



*Media Kit 2016*



**TLmag**  
True Living of Art & Design

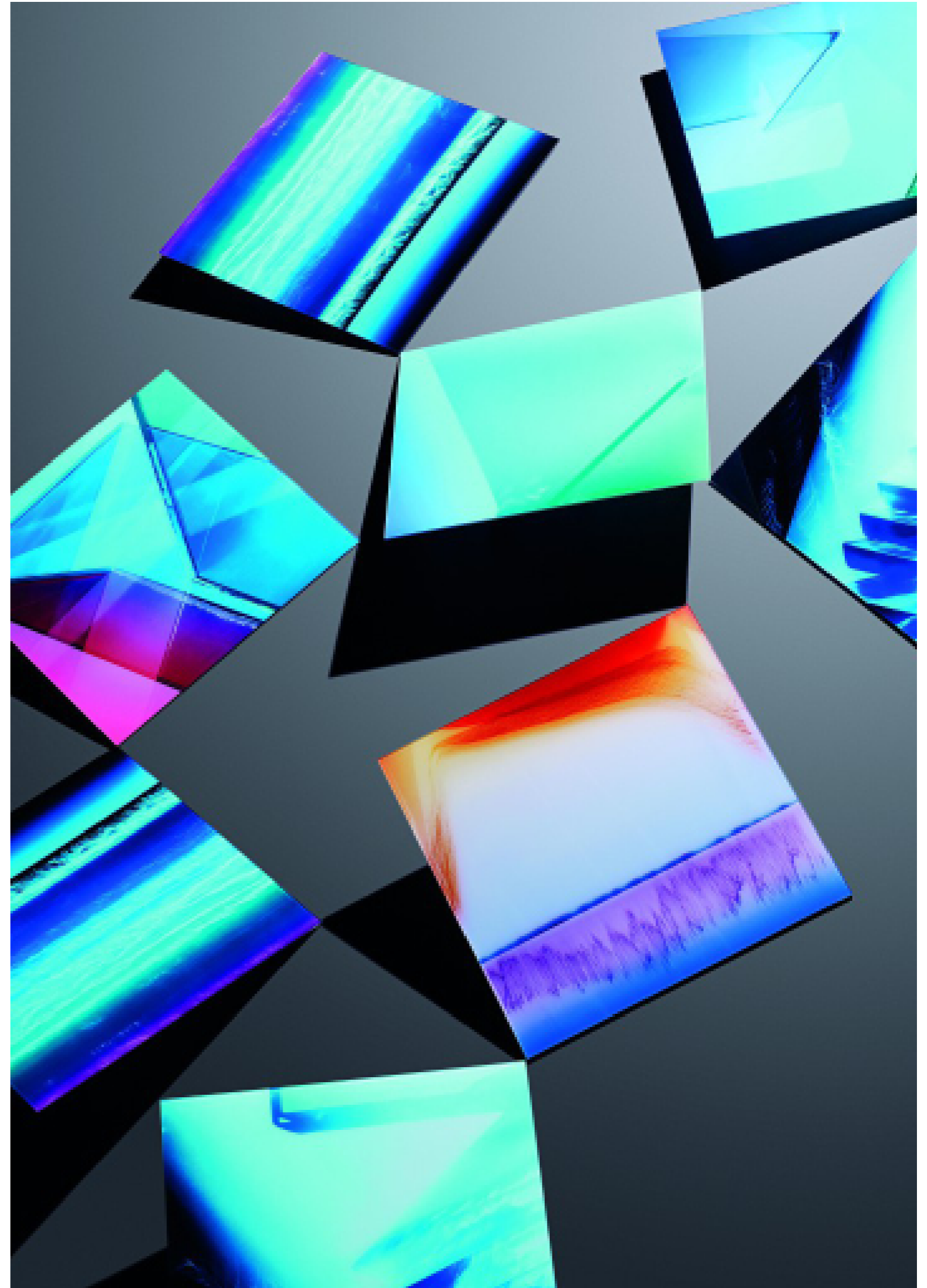
# *Mission*

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 and online magazines have been published by Paris and Brussels based Pro Materia.

Pro  
Materia

[www.tlmagazine.com](http://www.tlmagazine.com)  
facebook: TLmagazine  
instagram: @tlmag  
twitter: @tlmag

cover image:  
© Yves Lavallette



# 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 25 Committee*  
*15 January 2016*

*TLmag 26 Release*  
*1 December 2016*

## *TLmag 26*

Subject:  
Asia + Nordic  
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€

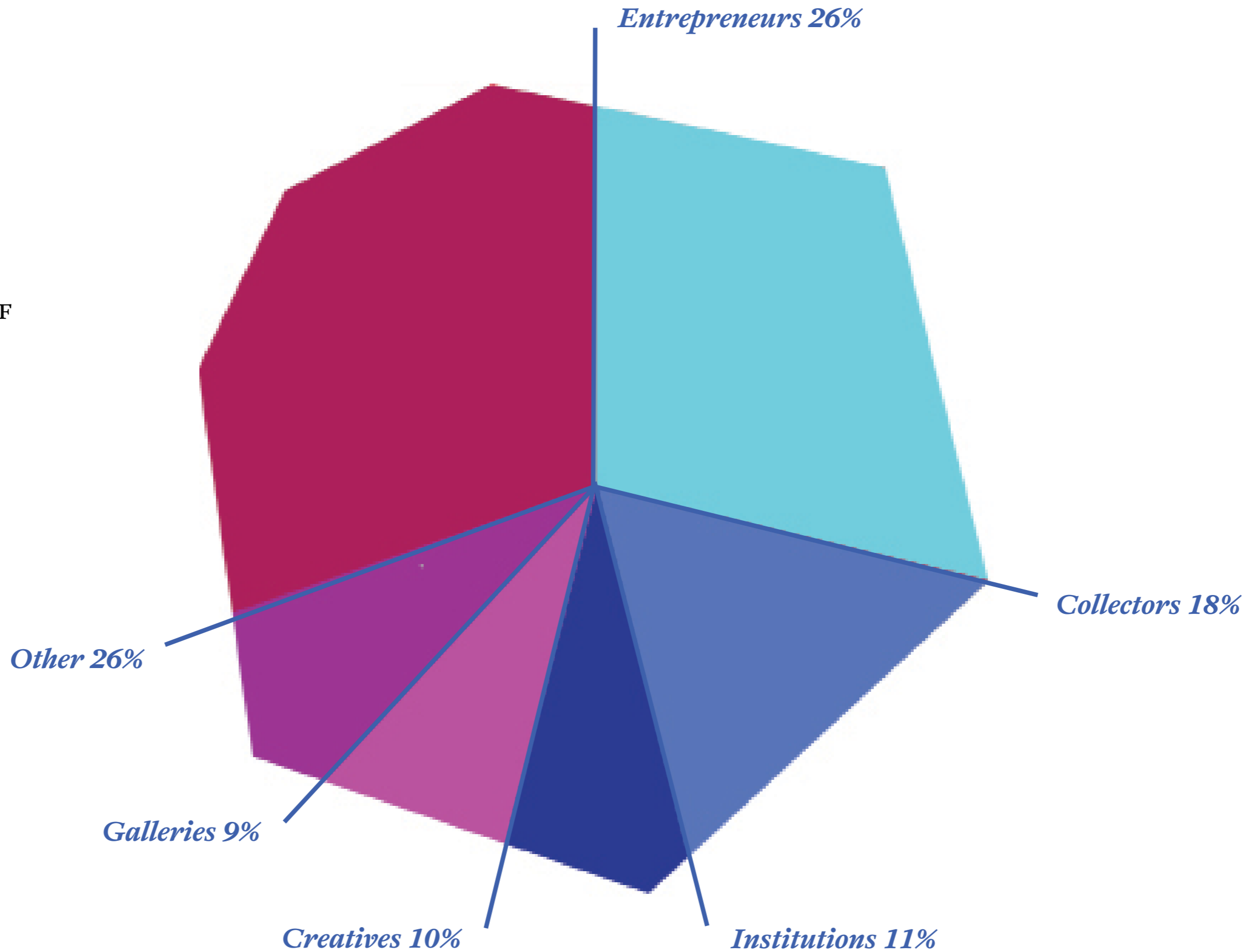
Switzerland: 15.00CHF

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€)

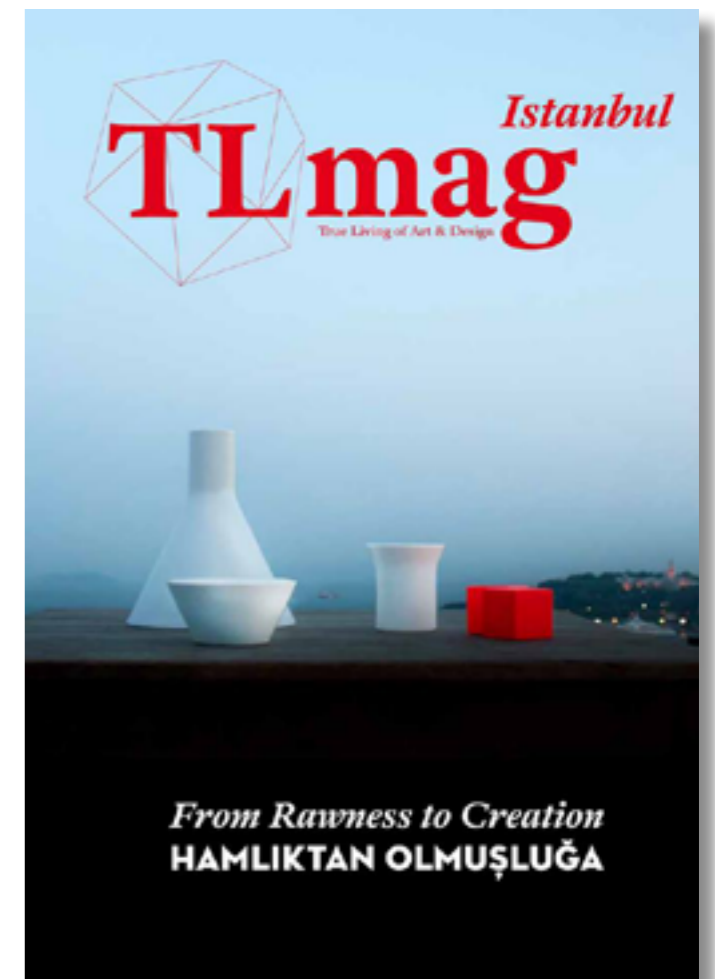
16 pages: 10.000€

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](http://www.tlmagazine.com)

# 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 Travleno 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](#)



## Our partners

### Co-publishers



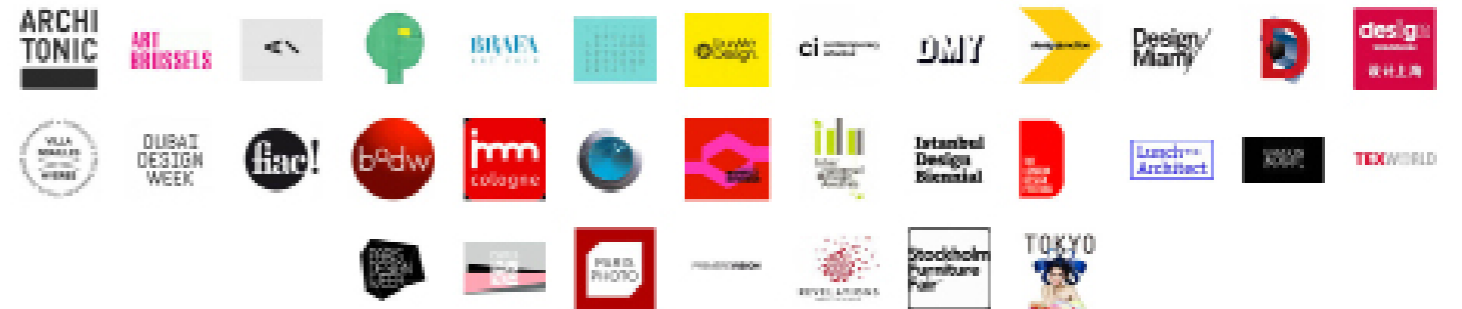
### TLmag curator



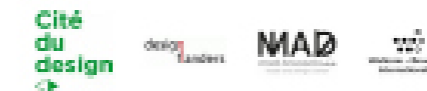
### Corporate Partners



### Media partners, fairs & events



### International institutions



### International Art & Design Galleries



### International Art & Design Schools

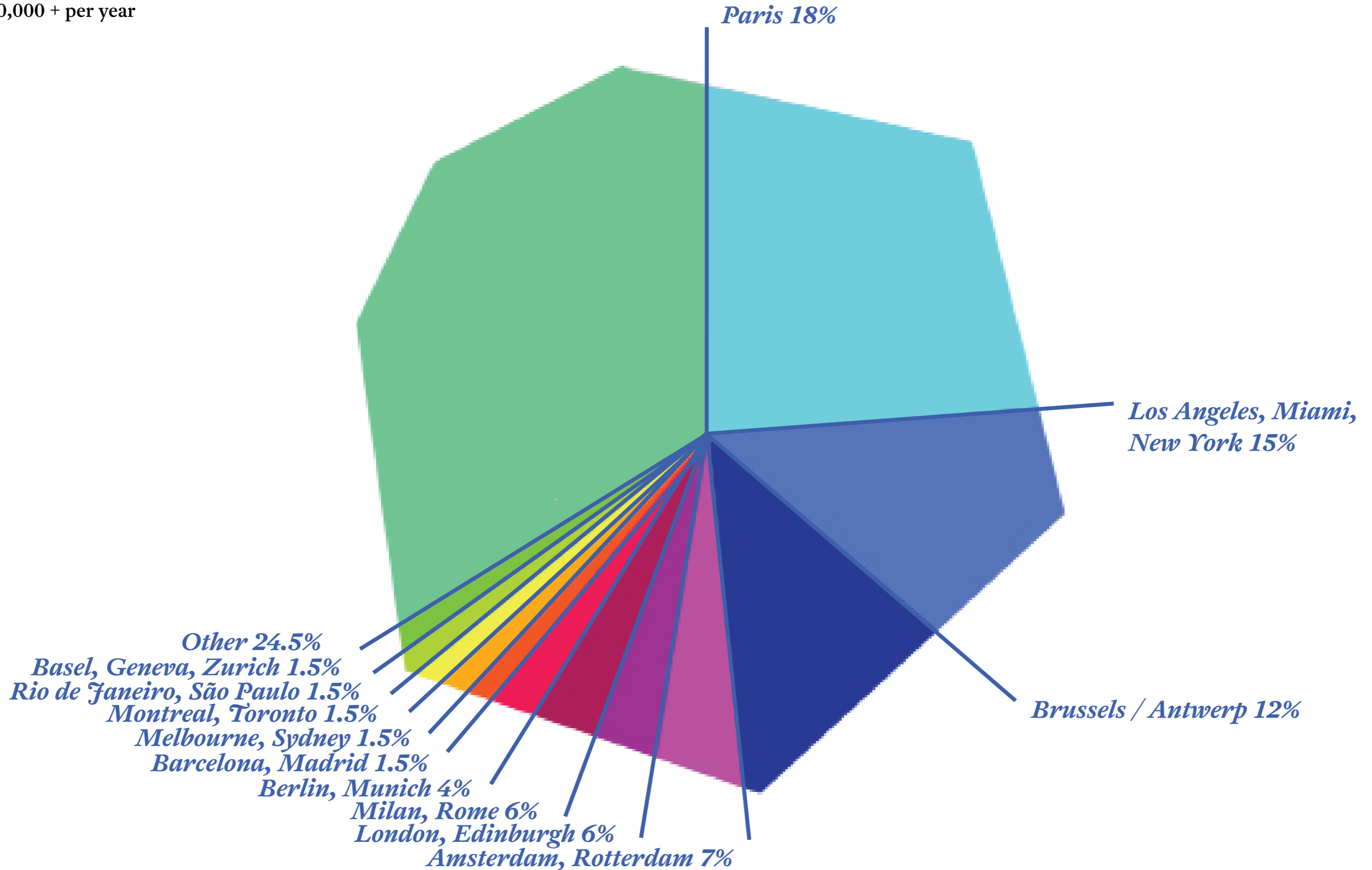


# *Urban Web Visitors*

## *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.

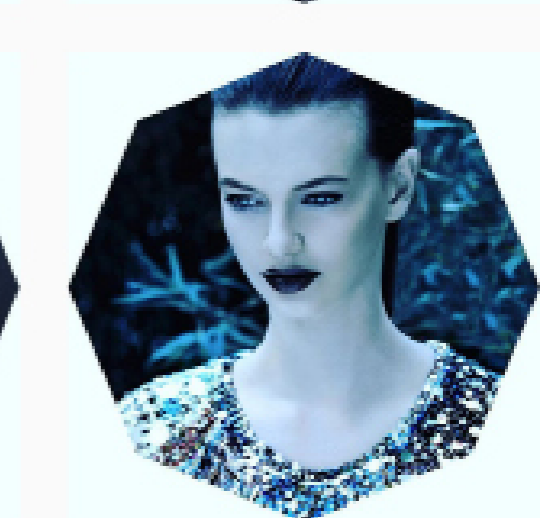
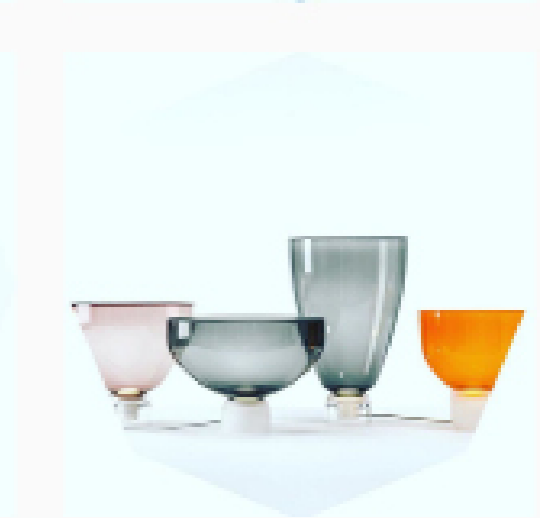
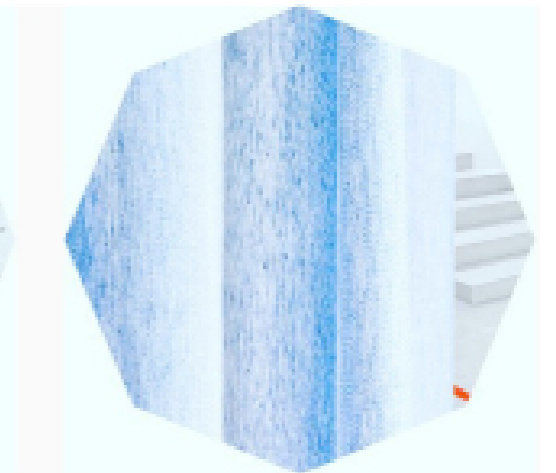
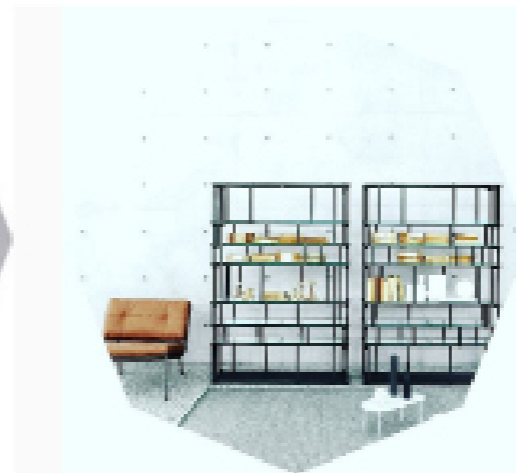
TLmag is actively present on Facebook, Instagram, Pinterest and Twitter. Used to announce news, collaborations and highlights, these platforms are primarily used to advertise our latest content but can also be used to promote our partners. Facebook is a place to share our stories and articles online; 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.

**Facebook:** 16,000 + [facebook.com/TLmagazine](https://facebook.com/TLmagazine)

**Pinterest:** 1,000 + [pinterest.com/trendsliving](https://pinterest.com/trendsliving)

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

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



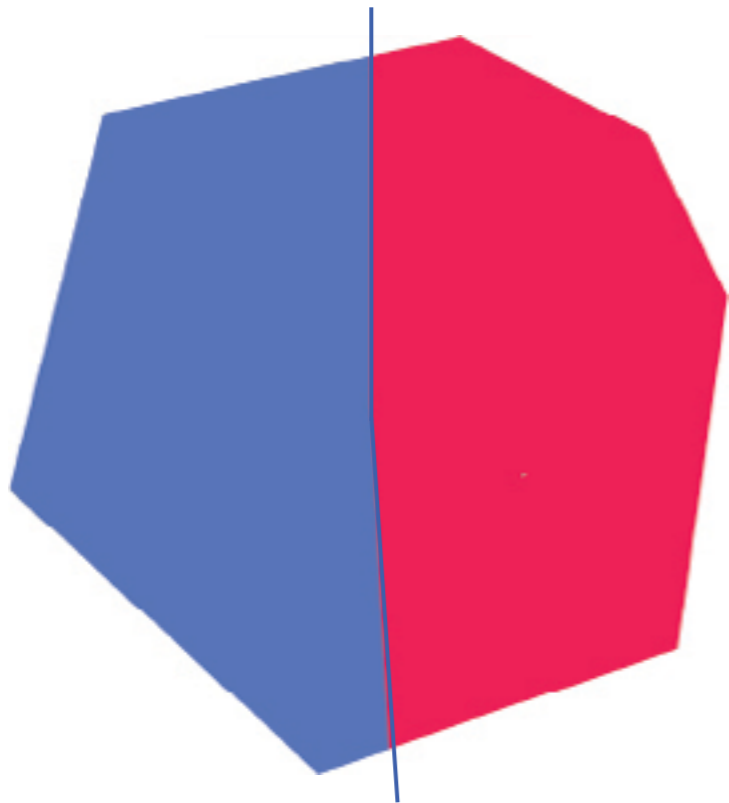
# *Weekly Digest Newsletter Coverage*

## *Mailings*

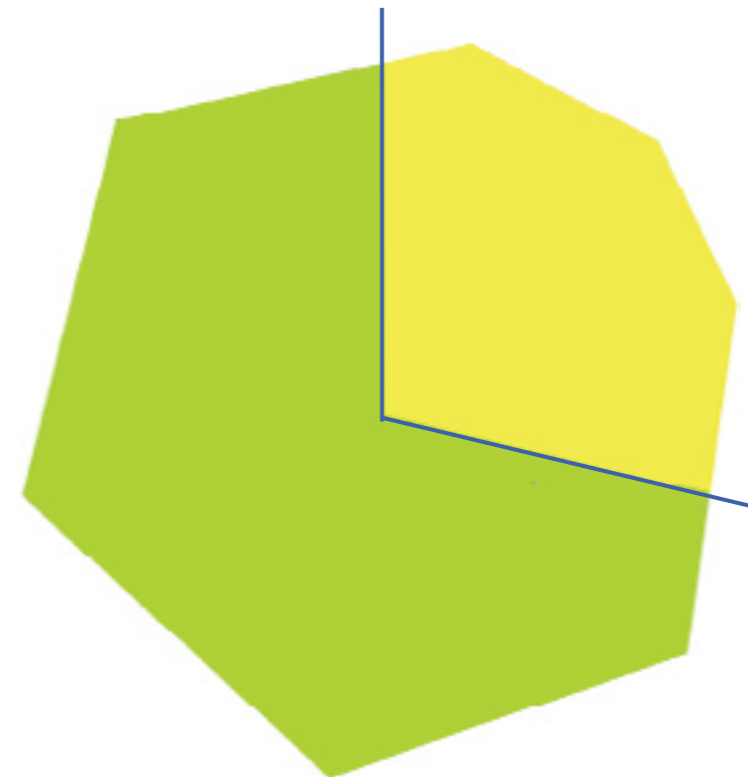
52 Weekly Digests

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



# 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)

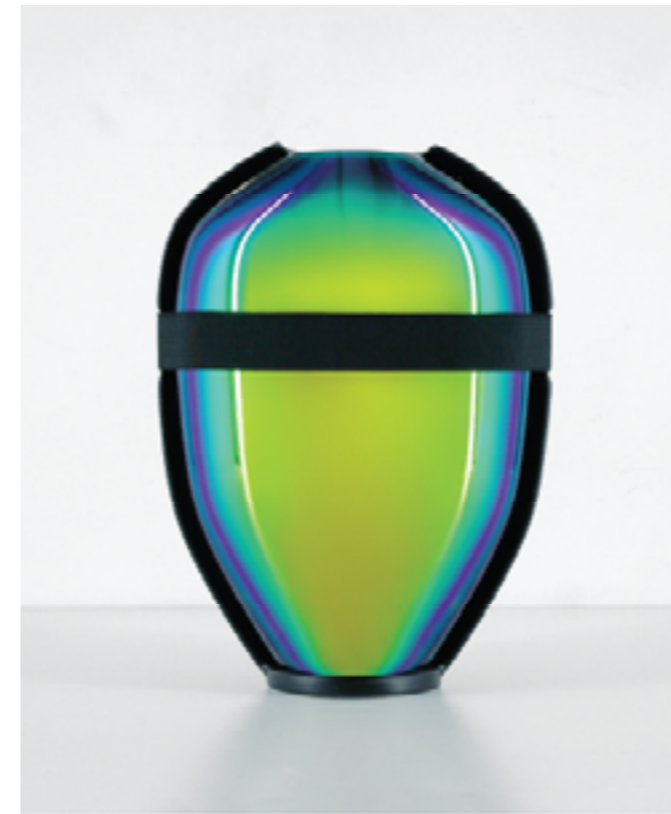
TLmag Weekly Digest Newsletters (15,000 + contacts)

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.



# Subscription & Distribution

[www.tlmagazine.com/magazines](http://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

Download digital issues at [lekiosk.com](http://lekiosk.com)

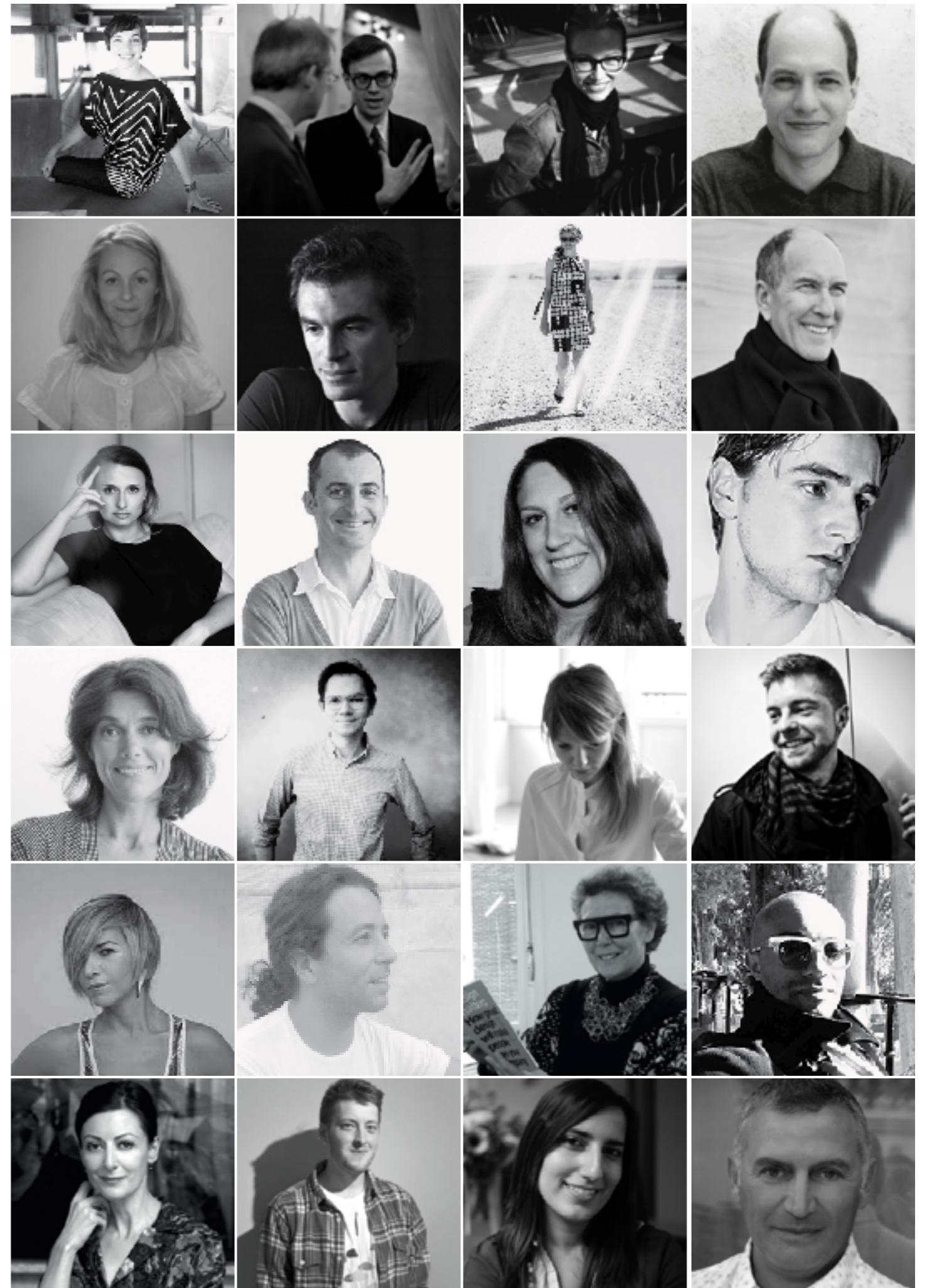


# Contributors

[www.tlmagazine.com/contributors](http://www.tlmagazine.com/contributors)

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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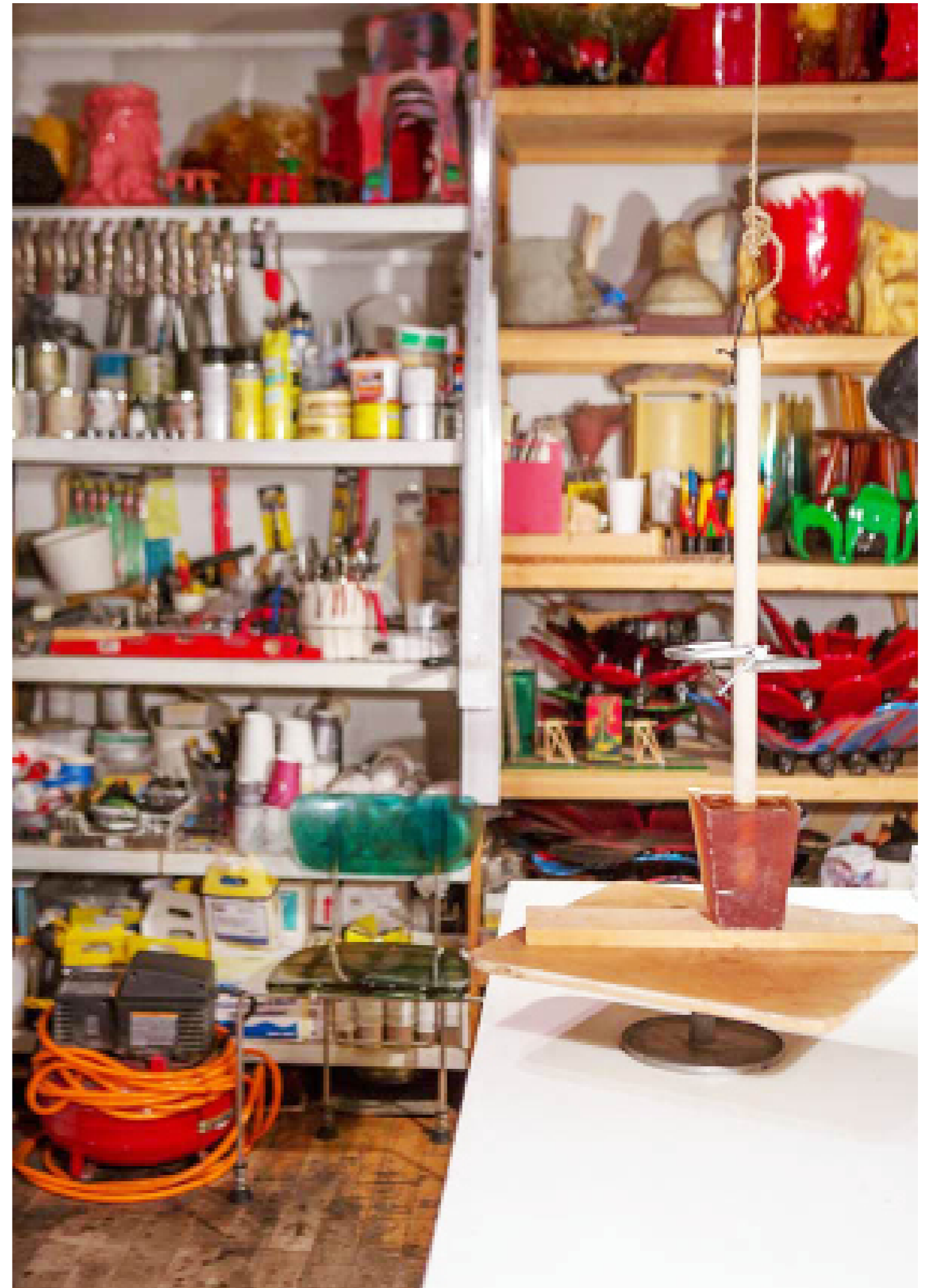
## *Brussels*

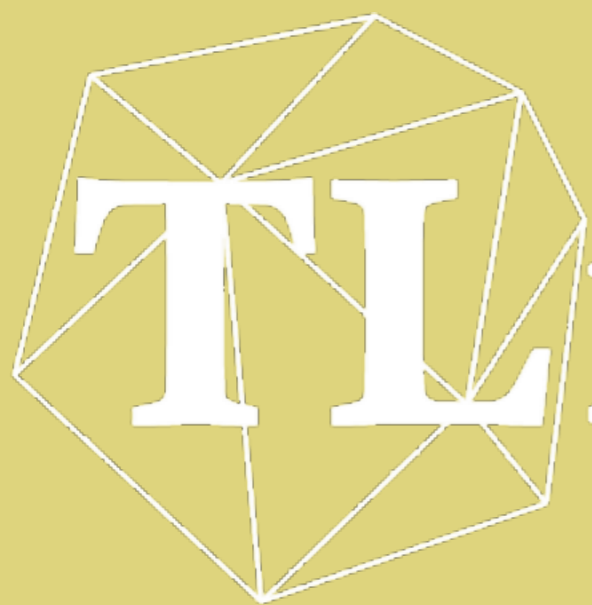
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*Thank You!*

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