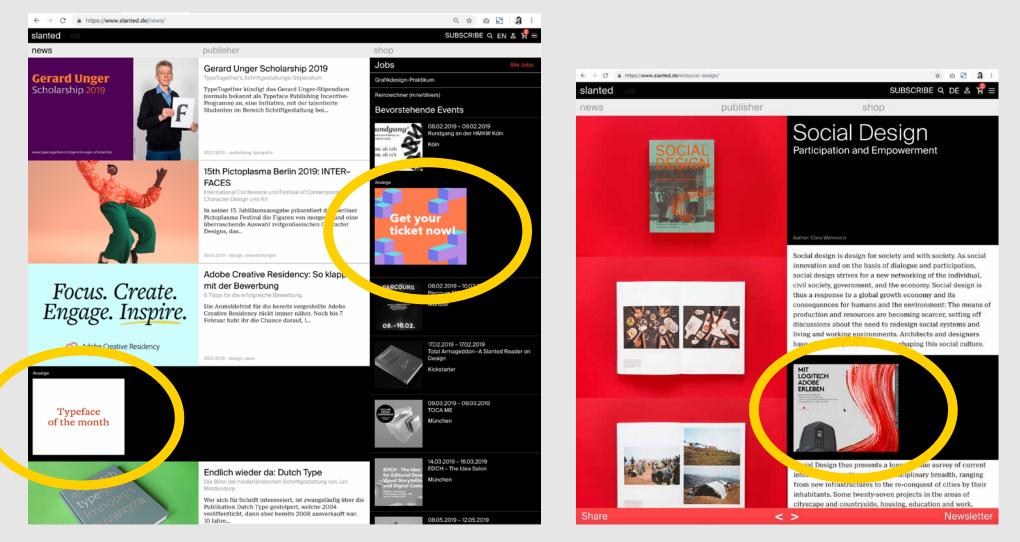
→ 20% discount if booked on several positions at the same time, position in rotation only available on request

# banner advertising slanted.de: billboard + medium rectangle



slanted publishers

### banner advertising news area + calendar + news article



slanted publishers

media rates 2025 / 2026

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 (static): € 500.-

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

#### Post (Reel / Video): € 600.-

Text max. 600 char. incl. blanks Max 60 seconds, 1,080 × 1,920 px Max. 10 custom hashtags

#### Story: € 100.-

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

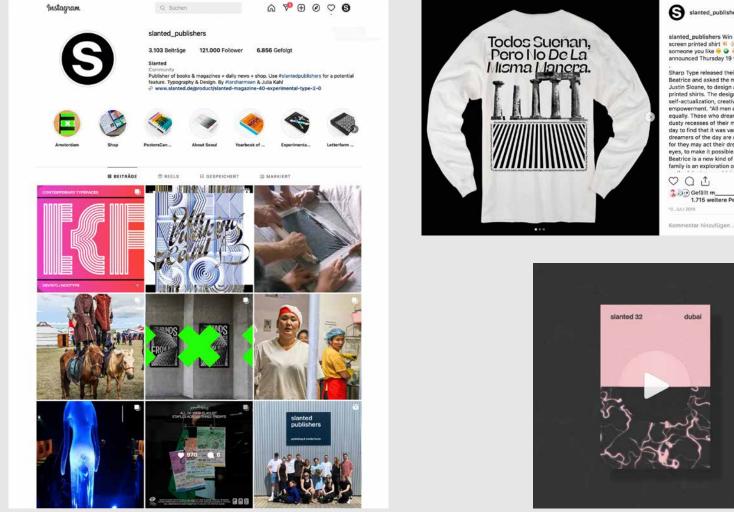
### instagram → instagram.com/ slanted\_publishers

- → Subscribers: 127k
- $\rightarrow$  Impressions: 400.413
- $\rightarrow$  Interactions: 11.407
- → Published articles in total (10/22/24): 3,518
- → Frequency: 1 article per day
- → Map Overlay Top 5 countries (10/22/24): Germany, USA, United Kingdom, Italy, France Top 5 cities (10/22/24): Berlin, London, New York, Paris, Seoul

- → Target group (follower): Women 47.6% / Men 52.4%
- →Age

18–24: 7.6% 25–34: 45.1% 35–44: 20.3% 45–54: 11.9% 55–64: 3.4% 65+: 1.7%

#### instagram → instagram.com/ slanted\_publishers



S slanted\_publishers

slanted publishers Win a Sharp Type screen printed shirt # 4 just tag someone you like # 9 i winner will be announced Thursday 19 via Story 😎

Sharp Type released their new superfamily Beatrice and asked the mega-talented Justin Sloane, to design a run of screenprinted shirts. The design explores ideas of self-actualization, creativity, and empowerment, "All men dream: but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity; but the dreamers of the day are dangerous men. for they may act their dreams with open eyes, to make it possible." -T. E. Lawrence Reatrice is a new kind of typeface. The family is an exploration of contrast 1 D V D 3 20 Gefällt m\_ czyk und 1.715 weitere Personen





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slanted publishers @borrachas insta is an amazing motion graphics designer/artist, creating 365Gifs = 1 new animation every day. We asked him to make an interpretation of the Slanted Dubai Cover and are blasted by this result.

#365gifs #aesthetic #gifart #gif #art #artist #digitalart #creative #abstract #design #animation #motion #motiongraphics #graphic #graphicdesign #igcreative #xuxoe #color #motionographer #trippy #smooth #mesmerizing #daily #motiondesign #artoftheday #instaart #slanted #slantedpublishers #dubai Alle 24 Kommentare anzeigen danbuchandesign Epicolii 👌 creativelabtheory Cool 😁 .

♥ Q Å 13.512 Aufrufe 22. NOVEMBER 2018 Kommentar hinzufügen ... ...

slanted publishers

### facebook → 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 → facebook.com/ slanted.blog.magazine

 $\rightarrow$  Followers: 58.5K

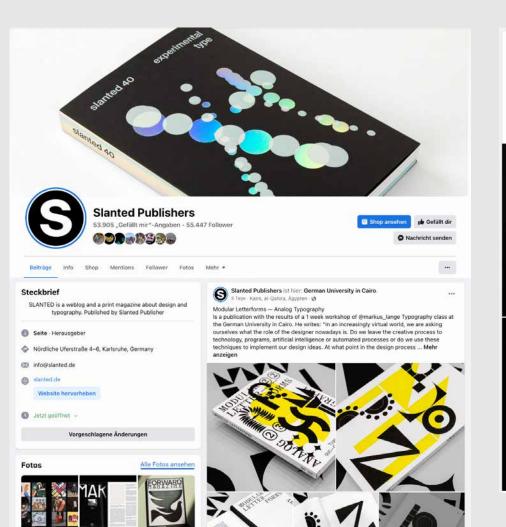
 $\rightarrow$  Frequency: 1–2 articles per day

Numbers monthly:

- → Sessions: 1,590
- $\rightarrow$  Reach: 15.8K
- → Map Overlay Top 5 countries (10/22/24): Germany, USA, Portugal, France, Italy Top 5 cities (10/22/24): Berlin, Hamburg, Munich, Bangkok, Paris

→ Target group (fans): Women 51.9% / Men 48.1% 18–24: 1.7% 25–34: 33.1% 35–44: 39.9% 45–54: 15.5% 55–64: 5.8% 65+: 4.0%

### facebook → facebook.com/ slanted.blog.magazine





The 15th issue of renowned art and design magazine Some Magazine is out now and is available for only €7.– online from our shop: https://www.slanted.de/product/some-magazine-together-15

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What unites us? Since humans first formed communities, they have been thinking about what can be achieved better, faster, and easier together instead of alone. So the idea of collaboration is nothing new, we are herd creatures. In art, design, and culture, the collaborative is also a tried an... Mehr anzeigen



slanted publishers

# x (twitter) → @slanted\_blog

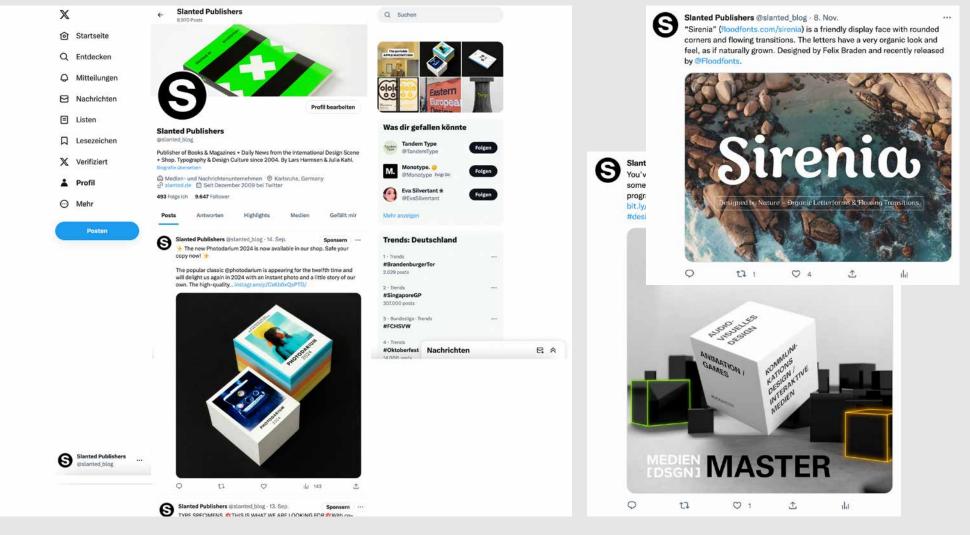
Twitter is our tool to communicate short messages with our audience. Instagram articles are embedded in our Twitter timeline automatically with image and text. Twitter is the ideal channel to communicate dates, events, updates, fresh products, or just something that is only valid for a short time. Slanted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

- → Follower (10/22/24): 9,440
- → Tweets: 9,531
- $\rightarrow$  Tweet-Impressions: 9,400/m
- $\rightarrow$  Frequency: 1–2 articles per day

#### Post: € 100.-

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

## x (twitter) → @slanted\_blog



media rates 2025 / 2026

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)
- → Exclusively for only 1 typeface per month
- → 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



#### Slanted Publishers 6

Gepostet von Vicky Blake 🛛 - 1. Juli - 🕤

Our Typeface of the Month: "Rezak" is designed by Anya Danilova (https://anyadanilova.com) and published by TypeTo

Nothing is hidden in the simplistic forms of Anya Danilova's "Rezak" font family recently published by TypeTogether type foundry. "Rezak" is not a typeface directly from the digital world, but was inspired by the stout presence of cutting letters out of a solid material. With only a few cuts, the shapes remain dark and simple. With more cuts, the shapes becom 6 and more defined, resulting in a dynamic type family not stuck with specific category.

Most normal typefaces change only in thickness; "Rezak" changes intention, highlighting the relationship between dark and light, pres and absence, what's removed and what remains. "Rezak's" Black a Incised display styles are like a shaft of light in reverse and are perf situations of impact: websites, headlines, and large text, gaming, ca posters, and packaging. The text styles are bold, energetic, well inf and round out the family with four weights (Regular, Semibold, Bold suited to small te... Mehr anzeigen Extrabold) and matching italics for a family grand total of ten. These styles work well in children's books, movie titles, and subheads for subjects such as architecture, coffee, nature, cooking, and other ro and-tumble purposes.

Foundry: TypeTogether Designer: Anya Danilova Release: 2022 File Formats: otf, eot, svg, woff, woff2

Bold Italic, Extrabold & Extrabold Italic, Black & Black Incised

Slanted Publishers @slanted blog · 11. Okt. October's Typeface of the Month is "Rockhopper," designed and published by Jeremy Tankard Typography. Read more about it here:



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#### Slanted Publishers

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In September our Typeface of the Month is "Franzi Pro," a sans-serif by the Vienna based type foundry Wannatype

ostet von Vicky Blake 🕲 - 1. September - 😋

(https://wannatype.com/product/franzi-pro).

The new sans-serif "Franzi" typeface family-as neutral as can be, but at the same time individual and striking. Its unmistakable character lies in the detail, with no effect pushing itself to the fore. As a wide-running typeface with a relatively large x-height (fig. 2), the typeface family is perfectly



slanted magazine & blog

# 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.

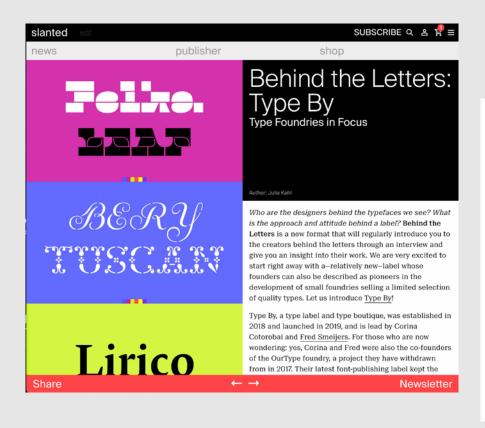
Example:

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

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

€ 1,200.-

## behind the letters special for type designers only



#### Slanted Publishers

oostet von Clara Weinreich 🛛 - 23. November 2021 - 🖓

"Who are the designers behind the typefaces we see?" "What is the approach and attitude behind a label?" Behind the Letters is a new format that will regularly introduce you to the creators behind the letters through an interview and give you an insight into their work. We are very excited to start right away with a-relatively new-label whose founders can also be described as pioneers in the development of small foundries selling a limited selection of quality types. Let us introduce Type By (www.typeby.com)!

Type By, a type label and type boutique, was established in 2018 and launched in 2019, and is lead by Corina Cotorobai and Fred Smeijers. For those who are now wondering: yes, Corina and Fred were also the co-founders of the OurType foundry, a project they have withdrawn from in 2017. Their latest font-publishing label kept the basic idea of a "Small but Big" foundry but grew to a next level: Type By offers author-based collections of fonts-by Smeijers himself Thomas Thiemich, Hendrik Weber, Merel Wagner, Maurice Göldner, and Pierre Pané-Farréthat are, without a doubt, of a very high level of character, craftsmanship, quality, and intelligence

Fred Smeijers is a stranger to very few in our trade: Dutch type designer, researcher, educator and author, Well-known for his typefaces, such as "Quadraat" (1992, 2011) and "Arnhem" (2002) or his books, such as "Counterpunch"-Fred examines and reflects on the techniques of the sixteenth-century type production from our contemporary point of view. Thomas Thiemich is the type designer of the successful "Fakt" family and Head of Font Development at Type By. Thomas joined the new label with a complete and diverse collection of designs.

We are very pleased that both Fred and Thomas answered our questions: Please read the full interview here: www.slanted.de/behind-the-letters-type-by

Picture Credits:

Sponsern

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Slanted Publishers @slanted\_blog · 23. Nov. 2021

to introduce you to a-relatively new-label whose founders can be

limited selection of quality types: @TypeBy\_com bit.ly/3xndpY

described as pioneers in the development of small foundries selling a

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- 1. "Felka Brick" and "Felka Leaf," by Thomas Thiemich
- 2. "Bery Script" and "Bery Tuscan," by Fred Smeijers.
- 3. "Lirico," by Hendrik Weber. 4. "Stan," by Maurice Göldne
- 5 "Klub" by Pierre Pané-Farré
  - ella Solid" and "Gustella Stripes," by Thomas Thiemich.
- Porsche Next" custom fonts for Porsche AG. Design by Type Tailors: Hendrik Weber, eijers, Corina Cotorobai, and Thomas Thiemich. "Who are the designers behind the typefaces we see?" We are very excited
  - Brand Identity for IcA: Institute of Contemporary Art/Boston by Pentagram NY, Abbott ypefaces: "Remo" and "Remo Stencil," by Thomas Thiemich. Signage and Environmental graphics for Centro Roberto Garza Sada, Universidad de ey by Pentagram NY, Abbott Miller. Typeface: "Fakt," by Thomas Thiemich Book design "René Redzepi: A Journal" by Pentagram London, Astrid Stavro. es: "Arnhem" and "Arnhem Fine." by Fred Smeijers.
  - Book design "Uptake" by Pentagram NY, Eddie Opara. Typeface: "Fakt," by Thomas

d Identity for the Dutch National Opera and Ballet, by Lesley Moore, Amsterdam es: "Edward," by Hendrik Weber, Fakt, by Thomas Thiemich



Slanted Publishers Herausgeber		Nachricht senden
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🖒 Gefällt mir	○ Kommentieren	🖒 Teilen
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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

→ Post on Instagram, entitled "Type in Motion"

→ 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 32k 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 Image: 1 image, 264 px wide, max. 350 px high

- → Subscribers (10/22/24): 32,356
- $\rightarrow$  Opening rates: ø 50.4%
- → 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



Once again, the publication timps ingerner and custee a which variety of sentent them for which would of mediace patients. The lock on a solutor: The address will be acepte they find inserting, it is a sequelated of them every, at FLM TEETINA, (COLONDAR and the bryond, this such of entert of hypers and the Address and locks, at these parts of the section of the section of a section of a section of a section of the section of the section of the section of a section of a section of the section of the section of a section of a section of the section of the section of the section of a section of the section of the section of a section of the section of the section of the section of a section of the section of the section of the section of the section of section of the section of the section of the section of the section of section of the section of the section of the section of the section of section of the section of the section of the section of the section of section of the section of the section of the section of section of the section of the section of section of the section of the section of section of

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#### BUY (€18.-/\$21.-)



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#### Last Call for the German Design Awards 2023!

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 Franklin 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

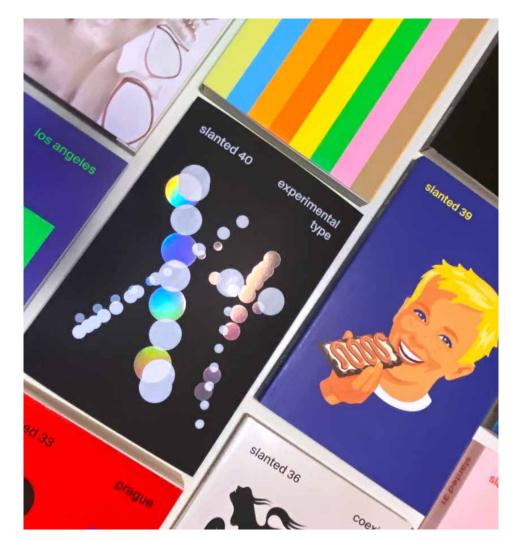
# slanted magazine

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

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, 44 issues + 6 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 publishers

## short info slanted magazine

- → State-of-the-art design and content
- → Collected as a reference work by design enthusiasts and professionals
- → Inspiration source for students and emerging talents
- $\rightarrow$  Large, dedicated fan base
- → Thematic, location-based issues featuring global design
- → Focus on typography & visual culture
- → Acclaimed for its depth and curation of content

- → High-quality production in Germany
- $\rightarrow$  International distribution
- → Online platform and active social media presence
- → Collaborations with renowned designers, studios, and brands
- → Exclusive video interviews with leading figures in the design world
- → Regularly featured in design media, on conferences, and exhibitions worldwide

## technical facts slanted magazine

- → Format: 160 × 240 mm
- → Print run: based on issue's theme, 6,000–8,000
- → Volume: 240–288 pages, 8-page cover
- $\rightarrow$  Print: Offset
- → Workmanship: Softcover with open thread-stitching
- $\rightarrow$  Produced in Germany

- → Frequency: 2 × p.a. (May, November)
- → ISSN: 1867-6510
- → Retail price: EUR 22.– (DE), GBP 25.– (UK), USD 30.– (US)

# distribution slanted magazine & books

- → our distribution network services every channel of the global market
- → worldwide network of exclusive distribution partners with their respective sales teams
- → a mix of exclusive and direct trade partners ensures the wide availability of our publications around the globe



### schedule 2025/2026 slanted magazine

#### Slanted #45–Sex

→ Release: 05/08/2025 Spring / Summer 2025 Ad close: 02/07/2025 Deadline artwork: 02/14/2025

#### Slanted #46–Cairo

→ Release: 10/28/2025 Autumn / Winter 2025/2026 Ad close: 07/04/2025 Deadline artwork: 07/18/2025

#### Slanted #47 (tba)

→ Release: 04/23/2026 Spring / Summer 2026 Ad close: 01/31/2026 Deadline artwork: 02/06/2026

#### Slanted #48 (tba)

→ Release: 10/22/2026 Autumn / Winter 2026/2027 Ad close: 07/10/2026 Deadline artwork: 07/17/2026

# 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





Honey&Milk »Best Restaurants« Conserve In 1965 the garden was remade Hôtel de la Païva **Panorama** 

### d Nieuwe erence



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their oversized serifs. The italics follow suit, and include la on recognisable elements of the 'Scotch Raman' game. O, sturdy and flavourful. Wherever possible, the counters in to a 6, or system the bottom counter of the 'g' has an atypic forms used for the lowercase' g' in both the Equitan Same a early up in the slab serif fonts, while it less flat in some. Them user family in the lowercase''y, which how a straight bar, or

#### EQUITAN SAN

Equitan Siah part of the Equitan more family. Equivantending projects and packaging design. They terre up new contury. Each the seven weights has an upright Equitor. Slab's uppercase letters create an almost wow overside serifs. The tables follow suit, and include long take on recognisable elements of the "Socteh Roman" for round, even the bottom of the "that an attypically rous avery noble manner. The default numeral style in all to Tanaks to OpenType features, tabular versions are all typeface's most striking characters are the arched-up

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#### O P E L R E I **N V E N T E D**





vielviel koffeln



# print advertising special issues slanted magazine

Slanted Publishers releases special issues dedicated to specific topics in addition to the regular frequency of *Slanted Magazine*. These special editions follow the same format as the regular ones but focus on more niche subjects, resulting in a smaller print run. They are distributed via the regular channels of our worldwide distribution.

These special issues are perfect if you want to target our specific readership specifically. As a result, the advertising rates are lower compared to our regular issues, making them more affordable for everyone!

Unlike our regular issues, the special editions don't follow a fixed schedule-typically, we release 1-2 editions per year. If you're interested in advertising or collaborating, feel free to reach out for more details!

- → 2 pages / spread 2/1 CMYK (320 × 240 mm) € 1,500.-
- → 2 pages / spread 2/1 BW (320 × 240 mm) € 1,200.-
- → Full page 1/1 CMYK (160 × 240 mm) € 900.-
- → Full page 1/1 BW (160 × 240 mm) € 800.-

## special editions slanted magazine

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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:

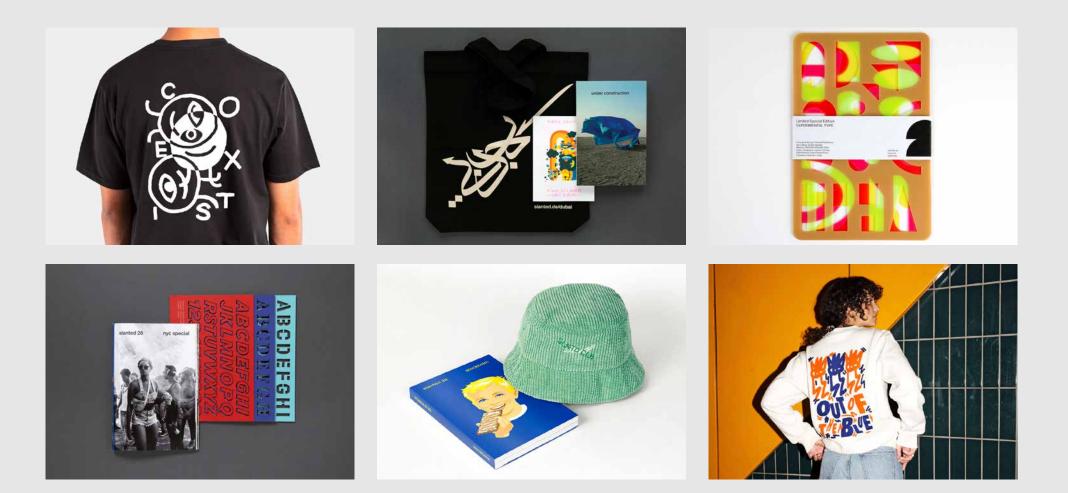
- Special Edition Experimental Type Type Stencils slanted.de/product/experimentaltype-stencils
- A.I. Limited Special Edition Loqi Bag slanted.de/product/ limited-special-edition-a-loqibag-magazine

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

- → Must-have collector's item
- $\rightarrow$  Limited to 250 pieces
- → Exclusively available at Slanted Shop
- → 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



# yearbook of type slanted publication

The Yearbook of Type presents an independent selection of new digital typefaces created all over the world from larger publishers to smaller, independent typographers and foundries.

Participation starts at € 249.–

### short facts yearbook of type

- → 7 successful editions published (2012, 2015, 2018, 2019, 2021, 2022, 2024)
- $\rightarrow$  1 yearbook every 1.5–2 years
- → International distribution at bookstores and online
- $\rightarrow$  Promoted worldwide
- → 160 × 240 mm, 400-600+ pages

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

- $\rightarrow$  Edition with recent typefaces
- $\rightarrow$  Detailed presentation
- → Sufficient background information
- $\rightarrow$  Index with classification
- → Index of all designers and type foundries
- → Explanation of all OpenType features
- → 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	249	269.–
2 + 1 IG Story	499	539
3 + 2 IG Stories	729	649
4 + 2 IG Stories	779	789.–
5 + 2 IG Stories	949	1,019
6 and more + 3 IG Stories	20% discount at a unit price of 279.–	20% discount at a unit price of 299.–

→ additional booking of 1 <u>Instagram</u> story = 75.– (instead of 100.–) → additional booking of 1 <u>Instagram</u> post = 400.– (instead of 500.–)

## online social online specials newsletter print other

## video interviews

Become a digital partner of the many video-interviews which the Slanted team conducted during their trips to the global hot spots of design!

#### More info here.

### video interviews

For each issue of *Slanted Magazine* focusing on a specific city or country, the Slanted team embarks on a journey to interview local entrepreneurs, designers, and emerging talents. These in-depth conversations offer unique insights into the region's creative and cultural landscape.

With over 230 video interviews available online for free, this growing archive captures the global evolution of design and culture. Each issue adds new interviews, expanding the dialog and offering personal, behind-the-scenes perspectives.

More than just documentation, these interviews serve as an essential time capsule, capturing the pulse of contemporary design across borders and connecting the global design community.  $\rightarrow$  230+ video interviews

- $\rightarrow$  online accessible for free
- $\rightarrow$  12–18 interviews per location
- → 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.

### slanted conferences

Slanted is a hub for international exchange. The conferences build bridges between creatives, brands, and institutions and foster an environment that gives space for new perspectives for the future, with inputs from different cultures, genres, and backgrounds.

Get in touch to discuss the possibilities!

# 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.

- $\rightarrow$  1,500 visitors
- $\rightarrow$  4 conferences
- $\rightarrow$  24+ speakers
- → Karlsruhe, Dortmund

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

### workshops & talks

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

#### **Publishing house**

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