

Media Kit 2016

TL mag
True Living of Art & Design

Mission

Established by Lise Coirier in 2008, TLmag is a print and online design magazine dedicated to capturing and situating the latest innovations in craft-led, material-oriented art, architecture, design, fashion, hospitality, luxury, and collector culture. All issues focus on specific regions or the cross-pollination between different scenes. Since 2013, TLmag print magazines have been co-published by Paris-based Bookstorming and Brussels-based Pro Materia. Online, TLmag is wholly curated by Pro Materia.

book-
storming

Pro
Materia

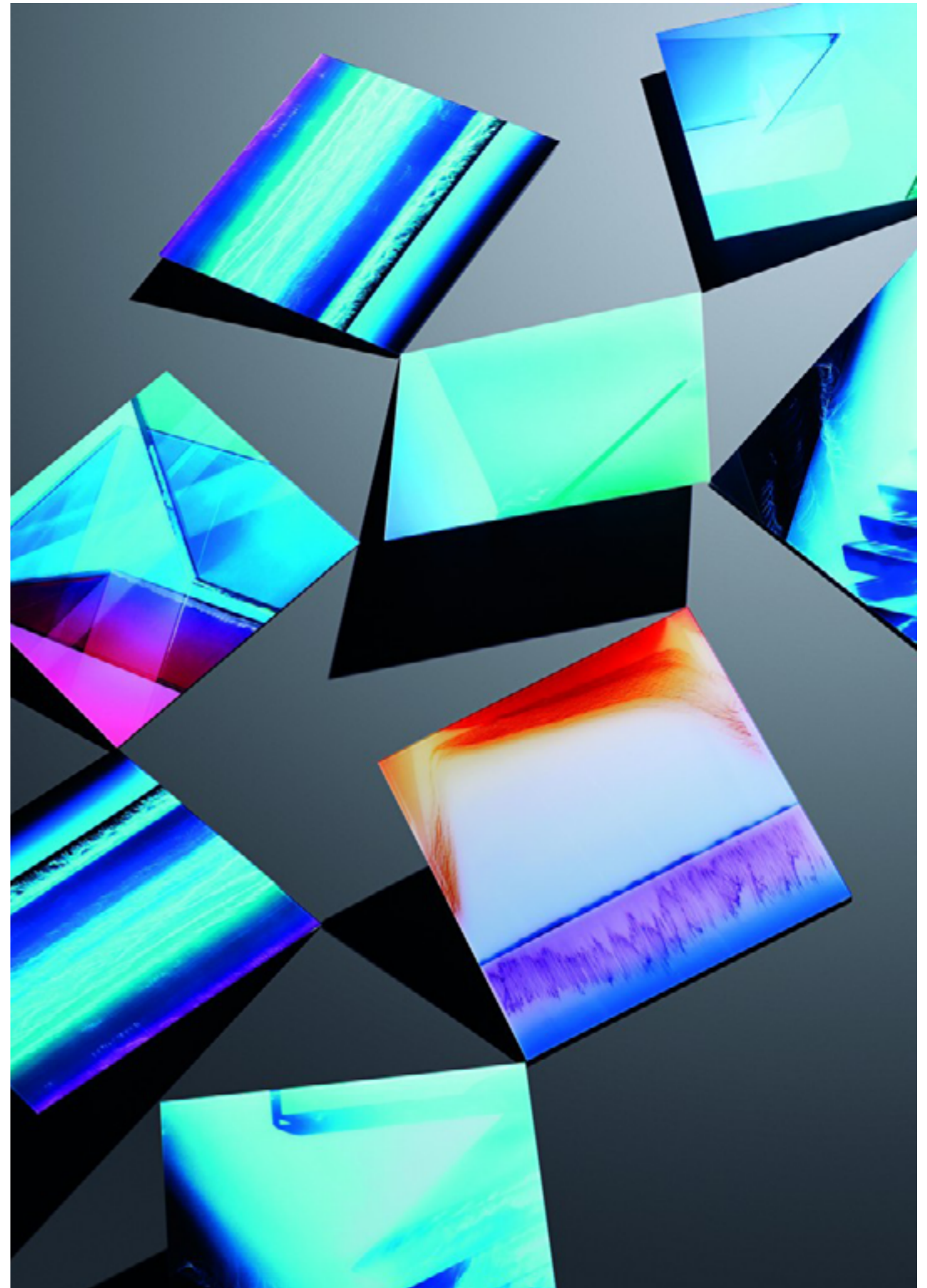
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Fondation Louis Vuitton by Frank Gehry



Biannual Issues

TLmag publishes bilingual (French, English) bookzine-like issues twice a year. Each publication focuses on a specific region or the connection between two geographies, talents and brands. Covering a range of topics, six subsequent chapters paint a full picture.

Special Guests

profiles of leading figures

Stories

spotlighting top brands

Excellence @ Creation

young talent surveys

Design Duo Awards

Mix Match

photo portfolios

Summer & Winter Forms

Living with Art @ Design

museum exhibitions

gallery and private collections

Real Life

city trips, culinary discoveries

urban art and design explorations



Biannual Calendar

TLmag 25

Subject:
Italy + Switzerland
Release:
1 June 2016

TLmag 26

Subject:
Asia + Nordic
Release:
1 December 2016

TLmag 25 Committee
15 January 2016

TLmag 26 Release
1 December 2016

TLmag 26 Deadline
1 October 2016

TLmag 25 Deadline
1 April 2016

TLmag 25 Release
1 June 2016

TLmag 26 Committee
15 July 2016



TLmag 25 Italy + Switzerland

The crossover between Italy and Switzerland reveals itself as a juxtaposition between two vastly different yet related nations that both straddle the Romantic and Germanic borders of Europe. If one is known for a rich tradition in graphic design, pristine architecture as well as precision in clocks and watches, the other carves its place with centuries of artisanal and industrial production in furniture design. Between the two, an alpine landscape alludes to monumental notions of sublime creation and natural inspiration. This issue will visit major creatives and cutting-edge talents. Bridging a historical perspective with contemporary application, TLmag 25 will survey young fashion designers, innovative architects and even automotive culture.

Release: 1 June 2016



TLmag 26 Asia + Nordic

TLmag continues its long affinity for the creative zeitgeists of Asian and Nordic design, especially where the two thriving scenes meet. In line with the craft revival, TLmag 26 will look at both region's similar approaches to light, nature, wood, ceramics, glass and finishes. This fall / winter issue will spotlighting top talents, brands and initiatives that span the Eurasian divide.

Released: 1 December 2016



Biannual Readership (t) Info

Copies

International: 15,000

France: 10,000

Benelux: 5,000

Total: 30,000

ID

216 pages

France / EU: 12.50€

Great Britain: 10.00€

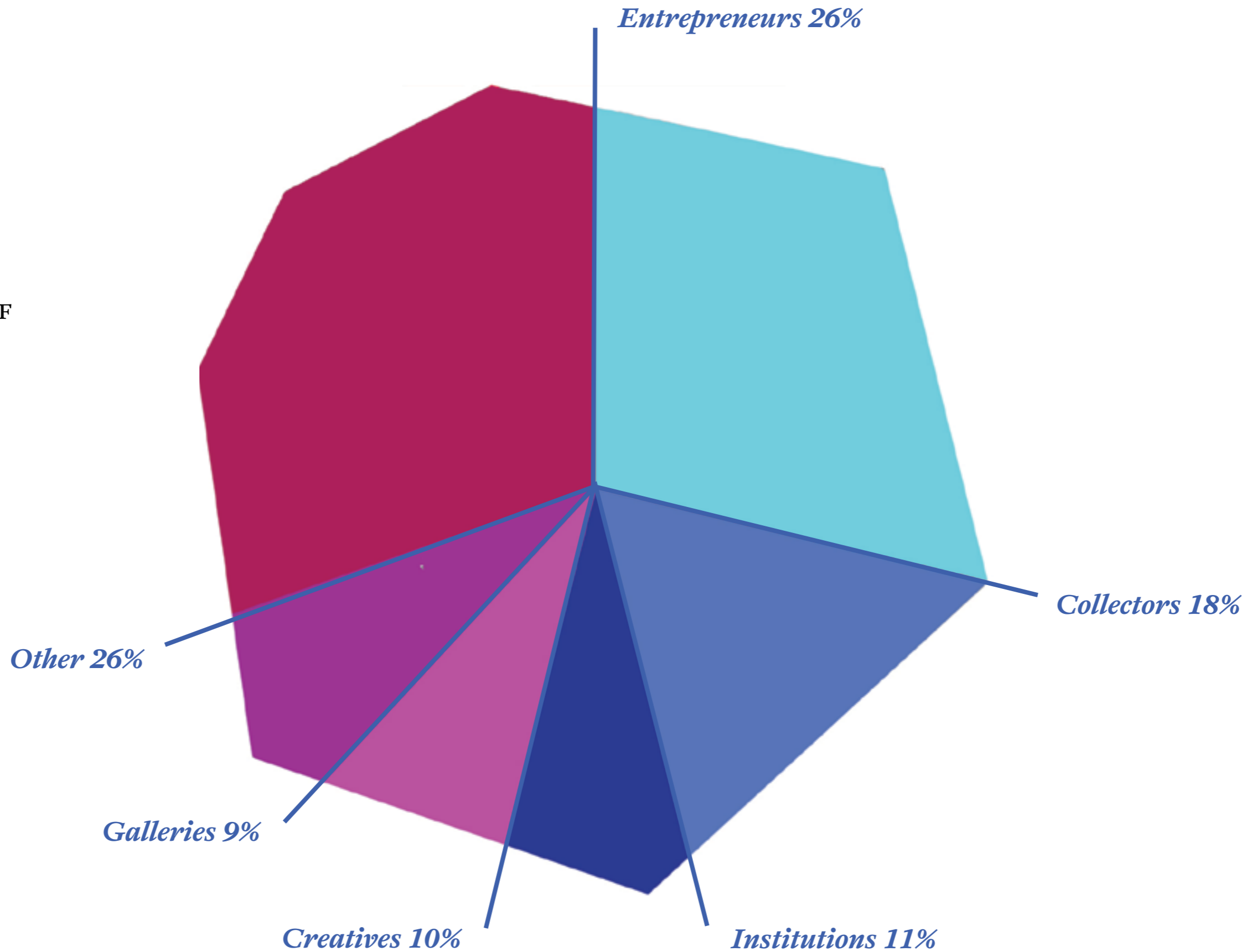
Switzerland: 15.00CHF

US: 15.00\$

Hong Kong: 110HKD

China: 110CNY

Japan: 1700¥



Readers Profile

TLmag attracts a vast international audience. From a French, Belgian and international vantage-point – tapping a rich community of contributing editors, journalists, photographers, art directors, groups of urban and culturally-aware readers. As both an informative and inspirational resource, TLmag is appreciated by professional creatives, collectors, gallerists, influential taste makers, active trend watchers but also aspiring creatives and students.



Special Editions

TLmag Special Editions join Pro Materia cultural projects, workshops and curatorial commissions as unique publications spotlighting creatives and/or brands. Printed in custom batches and distributed at specific events and/or venues, TLmag special editions are often later integrated into biannual issues. Pro Materia and TLmag continuously review and accept potential edition and exhibition proposals. Past special edition projects have included Glass is Tomorrow, Nasza Polska, TLmag Istanbul, Norwegian Crafts, Cassina Cassina Authentic Icons, Atomium Intersections, Sèvres Cité de la Céramique. In 2016, Special Editions will include AW2, Stellar Works.

Special Editions Rates

(inclusion in biannual issue: 5000€)

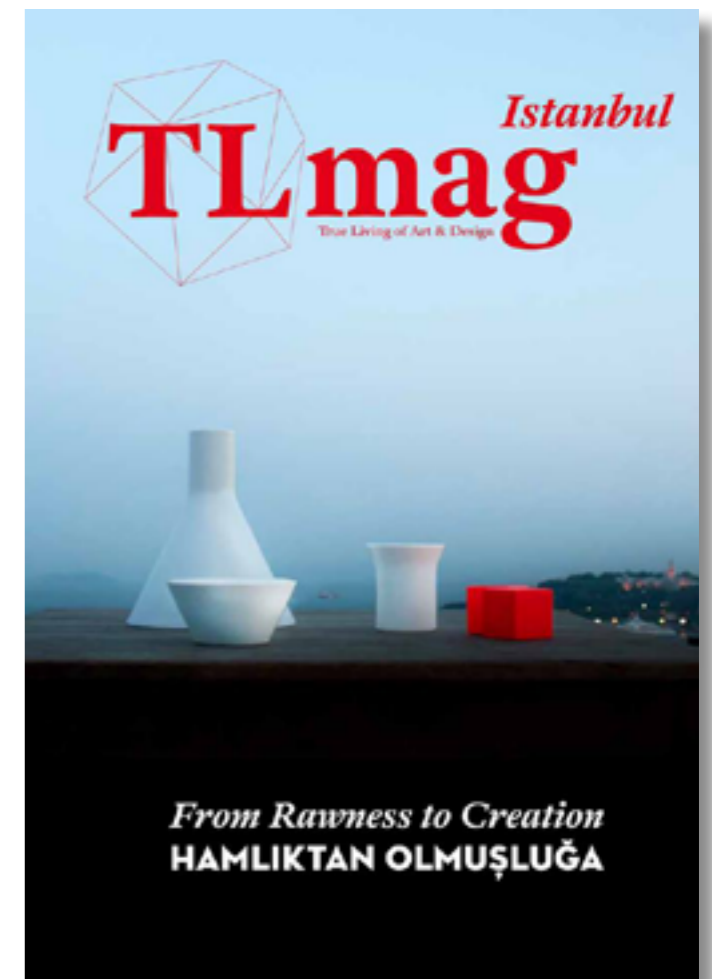
16 pages: 10.000€

32 pages: 15.000€

48 pages: 18.000€

64 pages: 22.000€

96 pages: 30.000€



Online Magazine

Launched in September 2015, TLmag's new and improved online magazine and web platform works to extend content from print issues but also publishes original articles, posted daily. Following a similar chapter structure, extensive interviews are meet by product profiles, event recaps and up-to-date news. Online Editions echo special and biannual issues as series of articles are grouped together by event, brand or focus. Visitors are able to subscribe to print issues, shop on the online store; enjoy ntegrated videos and large full-scale screen images and these pan through vibrant stories.

www.tlmagazine.com

TLmag

Articles About Magazine Store Light Table Awards Events

Chahan Minassian: An American Design Pedagogy

TLmag 23 extended

Living with Art & Design Nov 6, 2015

Chahan Minassian's name echoed last year as the list of decorators and architects involved in the restoration of Hôtel de Crillon was announced. His work goes far beyond the famous Parisian palace though. ...

Maison & Objet Asia: Focus on Property Development

Living with Art & Design Nov 8, 2015

Rotor: Questioning Waste and Products

Living with Art & Design Nov 7, 2015

Fondazione Prada: Gianni Piacentino's Industrial Aesthetics

Living with Art & Design Nov 5, 2015

Maison du Japon: Intimate Cosmos of Takahashi Collection

Living with Art & Design Nov 4, 2015

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TLmag is entirely dedicated to curating and capturing the collectible culture - the international players and evolving expertise that shape art and design.

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TLmag #25 All that Jazz
Spring-Summer 2016

Articles and Partners

TLmag 24 extended

Our editor's picks of the TLmag 24 extended online edition



Sebastian Herkner: A Soft Glass House for Everyone

Jan 15, 2016



Nikari: Translations to Contemporary

Dec 25, 2015



Liquid Light: In the Garden of the Musée Guimet

Dec 20, 2015



Fully Reloaded Travel: nendo Brands Proteca

Dec 19, 2015



PULS Gallery: Building Global Collections

Dec 18, 2015



Haruhiko Kaneko: Sea Captured in Ceramics

Dec 14, 2015



TLmag 24 Out Now

Dec 3, 2015



Henrik Vibskov: Man of a Thousand Faces

Nov 27, 2015

[View all articles in this edition](#)



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TLmag curator



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Media partners, fairs & events



International institutions



International Art & Design Galleries



International Art & Design Schools

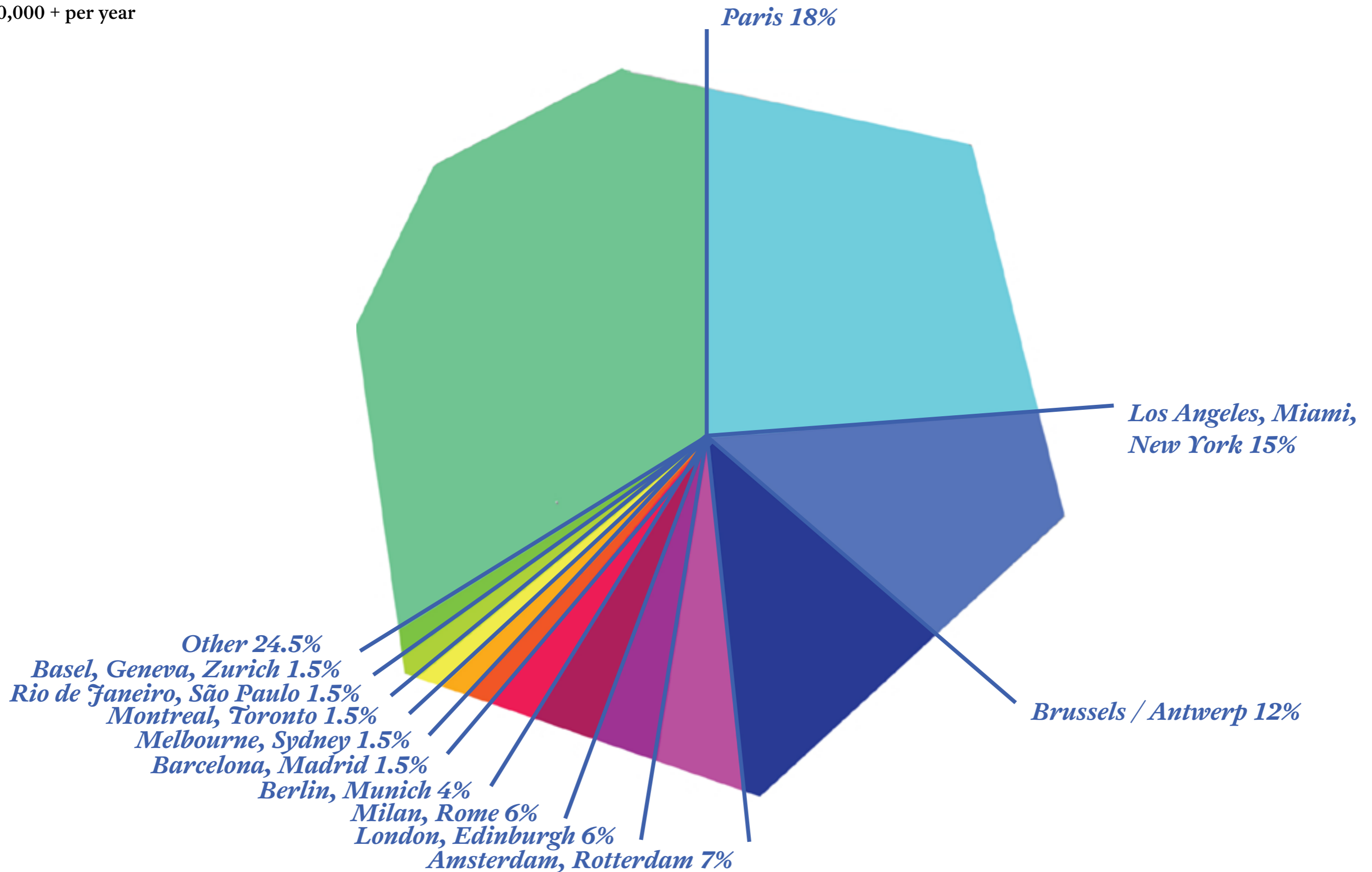


Urban Web Visitors

Statistics

20,000 + per month

240,000 + per year



Newsletters & Social Media

TLmag sends out Weekly Digest newsletters, featuring top web and social media content, as well as weekly Haikus. TLmag and Pro Materia issues and projects match announcements of upcoming design weeks, art and design events. TLmag also reserves space for commercial and cultural partnerships. Visitors can subscribe to our Weekly Digest newsletters online.

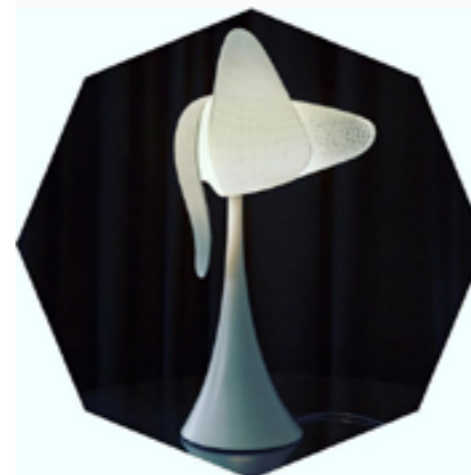
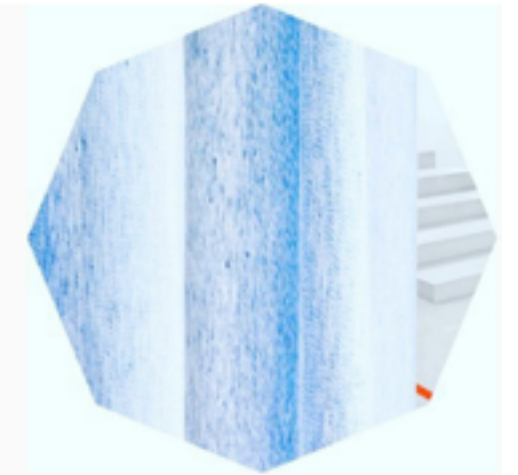
TLmag is actively present on Facebook, Instagram, Pinterest and Twitter. Used to announce news, collaborations and highlights, these platforms are primarily used to advertise our latest content but can also be used to promote our partners. Facebook is a place to share our stories and articles online; Instagram captures previews, inspirational discoveries while traveling or at fairs, as well as creative studios's backstage, exhibitions throughout the world; Pinterest works to thematize iconography and Twitter to speak about our instant living experience.

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Pinterest: 1,000 + pinterest.com/trendsliving

Instagram: 1,000 + [@tlmag](https://instagram.com/tlmag)

Twitter 500 + [@tlmag22](https://twitter.com/tlmag22)



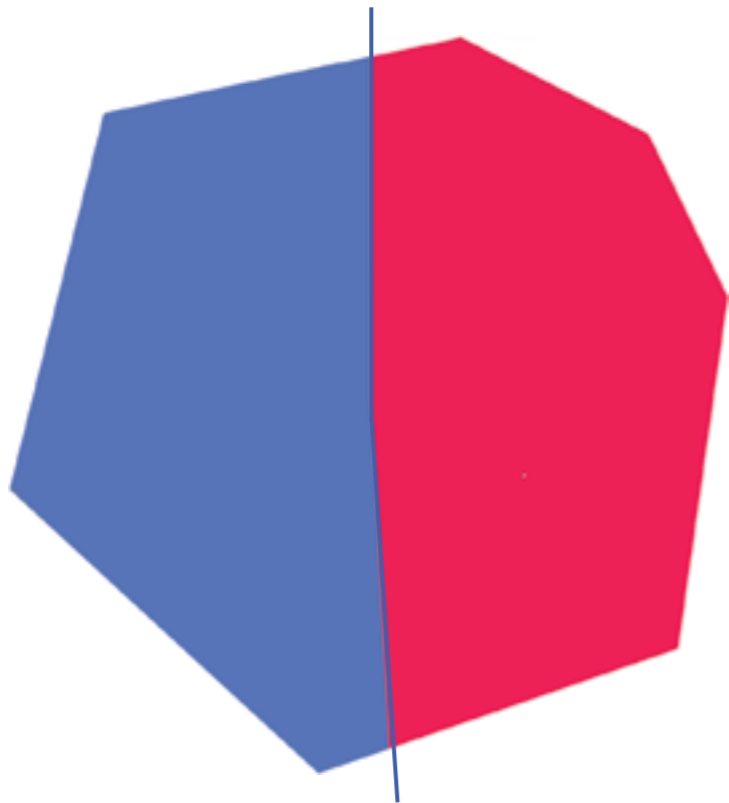
Weekly Digest Newsletter Coverage

Mailings

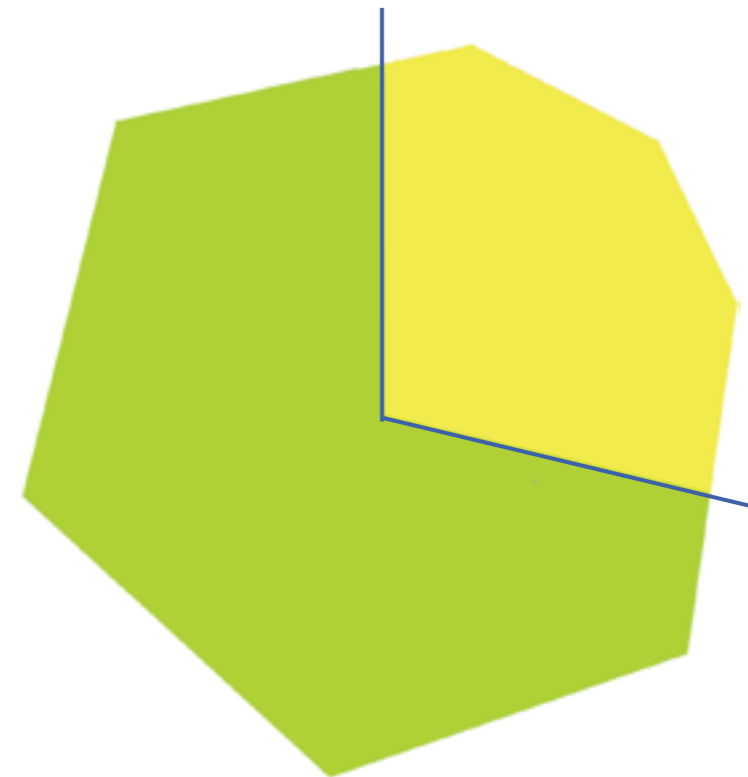
52 Weekly Digests

100,000 + sends

58% Opened



72% New Visitors
28% Returning Visitors



Brand Partners

Print advertisement is available in TLmag. Published two times a year, TLmag engages accessory, furniture, car, jewellery, fashion, hospitality and textile brands appropriate for the focus on each issue. TLmag offers different levels of exposure: inner front cover, inner back cover, back cover, opening pages, double spreads, single and half-page campaigns and looks to integrate each artwork within the overall flow of each issue.



Gallery Partners

TLmag maintains strong relationships with design / art and art galleries throughout the world. Echoing these platform's appeals to top collectors, Summer and Winter Form selections – published in Spring/ Summer and Fall/Winter issues – spotlight the best craft-led, materially-oriented, innovative, one-offs and limited edition objects. TLmag has a keen understanding of artisanal production in glass, ceramics, woodwork and stone. Online spotlights keep up with the latest offerings. A steady presence at major gallery fairs, such as Design Miami, makes TLmag a strong media partner for the creative industries. Positioned at the heart of a growing Brussels art market, TLmag frequently collaborates with a slew of local galleries and art events.

International Galleries:

Piano Nobile Gallery Brussels, Ammann Gallery Cologne, James Gallery Paris, Galerie Laffanour-Downtown Paris, Galerie Maria Wettergren Paris, Galerie BSL, Galerie Mougins Paris, Galerie Daniel Templon Paris-Brussels, Galerie Jacques Lacoste Paris, Axel Vervoordt Antwerp / Venice / Hong Kong



James

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LAFFANOUR
GALERIE DOWNTOWN/PARIS

CURRENT EXHIBITION

JEAN PROUVÉ ET LA SCAL, ISSOIRE (1939)

ESPACE JEAN PROUVÉ, ISSOIRE (F)
JUNE 4TH-SEPTEMBER 25TH

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WWW.GALERIEDOWNTOWN.COM



Hélène Binet • Atacama Desert, Chile 03, 2013

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//gallery

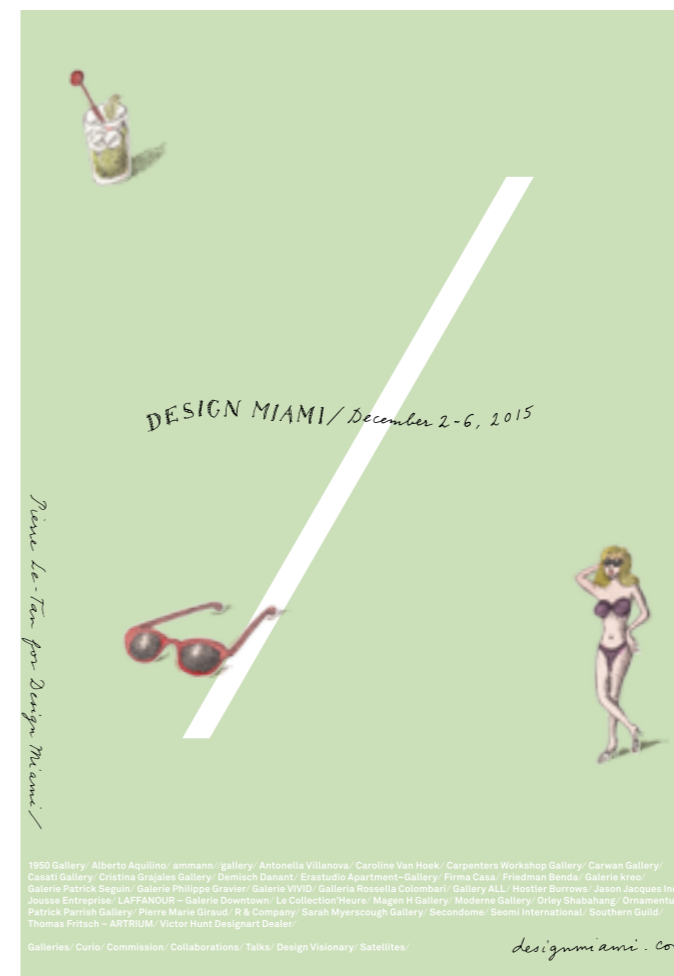
hélène binet
landscape
oct 30, 2015 - jan 29, 2016

ammann//gallery
teutoburgerstr. 27
d-50678 cologne
tel +49 (0) 221 932 88 03
contact@ammann-gallery.com
www.ammann-gallery.com

Media Partners

Events, Fairs and Festivals

Art Brussels, Biennale Design Internationale Saint-Etienne, Biennale Interieur Kortrijk, Biennale Internationale de Vallauris, BRAFA, Brussels Art Days, Brussels I Love You, Business of Design Week Hong Kong, Design Days Dubai, Design Junction, Design Miami/, Design Miami/Basel, Design September Brussels, Design Show Shanghai, DMY Berlin, Dubai Design Week, Dutch Design Week, FIAC Paris + L.A., Glass is Tomorrow, Human Cities, Iconic House Network, imm Cologne, Istanbul Design Biannual, London Design Festival, Lunch With An Architect, Maison&Objet Paris + Miami + Singapore, Paris Design Week, Paris Photo, Paris Photo Los Angeles, Revelations, Stockholm Furniture and Light Fair, Tokyo Design Days, Ventura Lambrate, Villa Noailles Hyères – Design Parade, Volta11, World Design Captials



Advertise

Print Rates (excl. VAT:20%)

Half Page: 1900€

Full Page: 3200€

Double Page, Special Positions: 4670€

Facing Contents Page: 3890€

Inside Back Cover: 3450€

Back Cover: 5650€

Print Advertorials Rates (excl. VAT:20%)

2 Pages: 1900€

3 Pages: 3200€

4 Pages: 4670€

Online Rates (excl. VAT:20%)

Banner: 500€

Online Edition (3 articles): 3000€

Online Edition (5 articles): 5000€

Newsletter Rates (excl. VAT:20%)

Bookstorming E-Storming (88,000 + contacts)

TLmag Weekly Digest Newsletters (15,000 + contacts)

Top Item: 700€

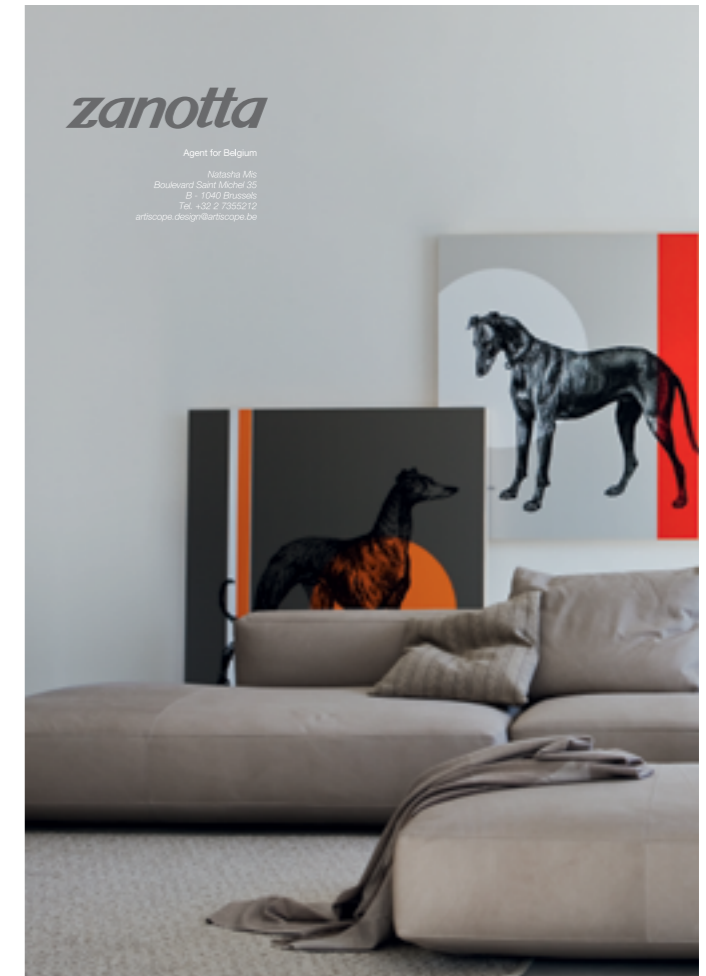
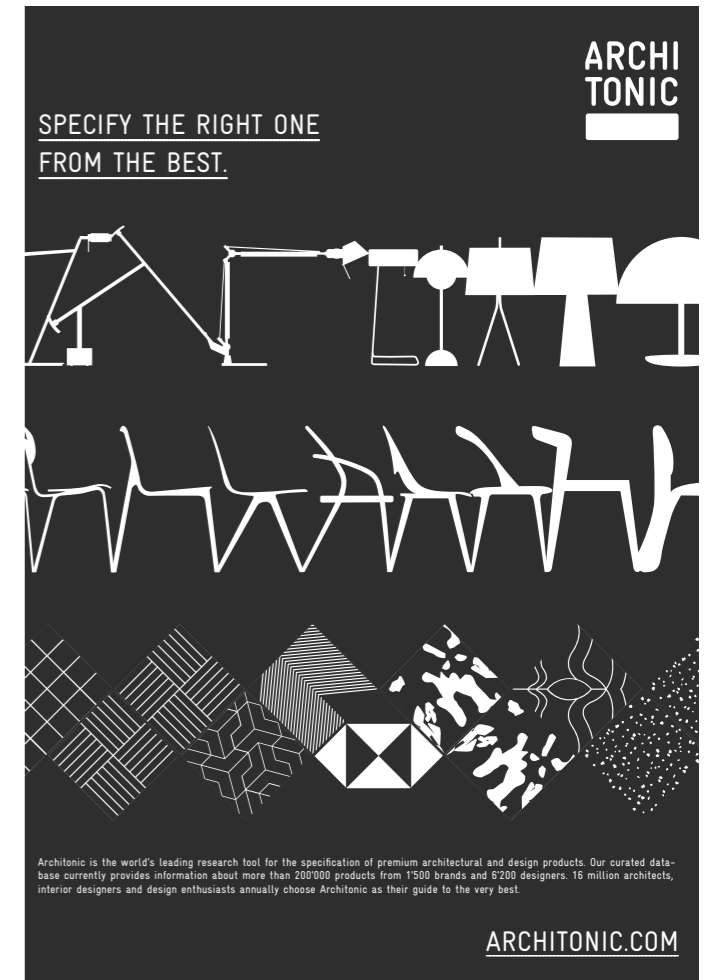
Combo Rates

Print, web, newsletter & social media

Advertisement packages can be discussed.



**Moustache**



Specifications

Print

Horizontal Half Page: 210mm x 140mm

Vertical Half Page: 105mm x 280mm

Full Page: 210mm x 280mm

Double Page: 420mm x 210mm

(+3mm bleed)

PDF, CMYK

Online

250 x 250 px (Square Pop-Up)

300 x 250 px (Medium Rectangle)

240 x 400 px (Vertical Rectangle)

Newsletter

TLmag E-newsletter: 700px by 700px

Terms (t) Conditions

+ VAT: 21% (France)

+ We reserve the right to charge additional fees for major alterations.

+ Word counts submitted over a max 50 word limit will be edited.

+ Copyediting may be made at the discretion of the editorial team.

+ Images submitted will be resized.

+ TLmag is not liable for any loss or damage from errors, late publication or non-publication.



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www.tlmagazine.com/magazines

France

1 an / year: 25€
2 ans / years: 45€
3 ans / years: 60€

International

1 an / year: 35€
2 ans / years: 55€
3 ans / years: 70€

Sales Points

France, Benelux: kiosk / kiosque (Presstalis, Exportpress)

Press shops and bookstores in large cities (Exportpress):

Argentina, Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, Hong Kong, Israel, Italy, Japan, Luxemburg, Netherlands, Norway, Portugal, Réunion, Singapore, S. Korea, Sweden, Taiwan, United Kingdom, United States

Galleries and cultural venues / Design & art fairs and curated events

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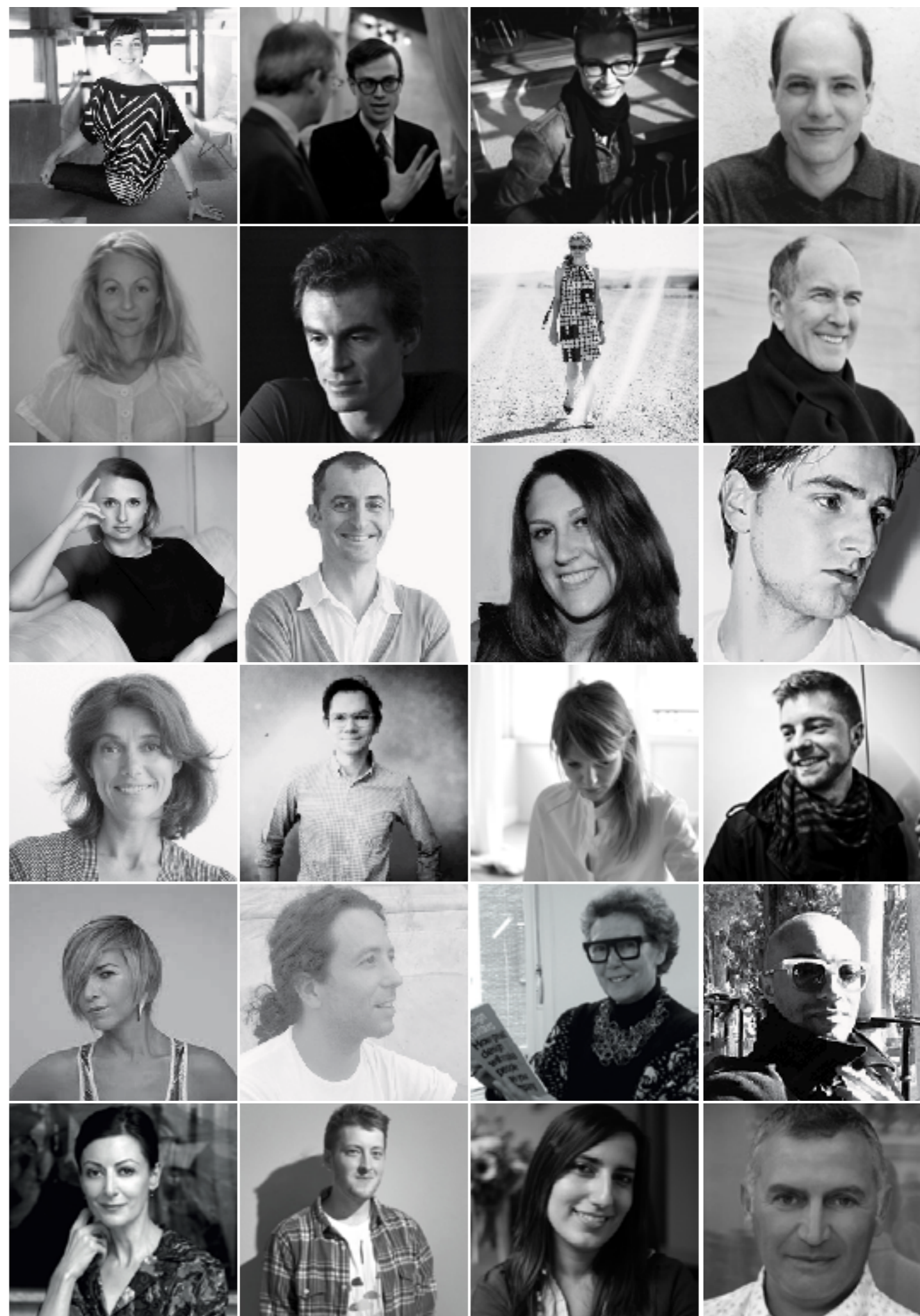


Contributors

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TLmag would be nothing without its network of talented contributors: journalists, editors, art directors and photographers. Together, they are instrumental in the curation of every new issue.

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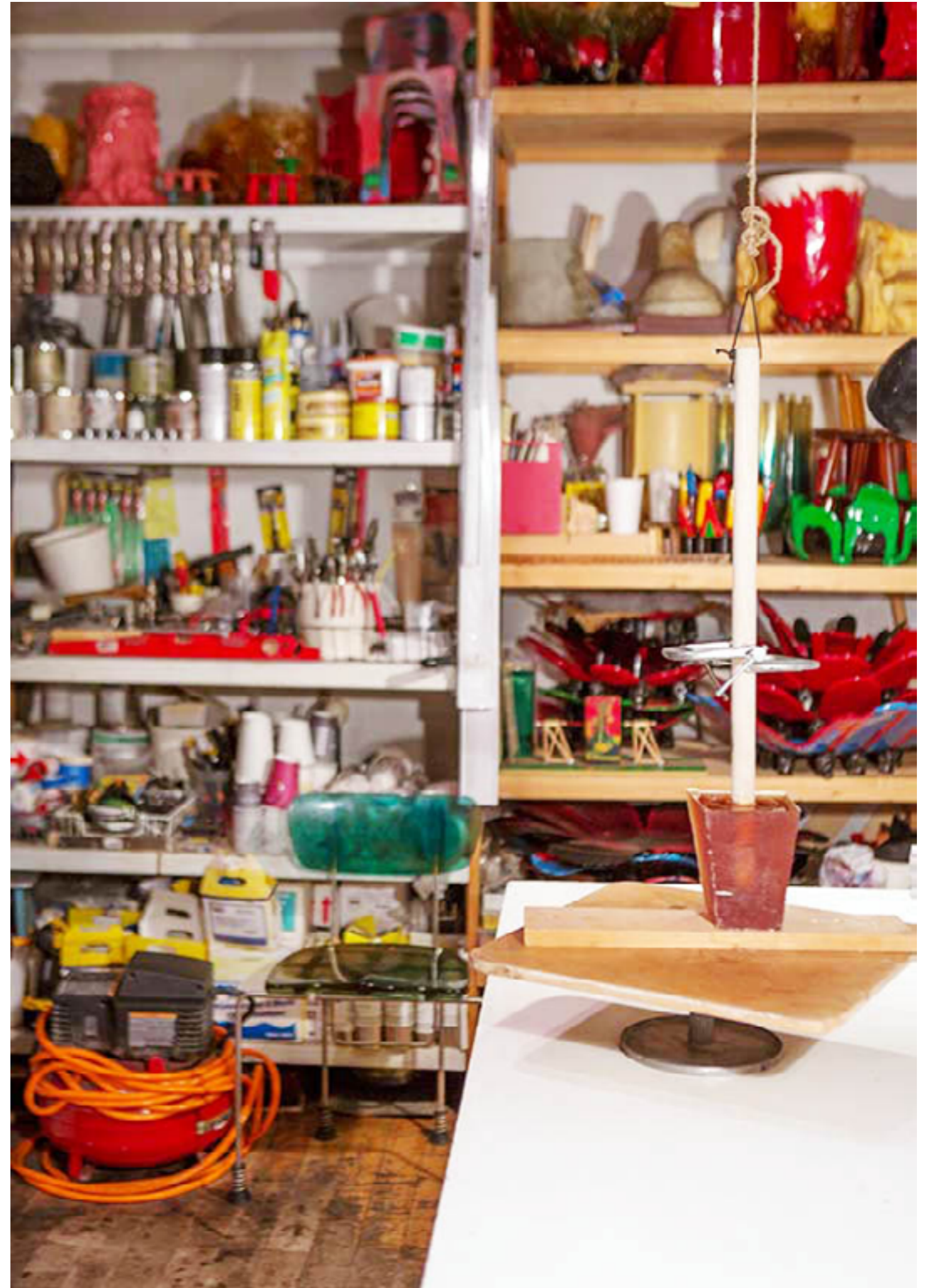
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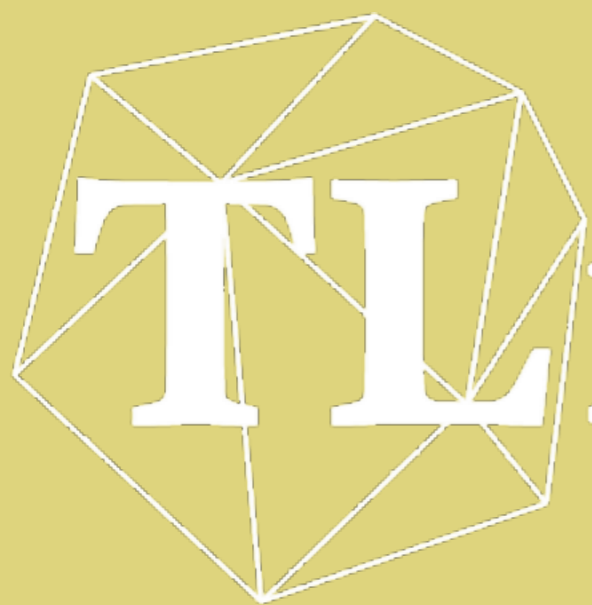
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