

BASIC

M A G A Z I N E

2018 / 2019 MEDIA KIT

BASIC

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Based in Beverly Hills, California **BASIC Magazine** is a first class visual and editorial publication that features carefully curated content with a strong independent voice. Published quarterly, its pages are inspired by a blend of heroic artists, visual masterpieces, and themes of strength that set the tone for each stylistic issue.

It is a contemporary, elegant, and inviting world that men and women can both relate to and aspire to be a part of. *BASIC* features include *BASIC Fashion*, *BASIC Beauty*, *BASIC Artwork*, *BASIC Spy* (exploring the latest trends), as well as case studies, viral projects, inspiring role models and in-depth celebrity interviews that focus on worldwide stars.

BASIC strives to recognize new and rising talent, producing 95% of its original content in-house and inviting submissions from international contributors. These include seasoned fashion professionals, beauty editors, and photographers whose visions and projects work in concert with the BASIC aesthetic. BASIC offers Limited Editions of its exquisite collectible print copies in fashion capitals worldwide, and is available for digital download through all major app stores.

Though still a relatively young publication, the rapid growth of BASIC has outstripped belief. In the face of the contemporary claim that print is dead, BASIC proves otherwise. Along the way, BASIC has piqued the interest of designers, celebrities, and artists alike who recognize the advantage of seeing themselves between its creative pages. Inspiring loyalty both in fans and collaborators, the magazine strives to maintain a high retention level, and attributes its shooting success to the quality and singularity of its content. There is no other magazine like BASIC.

BASIC RULES

1. *At BASIC we encourage the flow of imagination. If you are mainstream, maybe BASIC is not for you.*
2. *Women are always right - does this conflict with the statement in introduction that we appeal to both men and women? Just a thought. Maybe artists are always right? Something more inclusive?*
3. *At BASIC we don't think outside the box, we invented it for those who like to think in solitude.*
4. *BASIC Fashion is about stories that are told through clothes and accessories, not vice versa.*
5. *We always put the person first before the clothes. If we like who you are, we may see if we like what you wear.*
6. *We don't feature personalities just for their ratings, but because we think they are in line with our ideals and strive for something different. If those people happen to have good ratings – even better.*
7. *BASIC may not be for everyone. But we salute those who join us in this quest.*
8. *We don't like fake. Be blunt and honest, we can take the pain.*
9. *Are you still reading this? You are so BASIC.*



BASIC *MUSES*

Every issue, BASIC releases two different covers: one with an influential celebrity reflecting the exclusive interview inside, and one “art” cover usually given to a distinctive role model, character, or editorial muse.



We recognize celebrities who make a difference and discover new talent by giving them the exposure we feel they deserve. With its independent voice BASIC always has its hand on the pulse of the new millennium, highlighting what is relevant and current. Featuring those who have pushed the boundaries and made a splash in culture, fashion, art or music.

#mind #body #soul + some \$\$\$\$



SHIVA SAFAI



DAVID GUETTA



BAI LING



DITA VON TEESE

BASIC *CELEBRITY*

During each publication, BASIC features our COVER STAR alongside typically four other prominent personalities of the entertainment, music, and fashion industries. Our celebrity interviews aim to reflect a new side of each individual and are often paired with exclusive imagery shot in our iconic style. Covers, which recently have included Dita Von Teese, Shiva Safai, and David Guetta, successfully work to merge fan bases, introducing BASIC to entirely new groups of loyal readers. Ultimately, BASIC prides itself on supporting those who make a difference, stand behind their principles, and are not afraid to be THE VOICE. *If we like what you do, we may like what you wear.*

"You can be perfect and people will still have something to say. That's one thing I've learned. It doesn't matter what you do or how good of a person you are, people will find ways to judge you. Criticize you. You need to do what makes you happy."

SHIVA SAFAI



AIDEN ALEXANDER @AIDANALEXANDER

872K



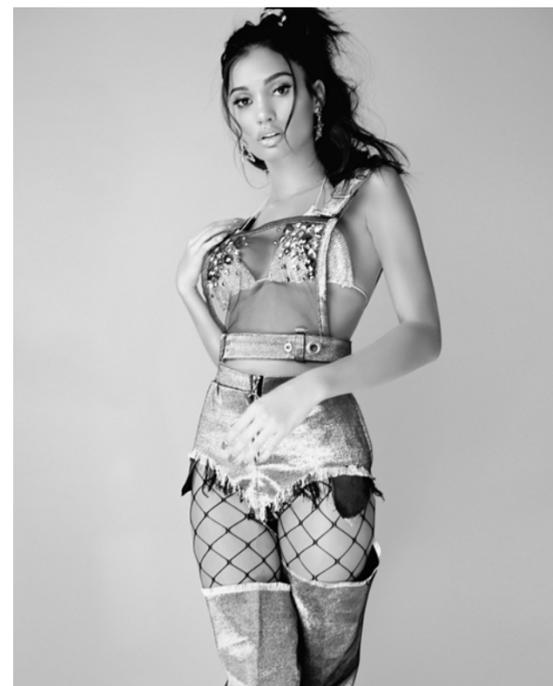
JORDYN JONES @JORDYNJONES

4.3M



KAT GRAHAM @KATGRAHAM

4.5M



PIA MIA @PRINCESSPIAMIA

4.9M



TREVOR JACKSON @TREVORJACKSON5

925K

BASIC MILLENNIALS

Basics Young Hollywood

BASIC highlights the most promising young stars of Hollywood and music industry, by creating fashion forward transformational editorials accompanied by in-depth, exclusive interviews.



DANIELLE PANABAKER @DPAABAKER

2.2M



DAWN RICHARDS @DAWNRICHARD

1M



JOSH MARIO JOHN @SPIZOIKY

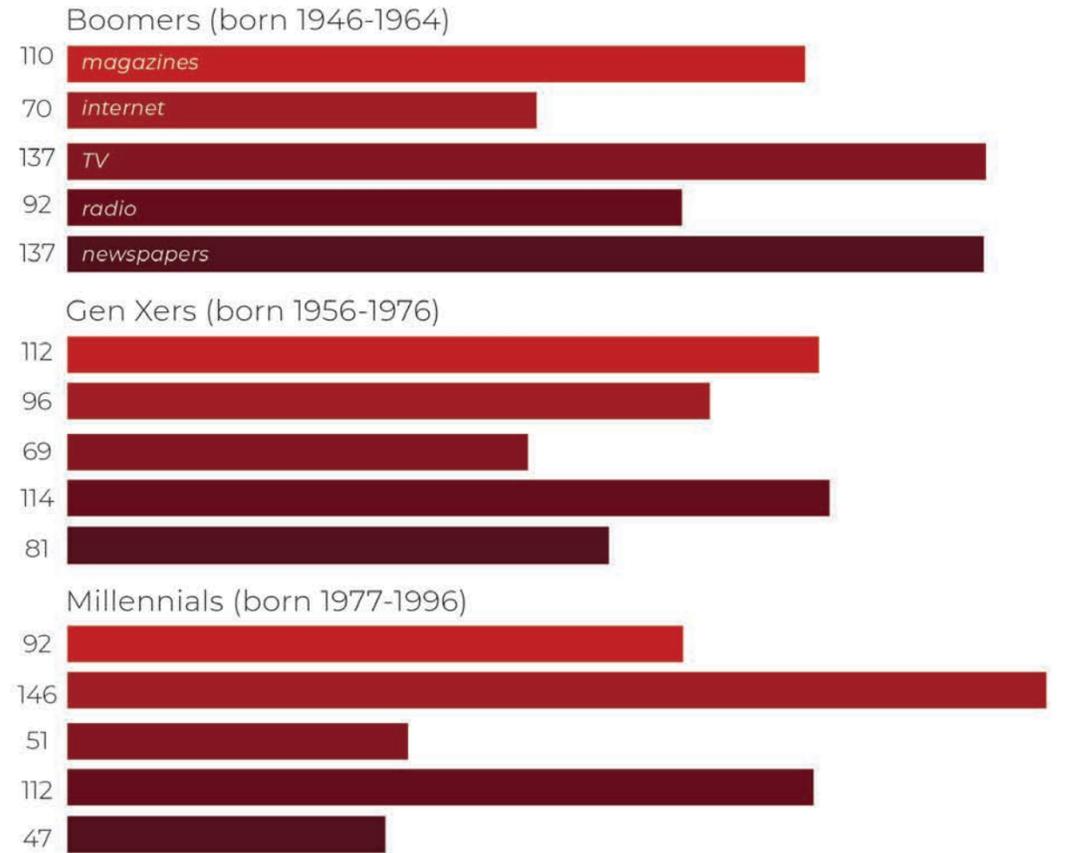
950K



Print #magazines are more balanced across generations than other media, including internet, TV, radio and newspapers.

Source: GfK MRI, Fall 2016

Devoted media usage (top quintile for each medium) (index)



Index: Percent in top quintile within each generation vs. percent in top quintile among adults 18+. Source: GfK MRI, Fall 2016

BASIC

M A G A Z I N E

BASIC CALENDAR

2018/2019 Editorial Calendar



APRIL / BASIC PRESENT. PAST. FUTURE

Revolutions in fashion- from past to the future, review of top 7 emerging designer to watch. Coverage of art topics and looking into the future of art and photography.

AD CLOSE: DEC 10 2017 / MATERIALS DUE: DEC 15 2017 / ON SALE: JAN 15 / ON NEWSSTANDS: April, May, June

JULY / BASIC VOYAGE

TRAVEL and Journey Issue. All things that peak adventure and exploration. Exploring themes of intellectual journey, taking risks, and looking beyond.

AD CLOSE: MAY 25 2018 / MATERIALS DUE: MAY 20 2018 / ON SALE: JULY 10 / ON NEWSSTANDS: July, August, September

OCTOBER / BASIC ENIGMA

FASHION HOLIDAY Issue. Exploration of Costume themes and festive vibes. All glitter coverage, with accents on the darker side of BASIC.

AD CLOSE: AUG 25 2018 / MATERIALS DUE: AUG 20 2018 / ON SALE: OCT 10 / ON NEWSSTANDS: October, November, December

JANUARY / BASIC MOTION

The show business issue, covering all theater, music and movies. Coverage on most promising Hollywood talent, decades in movie genre, fashion spreads using sign language.

AD CLOSE: NOV 25 2018 / MATERIALS DUE: NOV 20 2018 / ON SALE: JAN 10 / ON NEWSSTANDS: January, February, March



BASIC *ACCESSORIES*

The BASIC CURATION team works to recommend a collection of strong, unique accessories, speaking at once to the season, the theme of the issue, and the cravings of our audience.

Displayed like a visual feast, this is where only the most eye-catching jewelry, purses, perfume, shoes, and style pieces from all over the world are offered up for consumption to our readers.

It's BASIC's way of shining a spotlight on companies and designers with a complementary ethos, highlighting associated websites and social media.



What's included?

ACCESSORIES PAGE INCLUDES:

- Product image $\frac{3}{4}$ size of the page
- Company / Brand info / Description
- Link to the website and or Instagram



BASIC *DESIGNERS*

Every issue features four of the most prominent or promising fashion designers that are currently trending around the globe. Curated exclusively by the Editor-In-Chief, each designer receives a spotlight spread with their profile, bio, and up to 12 images from their recent look book collections. BASIC Magazine is unique in this presentation of a designer's collection in its near entirety, placing it on a pedestal with bold design aspects and a succinct introduction.





Photography: Juan Pablo Castro // @juanpablo.castro
Design: Fernando Garcia // @fernandogarciaestylis
Makeup & Hair: Eddy Munster // @edymunsterartist
Model: Roxy Katsynov // @212roxy
Agency: Front Management // @frontmanagement



BASIC *ARTWORK*

BASIC Magazine showcases artists in several distinct and innovative ways. First, through features: writing a thorough review or sitting down to interview artists who are making waves in their medium. Recent artist features include Jacqui Kenny of @streetview.portraits and desert mirage artist, Le Fawnhawk, both with cult-like followings for their singularity.

Next, BASIC often selects to publish artist's finished pieces when they compliment the magazine theme, such as a series of bold, graphic, and feminine illustrations for the Rebel issue.

Last, BASIC always collaborates with illustrators and graphic designers to pair art with in-house write-ups, giving print opportunities to up-and-coming artists while bringing our words to life.





BASIC PARTIES



LOS ANGELES

Avante garde fashion events, Private Parties and Issue Releases with international appearances.

In Los Angeles, BASIC hosted a tableau inspired night under the disco balls and enchanting lights of **AVENUE LA** (TAO Group) in the heart of Hollywood. Atmosphere models wore everything from butterfly wings crafted by *Inoe Vargas*, to futuristic corsets by *Bjorn Van Den Berg*, to mythical horns designed by *Catherine Wales*.

In honor of BASIC Rebel issue release, cover girl Shiva Safai hosted an evening dripping with Old Hollywood charm and elegance. Held at the iconic **Delillah** in West Hollywood (favorite haunt of celebrities), the star-studded crowd (including Scottie Pippen, Lisa Vanderpump, and Mohamed Hadid) arrived to the venue in lavish gowns and were treated to cocktails, a sit-down dinner, and incredible live band.

SHANGHAI

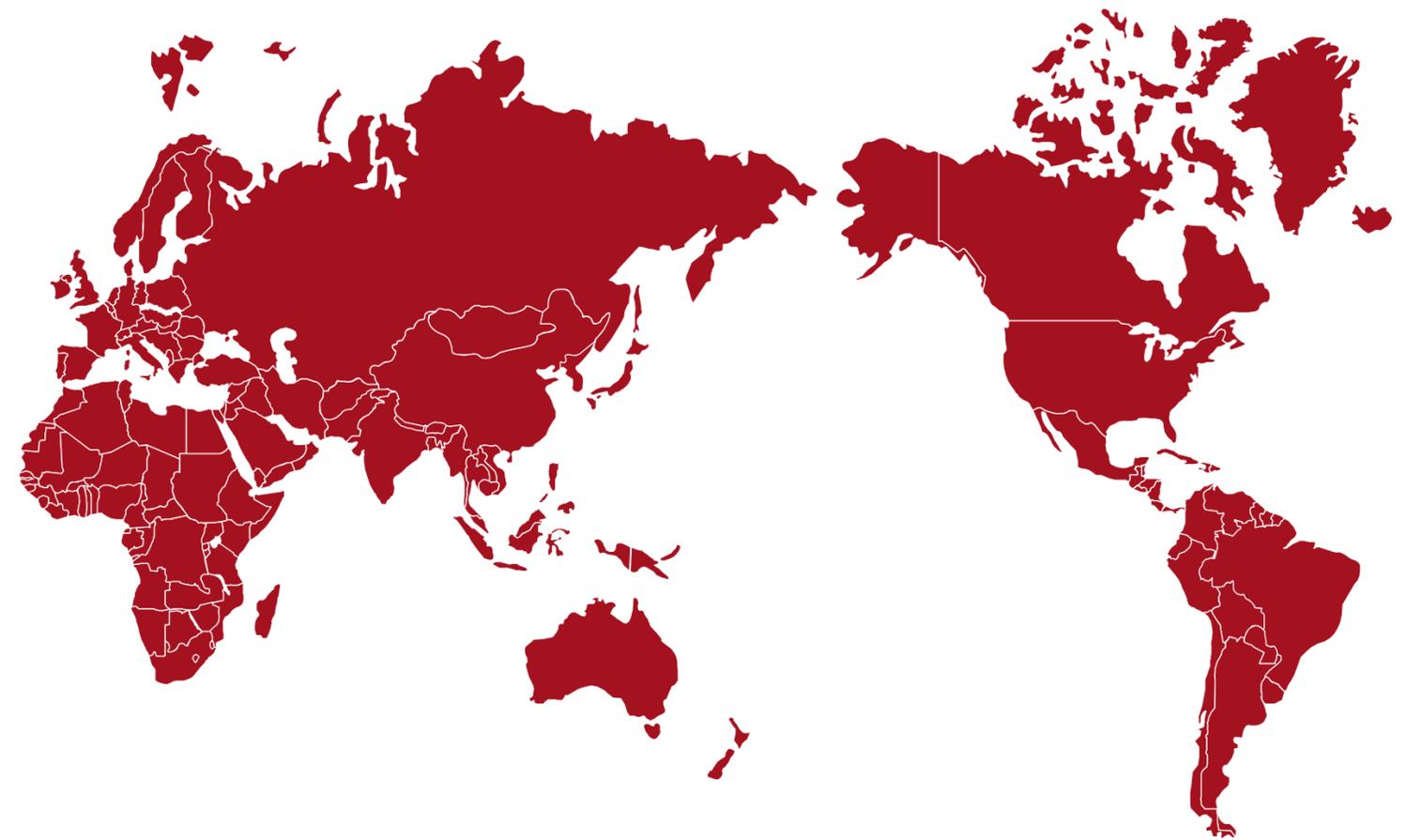
Over in Shanghai, BASIC Magazine hosted an inaugural private event at the Michelin rated restaurant, **Jean-Georges**, located at the exemplary **Three on the Bund** and exclusively sponsored by *Amber Beverly Hills*. Once again, Shiva Safai was on hand with fiancé Mohamed Hadid to greet the guests, ranging from prima ballerina Tan Yuan Yuan to Pascal Mouwad, creator of the *Victoria's Secret* diamond bra. Everyone began the evening by mingling on the rooftop terrace with the breathtaking view of Shanghai before sitting down to enjoying a glamorous reception and five course dinner.



BASIC GLOBAL REACH

BASIC AROUND THE WORLD

Print copies of BASIC magazine distributed throughout the world's major fashion capitals- Milan, Paris, London, New York, LA as well as other overseas markets. The publication is available in such iconic stores as Barnes & Noble, Selfridges, Publicis, Colette, Papercut, Mag Nation, and more.



- Australia
- Belgium
- Brazil
- Canada
- China
- France
- Germany
- Hong Kong
- Iceland
- Italy
- Taiwan
- Malaysia
- Thailand
- United States
- New Zealand
- Netherlands
- United Kingdom
- Poland
- Singapore
- Spain

