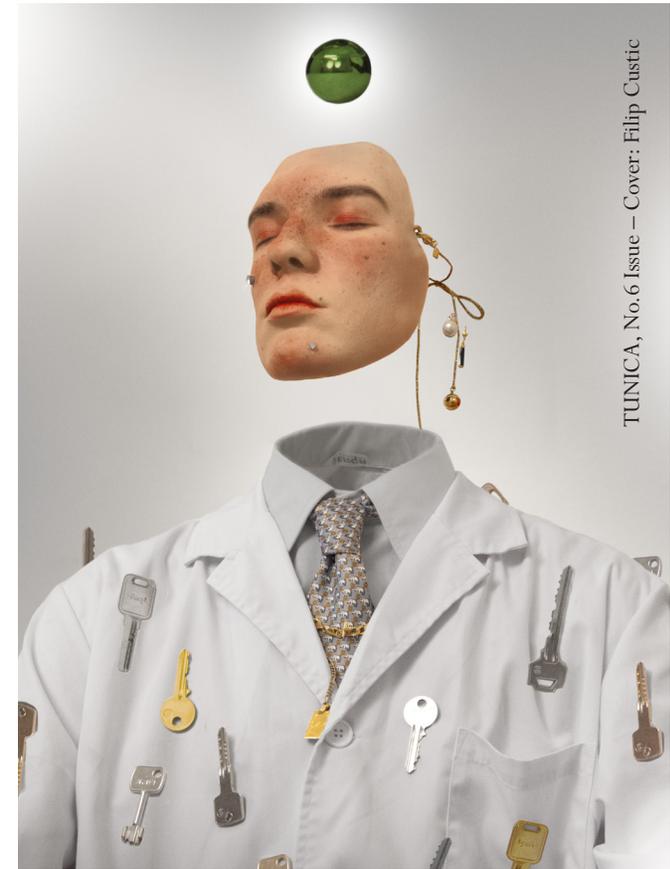


# TUNICA



TUNICA, No.6 Issue — Cover: Filip Cusic

# WHO WE ARE

TUNICA is an interdisciplinary creative studio based in New York, with satellite offices in Barcelona, Paris, Mexico City and Los Angeles. Our brand TUNICA was founded in June 2012, to provide a fresh and contemporary perspective on art, design, fashion, music, and culture.

With industry backgrounds, we are constantly evolving and inspired by the desire to provide a platform that champions both emerging and established talent from across a variety of mediums and practices. TUNICA it has gained widespread recognition as a trusted and timely guide to the present with an unconventional approach.



# WHAT WE DO

TUNICA uphold values of diversity, fearlessness, and acceptance in order to provide a platform that nurtures creativity, sharing a vision of art that challenges commercial standards and pushes the world forward. We engage in collaborations with cultural organizations and brands seeking a creative and globally networked creative team.



# THE PUBLICATION

TUNICA magazine is a bi-annual digital and print publication devoted to art, design, fashion, music, and culture.

Our contributors and collaborators embody a youthful outlook and embrace concepts of the new. Together, they form an international collective and cover a wide array of cutting-edge artistic disciplines in the 21st century. Who curate critical, optimistic and experimental content, that range from art, fashion and fiction for what comes next.

Each issue is masterminded in collaboration with different art directors and guest editors.



TUNICA, No.5 “Absolute, Unconditional, Trust”  
Art Directed by Cordova Canillas.  
4 Covers: Sita Abellán, Wickerham & Lomax,  
Gaspar Noe, Izaac Enciso.



TUNICA, No.6 “Eternal Essentials”  
Art Directed by Boreau Mirko Borsche.  
4 Covers: Filip Custic, Abel Ferrara, La Zowi,  
Carly Mark, Cecilia Salama, Yuyi John, Akram Shah.

## CONTRIBUTORS

ART — Korakrit Arunanondchai, DIS, Alex Da Corte, Rafael Rozendaal, Ilja Karilampi, etc.

PHOTOGRAPHY — Filip Custic, Barbara Kasten, Harley Weir, Charlie Engman, etc.

ILLUSTRATION — Raphaël Garnier, Van Den Nieuwendijk, Andy Rementer, Maren Karlson, etc.

FASHION — Telfar, HBA, Barragan, Margiela, Helmut lang, Gucci, YSL, etc.

ART DIRECTION — Mirko Borsche, Studio Lin, Folch Studio, Julia, Córdova Canillas, etc.

CINEMA+TV — Gaspar Noé, Canada, Azazel Jacobs, Megaforce, Anna Eborn, etc.

DESIGN — Memphis Group, Chen Chen & Kai Williams, Robert Stadler, Field Experiments, etc.

DESIGN — Dan Graham, Denise Scott Brown, Kunstgiesserei, Lloyd Kahn, etc.

MUSIC — John Talabot, Gavin Russom, LCD Soundsystem, Jaakko Eino Kalevi, etc.

# THE STUDIO

TUNICA studio specializes its practice in a wide range of fields. We leverage our contributors and engage the public through exhibitions and dynamic events held internationally. We provide a full suite of creative services including brand consultancy, art direction, and creative production spanning the realms of art, fashion, and culture.



TUNICA Exhibition, New York  
Summer 2015 "Pool Party"

## TUNICA APPAREL & JEWELRY

Our coveted lines further materialize the TUNICA aesthetic and offers another outlet to engage our dedicated readers in a tangible and meaningful form. Through dedicated visual research and deep cultural understanding, we are constantly grooming the TUNICA aesthetic to stand out in the contemporary landscape.



TUNICA Apparel Line, Fall 2017  
"Eternal Essentials"



TUNICA Jewelry Line, Fall 2017  
"Eternal Essentials"— Consciousness

## FASHION EDITORIALS & BRAND COLLABORATIONS

TUNICA's unique community offers brands a platform to grow. Through our extensive and talented network, we collaborate with clients to develop engaging and dynamic strategies that place them at the forefront of contemporary culture.



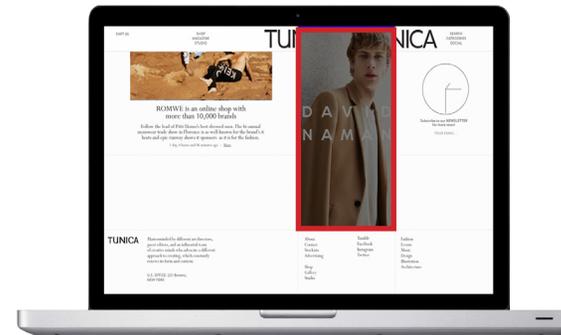
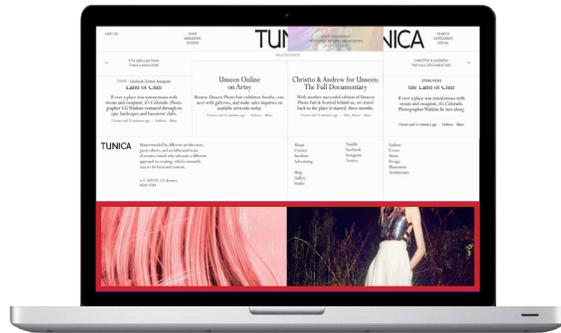
TUNICA, No.6  
Image: Carly Mark interview by Vere Van Gool



TUNICA, No.6  
Image: Filip Cusic interview by Palomo Spain

# THE WEBSITE

TUNICASTUDIO.COM was launched as the digital arm of the TUNICA brand. Like our print magazine, it champions the same traits and values that define the TUNICA community and publishes content related to art, design, fashion, music, and culture. Optimized for mobile platforms, the website also boasts our e-commerce experience and includes exclusive content covering events, exhibitions, behind-the-scenes insights, and new collaborations. Written and edited by a dedicated team of international contributors, TUNICASTUDIO.COM highlights content too urgent to wait for print. The website occupies a dynamic digital space that is able to adapt to TUNICA's diverse projects, optimize media placements, and prioritize click-through-rates and calls-to-action.



## ADVERTISING & SPONSORSHIP OPPORTUNITIES

Unrivalled interaction rates of 1 million editorial page impressions per year.

**PREMIUM** — High-impact advertising placement offered for the live duration of an issue (6 months) directing traffic to the brand's page through prominent digital real estate on TUNICASTUDIO.COM.

**SUPREME** — Placement on our highly popular What's New landing page showcases the latest items as they go live.

**STANDARD** — Placement in our directory format, a key point of navigation that generates impressive click-through rates for readers.

TUNICASTUDIO.COM VALUES

80K — Monthly uniques  
 90K — Sessions  
 160K — Page views

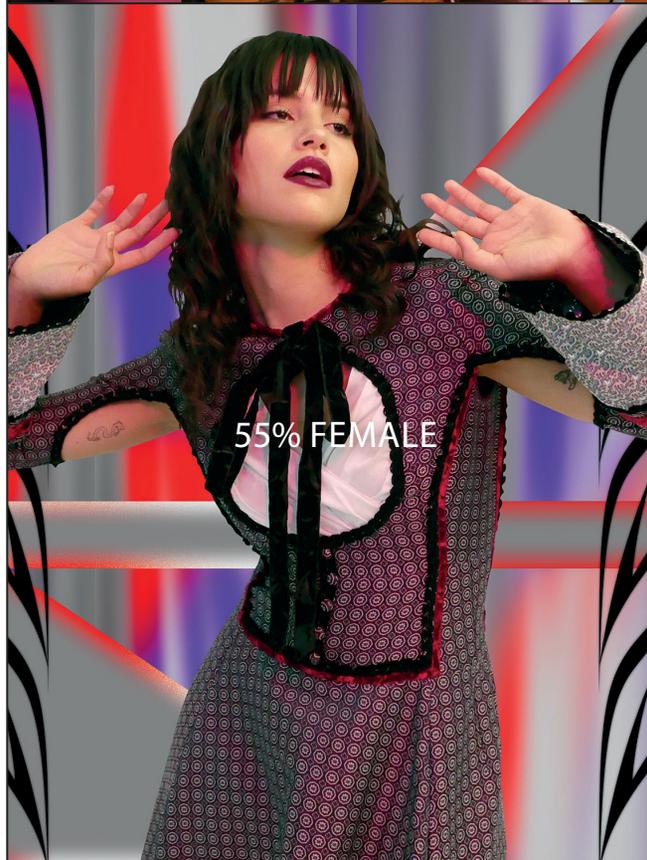
SOCIAL MEDIA

20K — Instagram  
 10K — Facebook

Community  
 Diversity  
 Acceptance  
 Freedom  
 Creativity  
 Courage

# TARGETED READERSHIP

TUNICA attracts a demanding audience that has a voracious appetite for challenging and innovative material outside the domain of traditional art and fashion titles. They crave and seek out content with creative integrity. They revel in impulsive expression, indulge in general mischief, embrace the unorthodox, and have a taste for the raw. They are makers and iconoclasts in contemporary art, media, and fashion. They are affluent working professionals with strong purchasing power. But above all, they are tastemakers that emanate cultural influence. From architects, hoteliers, and artists, to collectors, journalists, and entrepreneurs. Our readership reflects our belief that there is no limit to the consumer profile of creating, influencing, and responding to global trends.



## AUDIENCE AGE

18-28 y/o	29-42 y/o	43+ y/o
50%	35%	15%

## AVERAGE INCOME

\$75k	\$100k	> \$100k
50%	30%	20%



# DEMOGRAPHICS

## PUBLISHING DATES

ISSUE NO.7 \_\_\_\_\_ S/S '18  
 ISSUE NO.8 \_\_\_\_\_ F/W '18

## CIRCULATION

45%	35%	10%	10%
US	EU	ASIA	OTHER

## SPECIFICATIONS

PAGES \_\_\_\_\_ 130-140  
 PAPER \_\_\_\_\_ Softbound  
 SIZE \_\_\_\_\_ 8.2x11.2" / 21x28.5 cm  
 PRINT \_\_\_\_\_ 4-Color Offset  
 \_\_\_\_\_ High Quality 60# TEXT  
 PRINT RUN \_\_\_\_\_ 30K / Bi-Annual

## ART EXHIBITS

Wickerham & Lomax, Yuyi Jhon & Tom Galle, Filip Custic, Field Experiments, Ward Roberts, Nejc Prah, The Rodina, Claire Dupont, Carly Mark and more...

## PRICE

US \_\_\_\_\_ \$20  
 EU \_\_\_\_\_ €18  
 UK \_\_\_\_\_ £15  
 ASIA \_\_\_\_\_ \$20

## PRESS

Monocle, It's Nice That, Opening Ceremony, Le Roy, All Day Everyday, Metal, Vice, Shoplifters, The New York Times, ADO Journal, etc.

## ART FAIRS

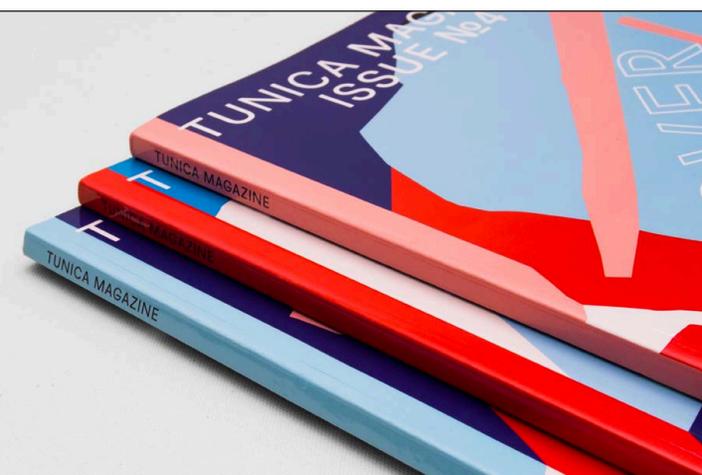
ART BASEL \_\_\_\_\_ Miami  
 SCOPE \_\_\_\_\_ Miami  
 FRIEZE \_\_\_\_\_ London  
 NADA \_\_\_\_\_ Miami & NY  
 NYABF & LAABF \_\_\_\_\_ NY & LA  
 OFFSITE \_\_\_\_\_ London & Paris  
 MATERIAL \_\_\_\_\_ Mexico  
 I NEVER READ \_\_\_\_\_ Basel  
 ARCO \_\_\_\_\_ Madrid  
 LIBROS MUTANTES \_\_\_\_\_ Madrid  
 MATERIAL \_\_\_\_\_ Mexico

## AWARDS

Laus Design award  
 Silver prize

TUNICA is regularly exhibited and featured at in-store events and leverages bespoke partnerships with specialty hotels in New York, Paris, and Barcelona. TUNICA is distributed worldwide in select art bookstores, fashion boutiques, and luxury department stores.

Free mail-outs to media outlets.



# INFO

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Brooklyn, NY 11211 US

+1 347 270 6273



TUNICA Capsule Collection, Fall 2018  
"Extended Fantasy"

## ADVERTISING RATES

### PRINT

<b>COVER</b>	
1 issue _____	\$9,000
2 issues _____	\$15,000

<b>BACK COVER</b>	
1 issue _____	\$8,000
2 issues _____	\$13,000

<b>SPREAD</b>	
1 issue _____	\$7,000
2 issues _____	\$11,000

<b>SINGLE PAGE</b>	
1 issue _____	\$5,000
2 issues _____	\$8,000

### DIGITAL

<b>PREMIUM</b>	
1 month _____	\$1,200
6 months _____	\$5,500

<b>SUPREME</b>	
1 month _____	\$800
6 months _____	\$3,500

<b>STANDARD</b>	
1 month _____	\$600
6 months _____	\$2,500

All advertisements files must be accompanied by a match print. TUNICA Magazine will not be held responsible for printed production errors. All bookings must be accompanied by a written insertion in order to be guaranteed. Cancellations must be received 4 weeks prior to artwork deadline or are payable in full.

## SELECTED BRANDS WE'VE WORKED WITH

**OPENING CEREMONY**  
Est. 2002



**Red Bull**

**VFILES**

**HBA**

MYKITA

**YOLA MEZCAL**  
1971

**American Apparel**



**ALLDAYEVERYDAY**  
24/7 00100 11:59 AM/PM

**BARRAGÁN**

**FRIEZE ART FAIR**

**Art | Basel**



**marset**

**wetransfer**

**Printed Matter, Inc.**

**A/D/O**



New York Public Library



and more...