

# media kit

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**Schön!** 50

celebrating 50 issues of innovation, influence and imagination.

# the 50th issue.

a **Schön!** celebration.

In April 2026 **Schön!** Magazine celebrates its 50th issue.

It is a moment that marks over fifteen years of creativity, influence, and collaboration — and a promise of what is still to come.

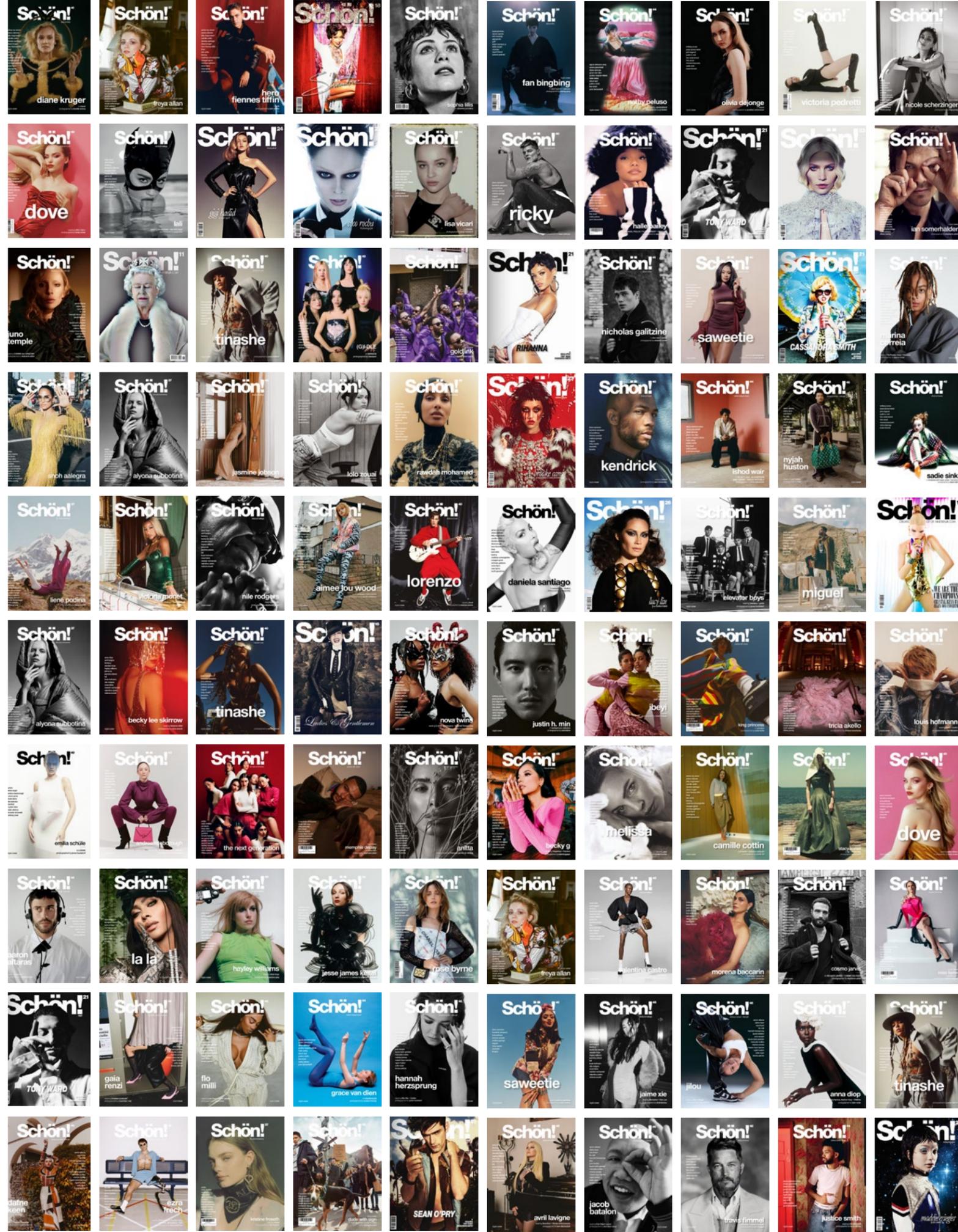
For over 49 issues **Schön!** has championed fashion, culture, diversity and the creative voices shaping tomorrow.

Now, with this landmark edition, we look forward, not back.

The 50th issue transforms our legacy into motion through bold collaborations, cross media storytelling, and fresh visual ideas.

For brands it is an invitation to stand with a publication that evolves fearlessly, turning visibility into cultural impact.

**Be part of the 50th.**  
**Be part of what is next.**



# it's all in the name.

we are **Schön!**

Since 2009 we have defined independent fashion media at a global scale.

We work with visionary photographers, stylists, artists and talents who shape the culture of now.

Print, digital, video, events. One voice. One standard. Always original.

## our audience.

age.	<b>25 to 34</b>
gender.	<b>female 59% male 41%</b>
affluent.	<b>55% earn over €125,000</b>
educated.	<b>89% have a university degree</b>
urban.	<b>76% live in cities</b>
reading time.	<b>68% read Schön! between 15 and 55 minutes</b>
for pleasure.	<b>80%</b>
for work.	<b>43% read for professional reasons</b>
creative sector.	<b>53% employed within creative industries</b>



# reach at a glance.

**50** print issues from **2009** to **2026**

**24 million** plus monthly social reach

**6.1 million** plus monthly page views at [schonmagazine.com](http://schonmagazine.com)

**1.2 million** plus social followers

**50,000** copies per issue with **6** readers per copy and zero waste

**46,000** newsletter subscribers with a **66** percent open rate

Top markets **Germany, United Kingdom, Italy, United States, France**



# our social force.

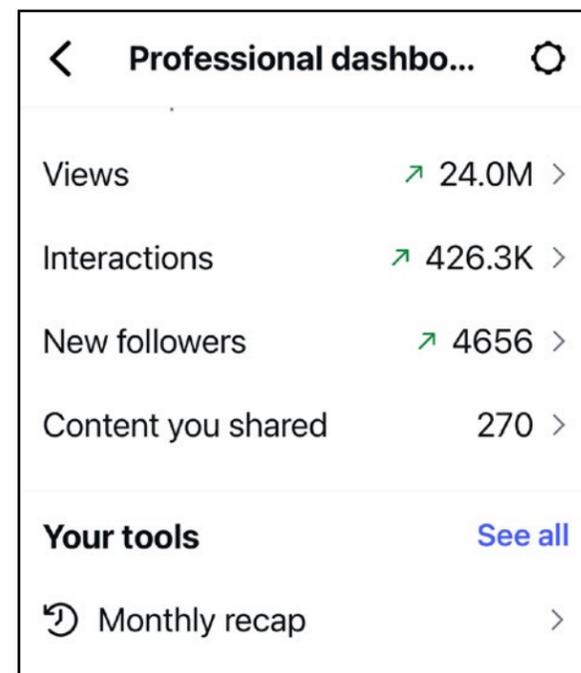
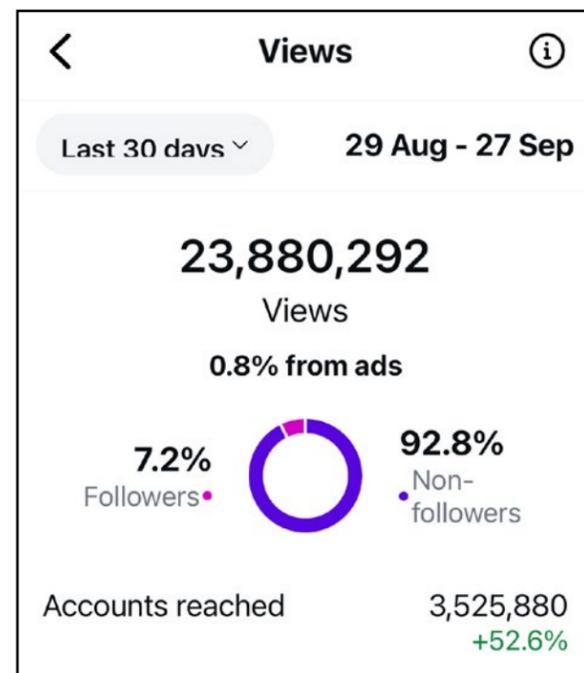
**Schön!** connects with a global community across every platform. Our stories, visuals, and campaigns engage readers daily — online, on social and in their inbox.

## social reach

A global network of more than **1.2 million** followers with a combined reach of **37 million**.

Instagram leads with **616,000 followers** and up to **24 million** monthly impressions.

Across Facebook, Threads, X and Weibo, our audience continues to grow through consistent engagement and conversation.



# our digital force.

a digital presence with real connection

## online at [schonmagazine.com](http://schonmagazine.com)

**6.1 million** monthly page views

**1.4 million** unique visitors from **197** countries

**80,000** daily home page visits

**4.3 million** monthly mobile sessions

Average time on site 4 minutes and 20 seconds

**64 percent** new readers

**82 percent** returning visitors

## our newsletter.

**50,000** active subscribers receive **Schön!** weekly with a 66 percent open rate.

Each edition connects partners with a loyal and engaged audience..

## our top markets.

Germany **26 %**

United Kingdom **24 %**

Italy **18%**

United States **9 %**

France **12 %**



# print matters.

**Schön!** remains one of the few truly international independent fashion titles in print. Each biannual issue is distributed globally through Amazon and our web and social channels, reaching readers in more than 35 countries.

## at a glance.

**50,000** copies per issue

**6** readers per copy

**Zero** waste and **100 percent** sell through

## Top markets

Germany	<b>35 %</b>
United Kingdom	<b>25 %</b>
Italy	<b>20 %</b>
France	<b>11 %</b>
USA	<b>6 %</b>

A timeless print edition with a truly global footprint.



# bespoke creative collaborations.

We make your brand part of the story.

At **Schön!** we produce campaigns, films, editorials and branded content that merge beauty, storytelling, and strategy.

Our team works across print, digital and social platforms to craft ideas that resonate and visuals that endure.

Building on this foundation, 2026 marks the launch of **Schön! Studio** — our creative agency dedicated to producing bespoke visual content and full-circle brand experiences.

Through **Schön! Studio** we extend the magazine's creative expertise into campaign production, brand storytelling, and white label content designed to elevate every collaboration.

## selected partners.

CHANEL, Louis Vuitton, Dior, Cartier, BMW, LOEWE, Nike, Boss, adidas, H&M, to name a few.

## what we create.

Editorial features and cover stories that define a moment

Digital and social campaigns with cultural reach

Branded films and visual storytelling with depth and purpose

Tailored white label content and design for brands and partners

Immersive experiences and events that bring ideas to life

Every collaboration carries the **Schön!** signature, combining creativity with precision, beauty with meaning, and stories that leave a mark.



# the **Schön!** universe.

One vision. Many voices.

The **Schön!** universe continues to grow, expanding the brand into new territories and lifestyles.

Each extension builds on **Schön!**'s editorial DNA while speaking directly to regional and thematic audiences.

## **Schön! alive**

Our lifestyle and travel title dedicated to wellness, longevity, and craftsmanship. A global exploration of design, destinations, and the art of living well.

## **Schön!** Switzerland

Celebrating design, luxury, and craftsmanship through a refined Swiss lens.

## **Schön!** China

Highlighting the intersection of culture, innovation, and emerging creative voices within the Chinese market.

The world of **Schön!** keeps growing.

Tony Ward by Paul Scala  
for Schön! 21, 2013



# digital rate card.

**Schön!** offers a dynamic digital platform where stories live across web, social and newsletter. Our online placements are designed to move, with animated features, moving visuals and homepage takeovers that bring your campaign to life.

## social media campaigns

social only campaign starting **€ 15.000**

Please ask about additional or bespoke formats

## digital content

with client produced content from **€ 12.000**

with bespoke content production starting at **€ 25.000**

newsletter sponsorship from **€ 3.500**

Bespoke content collaboration 360° print + digital **POA**

## visibility options

Custom creative layouts across homepage and feature sections

Animated or motion visuals for enhanced visibility

Option to pin features on the homepage for timed exposure

Placement supported by social and newsletter amplification

Reporting and insights on engagement and performance



# print rate card.

**Schön!** continues to set the benchmark for independent luxury publishing. Each placement offers brands a distinct moment of visibility within our globally distributed magazine.

Inside front cover spread	€ 25.000
Outside back cover	€ 22.000
Inside back cover spread	€15.000
Masthead, TOC and Editor's Letter	€ 15.000
Single page	€ 9.500
Double page spread	€ 15.000
DPS specified	€ 18.000
Single page specified	€12.000
Gatefold	available on request

## print specs

trim size 431.8 mm x 279.4 mm plus 3.15 mm bleed  
Full colour CMYK, US web coated (SWOP) V2,  
300 dpi minimum PDF or TIFF format with fonts embedded or outlined

## 2026 release dates

**Schön!** issue 50      end of April 2026  
**Schön!** issue 51      end of October 2026

Schön! **alive** 3      end January 2026  
Schön! **alive** 4      mid July 2026



# contact us.

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be part of the **Schön!** celebration.

**dave lantinga**

dave@schonmagazine.com

**andrew collins**

media@schonmagazine.com