

SOIGNÉ

ARE YOU SOIGNÉ?

A DIVISION OF JH MEDIA GROUP LLC.



SOIGNÉ

WHAT: A heterodox print publication devoted to Fashion & Culture honoring Artists, Ideas, and Ownership

soi·gné
/swän'yā/

adjective: **ELEGANTLY**

- **DRESSED**
- **DESIGNED**

WHY SOIGNÉ?

Instead of blindly accepting cultural traditions and trends, we examine them and explain the practical implications of culture as it is, not what we assume or assign it to be.

OUR MISSION

- DEFEND ARTISTS**
- CHALLENGE IDEAS**
- DISRUPT CULTURE**
- EMBRACE TECHNOLOGY**
- BE ACCESSIBLE**

OUR STRUCTURE

MAGAZINE SPECIFICATIONS:

- 9.25 x 11.8"

PAGE COUNT:

- 100-200 Pages

CONTENT RATIO:

- 33 - 66% Reserved Ad Space
- 50-82 Pages

33 - 66% Written

- 50-82 Pages

33 - 66% Images/Overlays/
 Pictorial Articles

- 50-82 Pages

OUR DISTINCTIVES FOR ARTISTS

DEFEND

Uncancelable - stand by writers/artists for free speech and freedom of creativity.

OWN

Artists own their work, we license and honor their IP with technology through tokenization and NFTs.

REWARD

Pay all contributors, no free labor.

FAIR & SHARE

All signed associates receive a commission from business brought in. Digital monetization initiates a royalty system for clicks/views of content.

OUR DISTINCTIVES FOR YOU, OUR AUDIENCE

CHALLENGE

Take a heterodox view of a tradition or trend

- challenge our readers with ideas.

UNSHACKLE

Classical Liberal advocacy of Free Thought and Free Speech.

DISRUPT

Create an alternative to monoculture.

AUTHENTIC

First-person experiential writing, writers are a part of the story not written out of it. There is no pretense of objectivity, we search for truth. Cultivate a style of writing called Authenticism.

FUTURE AIMS

AUDIENCE

ACCESSIBLE

Use technology to open print and digital to audiences traditionally unable to use.

ARTISTS

FORWARD

QR codes, Meta content, and NFTs built-in from the beginning.

ABODE

CONSERVE

Utilize 100% recycled paper and 100% biodegradable ink for magazines.

OUR NATIONAL AUDIENCE

PRINT	DIGITAL	SOCIAL	META
55-Year-Old Woman 55 Year Old Man	45-Year-Old Woman 45 Year Old Man	35-Year-Old Woman 35 Year Old Man	25-Year-Old Man 25-Year-Old Woman
PRINT OVERALL	DIGITAL OVERALL	SOCIAL OVERALL	META OVERALL
60% Female 40% Male	65% Female 35% Male	55% Female 45% Male	85% Female 15% Male
33% 55+ • 80% Female • 20% Male	45% 55+ • 70% Female • 30% Male	15% 55+ • 60% Female • 40% Male	10% 55+ • 80% Female • 20% Male
33% 35+ • 60% Female • 40% Male	25% 35+ • 55% Female • 45% Male	30% 35+ • 60% Female • 40% Male	40% 35+ • 85% Female • 15% Male
20% 25+ • 50% Female • 50% Male	25% 25+ • 50% Female • 50% Male	25% 25+ • 55% Female • 45% Male	30% 25+ • 90% Female • 10% Male
13% 15+ • 50% Female • 50% Male	5% 15+ • 50% Female • 50% Male	20% 15+ • 50% Female • 50% Male	20% 15+ • 70% Female • 30% Male

IDEAL SUBSCRIBER

- Our primary market is the politically engaged culturally aware but disengaged from fashion & culture publications individual who live in urban/upscale suburban areas.
- The total market is 24.5 Million individuals of whom 33% have average incomes above 100K.
- Our Flagship brand Soigné has four specific market segments; Print, Digital, Socials, and Meta. Each segment has a different average consumer age allowing for multichannel and maximum market penetration.

OUR LINEUP

- Six Regular Issues per year & One Fashion issue. Other special issues/limited edition issues.
- **JAN/FEB**
Ad Close: December 15
On Sale: February 7
- **MARCH/APRIL**
Ad Close: February 15
On Sale: April 7
- **MAY/JUNE**
Ad Close: April 15
On Sale: June 7
- **JULY/AUGUST**
Ad Close: June 15
On Sale: August 7
- **SEPT/OCT**
Ad Close: August 15
On Sale: October 7
- **NOV/DEC**
Ad Close: October 15
On Sale: December 7

PRINT AD SPECIFICATIONS

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
SPREAD*	17.5" x 10.8"	18.75" x 12.05"	17.5" x 10.8"	18.5" x 11.8"
PAGE	8.25" x 10.8"	9.5" x 12.05"	8.25" x 10.8"	9.25" x 11.8"
2/3 VERTICAL	5.66" x 10.8"	6.41" x 12.05"	5.5" x 10.8"	6.16" x 11.8"
1/2 HORIZONTAL	8.75" x 5.4"	9.5" x 6.15"	8.25" x 5.4"	9.25" x 5.9"
1/3 VERTICAL	2.58" x 10.8"	3.33" x 12.05"	2.75" x 10.8"	3.08" x 11.8"
1/3 SQUARE	3.1" x 3.9"	N/A	N/A	N/A

For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.

AD DELIVERY

Advertiser will provide Publisher all applicable Ads by Publisher's standard deadline (as designated by Publisher), in the designated specs and formatting listed in this document, as applicable, via a transmission method mutually agreed upon by the parties.

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 9" x 10.875"
SAFETY: 0.25" from trim on all sides
BLEED: 0.125" beyond trim on all sides
BINDING METHOD: perfect bound; jogs to foot
IMAGE RESOLUTION: 300 dpi
LINE SCREEN: 150 dpi
COLOR SPACE: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF/x-1A: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$65 to your invoice. We also accept supplied Epson color-managed SWOP 3 profiles that include the IDEAlliance Color Control Bar. To download the control strip, visit the downloads section at <http://idealliance.org>

PROOF DELIVERY

Business Name:
 Attention:
 Address:
 *When sending a hard proof, please also email: with the date the proof was sent and tracking if applicable.

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

CHANGING YOUR AD: Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

DISCLAIMER: SOIGNÉ is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.

FIND US



SOIGNE.CO



@SOIGNE_MAG

Partnerships, Co-branding, and Sponsorship opportunities available.

CONTACT:

- Jadan Horyn – *Editor-in-Chief* (Jadan.horyn@soigne.co)
- Lena Morrill – *Operations* (Lena.Morrill@soigne.co)
- Maxwell Stroud – *Layout & Design* (maxwell.stroud@soigne.co)
- Leonid Gurevich – *Creative, At-Large* (leonid.gurevich@soigne.co)

For Media, Articles, Photography, and Videography content.

Email: Submissions@soigne.co