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BASIC

M A G A Z I N E

MEDIA KIT 2021

ABOUT BASIC

BASIC Magazine is a quarterly luxury fashion publication that features carefully curated content with a strong independent voice. Based in Beverly Hills, BASIC Magazine offers Limited Editions of its exquisite collectible print copies that grace the Newsstands in fashion capitals worldwide. Each editorial page is inspired by a blend of heroic artists, visual masterpieces and themes of strength that set the tone for each stylistic issue. It highlights a contemporary, elegant and inviting world that men and women can both relate to and aspire to be.

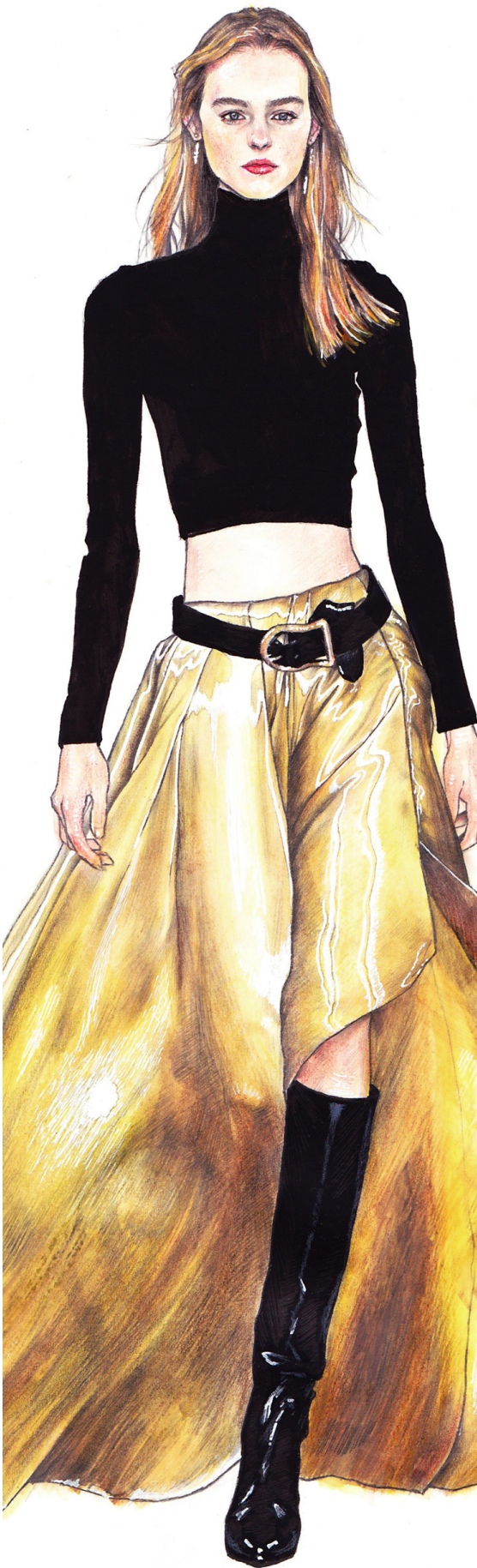
MISSION STATEMENT

BASIC mission - is to diversify the image of fashion: we strive to **reshape the image of fashion** into being it as ethnically, age, gender, style and economically diverse as the actual fashionistas. Therefore, in every issue you would find a big range of various personalities, role models, designers, artists and talent in different fields, with different beliefs and from wide range of geographical locations.

Secondly, our mission is to **work towards slow fashion** as opposed to Fast Fashion. Fashion pieces that you see on our pages are **highly curated** and **carefully picked** for your consideration to accompany **visual stories** we create. We take pride in **discovering new, independent designers** on a daily basis, who create higher quality clothing pieces and provide them with a platform to share their creations with the world.

And lastly, we **aim to elevate and enrich the taste of our readers** by showcasing universally beautiful work of human creativity as opposed to easy shocking eye baits. Every single page is designed and curated with utmost attention which **goal is to inspire, elevate and educate.**

We strive to inspire the best of the **person's outside, physical presence as much as their inner world.** We won't post something to gain fast ratings, but rather **invest time in researching and creating meaningful visual stories** and working towards in depth compelling interviews and articles.



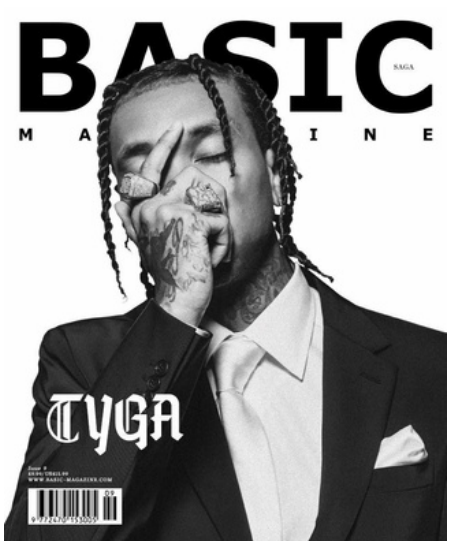
BASIC ART COVERS

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.



BASIC CELEBRITY COVERS

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.





MULTIMEDIA PLATFORMS

BASIC magazine is spread across multiple platforms including Newsstands, Amazon, Android, App Store, Website and social media presence.

Reader Profile

57% Female
43% Male

Distribution

Paid Distribution 73%
Subscription 23%
Complimentary 4%

Age Breakout

43% 25-39
26% 18-24
20% 39-54
11% 55+

Global Distribution

US 65%
Europe 20%
Other Markets 15%

The Readership Frequency

Quarterly
4 times/year

Average Household income

\$250,000

STATISTICS

30K

circulation

105K

total audience

3.5

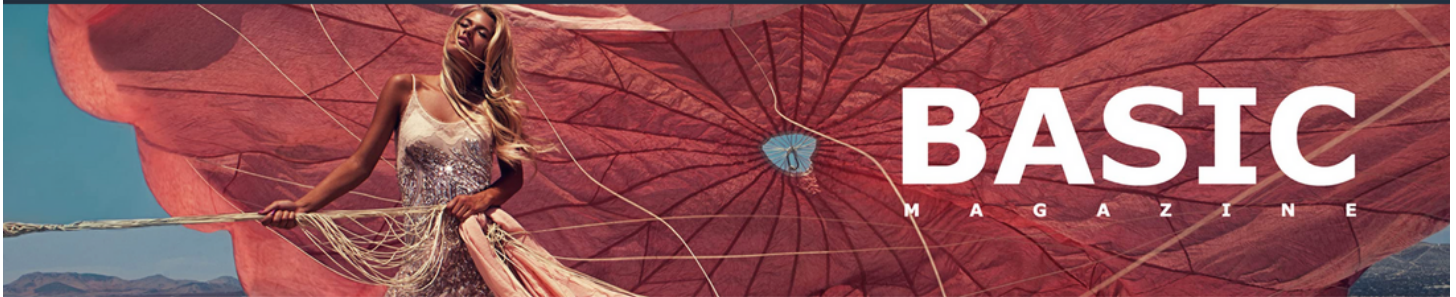
readers per
copy

MEDIA SUBSCRIPTIONS

With a free download of BASIC magazine app featured across all popular media platforms, readers can purchase individual issues of BASIC magazine or an annual subscription through the various digital media platforms. Individual digital issues can be purchased for \$7.99 each, or subscribe for \$14.99 annually.

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BASIC Magazine

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\$19⁹⁹



BASIC #Muse Issue 14
The issue is released in 2 covers: H.E.R. and CRISTINA ROBU

\$15⁹⁹



BASIC Issue 14 H.E.R. Gabi Wilson

The issue is released in 2 covers: H.E.R. and CRISTINA ROBU #BasicCoverStory starring H.E.R. photographed by Pol Kurucz.

\$15⁹⁹

BASIC Circus Paradox || Issue 15
\$19⁹⁹





GLOBAL REACH

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.

COUNTRIES

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



PUBLICIS GROUPE

BARNES & NOBLE

MAGAZINE HEAVEN

SELFRIDGES & CO

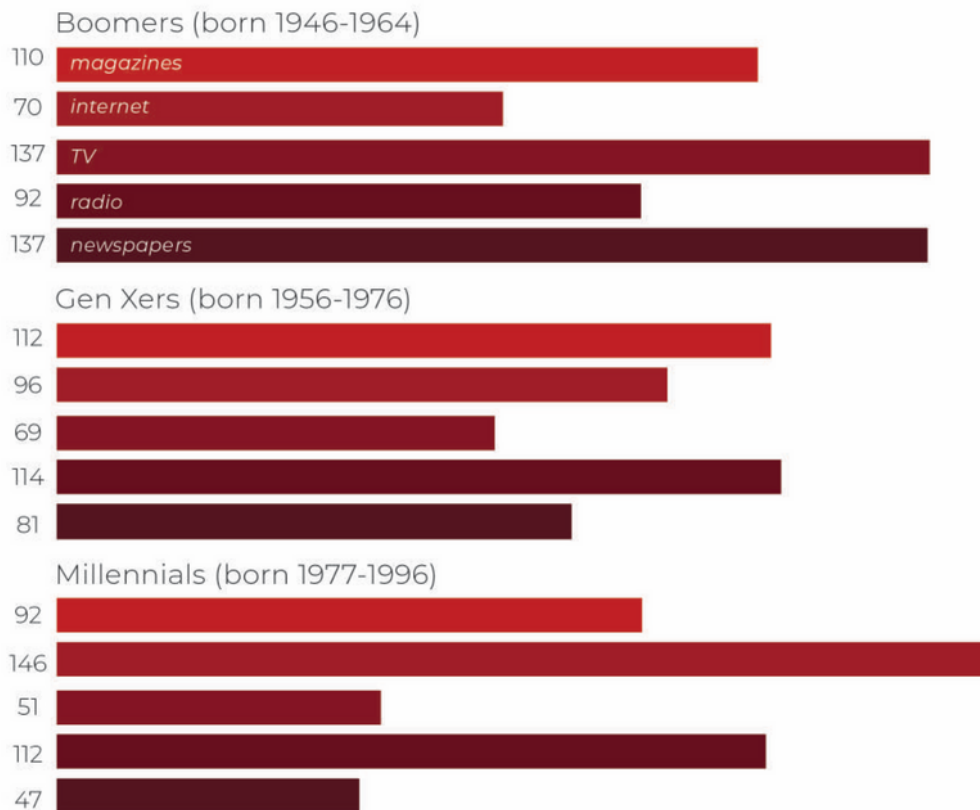


DEVOTED MEDIA USAGE

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 EDITORIAL CALENDAR 2021

APRIL / BASIC REBIRTH

Spiritual rejuvenation, everything renewed, refreshed, a new start of the new era. Ways to connect with nature and the reflection of new fashion trends. Everything sporty, zesty, pastels and new beginnings. The spring is here.

AD CLOSE: FEB 15 2021 / MATERIALS DUE: FEB 10 2021 / ON SALE: APR 15 / ON NEWSSTANDS: April, May, June

JULY / BASIC STAMINA

Inspired by summer OLYMPICS the issue will focus on athletic fashion, resilience issues, new ways to relax & travel. 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 VENDETTA

FASHION HOLIDAY Issue. The mysticism of fashion, innovative gifts and spiritual mind of set.

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

JANUARY / BASIC EVOLUTION

Resume on big shifts in the world of fashion, what has changed, what holds ahead. New, exciting trends and resolutions. Time for a change and acknowledgement of the past.

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

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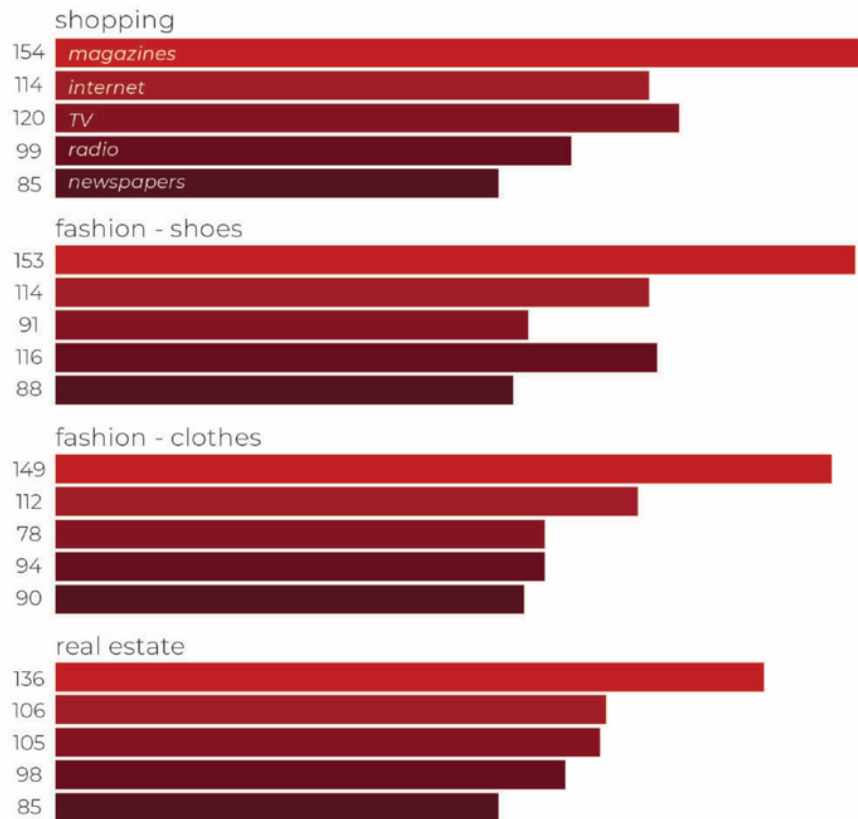


LUXURY GOOD CATEGORY INFLUENCERS ARE DEVOTED PRINT MAGAZINE READERS.

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

Source: Gfk MRI, Fall 2016

Luxury goods category influencers among affluent devoted media users (index)

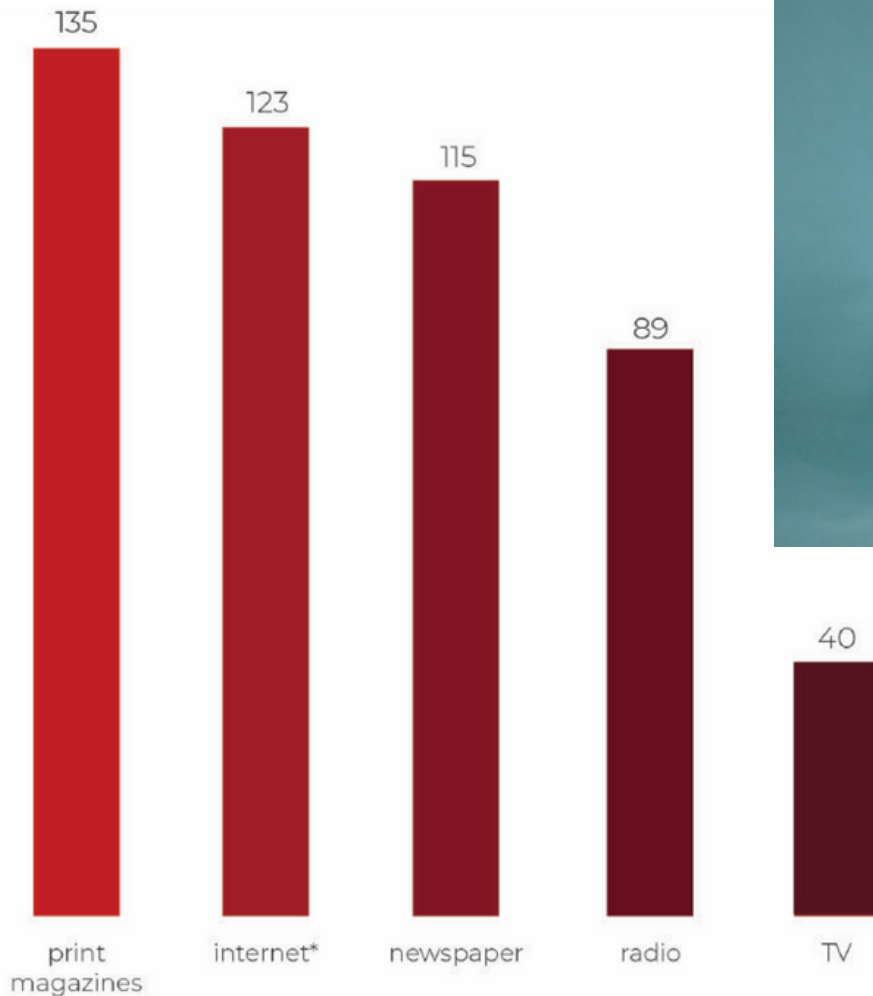


Index: Percentage of category influentials within the top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI of \$75K+. Category influentials are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members.
Source: Gfk MRI, Spring 2016

HOUSEHOLDS WITH INCOME OF \$200K + ARE DRAWN TO #MAGAZINES

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

Source: Gfk MRI, Fall 2016



Household income \$200K+ (index)

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Fall 2016

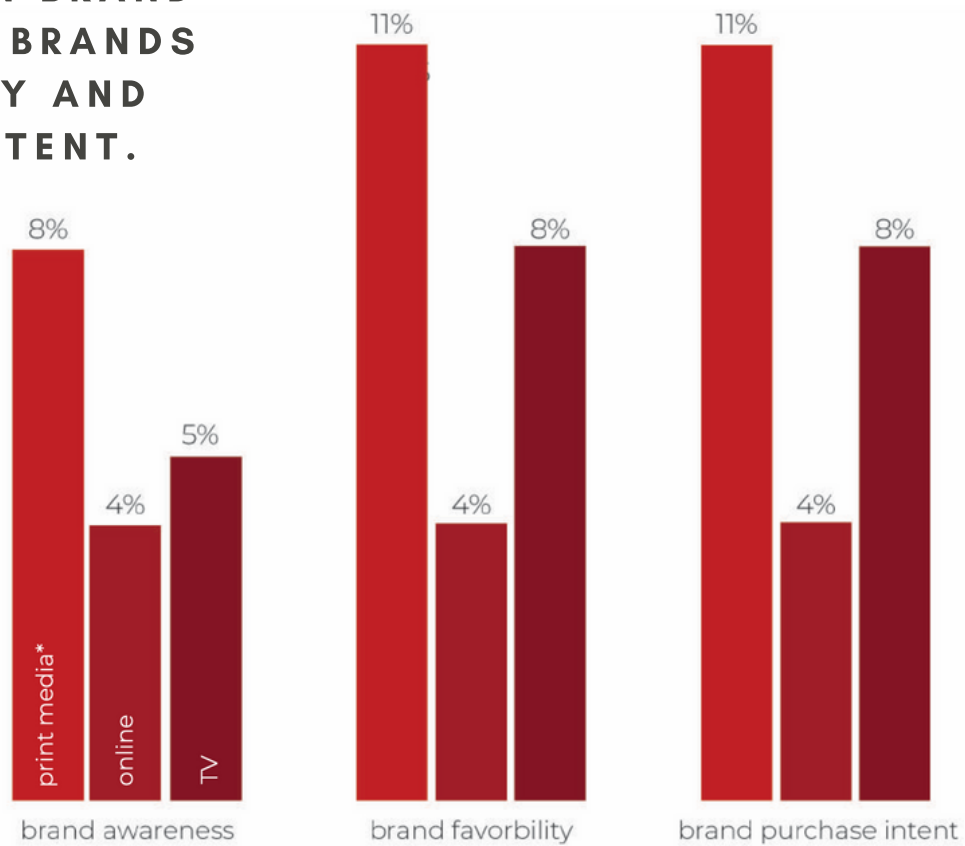


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**ADVERTISING IN PRINT
YIELDS A GREATER
INCREASES IN BRAND
AWARENESS, BRANDS
FAVORABILITY AND
PURCHASE INTENT.**



Average brand lift due to exposure

Data is Delta. Delta=Exposed-Control.
 Numbers of respndents: Print n=88,0146; online n=253,421; TV n=198,479
 *Print media includes newspapers, which were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy. Print media also includes digital editions of magazines.
 Source: Millward Brown Digital, 2007-2015



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