

Media Kit **2024**

ENG

ATTITUDE

INTERIOR DESIGN MAGAZINE

Based in Porto, Attitude Interior Design is a bimonthly magazine focused on Interiors, Architecture, Design, Art and Lifestyle distributed in 27 countries. Through our own productions and a careful selection of content inspired by the theme of each edition, we seek to promote to a diverse community of creative people from all over the world, highlighting, naturally, projects and talents established in Portugal.

Aware of the importance of digital channels, it is through our website (www.attitude-mag.com), Instagram (24K) and Facebook (450K) that we have been strengthening our online presence and offering all readers a valuable complement to the print edition.

With the arrival of 2024, we also aim to highlight the distinctive editorial identity of the publication by investing in a higher quality paper, in line with what has been used by other renowned international media. Likewise, we have changed the designation of some of the main sections of the printed version to favour a more fluid and illustrative approach that remains truthful to the editorial identity that has defined us since the first issue. Finally, we would also like to highlight the improvement of our graphic language, adapted according to the chosen theme.

As a independent publication, Attitude Interior Design has acquired its place of reference, becoming a respected and admired publication not only in Portugal, but all around the globe.



Wishlist

A selection of brands and products that impact on current developments in the world of architecture, art, design and interiors.



Global Report

Brief reports on a vast range of themes with a national and international scope.



Our Choice

From workspaces to closed ateliers or museum houses that last over time, the only requirement in this section is the authenticity of each project.



Explore

A selection of hotels, galleries, shops, museums or restaurants (public spaces), thought in detail according to the theme of each edition. The diversity of places, products and references promises to inspire the new trips of our readers.



Meet

Meet the leading creators who are changing the contemporary design and art scene. From illustrators to ceramists, photographers to fashion designers, this section becomes an invitation to discover new inspirations and talents.



These sections are followed by novelties and highlights on *Books* and *Sounds* sections.

Portfolio

Extensive conversations with architects, designers and/or artists of national and international renown. Through the exploration of their inspirations, experiences, challenges or ambitions, these interviews lead us to reflect their way of thinking and practice their art.



Profile

A new section where we uncover inspiring life stories of creators/entrepreneurs that remains on our radar. An intimate conversation about their journey.



Art

A Portuguese and worldwide art and artists reference section with a thorough selection of projects and events, new faces and fresh aesthetic languages of the Art scene.



These sections are followed by novelties and highlights on *Hot Architecture* and *Hot Exhibitions* sections.

Mood

In our Mood section, we showcase our in-house photo productions, always following up our cover theme and combining a selection of pieces with exquisite ambiances.



Interiors

A particular insight into interior design projects that most appeal to us, where the environments — so well captured, are illustrative of their owners' lifestyles.



Circulation



Portugal
6.500

Europe and Rest of the World:
4.200

*Australia · Brazil · Canada
China · Denmark · France
Germany · Greece · Hong
Kong · Italy · Japan · Morocco
Poland · Portugal · Singapore
South Korea · Spain · Sweden
Switzerland · Taiwan
The Netherlands · United
Kingdom · USA*

Specifications



Size: 21,5 × 27,8 cm

Bilingual (Portuguese + English)

Periodicity: Bi-monthly (Jan. Mar. May Jul.
Sept. Nov.)

Cover Price:

10,00€ (PT)

12,00€ to 25,00€(Rest of the World)

OUR READER PROFILE

print

Readership per issue

85 to 95.000

Female

55%

Male

45%

Ages

24/64 anos

Segment

A/B (medium/high)

Jobs

Liberal professions
(Architects, Designers and Decorators)

Subscribers

520 Portugal
270 Rest of the World

web: attitude-mag.com

Visitors

35.000/month
(55% new visitors)

Newsletter

4500
(+46/month)

Female

45%

Male

55%

Ages

18-50 years
(35% 25-34 years)

Main Countries

Portugal: 60% – USA: 8% – Brazil: 10% – Italy:
3%

app store

attitude-mag.com/iPad

Subscribers

1.300

Downloads

5.000

Female

55%

Male

45%

Ages

25/60 years

SOCIAL MEDIA

facebook

fb.com/AttitudeInteriorDesign

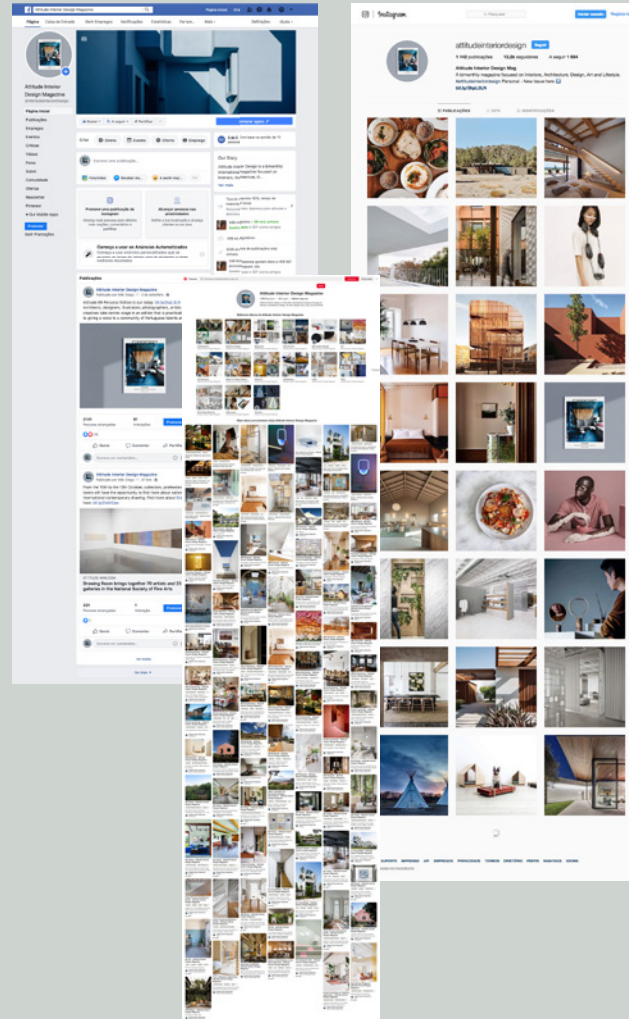
Likes
395.000

Female
58%

Male
42%

Ages
24-40 years
(30% 25-34 years)

Main Countries
Portugal: 50% – Brazil: 10%
USA: 8% – Italy: 7%



instagram

instagram.com/AttitudeInteriorDesign

Followers
24k

Female
57%

Male
43%

Ages
25-44 years
(38% 25-34 years)

Main Countries
Portugal: 45%
Rest of the World: 55%
(USA, Brazil, Spain)

pinterest

pinterest.pt/attitudemag

Followers
1 700k

Monthly visitors
31 000k

DIGITAL SUBSCRIPTION

www.attitude-mag.com/pt/subscribe

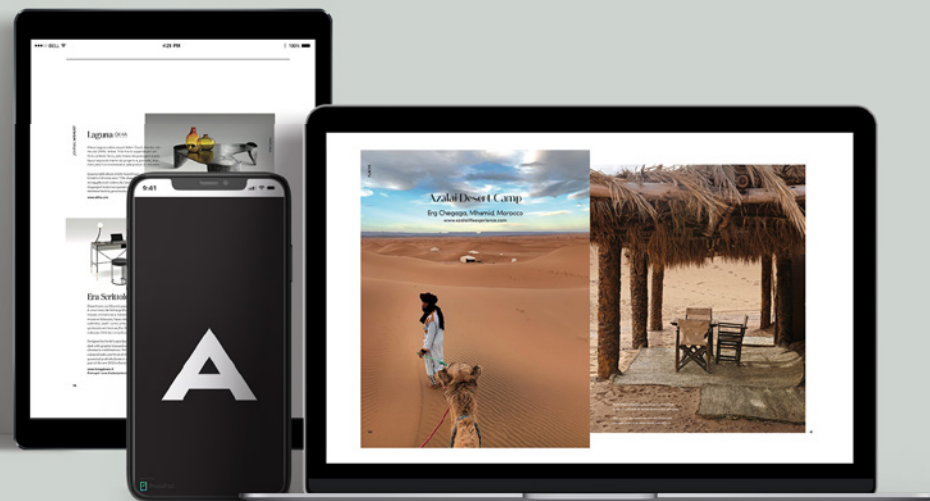
Attitude is now, in full, on the digital version for IOS (iPad and iPhone) and Android. You can enjoy all the contents of the print edition for only 3,49€ per issue.

This new app has news functionalities such as:

- Zoom in
- Adaptable side switch layout - Vertical single pageview
- Horizontal spread view
- Page thumbnail navigation
- Personal bookmarks
- Search function

The digital versions remain available for download indefinitely.

Available in App Store and Google Play.



2024

Attitude 115 - January/February (2024)

On sale: 02.01.2024

Theme: 'LEGACY'

Advertising delivery deadline: 07.12.2023

Attitude 116 - March/April

On sale: 02.03.2024

Theme: 'RITUAL'

Advertising delivery deadline: 08.02.2024

Attitude 117 - May/June

On sale: 02.05.2024

Theme: 'GRACEFUL'

Advertising delivery deadline: 08.04.2024

Attitude 118 - July/August

On sale: 02.07.2024

Theme: 'EMOTION'

Advertising delivery deadline: 08.06.2024

Attitude 119 - September/October

On sale: 02.09.2024

Theme: 'TEXTURE'

Advertising delivery deadline: 07.08.2024

Attitude 120 - November/December

On sale: 02.11.2024

Theme: 'CURIOSITY'

Advertising delivery deadline: 08.10.2024

—

Attitude 121 - January/February (2025)

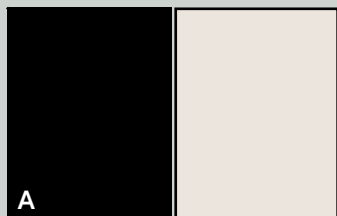
On sale: 02.01.2024

Theme: 'ROMANCE'

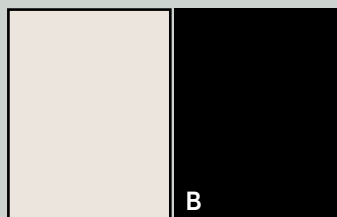
Advertising delivery deadline: 07.12.2024

Print

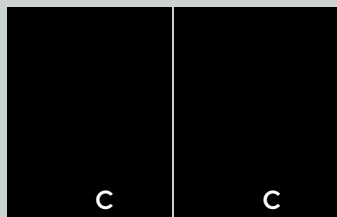
Left Page: 215×278mm



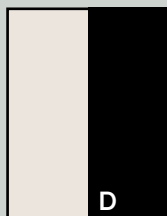
Right Page: 215×278mm



Spread: 430×278mm



1/2 Vertical Page: 106,25×278mm



1/2 Horizontal Page: 215×143mm



Terms and conditions on delivering advertising materials:

• Ref: A/B Left/Right Page

215×278mm (crop)
+ 3mm (bleed)

• Ref: C Spread

430×278mm (crop)
+ 3mm (bleed)
+6mm (central bleed)

• Ref: D 1/2 Page Vertical

106,25×278mm (crop)
+ 3mm (bleed)

• Ref: E 1/2 Page Horizontal

215×143mm (crop)
+ 3mm (bleed)

• For iPad version: Ref. A ou Ref. C

A - Files in PDF, EPS, TIF or JPG format with a high resolution of 400 dpis (minimum 300dpis) in four colour (CMYK) plates and no Output profile setting.

B - Texts should be converted into curves (non-editable) and cannot be positioned less than 10mm from the cut or fold.

C - Any alterations required after delivery of the advertising material is of the sole responsibility of the

advertiser. The latter is also responsible for the timely communication of alterations and the alteration and delivery of files which this may lead to.

D - Always edit your pages with 3mm to 5mm bleed (offset bleed to 3,3mm).

E - Double pages (spread) should have a compensation in the central area of 6mm (3mm to the right side of the left page and 3mm to the left side of the right page), in order to assure rigorous placement. This is mandatory for spreads that are placed on the back cover with the first page especially.

F - To better guidance in printing, all files should be sent along with colour proof (preferentially, *Cromalin* or similar).

G - All materials should be delivered in advance of the deadline as defined in the plan and/or general conditions of the contract.

H - to avoid colour maladjustments, all information that is placed exclusively in 100k – with exceptions for headlines and titles – should only be in the black plate and open in white (paper) for the remaining plates. In case you need a richer black,

please add to the 100k, 50% more of Cyan to get dipper blacks.

I - Attitude does not accept responsibility for any printing flaws and/or defects when the materials delivered externally do not meet the specifications defined in the points described above.

All files can be sent through e-mail or by standard mail (properly packaged) to:

attitude@attitude-mag.com or
advertising@attitude-mag.com

–
ATTITUDE Interior Design
CNB - Centro de Negócios do Bonfim
Rua Monte do Bonfim, 120, Sala 232
4300-350 Porto Portugal

–
Any additional questions do not hesitate to contact us for: **attitude@attitude-mag.com** or for technical issues:
advertising@attitude-mag.com

Online

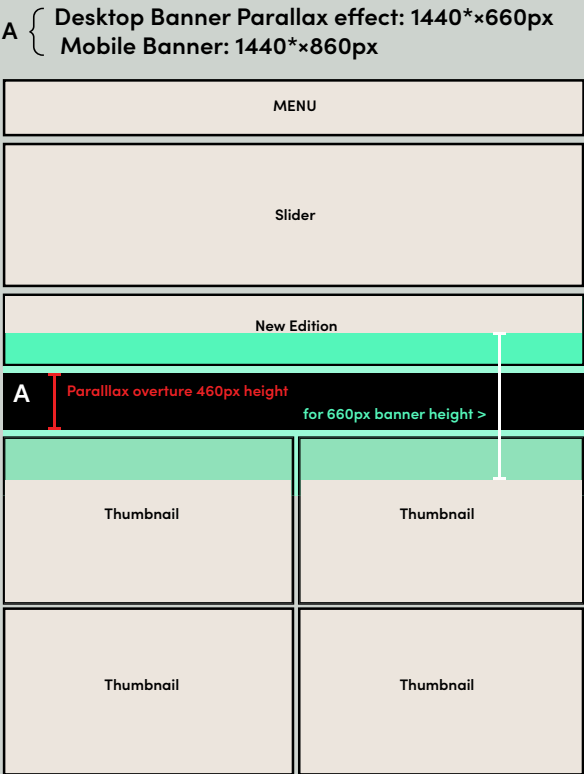
Terms and conditions on delivering advertising materials:

- 1. *.PNG or *.JPG or *.GIF (if animated) formats with 72dpi resolution in RGB
 - 2. Any alterations required after delivery of the advertising material is of the sole responsibility of the advertiser. The latter is also responsible for the timely communication of alterations and the alteration and delivery of files which this may lead to.
 - 3. The banners are shared by several advertisers. Exclusivity will have to be negotiated separately.
- All files can be sent through e-mail (properly packaged) to: advertising@attitude-mag.com

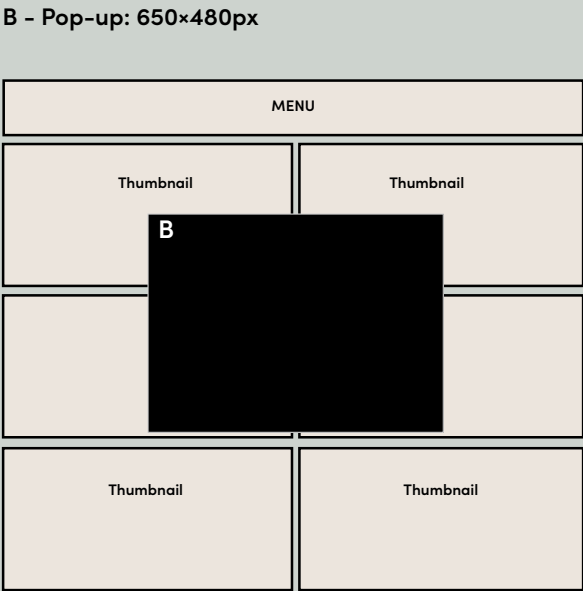
Format A – banner in parallax effect, this banner is in the Homepage grid, Print, Journal, Info. The advert changes with every page visit. Always attach mobile size banner adjustment version.

Format B – a pop-up banner. The advertising appears or changes with every session. This banner is present in the Print, Journal and Article grid sections.

Example:



Example:



*The banner adjusts Full Width. (Graphic illustration)

Contacts Details

Attitude Interior Design Magazine
CNB - Centro de Negócios do Bonfim
Rua Monte do Bonfim, 120, Sala 232
4300-350 Porto Portugal

attitude@attitude-mag.com
www.attitude-mag.com

Editor
TVF II, COMUNICAÇÃO E EDITORES, UNIP. Lda.
CNB - Centro de Negócios do Bonfim
Rua Monte do Bonfim, 120, Sala 232
4300-350 Porto Portugal

NIF: 507 975 391

NIB: 001800080195524302011
(BANCO SANTANDER)

SWIFT/BIC: TOTAPTPL
IBAN: PT50 001800080195524302011

Team

Director: Carlos Cezanne
Editor in Chief: Lúcia Rumor
Production Manager: Ana Lapão
Art Direction & Design: Daniela Vilas-Boas
Online Editor: Bardo Creative Ground
Art Editors: Verónica de Mello, Alda Galsterer.
Contributing Writers: Francisco Ferrão,
Patrícia Ramos, Ana Rita Sevilha, Filipa Mesquita, Alexandra Novo.
Proof-reader: Virgínia Capoto

Advertising technical support
advertising@attitude-mag.com

Advertising Contacts

Portugal:

Carlos Cezanne: carlos@attitude-mag.com
advertising@attitude-mag.com
T: +351 963 042 453

José Luís Trêpa: jtrep@gmail.com
T: +351 911 093 554

Italy:

Fiorucci International
Carlo Fiorucci: carlo@fiorucci-international.com
Cesare Fiorucci : cesare@fiorucci-international.com
T: +39 0362 1446000
E-mail: media@fiorucci-international.com

Distribution

Portugal:

VASP - Sociedade de Transportes e Distribuição, Lda
MLP: Media Logistics Park
Quinta do Grajal - Venda Seca
2739-511 Agualva Cacém
T: +351 214 337 000 / F: +351 214 326 009
E-mail: geral@vasp.pt

Rest of the World:

Export Press
2^{ème} étage, 30, Rue Raoul Waldenberg
75019 Paris, France
T: +33 1 40291451 / F: +33 1 42720743
www.exportpress.com

ATTITUDE

INTERIOR DESIGN MAGAZINE

Publishing since 2004.

www.attitude-mag.com