

A woman with long brown hair stands in a vast, open field of dry, golden-brown grass. She is wearing a light-colored, ribbed top and a matching skirt, with a large, textured green shawl draped over her shoulders. In the background, there are rolling hills and mountains under a soft, hazy sky. The overall mood is serene and natural.

Sublime
MAGAZINE

MEDIA KIT 2023

THE UK'S LEADING SUSTAINABLE LIFESTYLE MAGAZINE SINCE 2004



BUILDING TRUST

Sublime was carefully created to give you a new credible and relevant editorial context for your brand to be rediscovered and appreciated in a fresh new way.

We are perceived as a quality, progressive and visionary publication in the mainstream market at the level of Vanity Fair, Wallpaper, Vogue and National Geographic, but with the 'relevance for readers that no other glossy publication has achieved'.

As consumer attitudes continue to evolve towards a better world, today's acquisitive and highly selective customers want it all: style, quality and sustainability. Readers are attracted to startling creativity of the kind practised by Sublime Magazine. They are well informed about their purchases and are willing to commit to brands that support authentic values and the environment.



Sublime picks up readers' interest where Vanity Fair, Vogue, Monocle, Dazed and Wired 'GREEN ISSUES' left them with an appetite for more, satisfying the increasing market demand with an all year-round, authentic and stylish, sustainable lifestyle publication.

SUBLIME MAGAZINE GLOBAL TOTAL FOOTPRINT

Sublime is ticking all the right boxes in terms of consumer trends, and it is poised to be the fastest growing independent title in the market. Now, more than ever Sublime Magazine provides the kind of inspiration that translates into loyalty and purchases.

SUBLIME DNA

AUTHENTIC
INSPIRATIONAL
INNOVATIVE
CONFIDENT
WITTY

PRINT READERSHIP

220K
Readership

DIGITAL

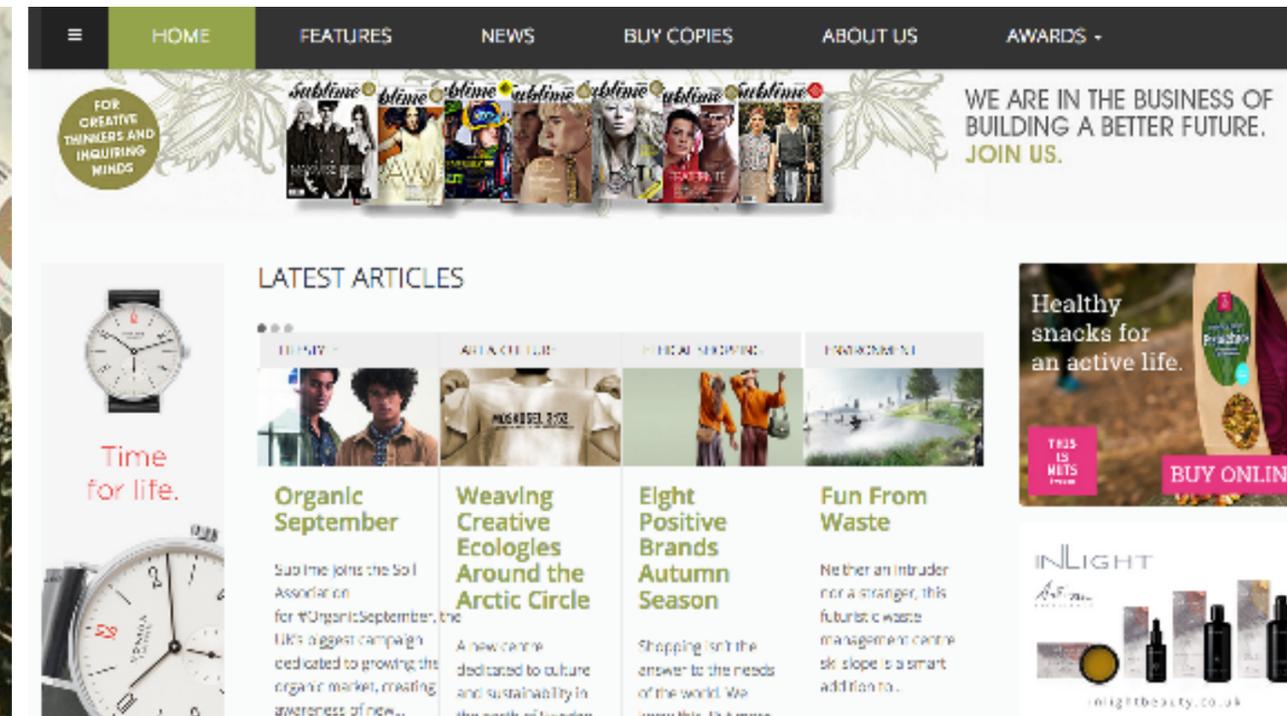
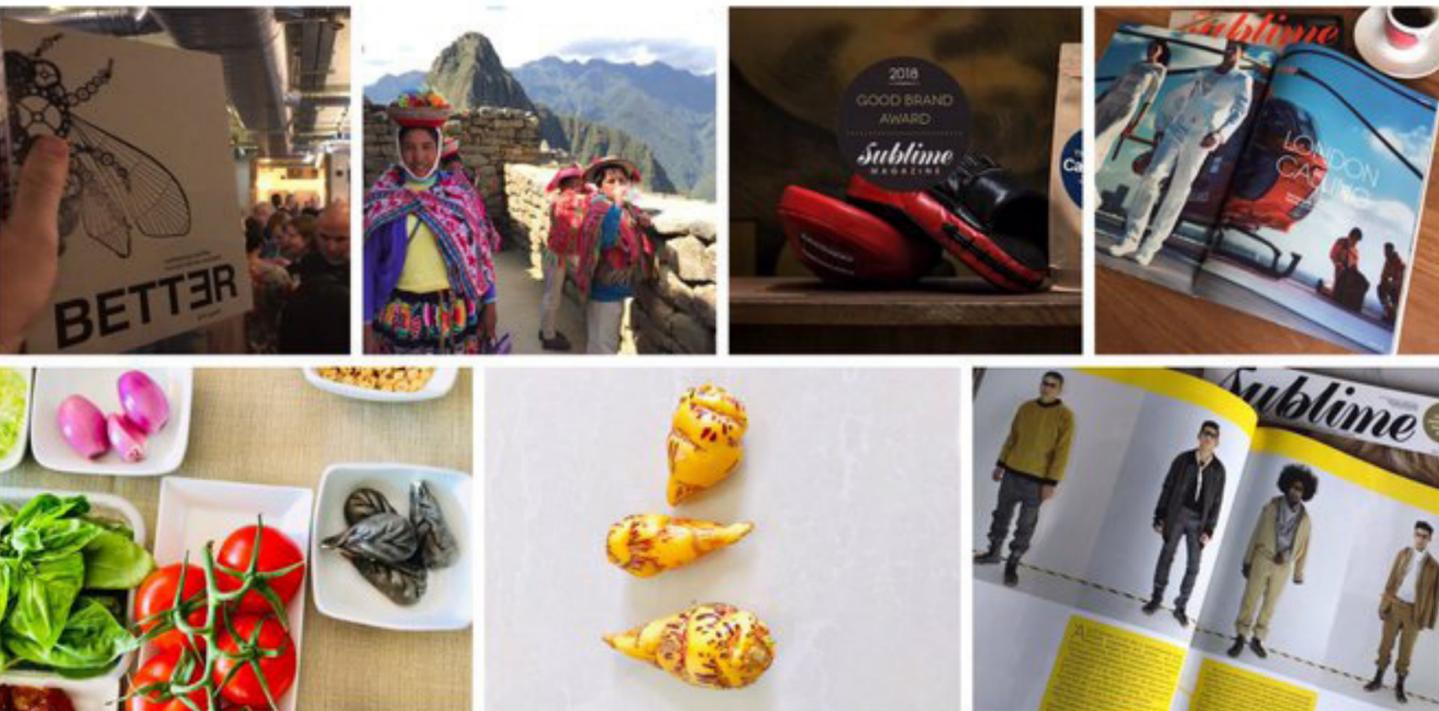
48K
Unique User

SOCIAL

160K
Followers

SPEND

£7,7K
Average annual
on sustainable lifestyle



READERSHIP

They are affluent, well-travelled, cultured, image-conscious and very socially active. Set apart by their breadth of vision, seeking inspiration and information, they read Sublime to be stimulated about life and connected to a global network of like-minded thinkers.

Acquisitive and highly selective, Sublime readers want it all: style, quality and sustainability. They are well informed and care about the environment and the less privileged. They are seeking opportunities and inspiration to get involved in building a 'cleaner', sophisticated and fairer future.



GENDER BREAKDOWN



45% male



55% female

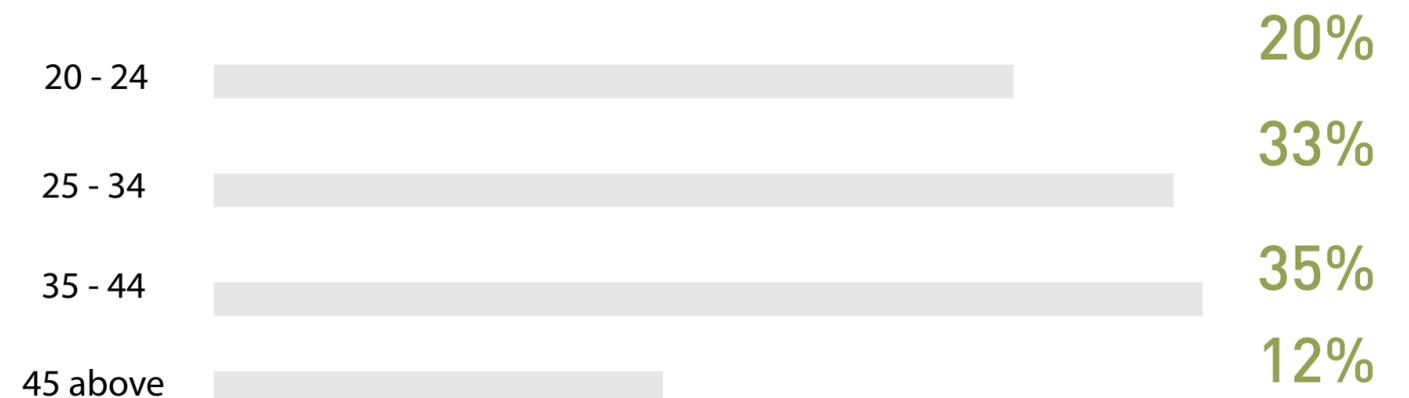
DEMOGRAPHY



AB - 42%

ABC1 - 81%

AGE GROUP BREAKDOWN



DISTRIBUTION



Sources: Gold Key Media, DTL Media Research 2020 (abc Accreditation), COMAG.

55K

PRINT RUN

2

ISSUES PER YEAR

4

READERSHIP PER COPY

220K

TOTAL READERSHIP

UNITED KINGDOM

WHSmith High Street, Waterstone's, Comag Specialist (100+ outlets, such as Selfridges, Barbican, Harrods, Tate Gallery)

EUROPE

Netherlands, France, Spain, Italy, Germany, Sweden, Denmark, Norway

REST OF THE WORLD

USA / Canada Barnes&Noble stores. Australia, New Zealand, Japan, Taiwan, Hong Kong

F.O.C

On board Eurostar, major airlines and airport lounges (Dawsondirect), 600 Beauty, health and hair salons (DLT Media), hotels across Europe, Asia and the Middle East (Gold Key Media)

Volume: UK 70%, EU 20%, RoW 10%

PRINT RATE CARD

Our advertising rates reflect our policy of including only a 20% of display advertising over the total number of pages.



SIZE/POSITION RATE

INSIDE FRONT COVER GATEFOLD.....	ON APPLICATION
INSIDE FRONT COVER DPS.....	£31,000
OUTSIDE BACK COVER.....	£21,000
INSIDE FRONT COVER PAGE.....	£15,000
INSIDE BACK COVER.....	£8,000
DPS SPECIFIED POSITION.....	DPS + 10%
DPS UNSPECIFIED POSITION.....	£13,300
PAGE SPECIFIED POSITION.....	PAGE +10%
PAGE UNSPECIFIED POSITION.....	£7,000

CREATIVE EXPOSURE

8 PAGE CAMPAIGN SHOWCASE.....	£40,000
6 PAGE CAMPAIGN SHOWCASE.....	£30,000
4 PAGE CAMPAIGN SHOWCASE.....	£20,000
GATEFOLDS.....	ON APPLICATION

PRINT PRODUCTION SCHEDULE

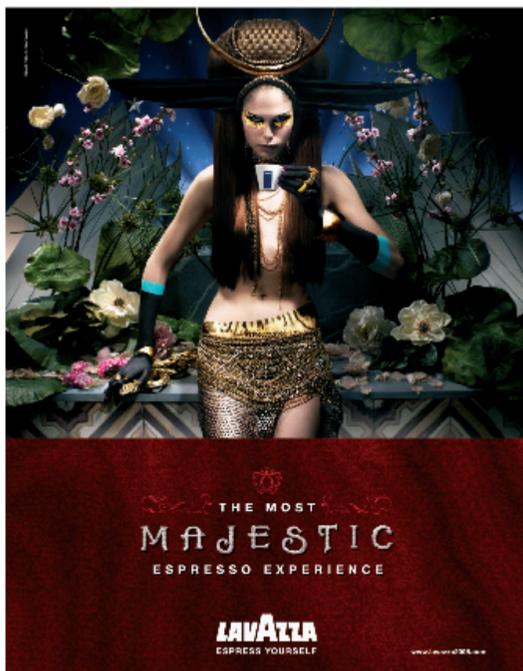
Sublime is published two times a year in a portrait format at a trimmed page size H 285mm x W 220 mm. The highest production values are implemented including FSC certified glossy paper, so that advertising reproduction is guaranteed to be of the highest standard available.

Artwork and technical specification upon request.

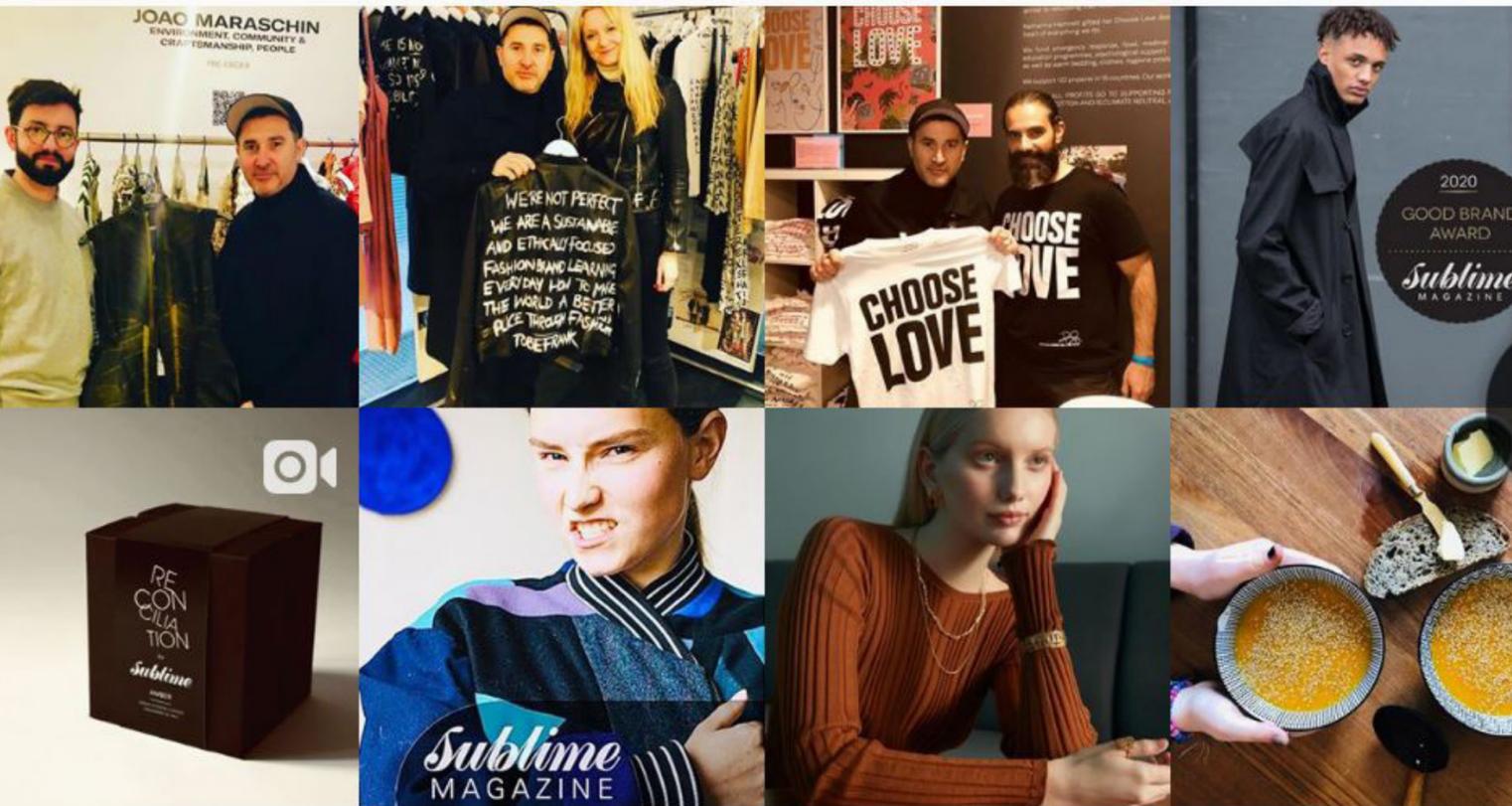
“ Sublime! A glossy magazine that shows that good taste and ethical principles do mix.

THE GUARDIAN

	ON SALE DATE	COPY DEADLINE	AD MATERIAL DEADLINE	PRINT SCHEDULE
MAY 2023 - ISSUE 33	10 Apr 23	27 March 23	28 March 23	1- 4 April 23
OCT 2023 - ISSUE 34	10 Sep 23	27 August 23	28 August 23	1- 4 Sep 23



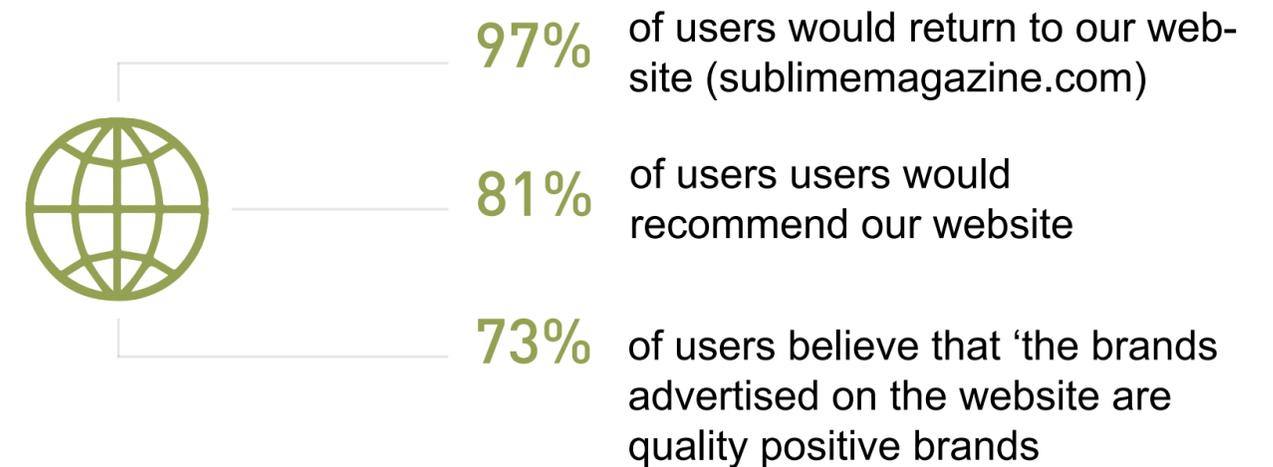
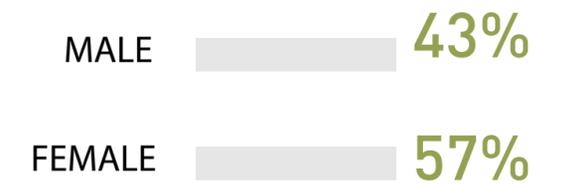
ONLINE PRESENCE



42K
Monthly
UNIQUE USER

952K
Monthly
WEBPAGE
VIEWS

138K
Newsletter
SUBSCRIBERS
28.3% Open Rate



 /SublimeMagazine

 /SublimeMagazine

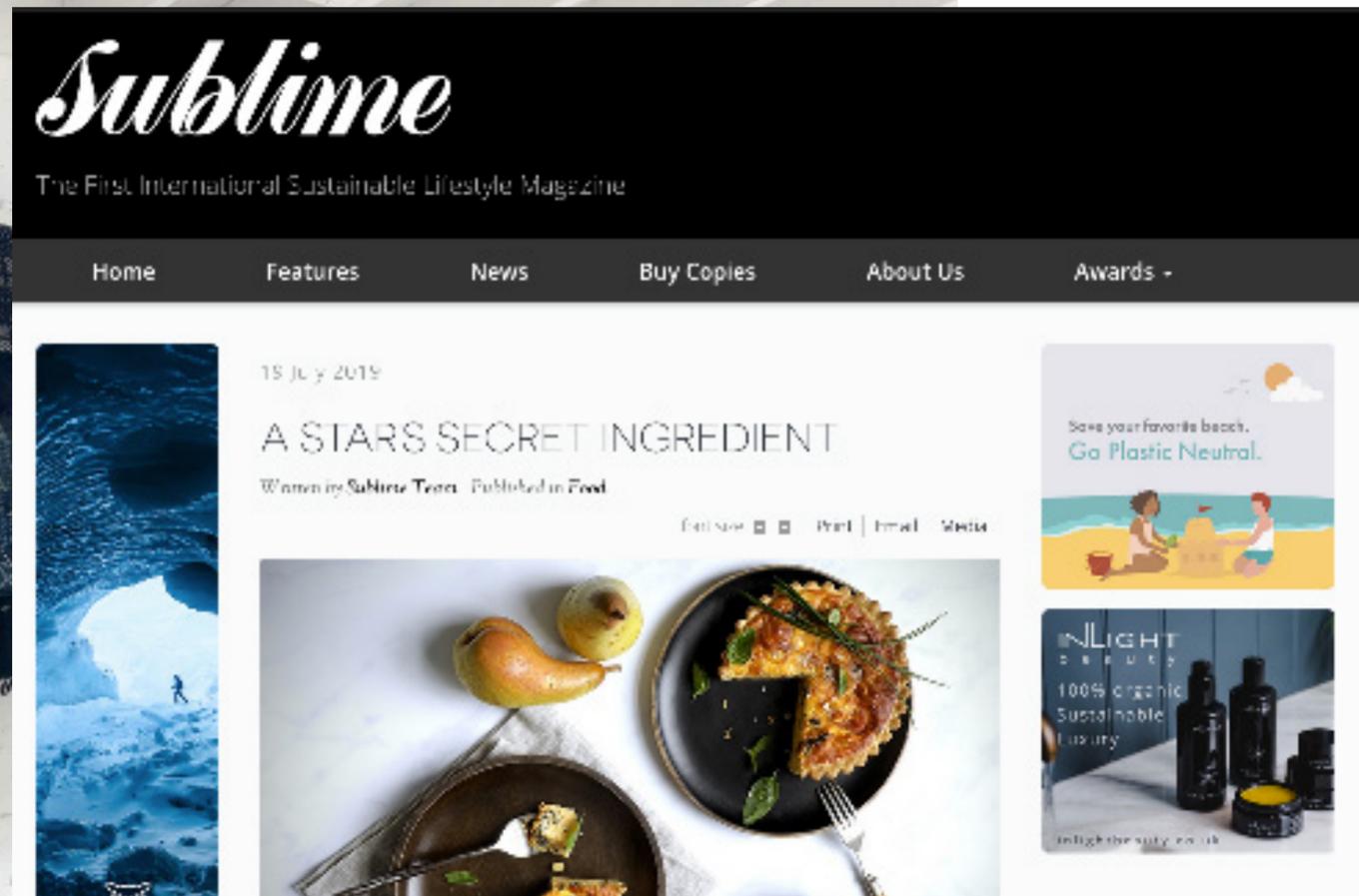
 @Sublimelifestyle

 /Sublimemagazine

WEB RATE CARD

“ Memorable images and a wonderful diversity. I like the mixture of fashion and world affairs.

NICHOLAS COLERIDGE
Managing Director,
Condé Nast UK



POSITION	SIZE	RATE (£)
Leaderboard	728x90	16 cpm
MPU	300x250	27 cpm
Double-Skyscraper	300x600	45 cpm
In-Content Ad Max. (expanding to	420x160 1000x200)	45 cpm
Billboard	970x250	45 cpm
Homepage & Section Sponsorship -		POA
Solus Email -		90 cpm
Sponsored Newsletter -		30 cpm

EVENTS & AWARDS

GOOD BRANDS AWARDS

Since 2007, Sublime has rewarded businesses that can be trusted by customers with the Sublime Brand endorsement badge. This badge allows businesses to promote their products and services as items that are manufactured and delivered in an environmentally and socially friendly manner.

On a larger scale, this contributes to consolidate and validate innovative and socially responsible business models across the business to consumer sector.

GOOD BRAND AWARDS 2023 (Price on application)

The first and most prestigious award of this kind since 2009. Every year we invite trustworthy, selected brands from different industries to engage with our readers. This is a tailored all-in-one marketing/pr campaign aimed to promote: eco-luxury, vintage, clean-tech, ethical-fashion, natural, organic, vegan, handmade, craft, fair-trade, eco-friendly, carbon neutral, ethical or sustainable companies and brands.

The package consists of:

- A DPS tailored editorial article, in Sublime print including your photo gallery and video
- A tailored editorial online article, including photo gallery and video
- Endorsement badge: Sublime Magazine “Good Brand Award 2023”
- Printed Award Certificate, for your office, studio or shop
- Your brand name and web link in our website <http://sublimemagazine.com/good-brands-award>
- Six months web banner in our home page + articles sections
- Social media activity to support your article
- Your article in Sublime global newsletter



ECONIC AWARD



The Econic Award is a recognition of excellence for brands who stand as icons of a global change.

Sublime Econic Award (price on application)

Linking brands with sustainable fashion and the environment. The award recognises the work of pioneering brands that have a long-standing trajectory of empathy towards people and the environment. These are brands that have taken a stand for what they believe, 'going the extra mile' and doing things differently in order to change their industry or sector for the better.

The creative team at Sublime magazine will design a garment using your brand and packaging to produce a professional fashion shoot, under the title.

The package consists of:

- The design and production of a fashion outfit, made out of your product or packaging material
- A copyright-free professional picture with a top new talent model that you can use for advertising or PR campaigns.
- Sublime Magazine Econic Award badge that you can use in all your communication and promotional material.
- A series of 6 pictures behind the scene
- A two-minute video of 'the making of' featuring the production and photo shoot.
- DPS editorial feature article in sublime print.
- Online editorial post including photo gallery
- Social media promotion on IG, FB, Tick-Tock



CREATIVE SOLUTIONS

Partner with us, engage our experts to craft solutions that meet objectives and center your brand.

SUBLIME PODCAST

Production & broadcasting of tailored interviews
Inspiring people, brands and ideas that contribute to a better world.
accessible free online for our network of subscribers.

SUBLIME TV

Production & distribution of videos online series, documentaries and short films promoting an inspiring vision for sustainable living.

Topics

Sustainable travel, entertainment
sustainable fashion, natural beauty
ecopreneurs, EV section,
rewilding farming, saving the oceans
and cleantech.

SPONSORSHIP

Including Sublime Experience & Sublime Market events

