

MEDIA KIT 2024

A
**PASSION
THING**

**PEOPLE DRIVEN BY PASSION
REDEFINING SUCCESS.**

[APASSIONTHINGMAGAZINE.COM](https://apassionthingmagazine.com)

IT'S A

PASSION THING

ESSAY

THE CALL

Interrogating the relationship between happiness and passion.

19

TIPS for enjoying life in Berlin & London from Designer Rana Salam

OBSCURITY OR NOT?

How the Facekini Took Over China



SASKIA DIEZ

ISSUE NO. 07

INTERVIEWS

Berlin, **STEPHANIE DETTMANN** from **UND GRETEL**
Munich, **SASKIA DIEZ** JEWELRY DESIGNER
London, **Reini & Miami**, DESIGNER **RANA SALAM**
Brussels, **GIORGIA BROOKS** from **THE NINE**

Munich, **ANNA VON HELLBERG** & **LAURA GASTIEN** from **MOTEL A MIO**



A JOURNAL ABOUT
PEOPLE DRIVEN BY PASSION
AND REDEFINING SUCCESS

IT'S A

PASSION THING

ESSAY

THANK YOU, EVE

Thoughts on food

07

makers, buns and curries welcome in **PASSION FOR THE NEIGHBORHOOD**

The Art of Crying: On Professional Mourning



OBSCURITY OR NOT?

A JOURNAL ABOUT
PEOPLE DRIVEN BY PASSION
AND REDEFINING SUCCESS

ISSUE NO. 08

INTERVIEWS

GORAN REBIĆ Vienna FILM DIRECTOR
GERHART BLAZEK Graz EXPERT ON MOROCCAN RUGS AND TEXTILES

CARINA HARTEL Vienna CHOCOLATE EXPERT

LOK CHUNG Hong Kong FUNERAL DIRECTOR

ANISHU AHUJA AND RENEE WILLIAMS London DABBA DROP

MARTIN KIRCHLECHNER Merano HOST

MATTHIAS SCHWIEGER Vienna SAKÉ BREWER



AUTUMN 2023

IT'S A

PASSION THING

ISSUE NO. 09

NEW PRICE
€15

PEOPLE DRIVEN BY PASSION REDEFINING SUCCESS

ESSAY

NOW WHAT, MAVERICK?

Thoughts on Slow Work

08 Interviews with Viennese innovators, those born here and those who chose to live and work in **AUSTRIA**.

OLD IS GOLD

Stories about **LATE BLOOMERS** in the **MUSIC INDUSTRY** and thoughts on disappearing jobs in Asia.

TIPS

ON BEING A PRODUCT DESIGNER OR A CURATOR, AND ABOUT INNOVATING IN BUSINESS



INTERVIEWS

MARIE KREUTZER Vienna FILM DIRECTOR

TING WANG Shanghai CRAFTSWOMAN & HOST

ALICE STORJ LIECHTENSTEIN Hallenberg DESIGN CURATOR

PETER FETZ Schwarzenberg HOST

SUSANNE KAUFMANN Bezau ENTREPRENEUR

DAVID WURAWA Vienna ACTOR

ANA HOLSCHNEIDER & ARIADNA GARCIA Quetzalten FOUNDERS

BENJAMIN HOFER Vienna RESTAURATEUR

MARCO DESSI Vienna PRODUCT DESIGNER



Interviews and Stories on
**ENTREPRENEURSHIP - TRAVEL
ART - DESIGN - STYLE OF LIFE**

INTRODUCING APT

GENERAL

FORMAT

240 x 300mm

PAGES

100+

FREQUENCY

Biannual / April & October

COVER PRICE

EU €15 / UK £12 / CHF 20
BeNeLux €15 / SEK 195,00
DDK 125

PRINT RUN

7,500

A PASSION THING is a magazine that tells stories about people from around the world who are driven by this wonderful force we call passion. There is a certain energy in what they do and how they do it. You can see the sparkle in their eyes and the joy, fulfillment, and clarity when they talk about it.

Edited in Vienna, Austria, APT magazine focuses on examples, inspiration, sharing and empowerment. Because this is what we feel is good, helps us to believe in ourselves, and turn the future into a bright one. We aim to inspire other people to find their passion and turns it into a job—and a lifestyle—that they truly like.

Sandra Reichl, Founder & Creative Director, and Karin Novozamsky, Partner & Editor, curate each issue and lead a team of contributors located around the world.



WHERE AND WHEN

ISSUE NO. 10

SPRING/SUMMER 24

BOOKING DEADLINE

1 March

MATERIAL DEADLINE

14 March

ON SALE

22 April

ISSUE NO. 11

FALL/WINTER 24

BOOKING DEADLINE

13 September

MATERIAL DEADLINE

27 September

ON SALE

25 October

A PASSION THING magazine is available in 20+ countries with a strong focus on Germany, Austria, Switzerland, Italy, Spain, France, Portugal, The Netherlands, UK, New York, L.A. and The Philippines. On top you'll find the magazine in independent magazine stores, concept stores, and handpicked hotels in the alpine region.

IN DETAIL

GERMANY

UK

SWITZERLAND

AUSTRIA

ITALY

FRANCE

NETHERLANDS

SPAIN

BELGIUM

LUXEMBOURG

PORTUGAL

SWEDEN/ NORWAY

DENMARK

FINLAND

ESTONIA

PHILIPPINES

SINGAPORE

CHINA MAINLAND

US

JAPAN



OUR READERS

READER PROFILE

55%

female

45%

male

+2,800 €

estimated monthly
income

70%

25-36 years

30%

37-44 years

Our target group is interested, independent, and well educated. Slightly more readers are female, but overall we have a well-balanced readership when it comes to gender. Aged 25 to 45, they are looking for inspiration for their next business venture, or they want to learn from the stories of others.

They are well connected, well informed, and love to share their findings. No matter if it is a story, a brand, or a product they read about.

Their main interests are art, design, photography, hospitality, people, and human development.



INTERVIEWS

The core of our magazine is interviews with **people from different backgrounds, industries, and countries, and whose definitions of success are unconventional.**

In the conversations we lead with our interviewees, we dive deep into their value system and try to understand how they landed where they are, what they learned on the way, and tips and tricks they keep in their pockets and are willing to share with our readers.



SPACES & PLACES

Our first travel inspiration came naturally from interviewees who work in Portugal and travel there several times a year. People are always central in our features, the places and spaces come with a personal connection and recommendation.

Like a tip from a friend who has been there.



PASSION FOR THE NEIGHBORHOOD

We highlight bars, shops, restaurants, and hotels from a neighborhood that **make it unique** for the people who live there, and for those who are considering visiting. The narrator is always part of this neighborhood and delivers the stories with a personal note.



RATES & SPECS

Great advertising can be a great inspiration (which is why we started a career in advertising in the first place) and is often a welcome break between the stories. We offer different formats for engaging with our readership. We are also open to finding creative solutions for promotions that are not listed.

PRINT

ADVERTISING

1/1 ad	€	2.000,-
2/1 ad	€	4.000,-
1/1 outside back cover	€	4.000,-
1/1 inside front cover	€	4.000,-
1/1 first page book	€	4.000,-
2/1 inside front cover & first page book	€	7.000,-

1/1 BRAND FEATURE

1 picture, short text, url	€	3.500,-
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PRODUCT FEATURE

short text (540 char.), url	from €	800,-
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ISSUE PARTNER

8 pages editorial	€	14.000,-
+ custom cover	€	4.000,-

EDITORIAL

concept, artdirection, production highlighting products		
8 pages	€	18.000,-

DIGITAL

NEWSLETTER

Sponsorship		
one time	€	950,-
long time - 3 times over 6 months	€	2.500,-

TECHNICAL SPECS

FORMAT

240 x 300mm + 3mm bleed

All images must be 300dpi

Files must not contain any non-CMYK elements.

Page size 240 x 300mm

Type area 205,5 x 280mm

COLOR PROFILE

ISO Coated V2 300% (ECI)

Submit print data as PDF to:
magazine@apassionthing.com

CLASSICAL PRINT ADS

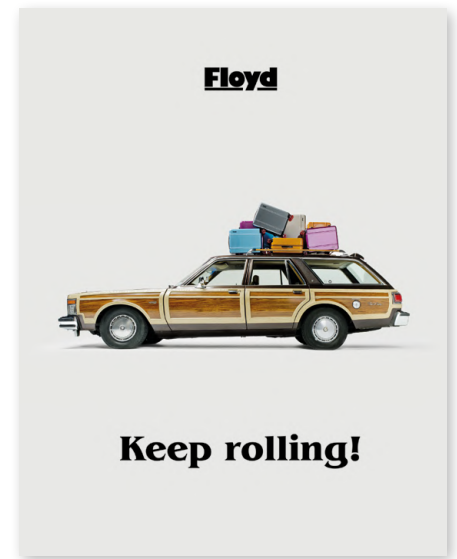
We love advertising for a simple reason: it gives your brand the space and freedom to engage with our audience. Great advertising can be a source of inspiration, surprise, or beauty, and offers a way to see things differently. We have worked for brands from all industries, big and small, and are happy to assist with your communication to ensure you get the most out of your space.

Example:
FLOYD/ROWSE

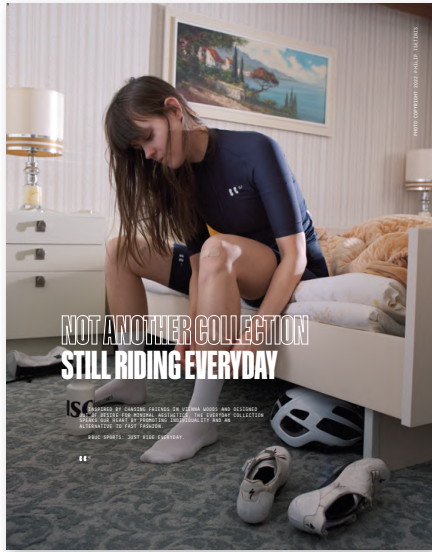
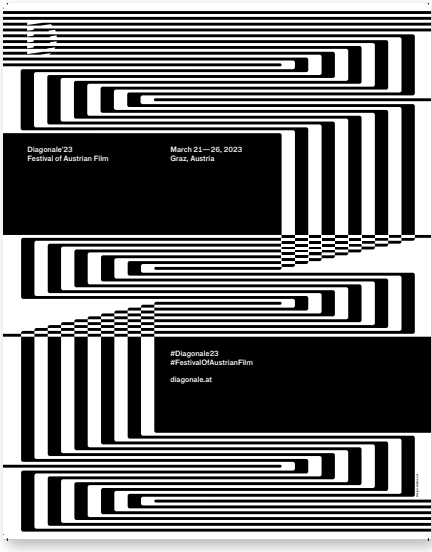
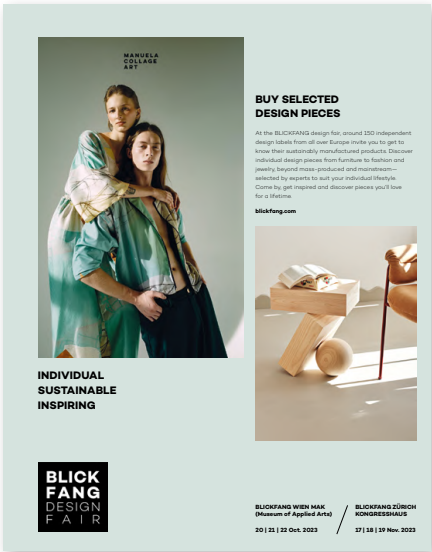
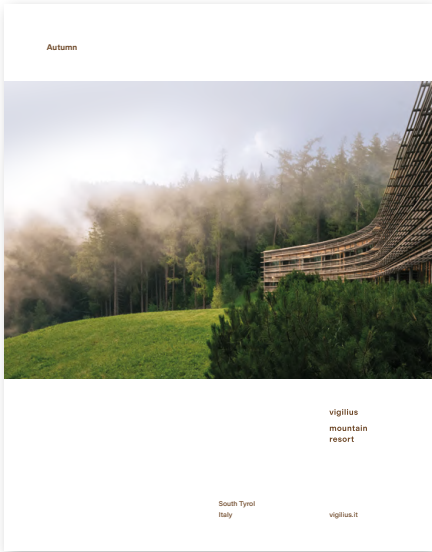
all prices excl. VAT

4.000 €
2/1 ad

2.000 €
1/1 ad



CLASSICAL PRINT ADS EXAMPLES



Example:
VIGILIUS MOUNTAIN RESORT
BLICKFANG, PARKOTEL MONDSCHNEIN
LEUCHTTURM, DIAGONALE, BBUC

BRAND FEATURE

We open our magazine to brands that fit our reader's interests and know how to inspire with their products and content. Apart from classical advertising we offer a collaborative format: the Brand Feature. The IAPT team edits a short text about the brand, a new release, or a product, and one brand image accompanies the copy. Honest, clear, and to the point.


Example:
ISTO

all prices excl. VAT

3.500 €

BRAND FEATURE: ISTO.

15

A photograph of a man with curly hair, wearing a dark grey sweater and light brown trousers, standing in a forest. He is holding a pinecone in his right hand and looking down at it. The background is a dense forest with tall trees and sunlight filtering through the leaves.

ISTO.PT

A modern day essentials brand from Portugal.

ISTO is inspired by the slow fashion movement, that focuses on quality, sustainability, and ethical transparency. The brand does not rely on seasonal collections, rather it has one permanent collection offering 305-days-a-year clothes that fit everyday needs, made with organic, natural & recycled materials by certified suppliers in Portugal. ISTO just launched 100% cashmere sweaters and we think they are perfect for autumn.

BRAND FEATURE EXAMPLES

BRAND FEATURE: SUSANNE KAUFMANN



SUSANNEKAUFMANN.COM

Pure Nurturing Skincare from Austria
A modern lifestyle that includes travel, changing weather conditions, and lack of sleep often results in hypersensitive skin. The solution is a new beauty routine that includes products suited to hypersensitivity. Susanne Kaufmann developed three: Hydrating Face Gel, Body Face & Scalp Wash, and Body Lotion to restore balance and protect from environmental influences. The products contain simple and highly effective hypoallergenic formulas to effectively hydrate sensitive skin, as well as perfectly suit all other skin types.

Example:
SUSANNE KAUFMANN/
HOTEL AM
BRILLANTENGRUND

BRAND FEATURE: HOTEL AM BRILLANTENGRUND



BRILLANTENGRUND.COM


A hidden gem in the middle of Vienna
Each of the 34 rooms, located in the middle of Vienna's busy 7th District, are furnished individually—50s vintage vibes meet a Wim Anderson atmosphere. Led by former film cutter Marvin, this hidden gem with its green patio not only invites travelers but is a beloved place for locals to enjoy a plate of Mama's authentic Pinoy food, see an exhibition in Brill's Garage, or join one of the many vivid events.

PRODUCT FEATURE

Our product feature writes about your products to share their genuine stories. Surrounded by a tapestry of diverse brands that are united by a chosen meta topic that is of interest to our readership. It's more than just a feature; it's an authentic exploration of the interaction with brands and their products.

Example:
SUSANNE KAUFMANN

all prices excl. VAT



BYREDO X SUSANNE KAUFMANN

We love smart brand collaborations. What we love even more is when two of our favorite brands join forces. Celebrating the sensorial connection between skincare and fragrance, Byredo has partnered with natural beauty pioneer Susanne Kaufmann to launch a limited-edition collection of products. With the concept of "where the forest kisses the sky" the body and fragrance oil can be found in the stores of both Byredo and Susanne Kaufmann.

[BYREDO.COM](#)
[SUSANNEKAUFMANN.COM](#)

starting at

800 €

78 PASSION FOR COLLABORATION

PASSION FOR COLLABORATION

Brand collaborations have emerged as a defining trend in the 21st century, reshaping the landscape of marketing and commerce.

In the digital age, brand collaborations have transcended traditional boundaries, fostering innovative partnerships that amplify brand narratives. From fashion to technology, food to entertainment, diverse industries have embraced this trend to create authentic connections with their audiences. These collaborations often go beyond mere marketing strategies; they symbolize a cultural shift towards co-creation and shared values.

For us, brand collaborations represent a fusion of creativity and commerce. They redefine marketing strategies, inspire innovation, and foster genuine connections between brands and consumers. By incorporating new perspectives and input through co-creation, sharing spaces for collaborations, and recognizing the human aspect of collaboration, these partnerships become even more dynamic, culturally significant, and interesting to us as a cultural phenomenon.



Exhibitionview: Post: Die Neue Sammlung – The Design Museum (Aurea Sebald) and Paula Scher Poster, 2021, by Christofner Oana Vele



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[BYREDO.COM](#)
[SUSANNEKAUFMANN.COM](#)



PAULA SCHER X PINAKOTHEK DER MODERNE, MUNICH

"Paula Scher: Type is Image" at Die Neue Sammlung – The Design Museum in Germany presents a retrospective of Paula Scher's influential graphic design career. Celebrated for innovative typography, the exhibition showcases her work from early commissions such as The Public Theater identity to thought-provoking independent projects. A standout feature is Scher's creation of a Porsche painted with one of her maps exclusively for this exhibit. The immersive showcase, accompanied by a distinctive poster book, pays tribute to Scher's creative evolution and her enduring impact on the design world, making it a must-visit for design enthusiasts and art aficionados alike.

PRODUCT FEATURE EXAMPLES

Product features come in different sizes and start at € 800,-

JOT YOUR IDEAS, IGNITE PASSION

Unlocking creativity often starts with the simple act of jotting down ideas. It's a powerful yet unassuming practice that can transform the way we think and create. This process isn't just about generating brilliant concepts; it's also about embracing the journey of exploration. Sometimes, the most profound ideas emerge from scribbles and sketches that initially seemed insignificant. Every idea, whether big or small, has the potential to spark a chain reaction of inspiration.

FOLDED METAL BOOKENDS

Woud's Arkiv bookend is a charming, sculptural piece that draws inspiration from architecture. Designed by Ella Shegali, the arched, three-dimensional form of the bookend creates a pleasing and interesting contrast together with boulder-like books. Arkiv can also be used as a paper press or as a delightful decorative stand-alone piece.

EVERYDAY-NEEDS.COM



MONTHLY PLANNER WITH NOTEBOOK

Adapted to modern and fast-paced lifestyles, this planner model combines the advantages of a clear and concise planner with a fully fledged notebook.

LEUCHTTURM1917.DE



LEXON - CITY TAPE HOLDER

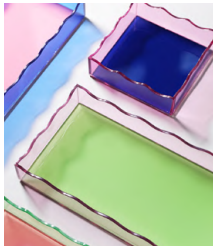
Add elegance to your office with this stylish tape holder compatible with standard size tape rolls. You can create a stylish working atmosphere in your home or office by completing it with other pieces of the City collection it belongs to.

HIPICON.COM

GLASS WOBBLY TRAY

Inspiration is a toolkit for generating new ideas: 52 exercises designed to foster an inventive frame of mind. With this to hand, we have no more need to wait for inspiration to strike; we can kindle it and deploy it as we require it. Each exercise prompts us to work on a particular creative muscle and helps us to establish the psychological conditions for original work. Drawing insights from the worlds of art, music, psychotherapy and innovation, this is an invaluable resource for creatives and professionals alike, helping our minds to become more reliable lightning rods for our numerous flashes of inspiration.

NOTANOTHERBILL.COM



GOOBER CANDLE

The Goober Candle is cast in unscented paraffin wax from playful forms originally created by Talbot & Yoon in their Brooklyn studio. Each Goober has a distinctive shape and character.

TALBOTANDYOON.COM



AFRICA: PORTABLE LIGHTING FOR EVERY PURPOSE

Lighting by differentiated uses generates specific scenes within a space. Once a designer establishes how each scene will be used, they can define the desired atmosphere using different fixtures. In an open-plan office or library, for instance, Africa can help separate private workspaces from collaborative areas.

VIBIA.COM



ACRYLIC "W" BOOK MAGAZINE HOLDER

The Acrylic "W" Book Magazine Holder boasts simple, clean lines and is available in 2 vibrant colour options. Perfect to display your magazines, house your newspaper, highlight those classic coffee table books or just as a stand-alone piece of contemporary artistic expression. These minimalist acrylic display racks will enhance the design of any room, a statement of stylish minimalist living.

RUMILIVING.COM



SHARPEN SMARTER

Designed with this in mind, this pencil sharpener by Di Lu serves as an extra hand to catch and collect shavings so they can be easily discarded. Users can collect shavings throughout the day rather than walk over to the waste bin each time.

YANKODESIGN.COM



LUMOS PRO - MULTI-TIP PEN

Too many pens and their refills are disposable by design. Similar to printer ink cartridges, pen companies want you to buy into their format so that they can keep selling you replacement pens or refills over and over again. It's good for their business, but it's bad for the planet and stifles creativity.

Choose between: Super Grippy Matt Black or Satin glass bead blasted Sage, Lilac, Ivy or Rose-Gold. The Lumos Pro comes with a full set of 9 tips, but you can buy your favourite nib size or type in packs of 3.

TOMSTUDIO.COM



ISSUE PARTNER

ISSUE PARTNER

We offer one partnership per issue with a brand that we admire, and that we want to give space to. A mix of interview, brand storytelling, and creative solutions becomes a custom narrative and red thread throughout the issue.

8+
pages

14.000 €
depending on
content

Example:
GRIS PAINTS

all prices excl. VAT



Example:
LEUCHTTURM 1917



ISSUE PARTNER EXAMPLES



Floyd in Las Vegas



Floyd in Seoul

Floyd



Keep rolling!



FLOYD
×
IT'S A PASSION THING

For this issue we partnered with FLOYD, a brand that we admire and that we want to give space to.


FLOYD—a family-run luggage business going modern travel its mojo back. Enjoy the trip the team takes us on through this issue.

You can also read FLOYD's story in our Issue No. 03.

FLOYD.ONE

Example:
FLOYD

“Where so much love and positive energy is packed into a small space that it feels like it could burst. That’s where we want to be.”



book, the policies—and it’s been such a pleasure to create. The biggest con is not being able to turn it off, especially since we are a couple in it together—there is never a moment when we are not thinking or talking about the business or work in some way. Work is life and life is work. Luckily we still quite enjoy what we do so the biggest con isn’t that big.

How do you complement each other? Do you have distinct roles? **W&K:** We do have different roles within the company and we think our complementary differences are what have helped us to succeed. W&K is much more focused on and involved in the roadshow and coffee side, while Kathleen is more focused on retail and the humans. W&K is very much an ideas man and often all of those ideas get filtered through Kathleen’s gut, which is quite strong and often helps rein him in. These roles happened naturally right from the beginning.


What do you think is the perfect combination of success as a successful business? Meaning, how much creativity, how much project management, etc.? **W&K & Kathleen:** This sounds super hackneyed but I think that if you love what you do, people will be drawn to it. If it feels like you are having fun, people will naturally want to join the fun. That means that you must let your business continue to evolve to keep it fun and exciting for you as well. That and you should sell something addictive like coffee.


What does passion and success mean to you? **W&K & Kathleen:** Again, we’re just trying to make our jobs enjoyable. There is no better way to do that

IT'S A PASSION THING


TALENT STORY

Then to do what we are passionate about. As our “passion” evolves over time, we have to insert them into our business to keep it fun. So long as one can continue to be passionate about what they are doing, they will likely be successful, especially because the nature of success will be simplified. We don’t need to expand or grow exponentially to feel successful—just getting to continue to do what we do feels like success.





Floyd in the desert



Floyd in the forest

EDITORIAL

EDITORIAL PARTNER

We love to offer our experience in visual storytelling to brands. We develop the idea and concept, and handle the art direction and production for editorial partners.

BESPOKE SOLUTIONS

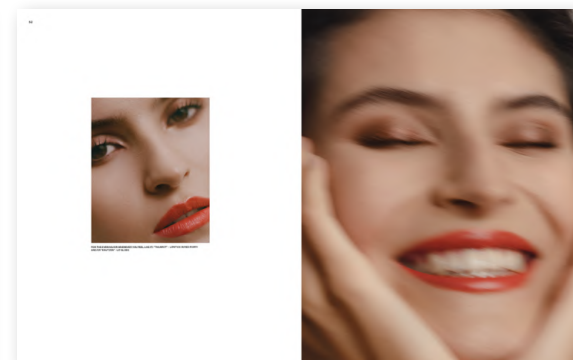
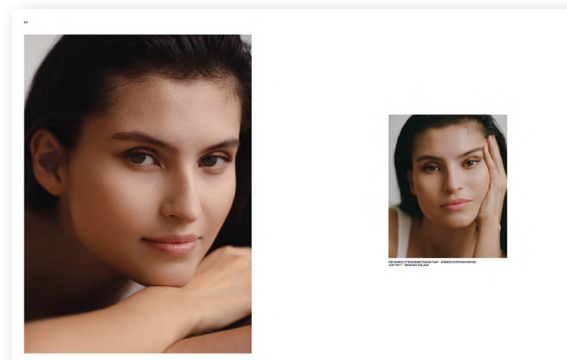
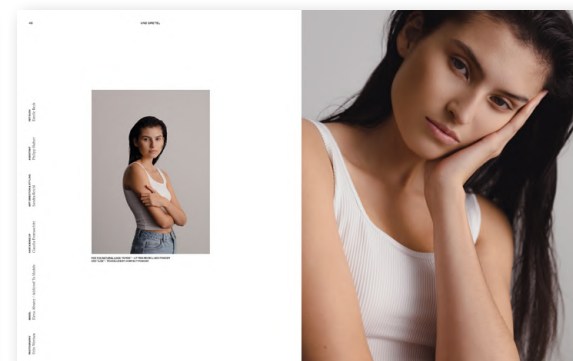
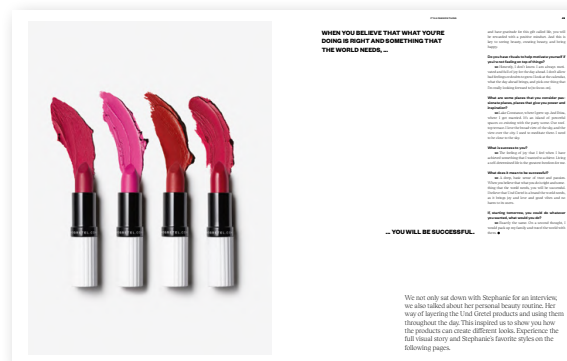
We're always open to creative solutions for individual cooperations. We know how to tell compelling stories and help brands to engage with our audience. If you want us work out a bespoke solution for your brand please get in touch via magazine@apassionthing.com

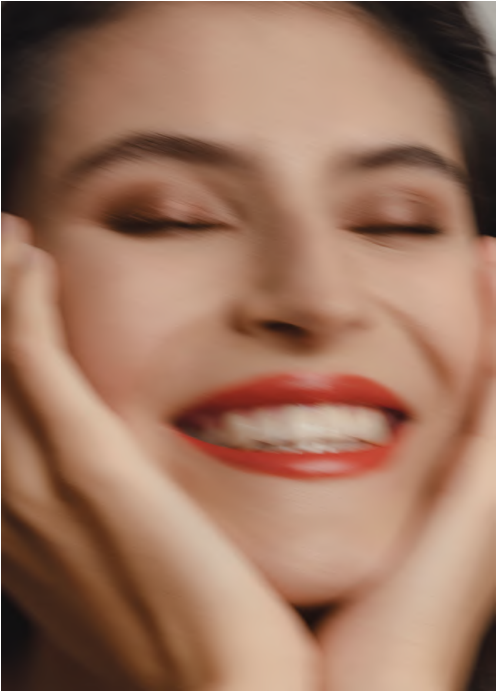
8+
pages

18.000 €
depending on
content

Example:
EDITORIAL "UND GRETEL COSMETICS";
CONCEPT, ART-DIRECTION
AND PRODUCTION

all prices excl. VAT





CUSTOM COVER

We offer custom covers to our interviewees, brands, and partners to stand out at company events or as a different kind of advertising to hand out to customers.

Example:
CUSTOM COVER DIAGONALE

all prices excl. VAT

4.000 €



CUSTOM COVER EXAMPLES



Example:
CUSTOM COVER REFORM KITCHEN/
CUSTOM COVER DIAGONALE



NEWSLETTER

Our Newsletters keep our readers informed in the months between the publishing dates. It helps us to stay in touch with our followers around the world and will give your brand a great appearance in between our articles. Straight into inboxes and linked with your website.

Example:
VILLA ALMA

all prices excl. VAT

starting at
950 €




**BOUTIQUE HOTEL
VILLA ALMA**

Villa Alma, crafted by Martina Toifl & Pia Clodi, harmonizes history with modernity on the shores of Wolfgangsee. A gem in the middle of Saizkammergut region with direct access to one of Austria's most beautiful lakes.

[see more](#)

VILLA ALMA x IT'S A PASSION THING



**EXPERIENCE TIMELESS ELEGANCE
AT VILLA ALMA**

**AWARD-WINNING DESIGN
IN AUSTRIA'S SALZKAMMERGUT**

Villa Alma, designed by Martina Toifl and Pia Clodi, blends historical charm with modern aesthetics. Renovated in collaboration with local artisans, it preserves its original character while incorporating bespoke furniture inspired by the picturesque surroundings of Wolfgangsee. This boutique hotel revives the tradition of summer retreats in the Saizkammergut region in Austria, offering a contemporary twist on leisure activities.

Heym Collections and Studio Eliste, led by Toifl and Clodi respectively, specialize in restoring historic properties with a focus on timeless design and functionality. Their collaboration on Villa Alma earned them the German Design Award for Excellent Architecture-Interior Architecture, recognizing their vibrant yet harmonious blend of old and new elements.

[see more](#)

IT'S A PASSION THING

PASSIONATE NOTES - Issue 01 2024

Tur ressequam et re, utat prestibant erit ducit mil sumat quam, aliquant, sunt verum cusa. Ma nam num verum querere eorum ut fugit rimendi ignemque pos residentia alium, quarevacti senectuti an haurit dilapsitas. quater amemodis volens undante explabo. Absorbu adendi acia et dilapsitas, idcupiam quem, villa exconcepit.

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[see more](#)

READS & NOTES

BIKE OR A NOTEBOOK

The perfect combination: our latest issue plus the room to put down thoughts.

With this olive green companion in your pocket, you can write down all those ideas for your next venture, eliminate the fringes that seem to bother you, and bring structure to the wilderness of thoughts.

€29.00

SHOP ISSUE 08 • NOTEBOOK

**THANK
YOU**

contact
Karin Novozamsky
magazine@apassionthing.com