



D'MARGE

FOR MAGNIFICENT BASTARDS

2017 MEDIA KIT

VALID FROM
JUNE 1 - 2017

A LEADING AUSTRALIAN PRINT & DIGITAL PLATFORM FOR MEN

With over 1 million monthly visitors, D'Marge is a trusted daily online read for men who aspire to be a little better each day.

Our rationale for moving into print was to expand reach and appeal to a higher net worth audience. After a successful May launch, the second edition of Shut Up & Take My Money is already in pre-production for release in September 2017. It's going to be a big year!

Our commitment remains both to growing and engaging with our audience whilst supporting the brands we work with.

We will continue to focus on building our readership across both online and print, via great content that inspires, informs and educates men, whilst endorsing our brands

by sharing their great stories with our readers - all in D'Marge's irreverent but well researched and honest voice.

We look forward to working with you in 2017.

Luc Wiesman
Founder

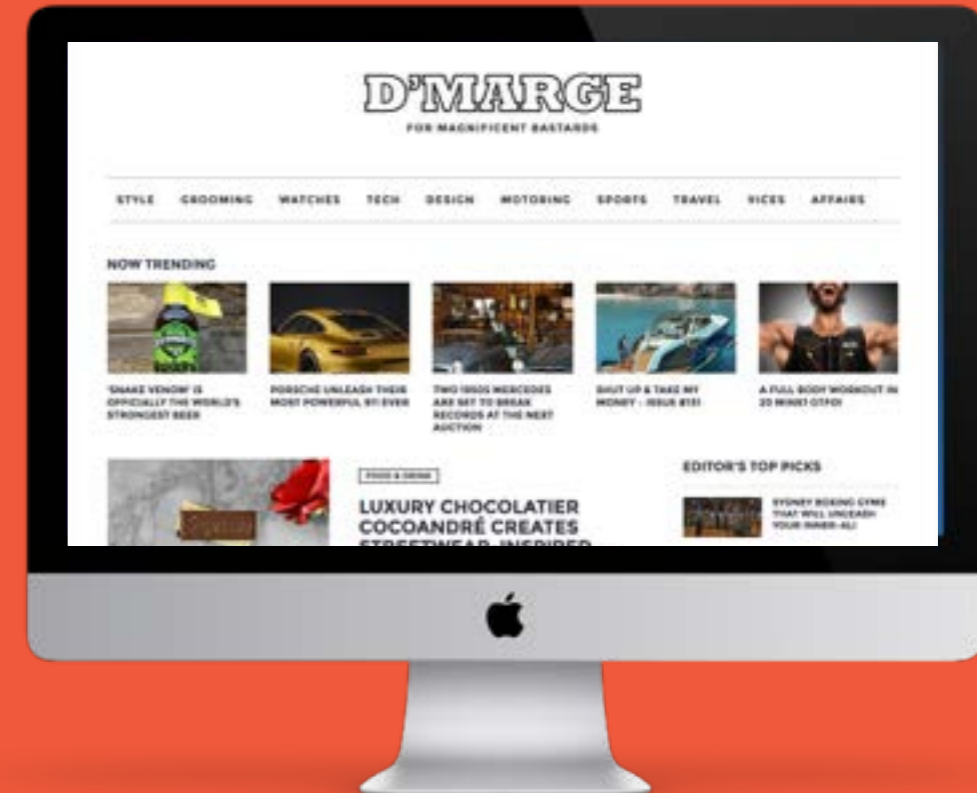


FAST FACTS*

In the next 12 months, of D'Marge's readers...

- 126,700 will buy a new suit
- 108,600 will buy a new watch
- 144,800 will buy a new fragrance
- 72,400 will buy a new car
- 57,920 will fly business class
- 139,370 will buy new furniture
- 108,600 will buy spirits

* DATA FROM 2017 ANNUAL AUSTRALIAN READER SURVEY



OUR AUDIENCE



D'Marge is dedicated to growing and maintaining an affluent, engaged and aspirational audience

187,034

Australian Visitors (Monthly Unique)

1,010,351

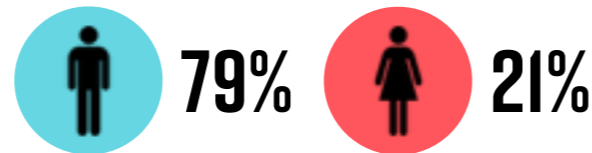
Global Monthly Website Visitors

89,561

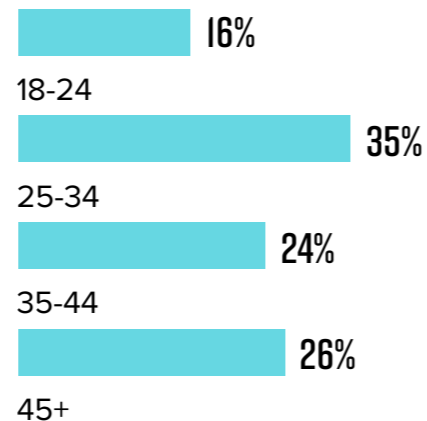
Facebook /
Instagram Followers

36,423

Active
Newsletter
Subscribers



Reader Age Breakdown



DATA GOOGLE ANALYTICS - MAY 2017

Our 2017 annual survey had over **1,200 Australian respondents** who help us to better understand reader demographic, income and purchase behaviour.

On average the D'Marge reader earns...



OVER AUD 130,000

Per Annum / 24% earn over \$200,000

IN THE NEXT 12 MONTHS

Our readers will spend...



\$1,300

On Average For A New Suit



\$81,345

On Average For A New Car



\$5,312

On Average For A New Watch

DATA 2017 D'MARGE READER SURVEY



SPORT

We embrace the weekend warrior, the gym junkie and the city cyclist



The latest in luxury and vintage motoring from Australia and around the world

THE LIFE OF A
MAGNIFICENT
BASTARD



DESIGN

From interiors to books, art and essential objects for men

MEN'S FASHION

Coverage of worldwide men's fashion shows such as Pitti Uomo, tutorials on how to dress, latest trends and breaking news



GROOMING

The new, the bold and the classic, we discover and review the best men's fragrances from around the world



VICES

Food, wine, spirits and the good life. We tell men what's hot and where to get it



WATCHES

In-depth looks at new releases, reviews and coverage from Baselworld and SIHH

ADVERTISING OPPORTUNITIES

DISPLAY MEDIA

DESKTOP / TABLET / MOBILE

D'Marge offers rich media display ads across industry sizes as well as takeovers and category buyouts



DAILY DEBRIEF NEWSLETTER

36,000 ACTIVE SUBSCRIBERS

- Delivered 8am each weekday
- Sunday 6pm for standalone 'sponsor announcements'



BRANDED CONTENT

EDITORIAL / PHOTOGRAPHY / WEB FILM

D'Marge's in-house team produces and distributes branded content



SOCIAL MEDIA

Photos and video can be produced and posted as part of campaigns and giveaways

NOTE: Social media posts are only available as part of native editorial campaigns



IN CONTENT

IN-READ VIDEO

Video ad units appear when user scrolls past third paragraph in articles



DIGITAL AD SPECS

STANDARD DESKTOP AD UNITS

- Super billboard (1100x400)
- Billboard (970x250)
- In-Content (660x300)
- MREC (300x250)
- Half Page (300x600)

STANDARD DESKTOP TAKE OVER

- Billboard (970x250)
- MREC (300x250)
- Skins (500x1200)

STANDARD MOBILE AD UNITS

- Mobile Billboard (320x50)
- MREC (300x250)
- Half Page (300x600)

EMAIL NEWSLETTER

- Weekly Sponsorship (600x300 GIF)
- Sponsor Announcements (Custom)

IN-READ VIDEO

15 / 30 / 60 second video formats (min 720p)

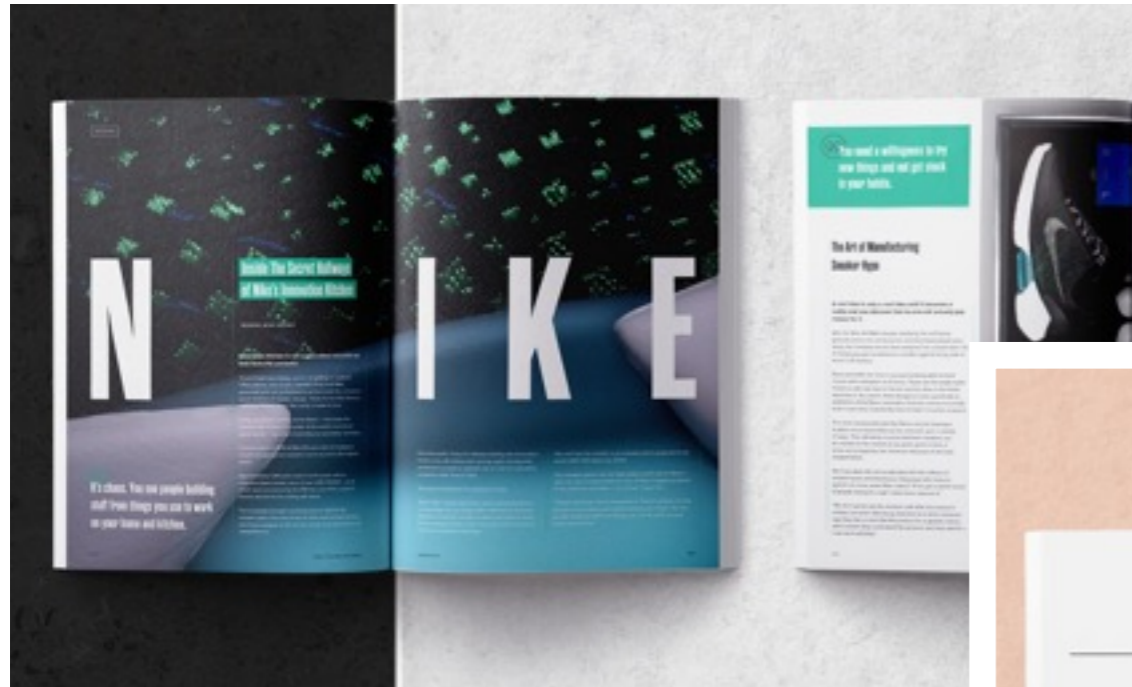
SOCIAL MEDIA

High resolution imagery (min 1000x1000px)

ADVERTISING OPPORTUNITIES

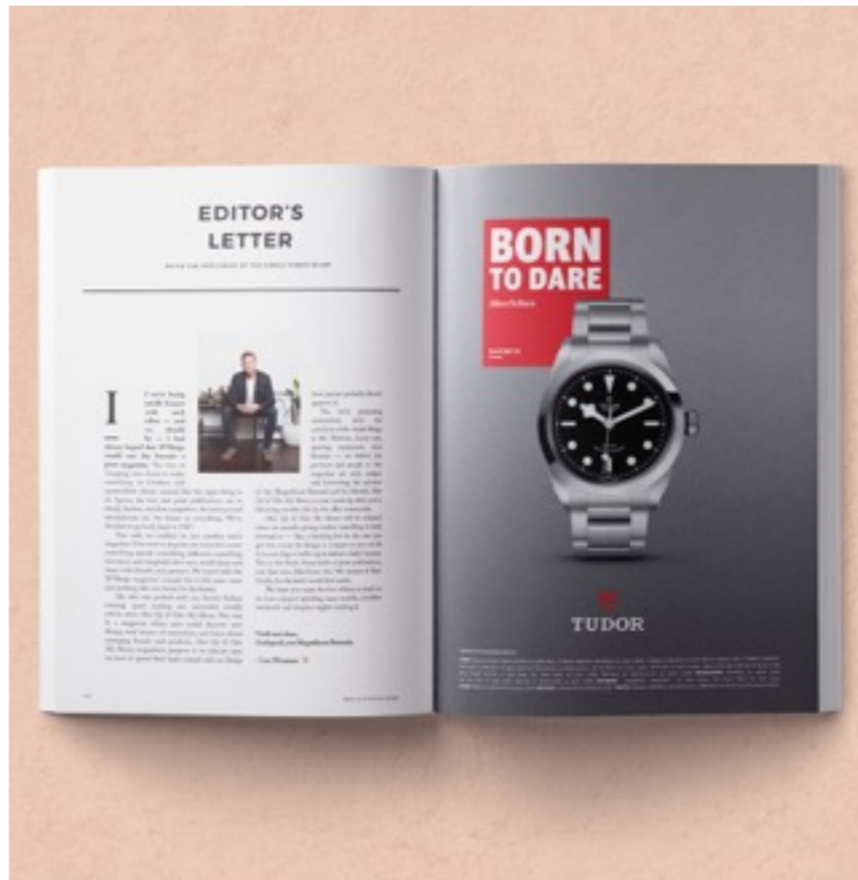
NATIVE CONTENT

Branded editorial / advertorials are developed by the D'Marge editorial team



SINGLE PAGE

Available in first 1/3 or 2/3 of magazine only



DOUBLE PAGE SPREAD

Located at the front of the magazine, we allow only a limited number of these placements per issue



PRINT AD SPECS

Single Page / Back Cover

Trim size: 200 x 265mm

Type area: 184 x 249mm

Bleed: 206 x 271mm (3mm bleed on all edges)

Double Page Spread

Trim size: 400 x 265mm

Type area: 384 x 249mm

Bleed: 406 x 271mm (3mm bleed on all edges)

PREMIUM PLACEMENTS

- Inside Front Cover
- Opposite Editor's Letter
- Opposite Contents
- Opposite Contributors
- Inside Back Cover
- Outside Back Cover
- Inserts / Booklets
- Cover Wrap

DISTRIBUTION

10,000 Printed Copies

UBER Black, 1,000+ Newsagents nationally, Airline lounges, iSubscribe, Zinio, Apple Newsstand & shop.dmarge.com

NEXT EDITIONS

September 2017

May 2018

September 2018

May 2019

DEADLINES

Booking deadline: 1st August 2017

Material deadline: 29th August 2017

On Sale date: 26th September 2017

FOR ADVERTISING ENQUIRIES

For all media bookings and advertising enquiries please contact:

Luc Wiesman
Founder & Sales bloke

Phone +61 419 315 410
Email luc@dmarge.com

FOR PRODUCTION ENQUIRIES

For media flighting and more detail on specifications please contact:

Kate Perrett
Head of Operations

Phone +61 412 085 369
Email kate@dmarge.com

SOME OF THE BRANDS WE WORK WITH...



Mercedes-Benz

Cartier

Ω
OMEGA



IWC
SCHAFFHAUSEN


CATHAY PACIFIC


JAGUAR

PERONI
ITALY



GUCCI
