

media kit

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.

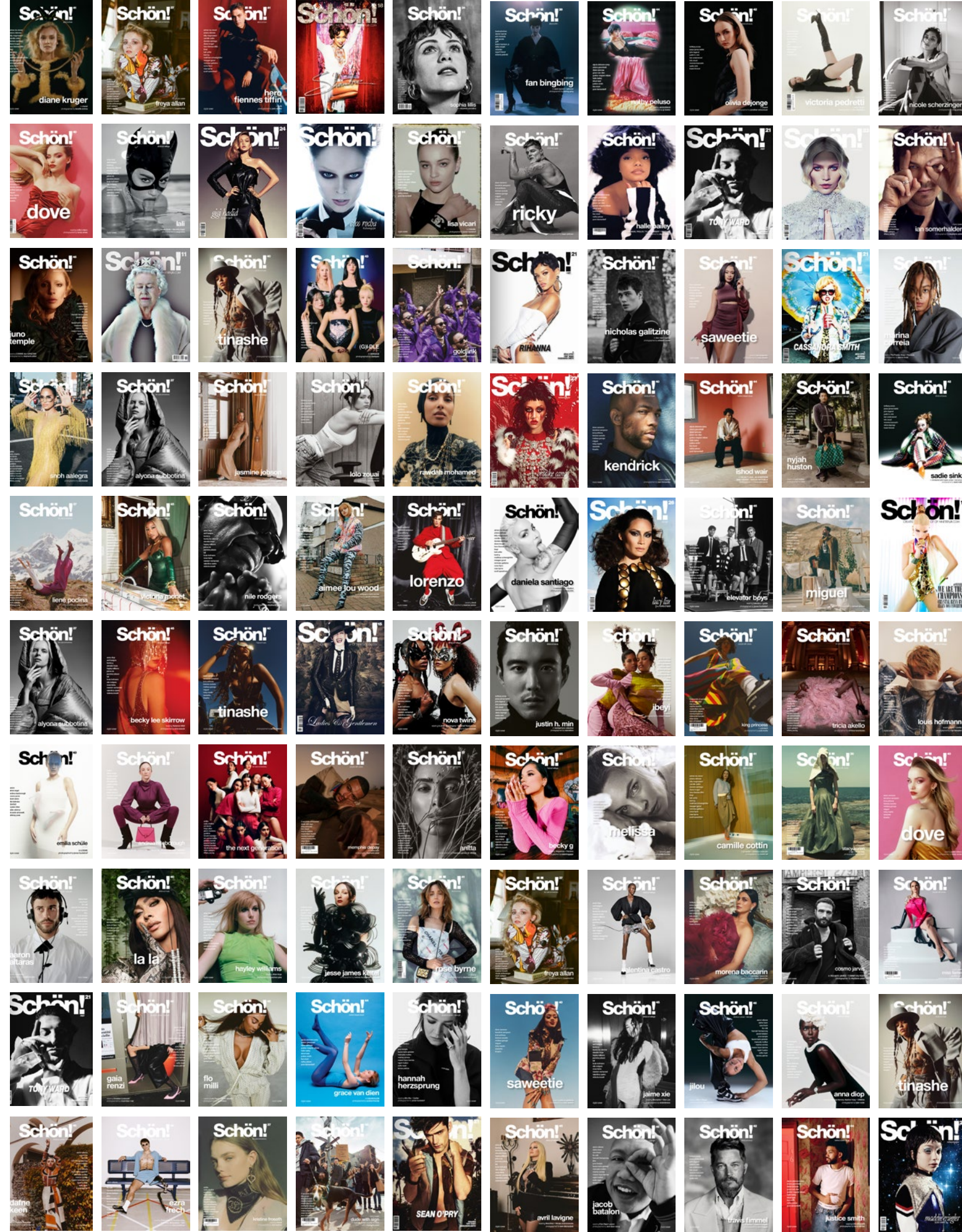
For over 49 issues **Schön!** has championed fashion, culture, diversity and the creative voices shaping tomorrow.

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



Rosalía by Vince Aung
for Schön! 35, 2018

reach at a glance.

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

24 million plus monthly monthly social reach

6.1 million plus monthly page views at 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**



H.E.R. by Oriana Layendecker
for Schön! 36, 2019

our social force.

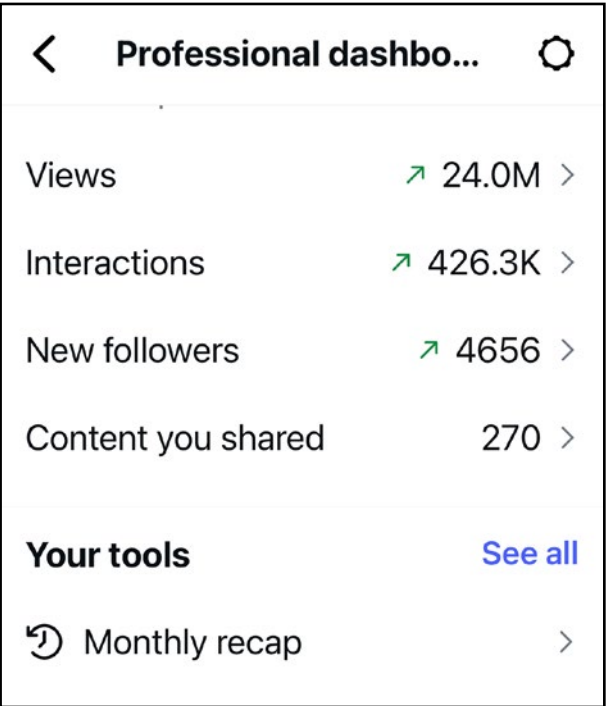
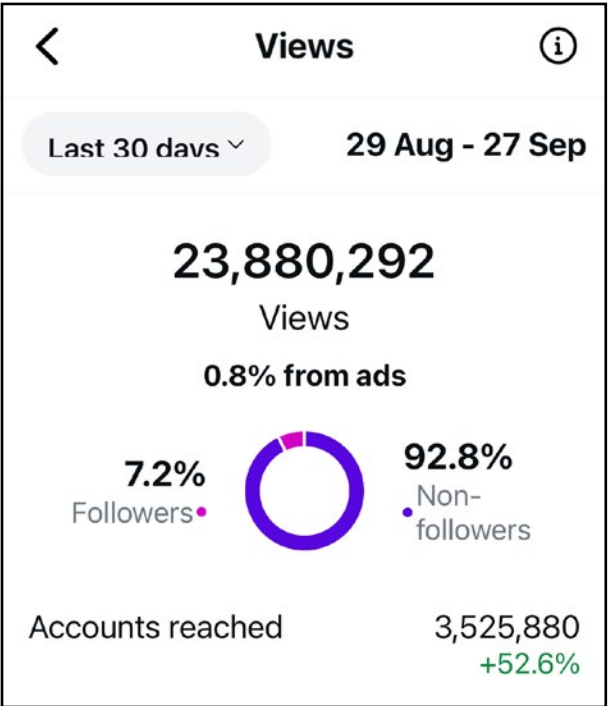
Schön! connects with a global community across every platform. Our stories, visuals, and campaigns engage readers daily — online, on social and in their inbox.

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.



Gigi Hadid by Rayan Ayash
for Schön! 24, 2014

our digital force.

a digital presence with real connection

online at 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 %



Elle Fanning by Floria Sigismundi
for Schön! 31. 2016

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	35 %
United Kingdom	25 %
Italy	20 %
France	11 %
USA	6 %

A timeless print edition with a truly global footprint.



Kathy Bates by Alexander Saladrigas
for Schön! 33, 2017

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.



Fan Bingbing by Dalong Yang
for Schön! 39, 2020

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



Naomi Campbell by Ellen von Unwerth
for Schön! 18, 2012

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



Rihanna by Zoe McConnell
for Schön! 21, 2013

contact us.

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

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