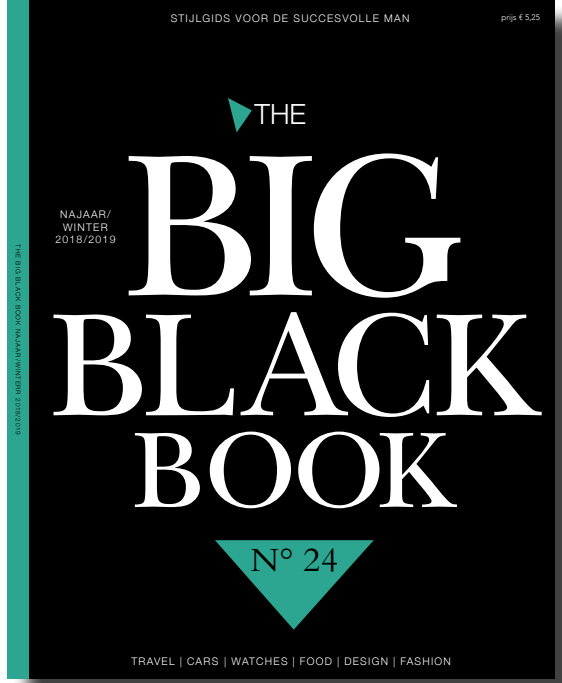




MEDIA INFORMATION 2019



**THE STYLE GUIDE FOR
SUCCESSFUL MEN**

MAGAZINE FORMULA

The Big Black Book represents everything successful men look for when it comes to contemporary style and luxury. Fashion, travel, cars, gadgets: you name it. 164 pages dedicated to the things that make life more comfortable. Expect the latest trends, the best picks and inspiring interviews. An exclusive and comprehensive manual with an international look and feel.

Topics

Travel | Cars | Watches | Food | Design | Fashion

BOOKAZINE

- **Cover** honouring the name 'Black Book'.
- **Contents** reveal all secrets regarding modern style and luxury in a new, manly look and feel.

Big. 144 pages with inspiring stories and high end photography. Twice as many pages as before. Our motto: *Think big, the world is your oyster.*

Black. black on the cover, but refreshing on the inside. A black book als personal assistant to every successful man.

Book. Grown up from a magazine to a mature bookazine. With so many exciting topics you just don't stop reading. The waste paper bin stays empty..

360 DEGREE BRAND

The modern man likes to spend time offline and online. We talk to him through different channels.

Cross-media approach

Our premium brand The Big Black Book offers lots of advertising possibilities with its magazine, website bigblackbook.nl and social media channels.

Content marketing

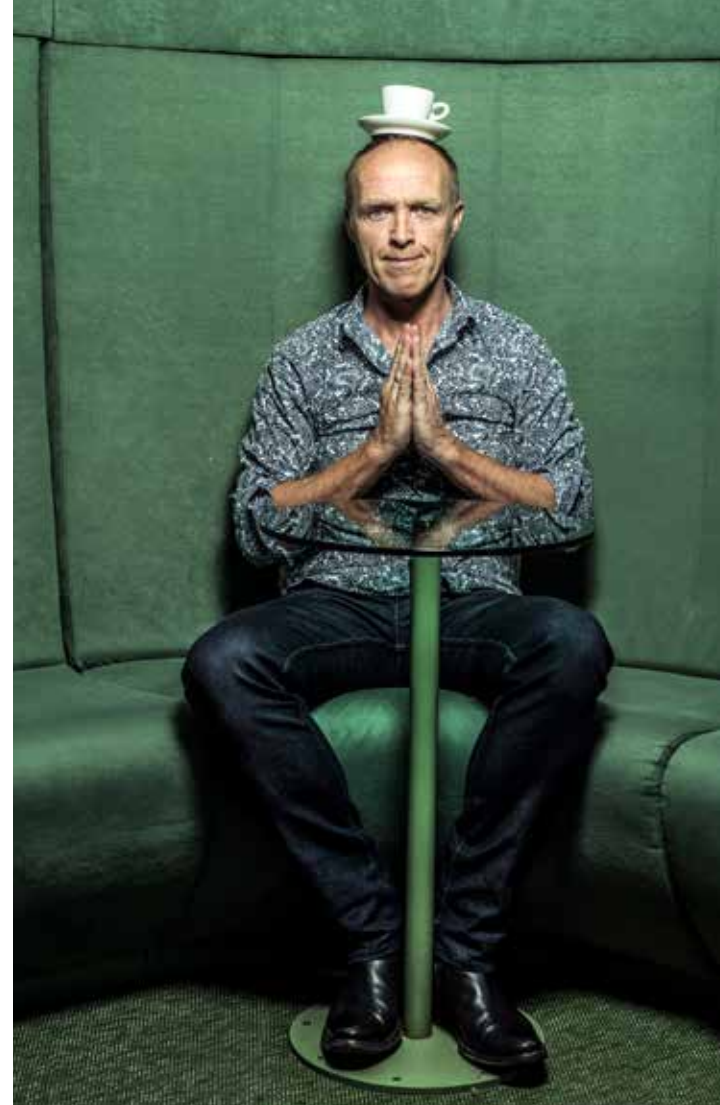
The right content, in the right place, in the right context. That is the essence of The Big Black Book. The editorial team knows how to bring your commercial message across the right target group.

Wide reach

Pelican Media also offers attractive online and offline package deals with our premium titles CARROS and Residence.

TARGET GROUP

- 25+ years
- 80% men / 20% women
- Highly educated, well to do
- Interests: travel, exclusive cars, watches, restaurants, design, fashion, luxury goods and gadgets.





ADVERTISING PRINT

The Big Black Book is issued twice a year and available in selected bookstores. It is also sealed with CARROS; high-end magazine that is aimed at the same target group.

Pricing

1/1 page	€ 6,750
1/2 page	€ 5,063
Cover 2 and 4	not available
Cover 3	€ 7,425
2/1 page	€ 13,500
Opening spread	€ 15,525
All other positioning requests	+10%

Other possibilities

The Big Black Book offers its partners additional possibilities such as inserts, advertorials, specials and leaflets that can be sealed with the magazine.

Technical specifications print

Basic size	144+4 pages
Circulation	55.000
Paper inner pages	115 grams Galerie Art Volume
Paper cover	400 grams woodfree satinated mc
Cover finish	Matt laminate
Printing method	Sheet and rotation offset
Trim size	230 x 297 mm
Type area	210 x 270 mm
Specs for advertisement spreads	to be sent as single pages, both with 5 mm bleed

RESERVATIONS: order@pelicanmedia.nl

ADVERTISING MATERIAL: password protected certified PDF files, accompanied by a colour proof

SEND MATERIAL TO: materiaal@pelicanmedia.nl

DETAILS: quotations for inserts are made on request

CALENDAR 2019

Issue	Bookings	Material	Publication date
# 1	03-05-2019	08-05-2019	13-06-2019*
# 2	11-09-2019	16-09-2019	17-10-2019*

* Dates subject to change



ADVERTISING ONLINE

Reach

Unique visitors	30.000
Pageviews	97.000

Pricing

Content

Advertorial (2 weeks)	€ 500
Branded content	1 week € 500
	2 weeks € 750
	1 month € 1250
Social post	each € 100

Display (CPM)

Large rectangle	€ 40
Halfpage ad	€ 50
Billboard	€ 60

CONTACT

For more information on creative and effective advertising opportunities please contact:

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