

COOL BRITANNIA

«Stil» – das Magazin für Lebensart



Publication date

Sunday, 31 March 2019

Advertising deadline

Thursday, 21 March 2019

Print material deadline









Monday, 4 March 2019

EDITORIAL CONCEPT

- *Shooting: Street style shots of London Fashion Week's eccentric characters*
- *Dossier: Portraits of notable British personalities, ranging from Alexander McQueen to Anna Wintour, Banksy, Damien Hirst, Virginia Woolf, Tom Dixon, Zandra Rhodes, Cara Delevingne up to Daphne Guinness*
- *Food: Recommendations for the city of London and Interview/portrait of a gastro personality*
- *Essay: What makes the British so eccentric? A search for identity by Jürg Zbinden*
- *Royals: A short, light-hearted portrait of the eccentric members of the royal family*

Subject to change.

FIXED FORMATS

		<i>Type area</i>	<i>Bleed margin</i> <small>(+ 3mm bleed margin)</small>
 2/1 pages	Fr. 31 300.-	436 × 267 mm	460 × 297 mm
 2/2 pages	Fr. 18 720.-	436 × 128 mm	460 × 146 mm
 2/4 pages	Fr. 12 480.-	436 × 52 mm	460 × 70 mm
 1/1 page	Fr. 15 600.-	206 × 267 mm	230 × 297 mm
 1/2 page landscape	Fr. 9 360.-	206 × 128 mm	230 × 146 mm
 1/3 page landscape	Fr. 7 800.-	206 × 79 mm	230 × 97 mm
 1/4 page landscape	Fr. 6 240.-	206 × 52 mm	230 × 70 mm
 1/4 page portrait	Fr. 6 240.-	101 × 130 mm	

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