

LE MILE

2024



— LE MILE continually redefines media design standards. Every edition may present a completely unique format and reading experience, deviating from the traditional and introducing an unexpected twist. This dynamic approach transcends aesthetics, paving the way for expansive visuals and narratives that inject a refreshing rhythm into the magazine landscape.

Luxury brands transcend conventional advertising by weaving their stories into an enthralling context that resonates profoundly with a discerning readership. Collaborating with LE MILE means partnering with a publication that champions quality, secures a distinctive niche in the fashion domain, and has been nurturing a dedicated following since 2012.

LE MILE creates a platform for brands to engage with a cultured audience that appreciates the harmony of timeless elegance and cutting-edge innovation.



LE MILE Snapshot: Distribution, Engagement, and Key Details

FREQUENCY

2 Issues per Year: Spring/Summer (April) & Fall/Winter (October)

CIRCULATION

162.000 Readers / 30.000 Copies

READERS PER EXEMPLAR

5.4 Readers per Exemplar

Based on the research conducted through reader surveys and social media channels in use in 2023

COPY PRICE

€ 20,00 (DE) / £16,00 (UK)

TERMS OF PAYMENT

Payment within 14 days after date of invoice

CANCELATION DATE

5 weeks prior to printing

*PRINT DATA Send PDF data to ad@lemilemagazine.com

PRINT TYPE Offset

COLOR PROFILE ISOcoated_v2_300_eci.icc

* If text or important image elements cross the binding of a double page, the picture data must have doubling in the middle of 4 mm per page, or 5 mm per page in the case of opening spreads. Delivery, however, as two separate single-page PDFs (2 files). This binding allowance must be included in the final format of the double page.

**Please note that the format of our magazine is subject to change at any time. We strongly advise all contributors to request confirmation of the upcoming issue's format before submitting final print data to ensure compatibility and adherence to our publication standards. Specifications of magazine are subject to change at short notice.

DISTRIBUTION Global

Europe.....	57 %
UK.....	18 %
USA.....	16 %
Rest of the World.....	9 %

DISTRIBUTION Type

Newsstand.....	40 %
Subscribers.....	11 %
Online Orders.....	35 %
Events.....	10 %
VIP.....	4 %

DISTRIBUTION

ips group, white circ LTD, boutiquemags, lemilestudios

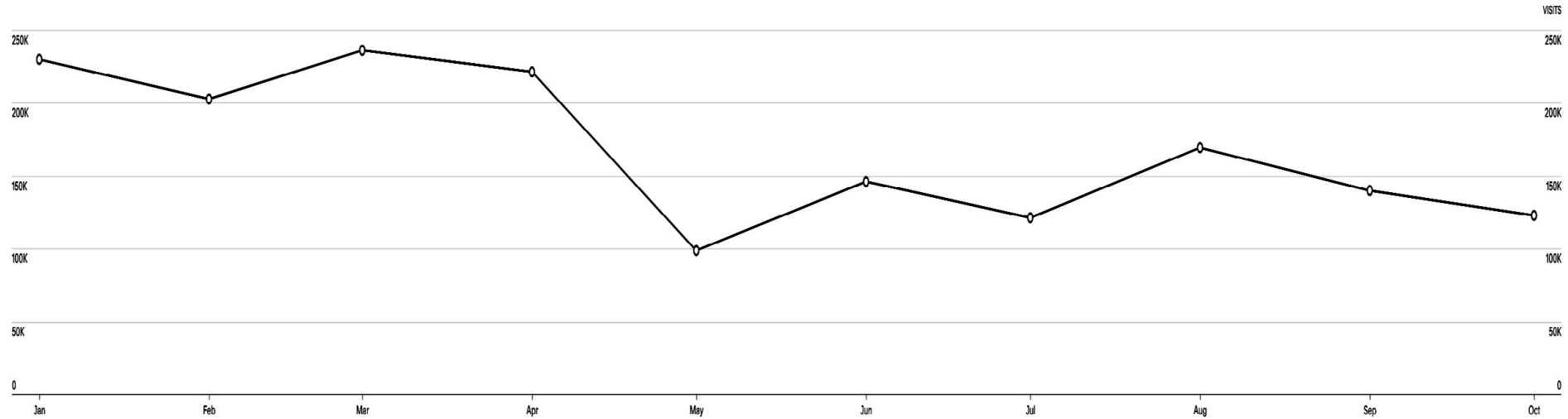
PUBLISHER

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ISSN 2199-0107



LE MILE Digital: Unique Visits, Global Footprint, and Instagram Insights



monthly Visits Overview, January 2023 to October 2023, Squarespace Analytics

AVERAGE VISITS / MONTH

177k Visits per Month

TOP LOCATION

- Germany 34 %
- Europe 29 %
- North America 17 %
- Asia/Africa/etc. 20 %

INSTAGRAM

- 205k Followers (Oct. 2023)
- Women 53 %
- Men 42 %
- Non-Binary 05 %



LE MILE's Demographics: An Insight into Our Global, Aesthetically-Engaged Readership

Based on the research conducted through reader surveys and social media channels in use in 2023

Audience

Cultural Hubs

21%
Berlin

15%
NYC & LA

13%
London

11%
Paris

10%
Milan

7%
Amsterdam

Summary

74%
University
Degree

61%
Under
40

72%
Creative
Profession

91%
Sustainability &
Quality-oriented

Age & Gender

58 %
Female

42 %
Male

18-24 27 %
25-34 48 %
35-44 16 %
44 + 9 %
Age



— LE MILE Readers average age is 33, design conscious, eager for the new, with disposable income (HHI 70.000,00 \$) and always in search for a more sustainable reflecting image of Fashion / Design / Culture.

Distributed globally, LE MILE enjoys strong readership across Europe, the UK, and the USA. This distribution covers newsstands, subscribers, online orders, events, and VIP. The expansive distribution is managed through key partners such as the ips group, white circ LTD, or boutique mags.

With 230K Instagram followers, a circulation of 30K copies per issue, and an impressive average of 5.4 readers per copy, LE MILE reaches 162.000 readers biannually, showcasing its profound influence beyond initial purchasers.



LE MILE's Ad Spectrum: Unveiling Types and Pricing

Quantity Discount Scale
 2 Formats 7,00 %
 All Formats 15,00 %

Advertising Type	Rate (€)
Single	7.840,00,-
Spread	10.400,00,-
Inside Back Cover C3	12.500,00,-
Inside Back Cover C3 Spread	14.800,00,-
Inside Front Cover Spread C2-P1	18.000,00,-
Back Cover C4	20.000,00,-
Gatefold Types	Request Rate



Brand Narratives Reimagined: Crafting Narratives / Beyond the Ordinary

— Stepping off the beaten path, LE MILE Magazine is reinventing the narrative. Say hello to pure, undiluted brand stories. In print, we're crafting a sanctuary for individual stories.

Inspired by the profound connections our creatives share with iconic labels, we're not just spotlighting a brand; we're delving deep into its essence.

Narrative Type

Brand Visual Narrative *Venue / Short

- Concept Development
- Full Production
- 6 Styles (One Brand) / 10 Images / 10 Print Pages
- Usage Included: Social Media, 6 Months
- Online & Social Media Coverage

Brand Visual Narrative *Venue / Long

- Concept Development
- Full Production
- 8 Styles (One Brand) / 14 Images / 14 Print Pages
 - Usage Included: Social Media, 6 Months
 - 1 Hypervideo Blockbuster 30 sec / Online
 - Online & Social Media Coverage

Samples

ONLINE

SOCIAL MEDIA

VIDEO

Additional Production Samples available on Request.



LE MILE Timelines: Key Publication Dates and Deadlines

Issue	Deadline Closing Date	Publication
Nr. 36, 01/2024, SS 2024	March 08, 2024	April 2024
Nr. 37, 02/2024, AW 2024/25	September 06, 2024	October 2024

The first day of sale is subject to change. If other booking dates have been agreed to in writing, than the aforementioned deadlines do not apply. We reserve the right, in all editions, to make any necessary technical changes in production, processing and dates of publication. If the print documents are not submitted in time, this might affect the positioning and the print quality. In such a case, any complaints will not be regarded as justifiable the terms and conditions of LE MILE are valid.

ADVERTISEMENT

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