

TIGER
THE
MEDIA
KIT

TIGER Magazine
is a biannual publication that presents a
creative contemporary culture from an honest
and aesthetic perspective.
It brings together icons from the world of
art, fashion and design, so that it is a true
reproduction of reality, with beauty as a theme
throughout its pages.

TIGER passes onto its readers the vision of renowned international photographers through extensive editorials. The world of influential cultural figures supports the predominant visual project. TIGER grows organically with its readers.

**They are lovers of luxury
and care about their
appearance and their
welfare.**

**TIGER Magazine's consumer likes to shop and enjoys
admiring the beauty of film and art.**

THE LAST MAGAZINE

THE READER

At a time when print media versus digital media is losing points and a reader receives the bulk of information via the Internet, TIGER is launched as the latest print magazine which offers its reader real quality.

Ten thousand copies are distributed throughout Europe, the United States and Japan. It is placed strategically in speciality stores and boutiques, museums and bookstores, for example: Colette and Le Palais de Tokyo of Tokyo in Paris, Corso Como 10 in Milan, Do you read me? in Berlin, Papercut in Stockholm, The Photographers Gallery in London and Collector and Free Time in Barcelona, amongst others. TIGER plans to expand its distribution of its future issues to the Middle East, Australia and the rest of Asia.

The readers of TIGER Magazine are between 30-50 years old and live in thriving, urban, cosmopolitan cities in North America, Europe, the Middle East, Asia and Australia. Their environment tends to overwhelm them with too much information but it is they who decide what they want to read and consume. The typical reader of TIGER has a high cultural understanding and their purchasing power allows them to travel for pleasure and often for business. They speak various languages and like to keep up to date with the latest designs, art and creative culture. Their profession is liberal and often relates in general, to the world of design and graphic art.

They are aware of what is occurring around them, keep themselves informed and take sides in political, social and environmental issues. They are conscious and concerned about high quality goods and consumer services. That is why the reader of TIGER Magazine also can be found reading Self Service, Another Magazine, The Economist, Monocle or The Journal, as well as newspapers like The New York Times, International Herald Tribune, Le Monde or The Guardian. The reader watches BBC World, as well as other local and national television channels.

THE MAGAZINE

TIGER lacks a rigid format, but this does not result in chaos across its pages. Clearly identified by its different size and weight of paper used in the magazine. Fashion editorials which occupy a main part, with long stories in which the photographer is given free rein to create a true genius. With a predominance of black and white over color and approximately 16 pages dedicated to each shoot, **TIGER** offers its readers a true visual delight from start to finish.

Inside, we introduce the new insert named **LYRICS** which offers the journalist side in a strictest sense: articles and interviews that are transformed into cultural conversations, with fashion always being in the background. These fuse in a natural manner with other styles of literature, like poetry or fairy tales.









CALENDAR

TWO THOUSAND TEN-TWO THOUSAND THIRTEEN

TIGER

Space	Rate
Inside Cover	9.000 €
Back Cover	10.000 €
Two Page Spread	15.000 €
Single Page	8.000 €

The dimensions of the page in TIGER are: 28,3 x 42,6 cm.

Issue	Creative due	On sale
n° 1	April 2010	September 2010
n° 2	October 2010	March 2011
n° 3	April 2011	September 2011
n° 4	October 2011	March 2012
n° 5	April 2012	September 2012
n° 6	October 2012	March 2013



Space	Rate
Inside Cover	3.000 €
Back Cover	4.000 €
Two Page Spread	3.500 €
Single Page	2.500 €

The dimensions of the page in LYRICS are: 26 x 40 cm.

The price to be sold at is: 15 Euros.

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