

CIRCUS


The bookazine series.

Produced in collaboration with the
international blogger community.

#1 FASHION

We love the internet
and we love print.

Do you?



WHAT IS CIRCUS?

Bookazine:

Symbiosis between book and magazine ►
the timeless character of a book with the lively
variety of a magazine

Crowdsourcing:

Content of our bookazine is jointly developed
and designed by bloggers

CIRCUS, The biannual series:

monothematic, timeless, multi-lingual

CIRCUS, The collector's piece:

unique, each edition is different ► new authors,
original subjects and a compatibly stunning
design

CIRCUS # 1 (Fashion):

investigative look behind the scenes of
fashion ► targeting those who thirst for
knowledge on the mechanisms underpinning the
fashion industry ► interesting for experts and
outsiders



Bookazine?

Bookazine!

As timeless, monothematic and
valuable as a book, but with the
lavish design and unique taste of
a magazine. This is what we call a
bookazine.

*A perfect symbiosis between the
literary style and formal ele-
ments of a book and the rea-
der-friendliness and creative
playfulness of a magazine.*

This format is a response to daily
coverage deadlines, journalis-
tic routines and paper waste. The
content is as eloquent, consis-
tent and enigmatic as a liter-
ary classic. They are presented
as photo spreads, illustrations
and a layout tailored to the
publication's unique specificity.
The bookazine's timeless element
encourages you to look at the boo-
kazine again and again, discover-
ing hidden details each time it is
opened - an experience that allows
you to truly appreciate the art
of print with all of your senses.
A bookazine will never be thrown
out, half-read in a waste basket.
A bookazine will be a collector's
item on the forefront of every
bookcase.

This is CIRCUS

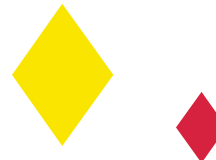
CIRCUS is the bookazine series of
Herznote Publishing. As a biannual
publication, each issue will bear
witness to a new, individually de-
signed bookazine, exploring a new
enigmatic topic.

*The first edition titled >CIRCUS
Fashion< reacts to the growing
importance of fashion blogs, but
takes a new perspective.*

>CIRCUS Fashion< draws your atten-
tion to the seams that unite the
fashion industry - the material
that the clothes are made of, but
also to the thread at which it
is torn. >CIRCUS Fashion< grants
a place in the sun to those who
disappear behind the fashion in-
crowd's shadow. What does fashi-
on mean to a 50 year old tailor
for Chanel or to a Chinese worker
sewing a hundred bras by hand?
>CIRCUS Fashion< is the answer to
top model shows, beauty tips and
brandmania.

*It is as timeless as a luxury
handbag, extravagantly beautiful
and perfect.*

>CIRCUS Fashion< will ask ques-
tions and provide answers. It is
critical and entertaining, young
and wise, classic and modern - a
bookazine as colorful and contra-
dictory as fashion itself.



OUR TARGET GROUP

Opinion leaders:

The authors of CIRCUS are bloggers who influence thousands of readers. As "early adopters" the readers in turn transport their knowledge and views to other people ► multiplier effect

Internationalists:

CIRCUS epitomizes the international Zeitgeist ► the youthful mentality of cosmopolitans who know no borders. They are educated and multilingual. They love to travel and their interest in different cultures allow them to operate through an international network

Print lovers and the hedonistic asthete:

They like to spend money on the exclusive art of printing and high quality design

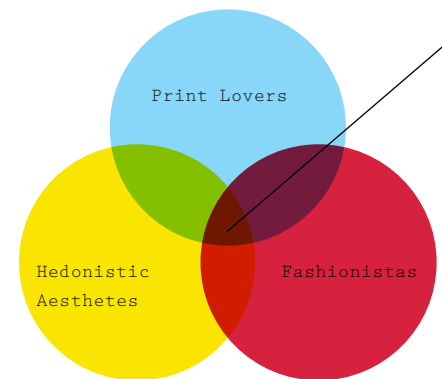
People interested in the topic

CIRCUS is not gender specific and entices a male and female audience ► first issue, fashion: experts and amateurs gain new perspectives on fashion

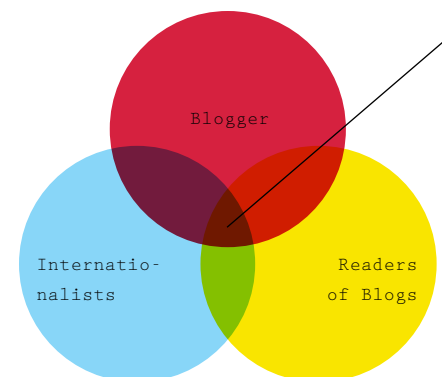
CIRCUS readers are:

- aged between 15 and 40
- high income and / or opinion leaders
- educated and active
- friends with people across borders
- male and female

Although these groups appear diverse at first glance, they also have many attractive features in common.



- willing to spend disposable income on beautiful goods
- individual appearance is of importance
- tendency towards consuming eco-friendly and sustainable products



- form their opinion in the internet and spread it to their friends
- speak several languages, have a broad education
- critical consumers
- originate from the sinus milieus >modern performers< and >post materialists<

CIRCUS IS UNIQUE

- ◆ international collaboration, production and distribution
- ◆ high-quality multilingual text and stunning design
- ◆ utilizes the trend format of a >bookazine<
- ◆ crowd-sourcing: bloggers from all over the world act as authors, photographers and illustrators
- ◆ the seamless connection between print and online content
- ◆ new lucrative target group (bloggers and early adopters)
- ◆ unisex: appeals to the male and female demographic
- ◆ collector's item (ideal present)
- ◆ timeless - read over and over again
- ◆ self-priming marketing: bloggers are contributors and multipliers

We love the internet and we love print. With our bookazines we show that it is possible to connect the best of both worlds.

Reasons to advertise

You reach a well-funded and ad-relevant audience directly, without scattering loss with minimal influence and effect.

CIRCUS is a product for lovers of the exclusive art of printing. Your ad is embedded in a harmonious layout with quality content.

The timeless direction of the bookazine guarantees the repeated attention of the reader over weeks and months.

CIRCUS readers are aesthetes and love to spend money on beautiful things. They pay attention to the design and appearance of a product.

People who read CIRCUS are globally-minded, internationally networked and have multifaceted interests.

CIRCUS readers are ahead of the time and their position as "early adopters" can influence friends and acquaintances.

Your ad placement not only appears in the printed CIRCUS, but also in various digital versions of the bookazine.

As opposed to other fashion magazines, you will reach a male and female demographic.

The active, educated and well-funded readership stays constant with every CIRCUS - no matter whether it focuses on fashion or film. In addition you reach spontaneous buyers who have a specific interest in the theme of an issue.

The blogging authors, photographers and illustrators of CIRCUS fashion will cover the publication in their blogs and thus increase worldwide attention of the bookazine and your brand.

CIRCUS' unique concept will generate waves and attention in traditional media forms.

Your message will be reached internationally through widespread distribution in selected magazine stands, book stores and museum shops.

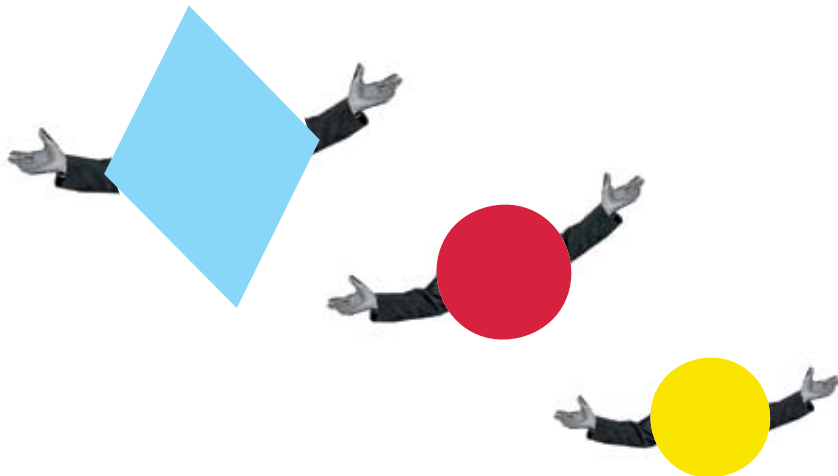
CIRCUS is a collector's item and is a perfect gift.



CIRCUS SALES TOUR

The special format of a bookazine allows CIRCUS to utilize a range of distribution channels:

- ◆ magazine stores with an international range
- ◆ traditional bookstores
- ◆ well-stocked news stands
- ◆ online stores for books or design accessories
- ◆ specialised stores located in museums, galleries and art centres
- ◆ art-oriented fashion retailers
- ◆ online shop of Herznote Publishing
- ◆ direct sales to companies
(CIRCUS used as a gift to business partners)



CIRCUS is sold worldwide

To meet the culturally unifying character of CIRCUS, it is available in the contributing artist's country of origin.

Primary Markets

CIRCUS finds its primary audience in countries with similar linguistic abilities. In these countries, CIRCUS is widely available. Germany, Austria, Switzerland, USA, Canada, UK, Ireland, Australia, New Zealand, Norway, Sweden, Finland, Denmark and the Netherlands

Secondary Markets

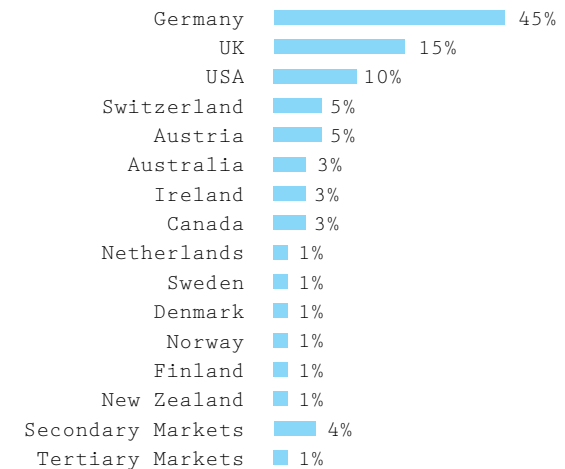
CIRCUS' secondary markets are in countries that are demographically attractive. In these countries CIRCUS is available at strategic

locations. France, Belgium, Luxembourg, Italy, Portugal, Spain, Poland, Hungary, Czech Republic, Slovakia, Estonia, Latvia, Lithuania, Russia, Japan, India, Israel and South Africa.

Tertiary Markets

CIRCUS' tertiary markets are countries with a smaller audience or import barriers.

In these countries, CIRCUS is available in at least one location, with a focus on capital cities. Iceland, Croatia, United Arab Emirates, Egypt, Morocco, Brazil, Hong Kong, South Korea, Taiwan, Turkey, China and more.



ADVERTISING

The luxurious art of printing completes the CIRCUS Bookazine.

The lavish beauty of fashion is reflected in a tangible paper texture, a solid and opulent binding technique and the unique smell of high quality ink. The large format attracts attention to all the right places and highlights the unique photos and illustrations. Classically elegant writing, intricate details, exciting typography and impressive print quality makes CIRCUS Bookazines an experience for all the senses.

Display size in the inner part:

- full page ► Price: 1.000€
- double page spread ► Price: 1.800€
- 10% discount for booking of two or more pages
- No ads in the cover (book character)

More options

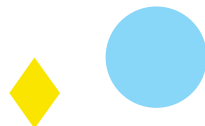
- Flyer
- Gatefold in the bookazine (4 pages): 3,500 €
- Poster (Supplements)
- Tip-ons
(Prices after consultation)

Online advertising

Sponsors have the opportunity to book online ads

Printing data:

- Circulation: 10.000
- Pages: 350-370
- Format: 210×270mm
- Printing: Offset 4c
- Paper: uncoated / matte
- Bind: Reinforced softcover, perfect bound stitched with individual booklets
- In addition to the printed version: Your ads are published in all digital versions of CIRCUS (iPad, Android and various eBook formats)



Sponsoring

Become a sponsor of CIRCUS!

Show commitment to your honest appreciation for creative, journalistic projects, the blogosphere and the infinite possibilities of the internet.

How to become a part of CIRCUS:

For your genuine support, we prominently place your brand in

our bookazine and related public appearances. A collaboration of exceptional, personalized projects is the perfect opportunity for exchanging views with our CIRCUS artists and their many friends and readers. In return, we offer a variety of sponsorship opportunities. Please contact us, so we can individually prepare an offer and respond to your requirements.

Top Sponsor

(exclusive main sponsor of the CIRCUS Bookazine)

- dedication placed on the first page
- logo presence on the acknowledgments page
- 2/1 ad
- content sponsoring
- inclusion of logo in the backside of the cover
- presentation of the sponsor in the bookazine (4 pages)
- brand is present in all communication channels and collaboration platforms (e-mail signature, wikis, social media)
- presence in CIRCUS' blog incl. appropriate advertising
- presentation in release parties
- sponsoring of online competitions
- ♦ Price: 8.000€

Bookazine Sponsor

- Logo presence on the acknowledgment page
- 2/1 ad
- content sponsoring
- ♦ Price: 3.000€

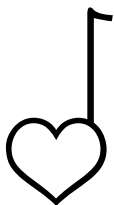
Project Sponsor

- logo presence on the acknowledgment page
- 1/1 ad
- presence on CIRCUS' blog incl. a banner ad
- brand is present in all communication channels and collaboration platforms (e-mail signature, wikis, social media)
- sponsoring of online competitions
- ♦ Price: 2.000€

Target sponsoring

- sponsoring of blogger meet-up events (prices on application)
- sponsoring of online competitions (e.g. photo competition) with a product raffle afterwards (price: from 500)
- sponsoring single blog posts or videos (price: from 300)
- sponsoring editorial spreads in the bookazine (price: from 1.000)

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