



ODALISQUE M
MEDIA KIT 2017

A BRIEF HISTORY

To Odalisque Magazine, art is fashion and fashion is art. The dynamic website www.odalisquemagazine.com, launched in Stockholm in 2012, and its lavish companion print magazine **Odalisque M** which was first published in the Fall of 2014, together form a global platform where contemporary art and fashion meet.

Publishing photography, illustration, short articles and interviews with internationally-celebrated artists, the print medium provides visual aesthetics that cater to the fashion elite whilst continuing to include the market-preferred and help establish the Odalisque platform within key global fashion territories.

The website serves as both a sophisticated, continually evolving medium for exploring new work from established creatives, and also as a proving ground for new talent within art and fashion. Daily contributions from a dedicated team of bloggers spread around the globe as well as more in-depth, bi-weekly interviews and editorials address pressing issues relevant to the international fashion and arts communities, such as feminism and gender equality, ecological responsibility and emerging opportunities in the digital age.

COVERS

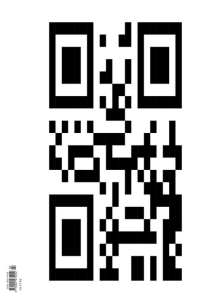
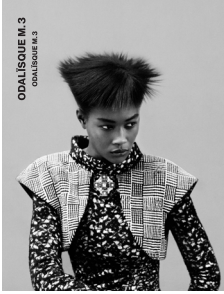
ISSUE 1



ISSUE 2



ISSUE 3



ISSUE 4



ISSUE 5



FASHION



BEAUTY

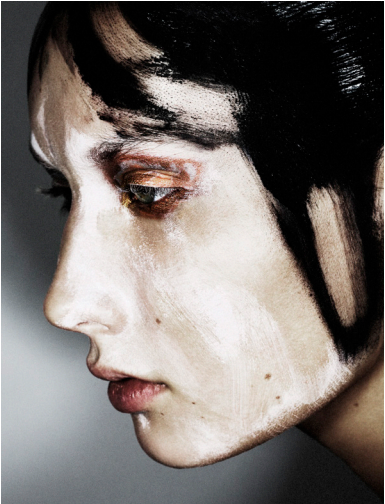
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Photography by
Joel Pearson
/ Mike Management
Make-up
Sophia Wilson
/ L'Oréal Paris using MAC Cosmetics
Hair
Dylan Coleman
/ Admire Management



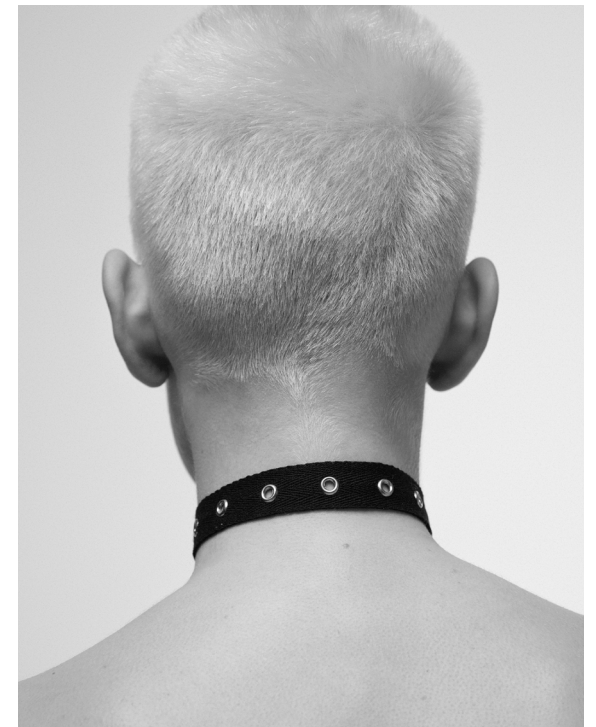
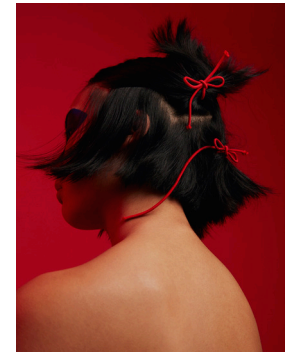
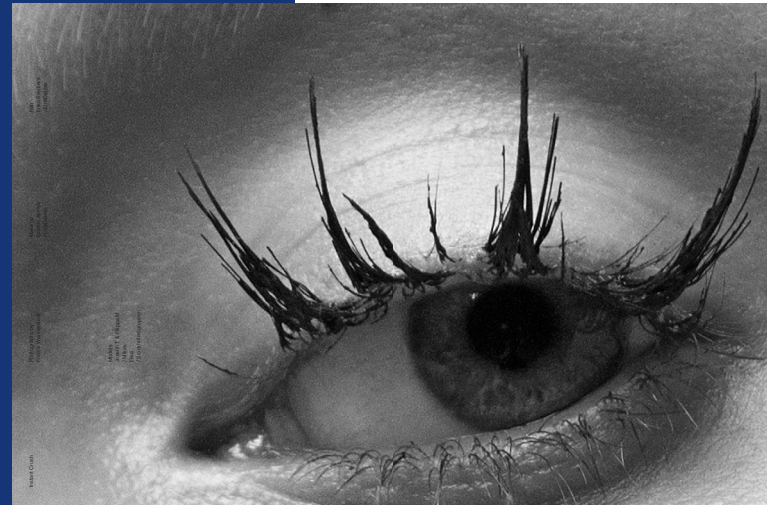
Styling & Production
Morgan Scott
Model
Tina
/ Elite Stockholm



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039



BEAUTY



INTERVIEWS

An interview with Icons Pop / Aino / Caroline
Written by Blenda Setterwall Klingert
Edited by Meghan Scott

We meet at what feels like dawn, but is actually closer to 9:30, on one of those chilly, misty Swedish March mornings. All equally drowsy, we spend a good 30 minutes talking about natural skin care, designer eyewear, hangover cures and the very likely possibility of encountering a ghost in the old castle at our location for the day. Aino and Caroline have a certain effortlessness about them that spreads to the whole gang and leaves everyone in a good mood. I get pretty deep into thinking that we're just a bunch of people left over at someone's summerhouse from a party the previous night, wrapped in blankets, chatting over breakfast.

B: Aino and Caroline, why do you write?

C: I think I just found it as a form of expression and felt it was a good way of sharing. Sometimes it's to relieve yourself or it's to give other people a certain feeling. It can be more egotistical - I, and often you, really have something to say.

A: And to process things. The first time we sat down to write together, just after I met Carro, I had just been dumped, had no job and was generally sad. It was a psychological, healing process for me. Carro became the new love of my life in a sense. I had so much anger that needed to come out! Together with her, that anger turned into power. I think that's why everything we wrote at the beginning was so empowering. And it still is. It saved me.

B: You fought hard for your breakthrough and seem to have gotten a lot of inspiration and energy from a sense that you had nothing to lose. How do you deal with the success you have now?

A: We learned everything the hard way. At the same time as we had a number one hit on Billboard and we drove around in Germany in a family car and couldn't even imagine expanding our team from our small crew. Our tour manager was in charge of light and sound and we built the stages together.

C: We've always said we work better as underdogs. And when others started meddling in our business and saying things like, "You guys need full makeup every day and you need your hair done", we ended up getting needy - you end up thinking you need all those things. It made us unhappy when things started feeling less personal. For us, it's very important to be able to look real people in the eye wherever we go, to feel "normal".

B: So, how does your current success affect your creativity?

C: In a strange way, I feel like we're just at the beginning of our journey. Actually, we talked about it yesterday, it's crazy that we've been a band for eight years already! It's similar to stages in a relationship. The underdog perspective was great at the beginning. And when we think of where we're at today, it's with



ached into the fur and made an insane piece of art, it's so beautiful. She believes all lives, as all lives, are unique. It's great with brands like Hennes, H&M and H&M, the younger generations of designers are forcing the industry to change.

M: I love that, and the jacket! You can wear it with pride and kind of have the soul of the animal with you.

A: Definitely.

M: Let's go to that party we were going to go to.

A: First, one last tag.

M: Haha, of course!

If this concert is not on your playlist yet, she sure will be after having a listen, check out her new album, out soon!

Photography by Sandra Nyberg / The New Agency
Stylist Meghan Scott
Hair & make up Linda Sandqvist / Adambly Management
Photographer's assistant Antonia Zinn
On-set fashion assistant Emilia Gervin
Special thanks to Lilla Paris



Euro Club's old shirts moving throughout the collection. The attitude is the same. The women wearing H&M on the runway look badass. And very modern - it's clear Sintergatt is looking forward in time.

M: What do you think about while choosing models for the runway and your campaigns?

M: I think it is extremely important that the girls look real when they wear H&M, as if they just left home ready to go out to the club or to meet friends. I want them to have the same ironic and away attitude that H&M has in its spirit.

M: If H&M would be a country or a city, which one would it be?

M: I see H&M like Tokyo. Taking past and future, Tokyo blends with its traditional culture and passion for everything new. Like H&M, made with the experience of Italy but created from a simple mix always up to date and consistent, with one source of inspiration, starting from contemporary art and music.

Photography by Andy Manasseri
Stylist Stefanie Englund
Hair & make up Linda Sandqvist
Model: Emma / H&M Models
Creative director Federica Cluit Priori
Photographer's assistant Alessandra Ditta
Special thanks to Bologna & Piero Sestagalli



By Caroline and Aino
Photography by Sandra Nyberg
Stylist Meghan Scott
Hair & make up Linda Sandqvist
Photographer's assistant Antonia Zinn
On-set fashion assistant Emilia Gervin
Special thanks to Lilla Paris

040-035

B: Yes, it's very fun. I express myself more naturally through my writing and singing than otherwise. In my songs I can show my inner feelings. It's ok to be sad. Jörgen and I wrote "Swallow Your Pride" together. I will be a part in the most songs going forward. It's nice if I can relate to the lyrics.

M: Do you feel that the songs convey the image you want to represent for yourself?

B: I like that "Swallow Your Pride" and "Let's Dance" are so different. I want to show more than one side of myself.

M: Do you have any favorite artists?

I love Adele. I love everything about her - she's just the best! Her dark voice is so nice and her songs are so emotional. She really can tell a story.

B: Is there anything in life that you miss at the moment? Maybe love. I don't know. I'm quite satisfied with my life right now.

M: Should you tour in Sweden first, or do a world tour?

B: I'll probably go for superstar, if possible. It's the dream! But, I'll see how it goes.

Photography by Martin Lidell
Stylist Jennifer Winton
Hair & make up Catherine Lahtonen / Söderberg Agentur
Photographer's assistant & digital tech Mattias Sätterström
Special thanks to Rex Studio





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OD.M.

PRODUCTIONS

The OD.M editorial team also provides full production services for custom made ads, advertorials and features for online and print advertising.

Working with leading industry creative types selected from its international network, the OD.M team has an open and 'hands on' approach to working with clients, strengthening brand presence through our aesthetic, evoking readership interest. The result thoughtful and eye-catching campaigns for print, web, and mobile platforms - can be seen in the OD.M print edition as well as on odalisquemagazine.com and freshnet.com.

Odalisque also participates in event coordination, collaborating with different venues, artists and companies; creating a unique experience.



IN COLLABORATION WITH 1.61

INSERT



Each issue, we offer different artists an opportunity to invest in a custom insert showcasing their art in collaboration with odalisque's art director with odalisque's art directors.



DIGITAL

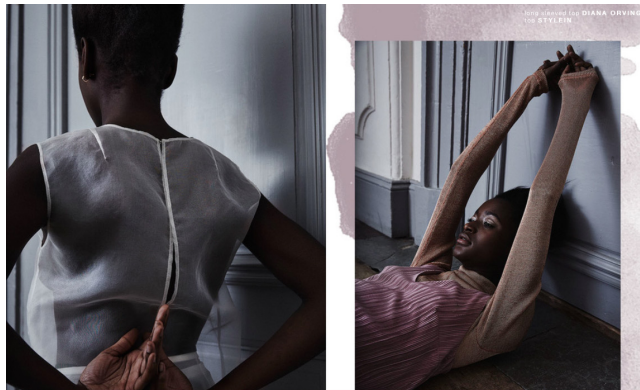
Odalisque Magazine started as a digital publication five years ago by sisters Sandra and Michael Myhrberg (Editor-In-Chief) and constructed by Sandra's husband, Klokke Grossfield (former partner at surface to air).

OD.M's readership was built up organically with the collective help of hard-working industry Creatives, Editors, Assistants and Inters who have joined the online publishing adventure. Over the past few years the online presence for current and contemporary news and pop culture in general, has grown exponentially and OD.M is proud to be part of this moment.

OD.M's editorials are updated twice a week and posted on our social media outlets to reach more readers, ours editorials come from contributors worldwide and focus on production quality and thoughtful content. Regular contributors include well-know Stockholm locals; Hedvig Jennings, Nina Holma, Michel Widenius and Jörgen Brennicke. OD.M's news and op-eds sections are updated regularly and posted on our social media outlets, we also do backstage coverage during Fashion Weeks.

OD.M houses 15 bloggers worldwide who cover Fashion, Art and Lifestyle, such as Jade Deconzac, Felicia E, Jahwanna Berlund and Michaela Myhrberg.

OD.M's digital currently has an average of 45.000 unique visitors per month, OD.M digital is a platform for new established industry creatives alike.



OD.M. AUDIENCE

Vigorously consuming contemporary photography and graphic artwork, music and film, they are forward-thinking, unabashedly interactive, and pride themselves in their familiarity with exclusive high-end brands, young designers and current up-and-coming industry creatives.

OD.M readers are individuals who are engaged and enlightened, with ambition to be updated - consuming carefully and prioritizing quality.

Odalisque Magazine is distributed worldwide in key cities such as Paris, New York, London and Tokyo and online at www.boutiquemags.com.

10 000 copies distributed world wide.

THE READERS PROFILE

69% FEMALE
31% MALE
50% 25-34
20% 18-24
15% 35-44
08% 45-54
04% 55-64
03% 65+

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UPCOMING PRINT SCHEDULE

SPRING SUMMER 2017 on sale

28 April

COPY DEADLINE

03 March

AUTUMN WINTER 2018 on sale (TBC)

15 September

COPY DEADLINE

03 October



RATE CARD

INSIDE FRONT COVER DOUBLE PAGE SPREAD	45.000SEK / 5.000€
INSIDE FRONT COVER 4 PAGES GATEFOLD	80.000SEK / 8.500€
FIRST BANK DOUBLE PAGE SPREAD	36.000SEK / 3.800€
SECOND BANK DOUBLE PAGE SPREAD	34.000SEK / 3.700€
FRONT HALF DOUBLE PAGE SPREAD	30.000SEK / 3.200€
OUTSIDE BACK COVER	50.000SEK / 5.400€
INSIDE BACK COVER	25.000SEK / 2.700€
PAGE FACING CONTENTS, CONTRIBUTORS, EDITORS NOTE	25.000SEK / 2.700€
PAGE SPECIFIED POSITION	23.000SEK / 2.500€
PAGE RUN OF PAPER	19.000SEK / 2.000€
DOUBLE PAGE SPREAD RUN OF PAPER	29.000SEK / 3.100€
DOUBLE PAGE SPREAD BETWEEN CONTENTS	32.000SEK / 3.500€

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LOOSE 8–16 PAGES

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