

MEDIA KIT 25/26

A **PASSION
THING**

**FRESH PERSPECTIVES ON
LIFE, CAREER, AND DESIGN**

APASSIONTHINGMAGAZINE.COM

3 ISSUES A YEAR - 2 REGULAR + ONE SPECIAL



ISSUE 12 - GROW & BLOOM

ISSUE 13 - HOSPITALITY SPECIAL



ISSUE 13 - HOSPITALITY SPECIAL

INTRODUCING APT

GENERAL

FORMAT

230 x 290 - regular issues

200 x 260 - special issue

PAGES

120+

FREQUENCY

March, July, and

October

COVER PRICE

EU €15 / UK £12 / CHF 20

BeNeLux €15 / SEK 195,00

DDK 125

PRINT RUN

10,000

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

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.

EUROPE

GERMANY
UK
SWITZERLAND
AUSTRIA
ITALY
FRANCE
NETHERLANDS
SPAIN
BELGIUM
LUXEMBOURG
PORTUGAL
SWEDEN/NORWAY
DENMARK
FINLAND
ESTONIA

REST OF WORLD

US
CANADA
JAPAN
PHILIPPINES
SINGAPORE
CHINA MAINLAND



WHEN & ISSUE TOPICS

ISSUE NO. 14

NOVEMBER 25

BOOKING DEADLINE
10 October

MATERIAL DEADLINE
14 October

ON SALE
15 November

ISSUE NO. 16

JULY 26

BOOKING DEADLINE
5 June

MATERIAL DEADLINE
19 June

ON SALE
Mid July

ISSUE NO. 15

MARCH 26

BOOKING DEADLINE
20 February

MATERIAL DEADLINE
6 March

ON SALE
End of March

ISSUE NO. 17

OCTOBER 26

BOOKING DEADLINE
18 September

MATERIAL DEADLINE
2 October

ON SALE
End of October

Issue No. 14, Nov 25

Harvest & Shine

Issue No. 15, Mar 26

Bold & Quiet

Issue No. 16, Special, Jul 26

Focus on Travel

Issue No. 17, Oct 26

Deep & Wide



OUR READERS

READER PROFILE

55%
female

45%
male

+3,800 €
estimated monthly
income

70%
25-40 years

30%
40-55 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.

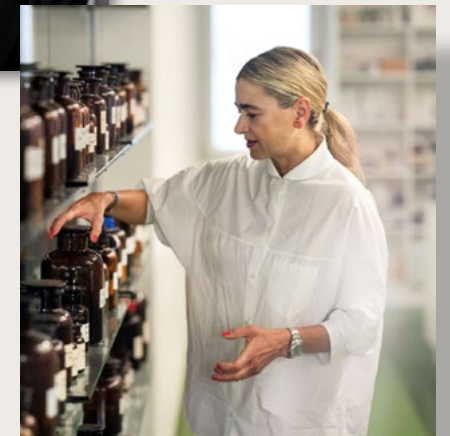
Their main interests are art, design, photography, hospitality, people, and human development.



INTERVIEWS & PROFILES

The core of our magazine is interviews with **people from different backgrounds, industries, and countries, driven by passion and redefining success.**

We celebrate meaningful conversations through personal interviews that offer fresh perspectives on our interviewees. Our focus centers on exploring what drives them, how they sustain a life fueled by their passion, and how this journey has redefined their understanding of success.

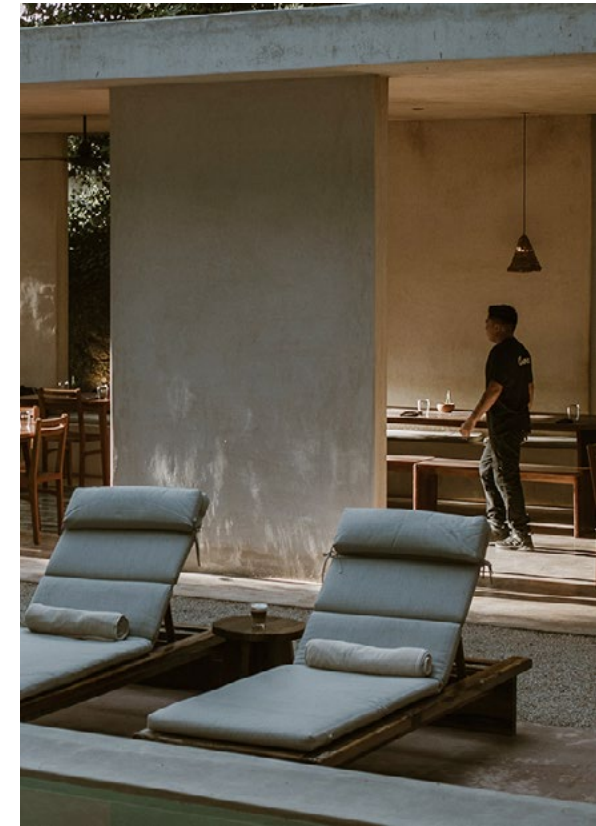


PLACES & NEIGHBORHOODS

We believe in the importance of well-designed, thoughtfully curated places with a soul as they have the power to transform our perception of the world and ourselves. We take pride in introducing such places.

Like a tip from a friend who has been there.

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.



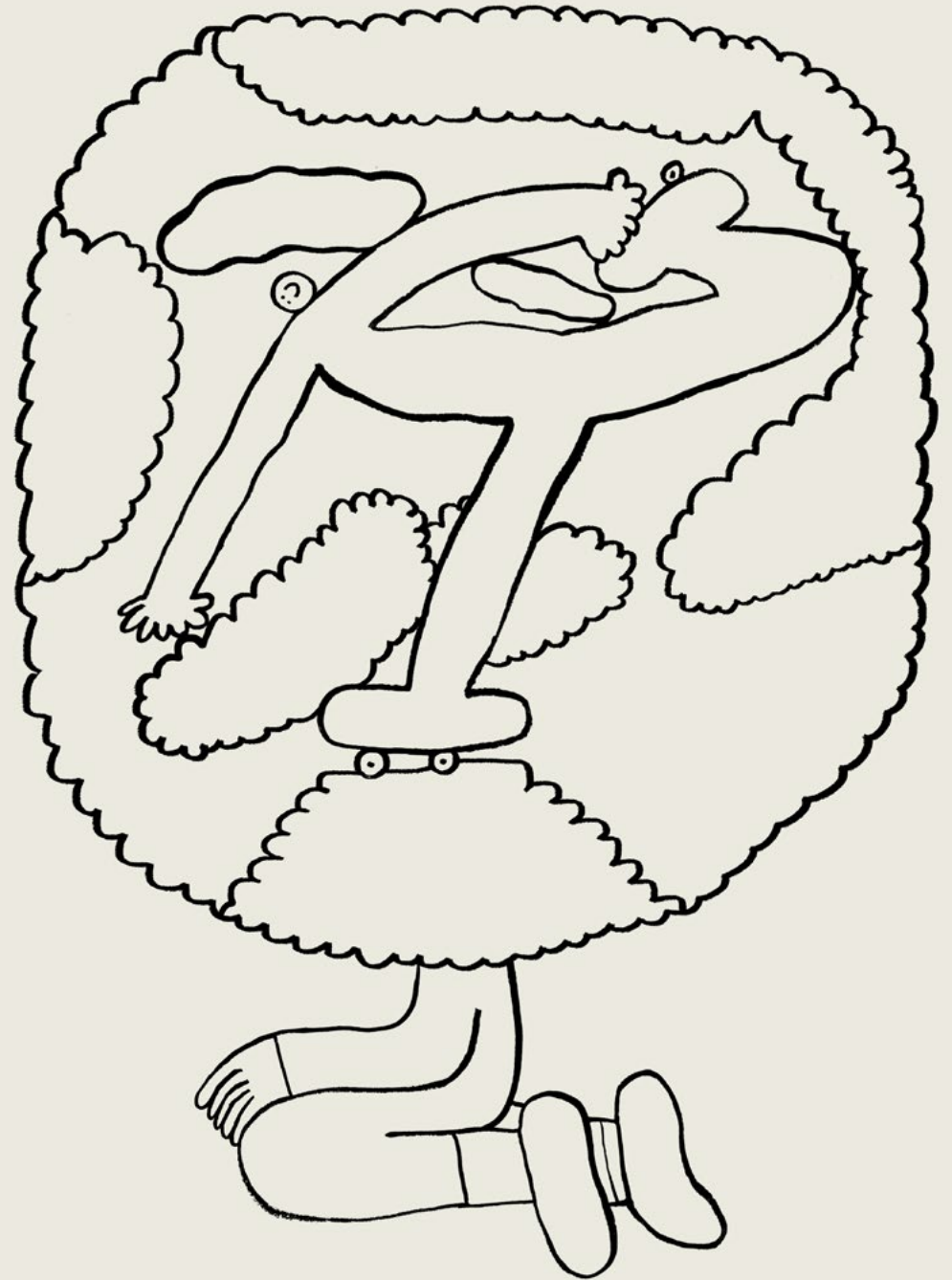
LIFE

A life well-lived tells a thousand stories. But what does it really need to have a good life? We introduce ideas, sources, products, practices and places that support a meaningful and joyful life.

DESIGN

The aim of making things better lies at the heart of design. Well-designed objects, thoughtfully structured processes, and complexity that reveals itself in sheer beauty—design is an extraordinary playground we love to explore.

Come play with us.



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	€	7.500,-
1/1 ad specified position	€	8.500,-
2/1 ad	€	13.500,-
2/1 first third	€	15.000,-
U4	€	20.000,-

1/1 BRAND FEATURE

1 picture, short text, url	€	5.000,-
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PRODUCT FEATURE

short text (540 char.), url from	€	1.200,-
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EDITORIAL PRODUCTION

concept, artdirection, production highlighting products		
8-10 pages	€	28.000,-

DIGITAL

NEWSLETTER

Partnership 6 Months	€	6.000,-
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TECHNICAL SPECS

FORMAT

230 x 290 + 3mm bleed -
regular issues (spring & fall)
200 x 260 + 3mm bleed -
special issue (summer)

All images must be 300dpi
Files must not contain any
non-CMYK elements.

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

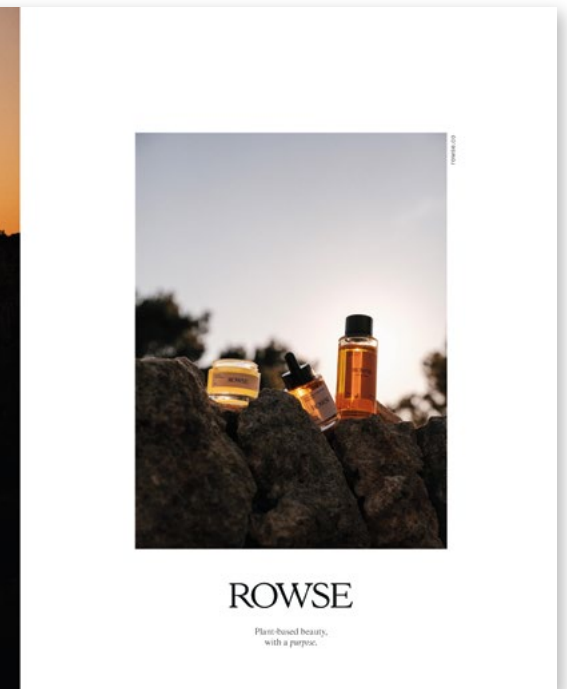
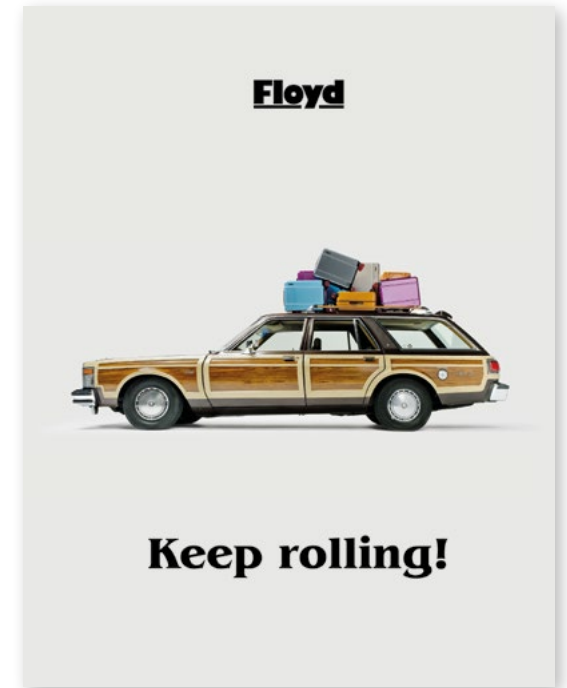
all prices excl. VAT

13.500 € -
15.000 €

2/1 ad

7.500 € -
8.500 €

1/1 ad



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 APT 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.



Examples:
ISTO
SUSANNE KAUFMANN

all prices excl. VAT


3.500 €

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

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.



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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.

PINAKOTHEK DER MODERNE.DE

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.

MONTHLY PLANNER WITH NOTEBOOK

Adapted to modern and fast-paced lifestyles, this planner would combine the advantages of a clear and concise planner with a multifunctional notebook.

LEMON CITY TAPE HOLDER

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

FOLDED METAL BOOKENDS

Walter's Aho Bookends is a charming, sculptural piece that draws inspiration from architecture. Designed by Elin Sheg, the arches, three-dimensional form of the bookends creates a pleasing and interesting contrast together with booklets like books. Aho can also be used as a paper press or as a delightful, decorative small table piece.

GLASS WOBLY TRAY

Inspiration is a tool for generating new ideas. It's essential to have an inventive frame of mind. With this tray, we have no more need to wait for inspiration to strike; we can create it and display it as we require it. Each creative prompt is 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, psychology 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.

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, Aho can help separate private workspaces from collaborative areas.

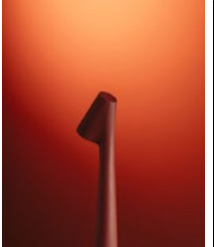


SHARPEN SMARTER

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

LINDS 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 your wallet. Choose between Super Grippy Mini Black or Super Grippy Mini Blue. They are also available in Navy, Lilac, Teal, or Rose Gold. The Linds Pro comes with a full set of 9 tips, but you can buy your favorite ink color in packs of 3.

starting at
1.200 €

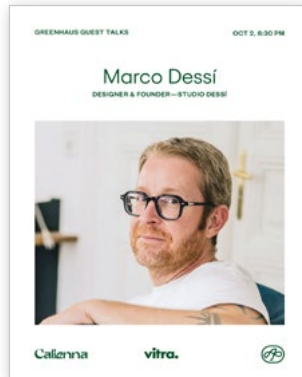
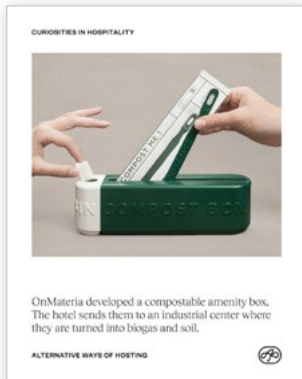
DIGITAL PRESENECE

NEWSLETTER

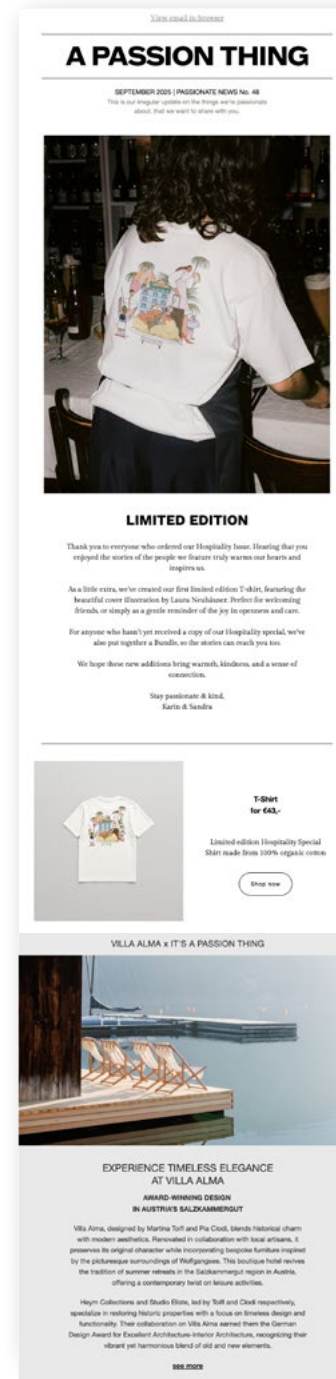
Our newsletter, carefully curated by the A Passion Thing editorial team, extends the magazine's ethos of storytelling and inspiration directly into our readers' inboxes. Delivered regularly to a growing and highly engaged subscriber base, it offers fresh perspectives, behind-the-scenes insights, and curated recommendations that resonate with our community. The newsletter provides meaningful opportunities for brand partnerships — from bespoke features to tailored placements — ensuring authentic and lasting connections with our audience.

SOCIAL MEDIA

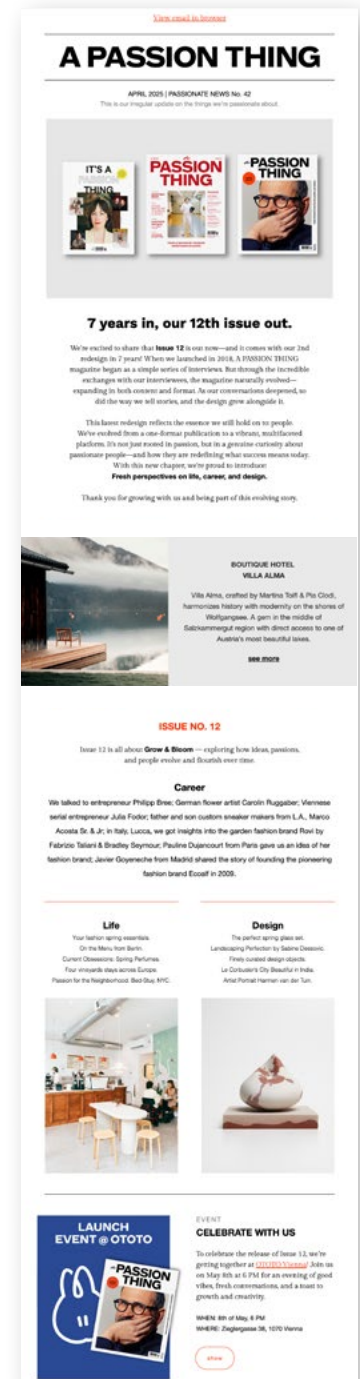
Across Instagram and other platforms, A Passion Thing has cultivated a vibrant and authentic social presence. With a dedicated and engaged following, our channels reflect the same passion-driven storytelling found in print — brought to life through visuals, interviews, and features that spark conversation and connection. This strong engagement makes our platforms an inspiring space for creative partnerships and impactful campaigns.



Instagram Examples



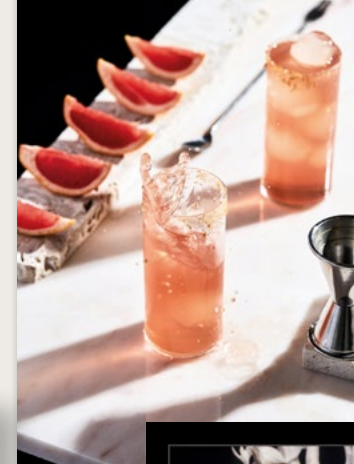
Example Newsletter Collaboration: VILLA ALMA



CREATIVE COLLABORATIONS

At A Passion Thing, we create tailor-made collaborations that allow brands to share their story through our distinct editorial voice. Each partnership is crafted to reflect authenticity and passion, resulting in meaningful connections with our audience. Our approach covers all media from print, digital, audio and video to bring a brand's message to life in an engaging and lasting way.

If you want us work out a bespoke solution for your brand please get in touch via MAGAZINE@APASSIONTHING.COM



**THANK
YOU**

contact
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