



SWINDLE

Q U A R T E R L Y

— INFLUENCING CULTURE —

Officially launched in June of 2004, SWINDLE quarterly is the definitive pop-culture and lifestyle publication for young men and women. Most magazines servicing this demographic focus on only one genre - music, art, or fashion. SWINDLE provides a wide variety of fresh "lifestyle" content for the young and eclectic. Using the unparalleled experience and knowledge of it's staff, SWINDLE is the first truly non-disposable almanac of popular culture.

SWINDLE is the first of it's kind editorially, but visually it's originality is much more obvious. It's hardcover and premium print quality set it apart from other publications on the newsstand. When you buy SWINDLE, you get a beautifully designed addition to your personal library, to be displayed next to your favorite books.



“DO YOU EVER GET THE FEELING THAT YOU’VE BEEN CHEATED?”

Those were the final words spoken by legendary Sex Pistols front man Johnny Rotten after the band that changed music forever played their last show. To a major extent, these words describe how we feel about the state of the magazine world, and offer an explanation as to why we created SWINDLE.

It’s not that we hate magazines – quite the opposite in fact. They provide a medium from which people can choose to explore different elements of the popular culture and expand their horizons. The entire SWINDLE staff is comprised of people who have contributed exciting and different work to various magazines over the last few years, but the one thing they all had in common was the feeling that something different needed to be introduced to the world.

The problem is this: That cheated feeling comes right back when you pay 5 or 6 American dollars for a magazine that you read once and then throw away a week later because the content is already out of date. There is no one publication out there that can possibly cover all of your interests, so chances are that you’re buying a bunch of magazines only to toss them in the garbage soon thereafter. There is really no collection of broad, timeless content that offers you stories and art in a way that makes you want to go back and look at them again and again. Well that is about to change.

SWINDLE quarterly fills a void for readers who desire a magazine that isn’t too serious, is funny and smart, slightly irreverent but progressive, appeals to both genders, introduces new ideas and images, and is coupled with the best of modern design. The current trend of cross-culturalization is something SWINDLE will concentrate on. The experience of SWINDLE’s management team give the company confidence that it can provide editorial that will always suit the target demographic’s demands for the best pop-culture quarterly on the newsstands and in book stores.

SWINDLE PEOPLE

SWINDLE's Creative Director is the ubiquitous SHEPARD FAIREY, whose enormous fan base exists both here in the US and abroad. Mr. Fairey is probably best known for his 10-year plus long street art campaign "Obey Giant" which has made his name synonymous with the term "street art." This comprehensive art/self promotion campaign earned him the "Guerrilla marketer of the Year" award from BRANDWEEK in 2001.

Art Director, John LaCroix, brings experience from his 10 years in publishing, music and skateboarding industries. John has been the art director for magazines such as While You Were Sleeping and Rap Pages. John's is known for his recent work on the books; Morning Wood, Dalek - Nickel Plated Angels, Enamelized and as the art director for 411 Video Productions.

SWINDLE's list of contributors is a who's who in the worlds of art, fashion, music and culture. Every article is a collaboration of several talents, further setting the publication into its own class with the best cutting edge photographers, writers, illustrators and fine artists in the business.



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SWINDLE DISTRIBUTION

SWINDLE has secured BIG TOP as their national magazine distributor. BIG TOP places SWINDLE in chains such as Tower, Barnes & Noble, Borders, and various magazine stands and record stores around the country. BIG TOP distributes titles such as The Fader and Tokion.

SWINDLE has also secured Gingko Press, publishers of high-end art books as their book distributor. This ensures the life of your ads ten-fold. While the issue will go away on the newsstand, its life on the book shelf is timeless. Gingko will service US, European, and Japanese bookstores.

Every issue of SWINDLE is shipped to a large comp list of trendsetters and tastemakers, insuring that the publication and your ad will be in the right hands.

Finally, SWINDLE is available by subscription and on OBEYGIANT.com, a site that receives over 20,000 unique hits a day.

Total Print Run: 50,000

News Stand (Big Top): 27,000

Book Stores (Gingko): 17,000

Subscriptions/Comps: 1000

Promo 5000

SWINDLE DEMOGRAPHICS:

Age: 18-35 Male / Female: 50 / 50

The target market is young adults, 50% male/female, 18-35 who are technologically savvy, street smart, urban sophisticates. This is a generation who grew up with pop-culture and media as their wet-nurse, and it takes a certain skill set (as possessed by the staff at SWINDLE) to reach them with success.

ADVERTISING:

	1x	2x	4x
Full Page (net):	\$6,000	\$5,500	\$5,000
Spread (net):	\$10,000	\$9,500	\$9,000

SPECS:

Magazine Trim Size: SWINDLE is 9" wide x 10.875" tall. The document size of your ad should be built to those dimensions. Important elements should be within at least .25" for a safety margin to avoid being cut off or lost in the gutter.

Bleeds should extend .125" outside of the trim area.

FORMAT:

We will accept ads in most image formats including tiff, eps, and pdf.

Raster images must be 300dpi and should be saved with no compression.

Color mode should be CMYK. Please do not send native application files.

MEDIA ACCEPTED:

We will accept ads on zip disk, cd-r or dvd-r.



DEADLINES

ISSUE 2
 STREET DATE: OCTOBER 22, 04
 ADVERTISING DEADLINE: SEPTEMBER 20, 04
 ART DUE: SEPTEMBER 30, 04

ISSUE 3
 STREET DATE: FEBRUARY 14, 05
 ADVERTISING DEADLINE: JANUARY 14, 05
 ART DUE: JANUARY 24, 05

ISSUE 4
 STREET DATE: MAY 16, 05
 ADVERTISING DEADLINE: APRIL 11, 05
 ART DUE: APRIL 18, 05

ISSUE 5
 STREET DATE: AUGUST 15, 05
 ADVERTISING DEADLINE: JULY 11, 05
 ART DUE: JULY 18, 05

ISSUE 6
 STREET DATE: OCTOBER 24, 05
 ADVERTISING DEADLINE: SEPTEMBER 23, 05
 ART DUE: SEPTEMBER 30, 05



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