

SMODÈ PUBLICATIONS PRESS KIT 2021

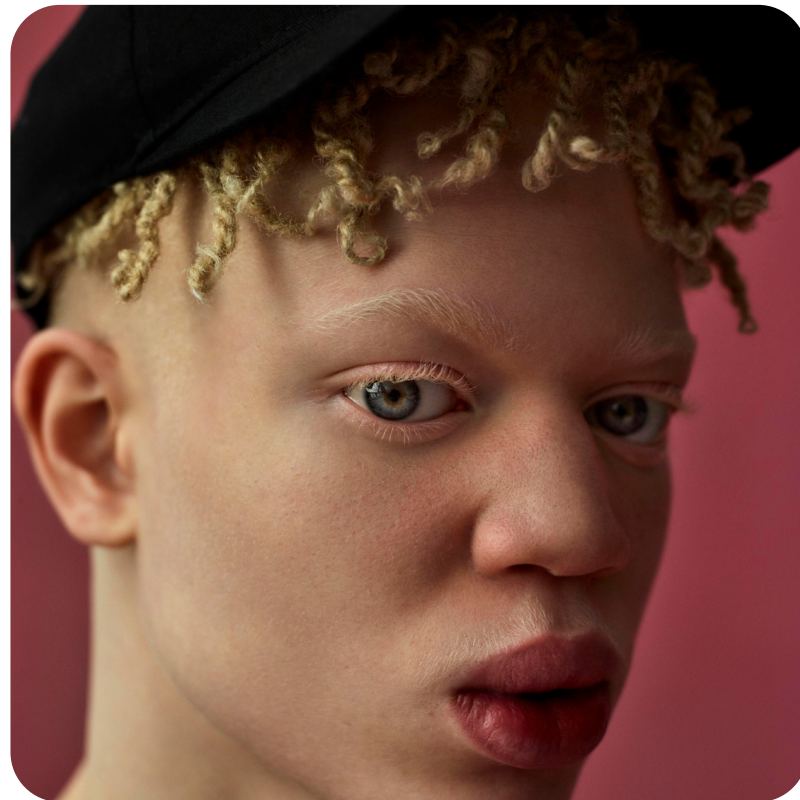
→ www.smodemagazine.com

→ www.smodepublications.co.uk



The Mission

SMODÈ is for bold, smart, enthusiastic women and men who have a fondness for fashion and lifestyle. It encompasses the innate characteristics that are most current in today's world. SMODÈ is inclusive, innovative and populist.





Audience



Total Readership: 100,646,000
Median Age Range: 34
Median HHI: £91,421.05

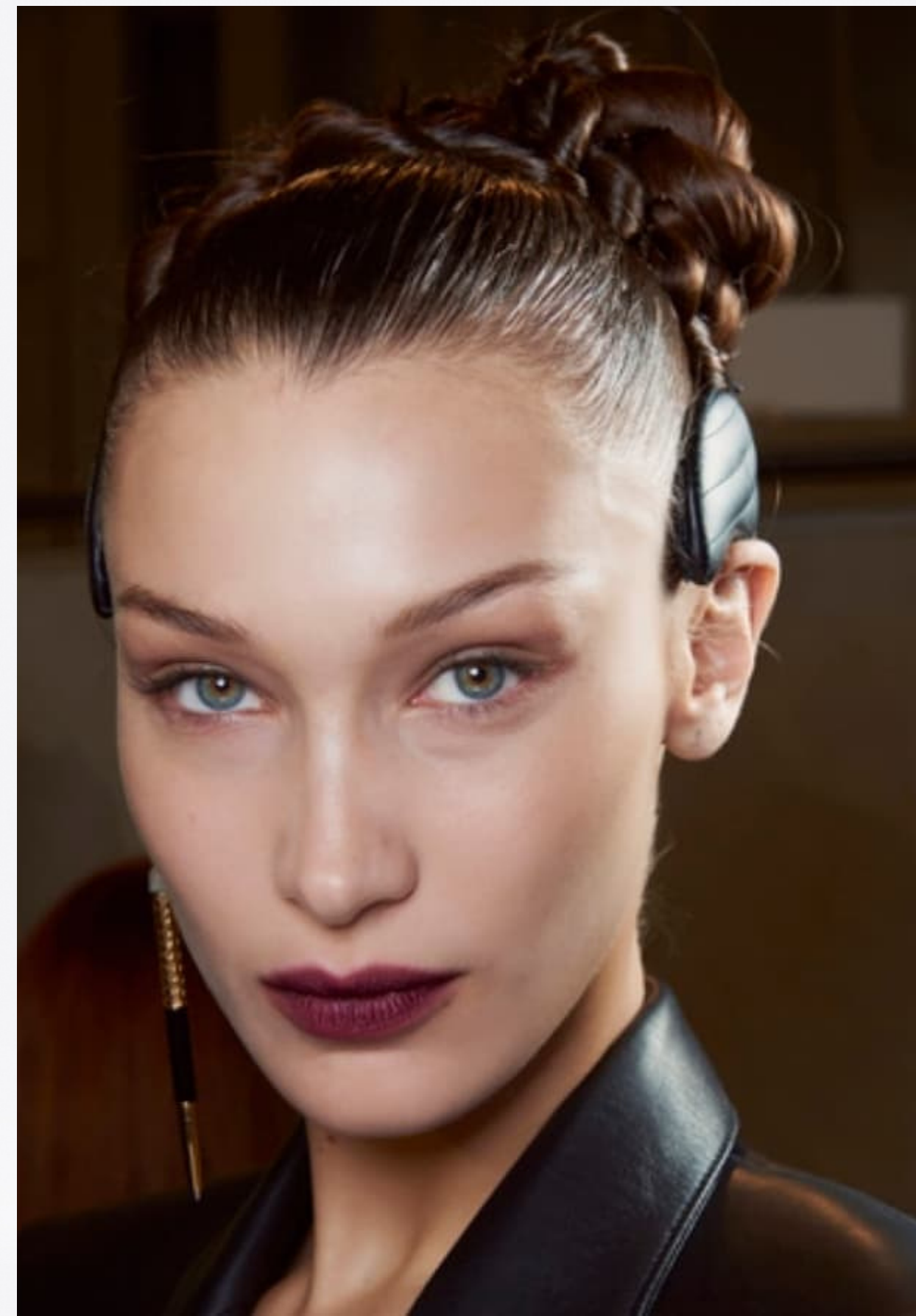


smodemagazine.com
Unique Visitors10367
Median Age Range: 28
Median HHI: £62,268.71
Returning Visitors: 85%



Total Social Media Stats:
31,489

SOURCE: IPSOS FALL 2019



Circulation

Global Presence

including, total circulation, paid subscribers, verified subscribers, single-copy sales, and base rates.

SOURCE: SMODÈ ANALYTICS Q4 2020



Editorial Calendar 2021



**February:
The Spotlight Issue**



Ad Close Date: December, 2
On-Sale Date: February, 11

**March:
Sustainability Issue**



Ad Close Date: January, 2
On-Sale Date: March, 11

**April:
The Beauty Issue**



Ad Close Date: January, 2
On-Sale Date: March, 11

EDITORIAL THEMES AND DATES SUBJECT TO CHANGE*

Editorial Calendar 2021



**May:
Home/Design Issue**



**Ad Close Date: March, 2
On-Sale Date: May, 11**

**June/July:
The Style Issue**



**Ad Close Date: April, 2
On-Sale Date: June, 11**

**August:
Accessories Issue**



**Ad Close Date: May 2,
On-Sale Date: August, 11**

EDITORIAL THEMES AND DATES SUBJECT TO CHANGE*

Editorial Calendar 2021

**September:
The Fashion Issue**



**Ad Close Date: June, 2
On-Sale Date: September, 11**

**October/November:
The Culture Issue**



**Ad Close Date: August, 2
On-Sale Date: October, 11**

**December/January:
End Of Year Issue**



**Ad Close Date: September, 2
On-Sale Date: December, 11**

EDITORIAL THEMES AND DATES SUBJECT TO CHANGE*

Advertising

ELITE INFLUENCERS

- 85% of the Smodè audience have influenced others to purchase our products or services based on their recommendations.
- 85% of Smodè readers are passionate about sharing their knowledge.
- 81% of readers have researched a product or brand after seeing it featured on smodepublications.co.uk or in smodemagazine.com.
- 74% have bought a product or from a brand after seeing it published in Smodè print magazine.
- 47% regularly write blogs and share social media posts about Smodè.



SOURCE: SMODÈ ANALYTICS Q4 2020

Advertising

STYLE INVESTORS

- 91% of the Smodè audience agree that “dressing well is a form of good manners.”
- 74% agree that “fashion, beauty, grooming and wellness is an integral part of a healthy lifestyle” - In retrospect, the Smodè audience has spent over £2.6 million on fashion, beauty, grooming and health products in the last 12 months.
- 64% of Smodè readers are 'City Workers with a High Net Worth' according to our 2020 MKR research survey.
- 40% more likely to adopt the Smodè digital membership plan while purchasing 'one-off' print issues.



SOURCE: SMODÈ ANALYTICS Q4 2020

Social Stats

- 85% of people who see your company's advert in print are more likely to search for you online.
- Studies show that 75% of people spend less than 15 seconds browsing a website but spend longer reading a magazine.
- 65% of readers find that print advertising is more trustworthy.
- 48% of people find that information displayed in a print magazine is more interesting.
- Did you know that print advertising taps into our senses that leaves lasting thoughts?

SOURCE: SMODÈ ANALYTICS Q4 2020



Audience

Latest Stats

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Youtube



Instagram



Snapchat



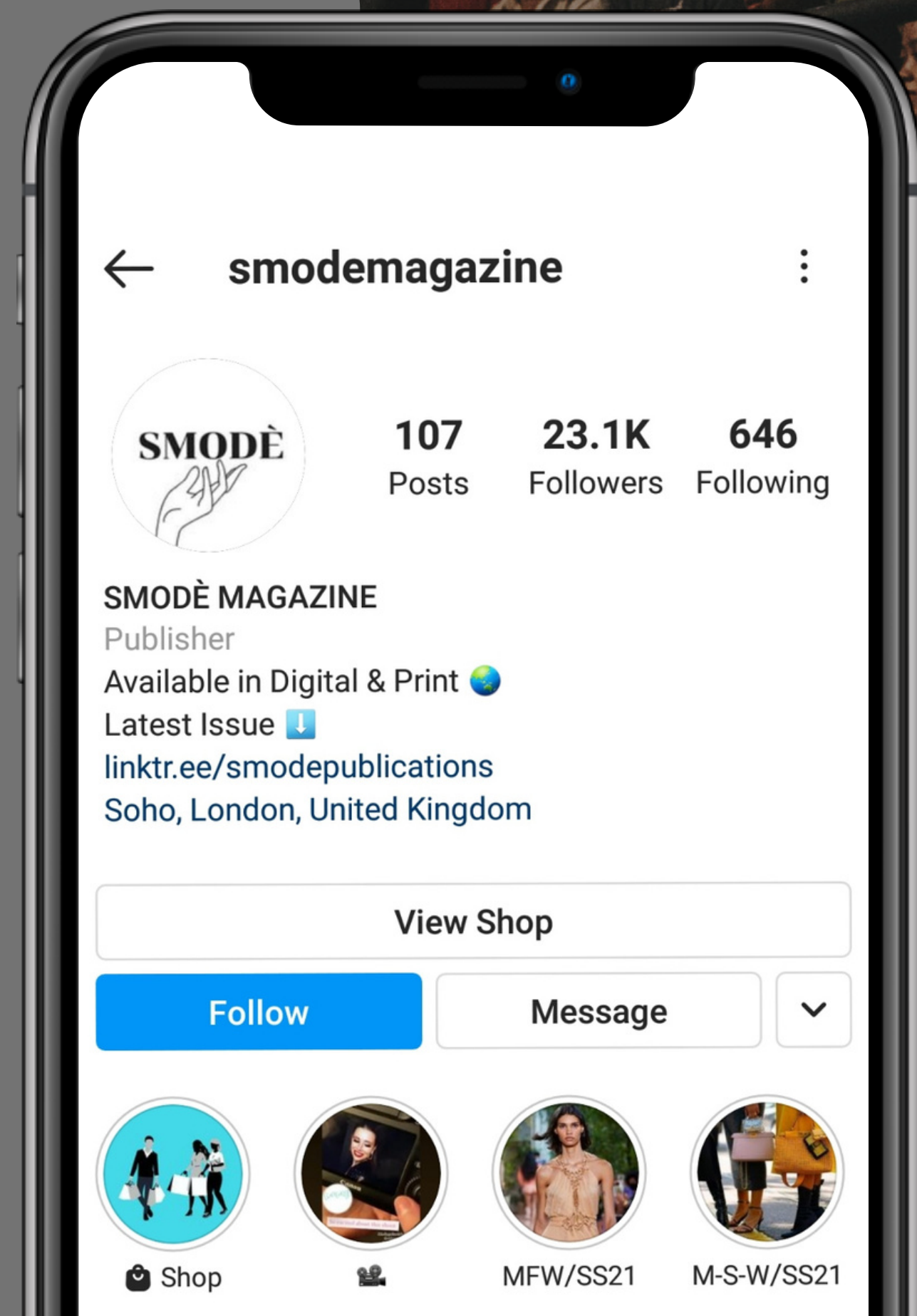
Facebook



Pinterest



LinkedIn





Readers Trust

Credability



Fake news and cybercrime have made many people hesitant about online engagement. Readers trust their magazine publications as a source for accurate information, so they are more likely to trust your brand too.

Low Risks



There's little to no risk for readers to check out your website or to get in touch with you from an ad they've seen. In a magazine, there are only so many pages, with targeted advertisements on each page.

Real Engagement



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Target Audience

Magazine advertising is the fastest way to speak directly to your potential customers. Readers are interested in cultural news, so they will be interested in your brand too. While online and social media are great for 'the moment', Smodè publications has lasting power. It may stay in a private members lounge, on a coffee table, in an office, in a hotel bedroom or café for a whole month, or until the next issue is published. It might be shared among family and friends, the circulation of magazines is limitless this means that your advertisement can be seen over and over again.

SOURCE: SMODÈ ANALYTICS Q4 2020



We love to reward ourselves with some down-time and sitting back with a nice hot drink and a beautiful, glossy magazine is the perfect way to relax and unwind for quiet time. There's plenty of attractions and distractions on social media and websites but in a print magazine there's a variety of topics that we can choose to indulge in without any competition; we'll just look at what interests us and this is a brilliant opportunity for advertisers to engage with a wide audience.



Taking the opportunity to create consistency across all your channels, with the same advertising message and images will help people recognise your brands' identity as a globally recognised business and you will reach new audiences in our print magazine. With print magazine advertising you know exactly when your advertisement will appear and where, so you can keep track of the results. When you ensure that your call to action is very specified you'll know exactly how effective your advertisement has been.



Contact Us

We'd love to hear from you.

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