

# SEIZE

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Part 1 Submission  
Business Plan: 420 words  
Media Kit: 550 words  
Covers

# **SEIZE**

## BUSINESS PLAN

**Strengths**

Niche  
Tackles modern ideas and issues  
Interactive  
Affordable  
Promotes small and sustainable brands  
Digital first, and quarterly magazine reduces print waste, mindful of the environment

**Weaknesses**

There are various magazines which discuss fashion culture and travel, Seize needs to lead, convince and reach to this audience effectively,

**Opportunities**

Collaborations across digital publications

**Threats**

Stealing of content  
Legalities  
Cost of technology and investment  
Major competitors still override market share

Seize is a digital first magazine with a core focus on the future of fashion, culture and travel. It is unfiltered, honest and authentic throughout. Whilst many magazines feature fashion and culture, travel is rarely discussed. Instead, travel is associated with five star hotels and Instagrammable destinations. The modern zeitgeist is woke culture, transparency and authenticity. Young people are conscious of their environmental footprint and aspire for more meaningful experiences. Seize makes this accessible for all. Our app is a multiplatform dedicated to educating, inspiring and creating conversation. Seize is leading the change in publishing connecting individuals globally through their smartphones.

**Audience**

Female | 71%    Male | 29%

C1 - 39%

C2DE - 61%

Average HHI - £30k

Cosmopolitan yet curious, aware and actively present in the world around them

Socially and environmentally conscious

Interested in fashion, politics and travel

### **Location**

London/SE print | 51%

London/SE digital | 60%

### **Typical Advertisers**

Airbnb  
WWOOF  
Workaway  
SkyScanner  
EasyJet  
ASAI  
Stella McCartney  
Veja  
Loudbrand Studios  
ohne

### **Circulation**

Quarterly magazine £10  
Distributed at newsstands, airports and online store at Seizemagazine.com

Print  
Circulation | 90,000  
Readership | 700,000

Digital  
App users | 320K  
Monthly page views | 3.2M  
Average age | 20

Seizemagazine.com  
Monthly unique visitors | 1.1M  
Average age | 21

Digital subscription using tier based system:

### **Option 1 £3.99 p/mo**

Digital copy of SEIZE  
3 exclusive articles  
Access to 2 forums



**Option 2 £6.99 p/mo**

Digital copy of SEIZE  
Unlimited access to exclusive articles  
Access to 3 forums  
2 Zoom events

**Option 3 £8.99 p/mo**

Digital copy of SEIZE  
Unlimited access to exclusive articles  
Access to unlimited forums  
Unlimited Zoom events

**Promotion methods**

Sponsored launch event via Zoom, not exclusive to membership holders.  
Virtual goodie bag containing codes and goods to retrieve online and instore themselves

Partnerships on social media with independent brands, influencers and industry creatives

Posters of the magazine around London

**Staff**

Editorial and Digital

Editor-in-Chief  
Art Director  
Fashion Director  
Culture Director  
Travel Director  
Head of Digital  
Social Media Editor  
Freelance Graphic Designer/s  
Freelance copywriters/photographers

Commercial

Publishing Director  
Advertising Manager  
Partnerships Manager  
Distribution Manager  
Finance Manager

Legal Counsel

**Editorial pages:** 60

**Advertorial pages:** 40

**Revenue**

Circulation: £900,000

Advertising: £231,900

App revenue: £2,372,800

Other- sponsored content/partnerships: baseline £160,000

Total: £3,664,700

**Competiton**

Dazed

i-D

Bricks

Gal-dem

**KPIs**

- Reach 400,000 app subscriptions by the end of year one
- Reach 35% subscriptions on Option 3
- Break even in year one
- Reach target circulation of 110,000 by the end of year one
- Reach £200,000 in Other revenue by the end of year one

# **SEIZE**

MEDIA KIT 2020



**Inspired by a collective of under-represented groups, Seize unites creatives and passionate travellers in a space fuelled by subversive ideas, important discussions and bold actions.**

## OUR MISSION

Enrich the autonomous youth  
through creative thinking and  
belief.





# Issues Seize Tackles

89%

believe that mainstream  
magazines do not promote  
young creatives enough

87%

believe mainstream  
magazines do not discuss  
gender/race/sex enough

91%

are interested in volunteering to  
help vulnerable communities,  
endangered species and the  
environment

81%

of those in education said the  
pressure of finding a job post  
graduation prevents them from  
travelling or volunteering



# Audience

Female | 71%   Male | 29%

C1 - 39%

C2DE - 61%

Average HHI - £30k

Cosmopolitan yet curious, aware  
and actively present in their  
environment

Socially and environmentally  
conscious

Interested in fashion, politics  
and travel





**Seize is digital focused and  
forward thinking in the future of  
content.**

## **PRINT**

Circulation | 90,000  
Readership | 700,000

## **DIGITAL**

App users | 320K  
80K subscribed to Option 3  
Monthly page views | 2.9M  
Average age | 20


## **Seizemagazine.com**


Monthly unique visitors | 900K  
Average age | 21

Newsletter subscribers | 100K

London/SE print | 51%  
London/SE digital | 60%

## **SOCIAL CHANNELS**

 200.8K

 74K



## **PRINT RATE CARD**

**Barn door**

£36,500

**Inside back cover**

£9,500

**Inside front cover gatefold**

£36,500

**Outside back cover**

£12,150

**Standard gatefold**

£32,050

**Loose insert**

Costs based on size and quantity

**Inside front cover DPS**

£15,000

**Half page landscape**

£2,250

**1st DPS**

£11,000

**Page Run of Paper**

£4,500

**2nd DPS**

£9,950

**DPS Run of Paper**

£7,950



## **DIGITAL RATE CARD**

**Live link feature at  
seizemagazine.com**  
£1800

**Instagram post**  
£3,500

**Instagram story**  
£5,000

**Twitter post**  
£850

**MPUs (300x250)**  
£20 cpm

**Skyscraper (120x300)**  
£16 cpm

**Leader board (720x90)**  
£13 cpm

**App banner**  
£6,000 p/w

**Exclusive Newsletter: 80-90 words, up to  
5 images of product linking to the clients  
webpage or e-commerce site as well as  
relevant social links**  
£5,950

**Newsletter Feature: one image and title  
with link to Seize website**  
£950



## PACKAGES

Full page editorial feature **PRINT**

Half page feature for remaining three issues **PRINT**

Leaderboard, MPU **DIGITAL**

Live link feature on editorial online **DIGITAL**

1 App banner **DIGITAL**

3 Instagram stories **DIGITAL**

£29,000

Full page editorial **PRINT**

Half page for next two issues **PRINT**

MPU **DIGITAL**

Live link feature online **DIGITAL**

1 Instagram story **DIGITAL**

£22,000

Live link feature on editorial online **DIGITAL**

3x Newsletter feature **DIGITAL**

MPU **DIGITAL**

2x App banner **DIGITAL**

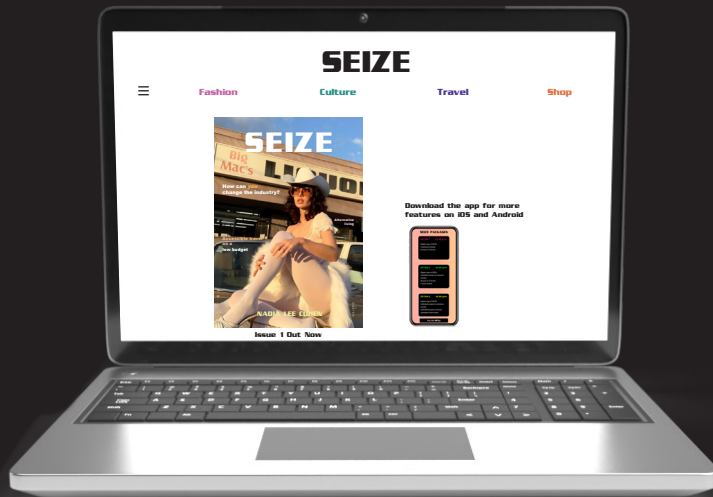
1 Instagram Story **DIGITAL**

£19,000

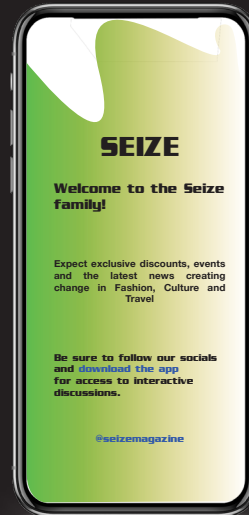


# Digital Reach

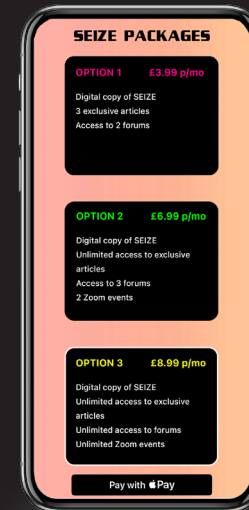
Website



Newsletter

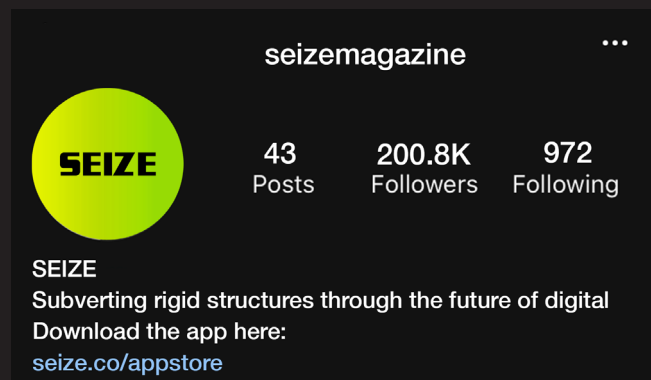


App



Combined digital reach | 1,594,800

Seize has a vast and impressive digital footprint connecting likeminded individuals and revolutionaries around the world.



Instagram



Twitter

# Editorial Calendar

Issue 2020-2021	Ad Close	Print Launch
December	25/10	4/12
March	17/02	4/03
June	18/05	4/06
September	20/08	4/09

# Contact

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## Partnerships Manager

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# **Terms and Conditions**

**A 50% deposit is required to secure any advertorial content.**

**The Publisher is not responsible for errors in any advertising material provided by the advertiser or agency.**

**The Publisher may reject or cancel advertising for any reason at any time.**

**The Publisher should not be subject to any liability for failure to publish all or any part of the issue(s) for reasons such as work strikes, accidents, fires or any other reason out of the control of the Publisher.**

**Payments for invoices are due within 20 days of the billing date.**

**All pricing information shall remain confidential and nor agency or advertiser should disclose this information without the prior written consent of the Publisher.**

# **SEIZE**

COVER ISSUES 1-4



# SEIZE

How can *you*  
change the industry?

FASHION

CULTURE

TRAVEL

Accessible travel  
on a  
low budget

NADIA LEE COHEN

ISSUE 1 & 10

# SEIZE



Healthy  
conversations  
about race

MAYBE IT'S A "GIRL  
CRUSH"

MAYBE YOU'RE  
QUEER

Young designers  
you *need*  
to know

FLORENCE GIVEN



# SEIZE

A photograph of three young women with long dark hair, unclothed, posing in a lush tropical jungle. They are surrounded by dense green foliage, including large ferns and palm trees. The lighting is warm and natural, suggesting a sunny day. The women are positioned in a cluster, with one in the foreground looking down, another in the middle looking towards the camera, and a third in the background looking slightly away.

## THE MOTHER EARTH ISSUE

Reworking fashion

Conserving Indigenous land

Alternate living

ISSUE 3 £10



# SEIZE



LIVE  
LOVE  
LAUGH

**The fine line  
between  
*healthy*  
and toxic  
relationships**

ISSUE 4 £10