

# revolt magazine



**DECENNALE 1997-2007**

**DIECI ANNI DI PUBBLICAZIONI - TEN YEARS OF PUBLICATIONS**



*A renaissance in Surfing Culture has created the ideal market for a magazine exploring exotic destinations, talking about surfers, their art, lifestyle and culture.*



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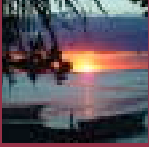
## MediaPlanner 2007

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**PERIODICO BIMESTRALE DI SURF, ARTE E CULTURA DAL 1997**  
**BI-MONTHLY SURF, ARTS & CULTURE MAGAZINE SINCE 1997**

# Profile

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**REVOLT** is different from existing surfing magazines. It is attuned to the sophistication and rich life experiences of its readers. Its focus is a fusion of fabulous longboarding surf breaks, exotic locations, arts and diverse cultures. Revolt supplies the How, Why, Where and When of the world's best surfing breaks and showcases the finest in exotic escape resorts. It marries the best of upmarket cultural travel and lifestyle publications with the essence of the surfing way of life. This marriage provides the advertising market with a entree into the as yet un-tapped and rapidly expanding group of high-net worth surf and art aficionados.



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**REVOLT** è un contenitore di idee-magazine indirizzato agli amanti dei (Board) riding-sports, ai luoghi dove arte, cultura, moda, musica, sport, costume, viaggi, pensiero libero convivono mischiandosi a vicenda. La mission di Revolt è quella di ricevere e trasmettere impulsi da questa particolare realtà culturale: comunicazione, azione e (re)-azione, rappresentazione, informazione, stili di vita (re)-interpretati attraverso la lente di ingrandimento rappresentata dall'esperienza - fisica e mentale - del surfing, snowboarding, dello skate e di tutto ciò che è parte del verbo "to ride". L'idea alla base del concetto Revolt è quella di interagire con i lettori, proponendo ad ogni uscita l'attualità che ci tocca quotidianamente e contemporaneamente ciò che potrà essere attuale nel prossimo futuro, con una visione articolata e soprattutto sorprendente, viva, originale.



# Readers

## Audience Profile

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Revolt Magazine has as its primary market the thousands of surfers who took to the water and paddled beyond the shore breaks around our coastline. Added to this healthy core market are those in their mid thirties, with established careers and families, who are looking for a family inclusive lifestyle activity that is demanding and slightly adventurous. Revolt Magazine, because of its unique mix of mediterranean lifestyle and worldwide surfing locations, attracts a more affluent audience not catered for in other surfing publications. Revolt Magazine is directly involved in the Italian Longboard Tour (ILT) since 1998, the Italian Longboard Championship, every year in 5 different italian locations, so It also appeals to the classic longboarders from all over Europe. This ancillary readership is also sophisticated and well travelled; a high-net worth consumer very influential in the leisure/lifestyle decisions made within their community. Revolt Magazine is Official Media partner in major Italian and european surfing events, so is well known to competitive surfers.

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### MALE

**age:** 15 - 50

### status

student

professional

self employed

### FEMALE

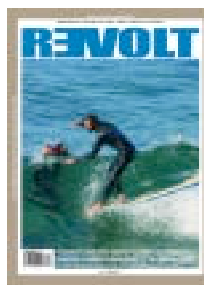
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# Adv Rates - Tariffe Pubblicitarie

RATES	1 Issue	3 Issues	5 Issues
FULL PAGE - pagina intera	800	2000	2500
HALF PAGE - mezza pagina	400	800	1000
DOUBLE PAGE SPREAD - doppia pagina	1500	3500	5000

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PRIME POSITIONS	1 Issue	3 Issues	5 Issues
OPPOSITE CONTENTS - contro sommario	1500	3500	5000
INSIDE FRONT COVER DPS - IIa di copertina doppia	2000	4000	7000
THE FOLLOWING DPS - seguenti doppie pagine	1500	3500	5000
OUTSIDE BACK COVER - IVa di copertina	3000	6000	12000
INSIDE BACK COVER - III di copertina	1500	3500	5000

PRICES INCLUDE AGENCY COMMISSION BUT EXCLUDE VAT. PRICES ARE QUOTED IN EURO.  
COMMISSIONI D' AGENZIA INCLUSI E IVA ESCLUSA. PREZZI IN EURO.

## SPECIFICATIONS:

**Size:** 160mm (w) x 220mm (h)

**Binding:** Perfect Bound

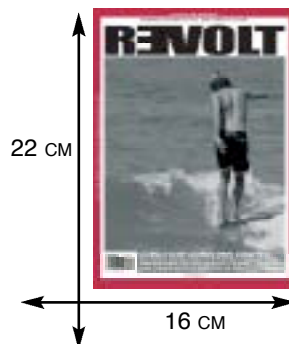
**Pages:** Minimum 80 plus cover

**Stock:** Cover 300gsm: Text Pages 115gsm

**Print Run:** 5,000

**Frequency:** Bi-Monthly (5 issues) - Bimestrale (5 numeri l'anno)

**Distribution:** At all major Italian Surf Shops;  
in major European Surf Shops, via subscription worldwide



## ELECTRONIC SUBMISSIONS VIA FTP OR E-MAIL

Supply all material as a High Resolution PDF or JPG.

When e-mailing a PDF file please ensure the PDF is PRESS OPTIMISED.

ARTWORK CAN BE EMAILED TO: [INFO@REVOLT.IT](mailto:INFO@REVOLT.IT)

## CONTACTS:

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**Magazine Contents & Info:**

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