

DONG MAGAZINE

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media kit 2008

DONG MAGAZINE

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imprint

publisher

nicole hardt

editorial director

nicole hardt

creative director

axl jansen

advertising director

sophie guldner

art director

carsten giese

beauty director

yvonne van de groot

consultant

catrine monet



editorial office

dong magazine
30, rue du doc. Potain
75019 paris

publishing house

dong magazine
bersarinplatz 2
10249 berlin

**advertising
department**

sophie guldner
30, rue du doc.potain
75019 paris
sophie.guldner@wanadoo.fr
mob.: 0033 (0) 608 991 343

distribution

import – export press
91, rue de turenne
75003 paris
tel: 0140291451
dir@exportpress.com

post production

futura imaging
leuschnerdamm 31
10999 berlin

print

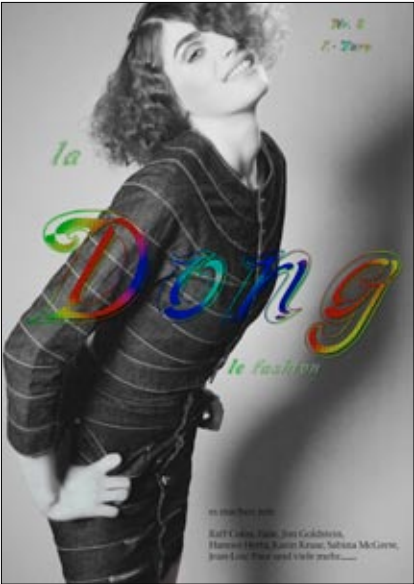
brandenburgische
universitätsdruckerei
und verlagsgesellschaft
potsdam mbh
karl-liebknecht-str. 24/25
14476 golm

banking account

berliner voksbank
bank code : 100 900 00
account no: 558 551 5002
iban: DE08 1009 0000 5585 5150 02
bic: BEVODEBB

DONG MAGAZINE

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back issues



DONG MAGAZINE

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comments

**really really wonderful!
thank you!
everyone saw how amazing
it looked
and they want one...**
andrew yee / photographer,
new york

**i show it to a lot of people
and everyone thinks it's an
absolutely beautiful maga-
zine, very high class. one
friend of mine commented
that it(the magazine) has an
aura of calmness and silence!
I liked that.**
niklas blomkvist / artist,
stockholm

**BRAVO für DONG.
bin ab sofort für jede cooperation
bereit.**

wolfgang joop / wunderkind, berlin

**wow ich bin platt,
best dong ever!!!
bin super beeindruckt!!!**
xxxxxxx patsy /
success models, paris

**i think the magazine is amazing!
good quality, great print and paper
and the right sense of humour...**
next management, new york

**great talents
to discover.**
kumiko tosa /
fashion designer, tokyo

Dong looks great!
rebecca voight/ fashion writer,
paris

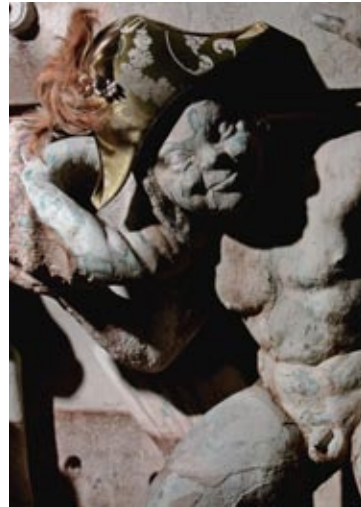
**congratulations!!!
thank you very much for the
oportunity to have a space
on dong. we (marina & I) feel
so proud to be indeed.
we adore your cover, the out-
standing
photography and the great
graphic design.**
fernando etulain /photographer,
paris

**very inspiring.
can't wait to see the next
issue.**
claire dupont /
beauty consultant, paris

DONG MAGAZINE

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what is dong?



DONG is an fashion magazine based in paris, that wants to look more closely to fashion than most magazines do on the market.

DONG follows the fascinating process of fashion-trends, photography, clothing traditions and rituals, the influence of art in fashion in it's constant movement, without losing the sense of humour.

in each issue we feature interesting personalities, give background informations („behind the scenes“) and prepare the ground for promising newcomers. dong reflects the the time we live in, in it's pure beauty.

our readeship wants to be inspired, motivated and likes to reflect. it is an open minded, cosmopolitan and cultured clientel.

in each issue we present one artist who is invited to sell limited pieces of his photographic work in the DONG online galerie that will start in oktober 2008 .

DONG MAGAZINE

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technical data

format

din A 4 210 x 297 mm
(216 x 303 mm incl. Bleed)

printing process

sheed fed offset printing
with proof

paper

cover 150 g/qm juwel offset
inside 100 g/qm juwel offset

print documents

only digital,
colour formant cmyk,
digital proof

ads should be in pdf (x3)
with all fonts
and images embeddet
no open data
resolution all pictures:
300 dpi



data sent to

only as cd or dvd
dong magazine
30, rue du doc. potain
75019 paris, france

DONG MAGAZINE

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sales points

france

paris: 12 shops
marseille: 4 shops
nizza: 2 shops
straßbourg: 2 shops

germany

berlin: 10 shops
hamburg: 8 shops
düsseldorf: 7 shops
collogne: 5 shops
munich: 5 shops
frankfurt: 3 shops

great britain

london: 14 shops
manchester: 4 shops
liverpool: 2 shops

sweden

stockholm: 6 shops
gothenburg: 2 shops
malmö: 1 shop
lund: 1 shop

finnland

helsinki: 7 shops

austria

vienna: 4 shops
insbruck: 1 shop

italy

milano: 8 shops
rom: 6 shops
torino: 2 shops
genova: 1 shop

danmark

kopenhagen: 4 shops

netherlands

amsterdam: 5 shops
utrecht: 3 shops
rotterdam: 2 shops
den haag: 1 shop



hong kong

hong kong: 9 shops

taiwan

taipei: 14 shops
kaohsiung: 2 shops
tai zhong: 2 shops
xin zhu: 1 shop
tai nan: 1 shop
chia: 1 shop
ilan city: 1 shop

japon

tokyo: 14 shops
osaka: 4 shops
kyoto: 3 shops
aoyama: 3 shops
fukuoka: 2 shops
itaku: 2 shops
nagoya: 2 shops

china

peking: 10 shops
shanghai: 8 shops
lhasa: 2 shops
xian: 2 shops
lanzhou: 2shops
shenyang: 1 shop

australia

sydney: 5 shops
melbourne: 3 shops
perth: 1 shop

u.s.a.

new york: 15 shops
los angeles: 5 shops
san francisco: 4 shops
chicago: 2 shops
detroit: 2 shops
new orleans: 1 shop

brazil

sao paulo: 15 shops
rio de janeiro: 8 shops
belo horizonte: 5 shops
recife: 5 shops
brasilia: 2 shops

DONG MAGAZINE

- advertising rates

standart placement

double page 7.000,- euro

full page 4.000,- euro

1/2 page 2.500,- euro

premium placement

front cover inside 6.000,-euro

back cover inside 5.500,- euro

back cover 8.000,- euro

advertorials and other
specialised advertising
are possible.

prices on request.



deadlines 2008

publication date : 1st september 08

closing date: 1st july 08

publication date: 1st february 09

closing date: 1st december 08

circulation

10.000 copies

language

english

price per copy

7,- euro

frequency

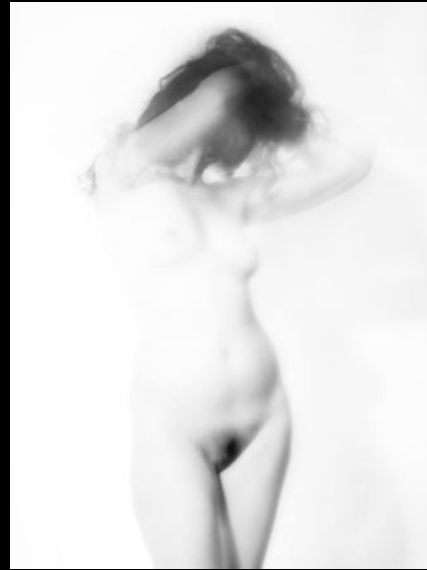
bianual

february/september

DONG MAGAZINE

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contact



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