

THWT

ffasiwn | celf | diwylliant



“

As a Welshman, I'm very aware of my country's limited public interface with the world of fashion. I mean shout out to Julien Macdonald, OBE, but it's rare that you'll see Wales as a reference point in the same way much of Scotland or Northern England's heritage is used.

Roughly translated from Welsh as chic or dapper, THWT features the creative exploits of Welsh rising stars and those working with and within Wales. From Snowdonian wool production, to sandcast silver smelting in Glamorgan, and a renaissance of Cardiffian sartorial stars.

DANIEL LOVE

EDITOR-IN-CHIEF THWT MAGAZINE



THWT



OUR VALUES

CULTURE | DIWYLLIANT

A global language with a Welsh heart. THWT has an international philosophy but one that projects the best of Wales; its heritage and creativity. Both home and international talents will comment on and interpret the taste and aesthetic values of Welsh history.



ART | CELF

The visual power of images, from illustration to photography, is enhanced by high quality journalism, storytelling, and a refreshed editorial structure; creating a complete and energised visual experience, in both content and structure.



FASHION | FFASIWN

THWT's editorial structure will offer the possibility for fashion enthusiasts to fully interact with the art and the industry. Telling the story of fashion and highlighting those working behind the scenes.

THWT

An abstract artwork featuring a black background with intricate white lines that resemble a complex network or a map. A prominent red circle is located on the right side, connected by a red line to a series of purple and red shapes on the left. The overall composition is layered and textured.

BEGINNING

THWT

IN LINE WITH THE PAST

SHOWCASING THE FUTURE

the FORMAT

large and pronounced;

the EDITORIAL MIX

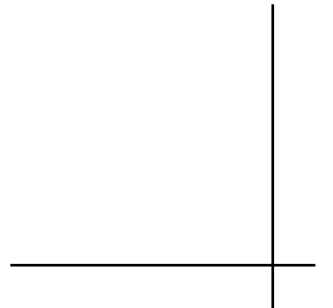
wide and inclusive;

the PAPER

tactile luxury;

the TEAM

new labels, new photographers.



THWT CHALLENGES OTHER MEDIA

The originality and unpredictability of our *message* challenges the standard press coverage of art and fashion, putting us at the forefront of media **innovation**.

THWT



CREATING A BUZZ

THWT

LAUNCH ISSUE

TEASER PHASE

INSTAGRAM

@THWTMAGAZINE

1,618pw
impressions

235pw
profile visits

398pw
likes



ISSUE

THWT

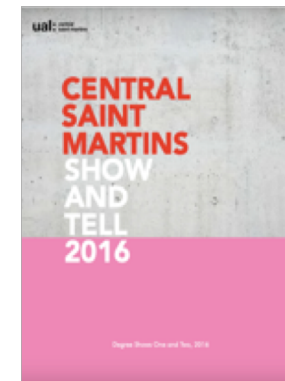
JUNE 2019

+184pw
interactions



12,000 print circulation target
the current reach of *golwg*

EXHIBITION
LAUNCH



41,500
attendees in 2016

345 posts linked to
#THWT

44.900
online views



IMAGE

The image is a vital element of the magazine; it needs to be recognised in Wales and internationally. It is the language that renders this magazine a universal one. THWT will showcase a new generation of talents alongside industry and artistic “masters” with authority.

It's Called Ffasiwn Clementine Schneidermann & Charlotte James 2016, *Photography* Martin Cannon 2018 and *Portraits* Alun Callender 2018

PHOTOGRAPHER BIO'S

MARTIN CANNON

Martin is a filmmaker and photographer. His films have been shown at Encounters Film Festival and BSF Berlin. His short "Amusements" was selected as The Smalls film of the month by BAFTA Cymru's 2017 young filmmaker programme.

CLEMENTINE SCHNEIDERMAN

French photographer Clementine is based in Wales, having studied in Switzerland, at the European centre for documentary researches and gaining a Master in documentary photography in 2014. Her upcoming exhibition, in collaboration with Charlotte James, and with support from the Martin Parr Foundation, debuts in Bristol next year.

ANN SEYMOUR

Ann is a commercial photographer who has worked as a photojournalist for many years in and around the Brecon Beacons having the ability to blend into a setting – she loves working with equine and farming communities.

ALUN CALLENDER

Portraiture has for a long time been a great passion in Alun's photographic work; he's always been fascinated by other people, by their stories and what inspires them. The narrative and story has always been important. His clients include the likes of Waitrose Food, Harrods Magazine and Tatler.

THWT



CONTENTS

THWT aims to improve the quality of written content within the Welsh media. By involving new talented collaborators and great international signatures. Dedicated literature will see talented writers reinterpreting visual messages with the written word. From investigative journalism, profiling to poetry, words have never been this fashionable.

STRUCTURE

INTRO

Editor's Letter

Cover Story (Writer interprets the cover)

Manifesto (A magazine statement on an up-to-date topic)

FRONT

A wide feature opens the reading

NEWS

Welsh people

Events

Tailoring / couture spotlight

Heritage

Behind the scenes

MIDDLE

Short stories and profiles

Poets' corner

Investigative

Hot off the press talent

BACK

My Wales (A selection of highlights)

Profile (Each issue will explore one relevant creator and highlight their talent)

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DIGITAL PROPERTIES





THWT

WEBSITE

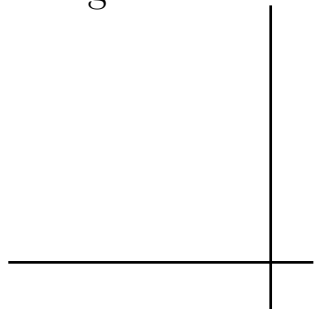
THWT looks to be *the* reference of fashion, to transform fashion as a medium, to interpret it as a cultural and economic driver.

thwtmagazine.co.uk stands as a marker of our position within the digital community. It acts as a means to access the tactility of the print edition with additional audio and video content via the website and social media.

THWT's digital content has the ability to continuously evolve with the magazine.

Both the website and @thwtmagazine are utilised to generate engagement and attention.

#THWT #Fashion #Ffasiwn #Art #Celf



CONTENT SOLUTION

The three **content-based** proposals that THWT proposes to the market are:

Branded content: content realised by the editorial staff made according to the specific needs of the brand

Native Content: engaging content strategy for brand partners that allow them to benefit from the editorial insights and the expertise required to connect them to the target audience.

THWT Shareable: creation of quality content, by THWT's artistic direction, usable by brand partners on their social media.



SOCIAL RELEVANCE

THWT



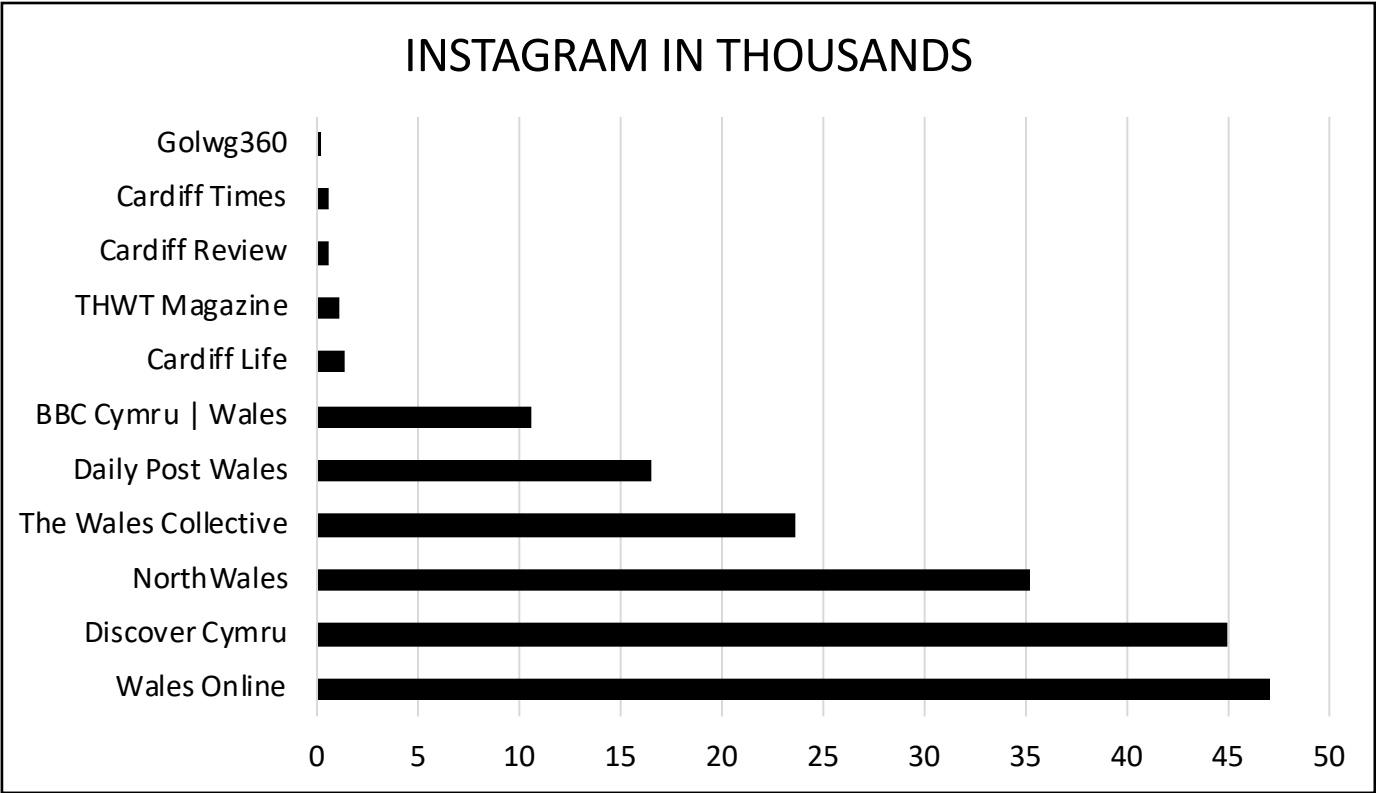
THWT aims to be a pivot of a system that develops its' social interaction, where it is positioned as one of the most influential on social media.

CURRENT FAN BASE:

1000+ Followers

PROJECTED TOTAL:

Avg. Increase of 50 per day



THWT

CALENDAR EVENTS





BIG EVENT CALENDAR

ISSUE 001 LAUNCH

MAY

#THWT2019

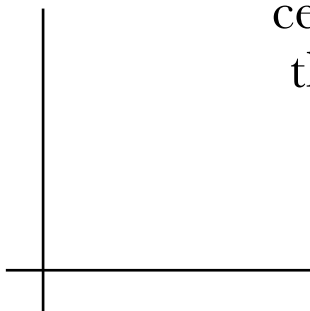
The launch event for the first print edition of THWT – the premier June issue will be a celebration of Welsh talent at the heart of the British fashion industry and creative.

CENTRAL SAINT MARTINS DEGREE SHOW

JUNE

#CSM2019

The internationally renowned public view of final year BA degree portfolios and final major project - entirely dedicated to designers, photographers and creatives in London, from around the world.



A woman with short dark hair, wearing a black long-sleeved top and bright yellow high-waisted trousers, stands in a workshop. Behind her is a wooden workbench with various tools and materials. On a shelf above the workbench, several colorful leather bags (green, yellow, red, blue) are displayed. The background wall is made of white-painted concrete blocks. The image is partially obscured by a large white diagonal shape on the right side, which contains text.

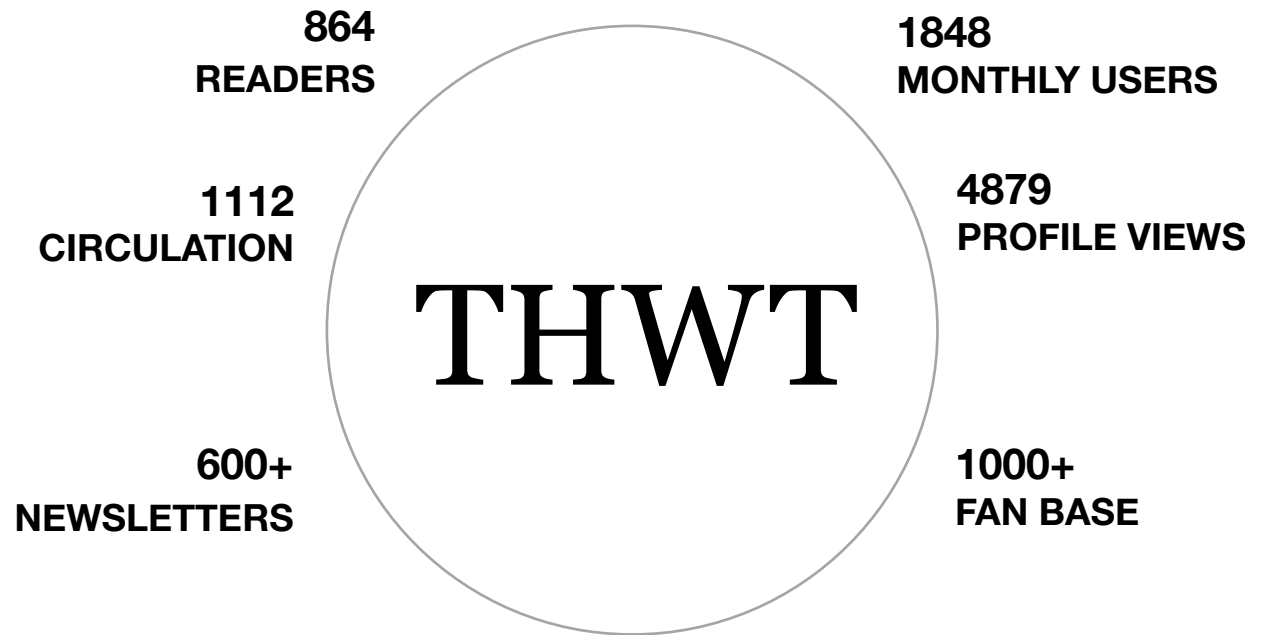
THWT

NUMBERS & TARGET

A decorative graphic consisting of a vertical line and a horizontal line meeting at a right angle, located in the bottom right corner of the white area.



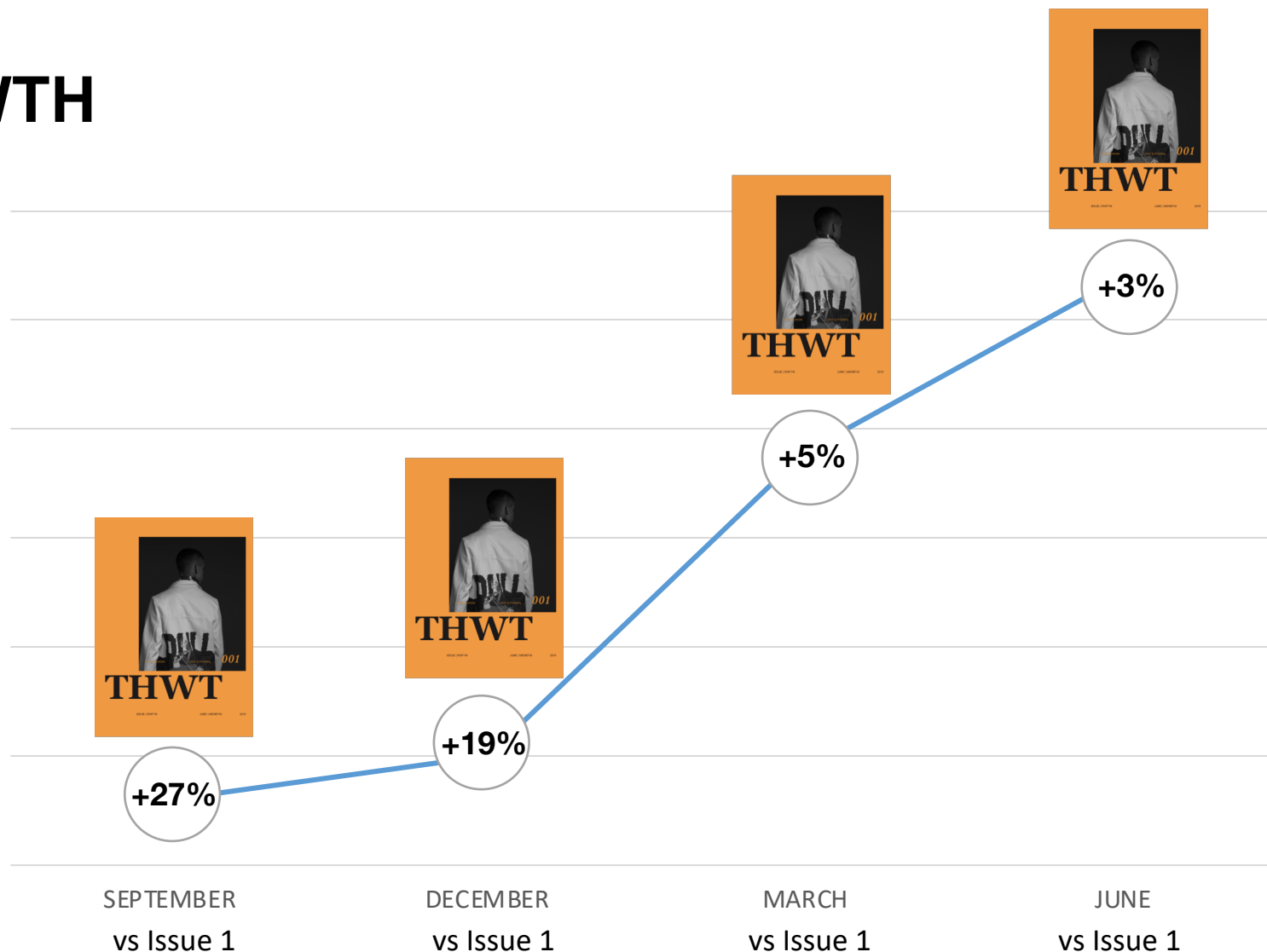
- OUR KEY NUMBERS -



CONTINUOUS GROWTH

PRINT CIRCULATION

A projected growth that reinforces, issue after issue, our editorial project as a leader in the sector.



Source: estimated data for news stand sales
October 2018, estimates 7 days after publication

FOREIGN CIRCULATION

THWT

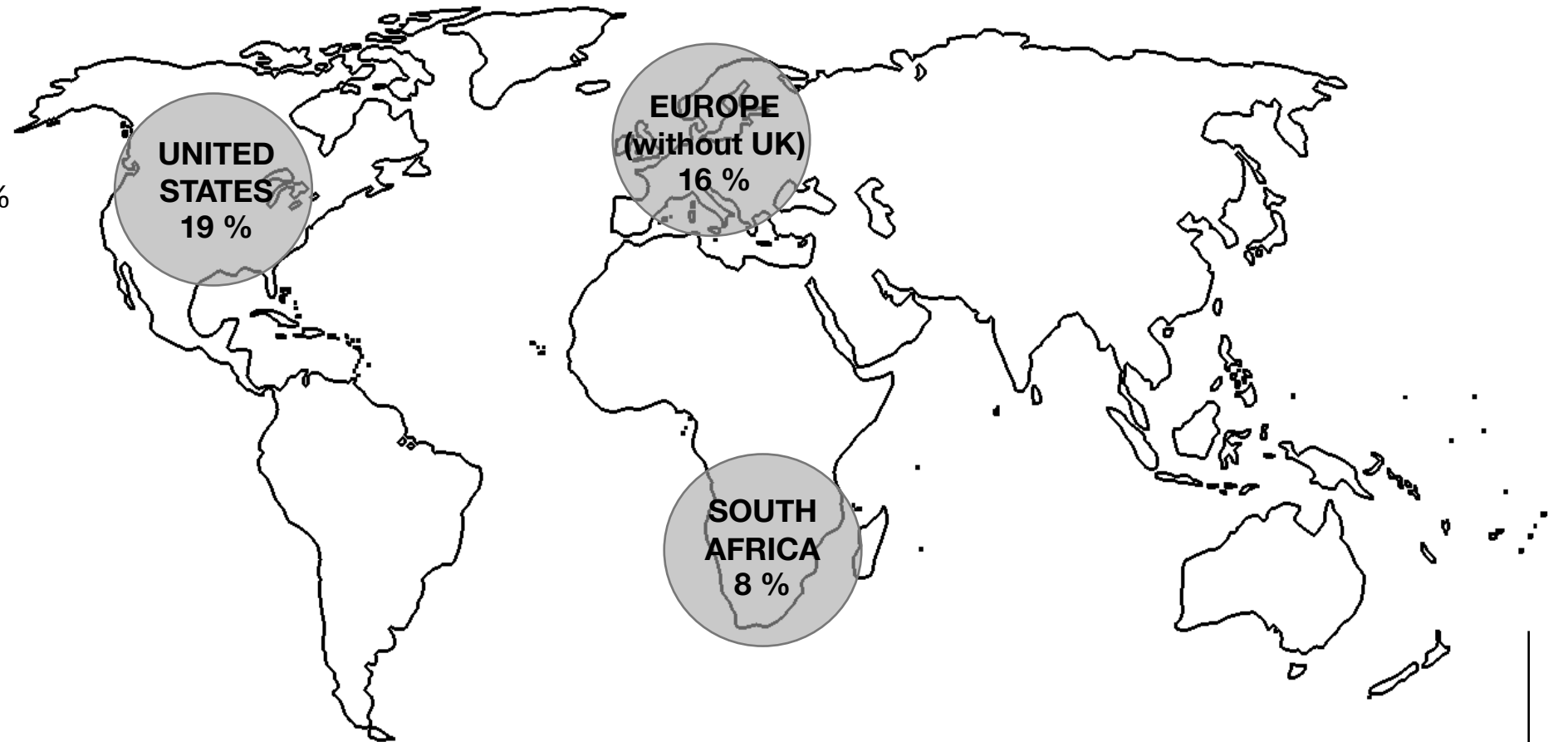
SOCIAL MEDIA

DISTRIBUTION:

- United Kingdom 64%
- Cardiff 19%
- London 11%
- Abroad 36%

WEBSITE:

20% users from abroad.





- OUR TARGET -

**SOCIAL CLASS
MIDDLE-UPPER**

**GENDER
WOMEN 50%
MEN 50%**

THWT

**EDUCATION
DEGREE/
GRADUATE
DEGREE**

**AGE
24/44 YEARS OLD**

**MONTHLY INCOME
BETWEEN £3000/£5000**

THWT 2019

4
Issues per year

RATECARD

- Full Page £ 300
- Inside Front Cover and Page 3 £ 750
- 2 Full Page + 1 Inside Cover £ 700
- 1 Double Page £ 550
- Double Page £ 500
- Opposite Contents £ 400
- Opposite Masthead £ 400
- Inside Back Cover £ 450
- Opposite Inside Cover £ 450
- Online Package (Exclusive) £ 800



Month	Release dates*
June	28/05/2019
September	28/08/2019
December	28/11/2019
March	28/03/2020

TECHNICAL FEATURES

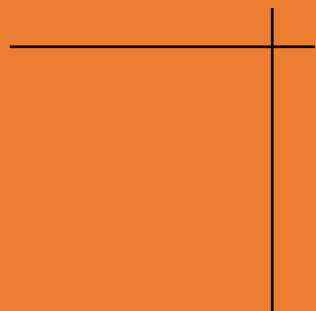
FULL PAGE: 230 x 285 mm. 210 x 265 mm.

BOOKING SPACES: 50 days before the release date

MATERIALS DELIVERY: 30 days before the release date

PRINTING SPECIFICATIONS: Paper type: glossy coated paper gr. 100. Printing process: Round Offset. Binding: Perfect Bound. Material required: PDF high resolution distilled by Acrobat 4.0 or superior containing the fonts used. Resolution: 300dpi. Maximum density colour 300% Trimming: 5mm for each side. Proof certified Fogra 39 L Delivery material through advertising site: thwtmagazine.co.uk/
THWT takes no responsibility for materials that do not follow specifications.

*Release dates are indicative and may vary. They refer to the outgoing national newsstand.



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diolch | thank you

