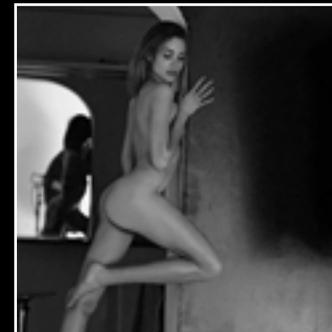




ARTS POLITICS & URBAN CULTURE

UTOPIAN

INTERNATIONAL



**“Everything we do, we believe in challenging the status quo.
We believe in thinking differently.”**

**“The way we challenge the status quo is by making our posts
beautifully designed, simple to read and friendly.
We just happen to make a great magazine.”**

“Wish to subscribe now?”

www.utopianmagazine.com



01

Berlin

New York

London

Paris

& Milan

Founded online in 2016, by photographer and urbanist Enri Mato, Utopian Magazine is a non-profit magazine focused on the intersection of Arts Politics and Urban Culture.

With contributors from every continent and at every stage of their careers, we are the “city” for singular voices, incisive ideas, and critical questions.

In a domain of high consumption, high pollution of images and falsity, Utopian Magazine proposes to build a virtual city to create a network for Utopian citizens.



02 Wild and Free-spirit

It covers music, fashion, film, art, literature and politic. Utopian Magazine is published by DCF akka Asgard, an NGO known for producing ecological approach, and shows another mood of thinking.

The company's newest division, Utopian to follow, creates brand campaigns across the luxury and lifestyle sectors.

It is an independent magazine of politics and culture magazine, distributed online, covering fashion, art, music, lifestyle and politic. Cover stars have included Rihanna, Mariel Noir, Willow Smith, Anthony Bourdain, Iggy Pop, Anastasia Zhelobovskaya and Natalia Vodianova.

Utopian Magazine has built a reputation for publishing stories that use creativity to empower young people, setting trends in motion and redefining the status quo.



03 Sensual and Passionate

Utopian magazine is a project done with the spirit and the vision for the beauty and freedom, it will educate the entire world to appreciate the classy taste through provocation and the truth. In a world that does not know its guidelines, and how to blend the cultures to create new visions...

Utopian Magazine celebrates fashion with ease and passion – so do our female readers. They are part of an exciting, constantly changing world and so are we. They live in it, characterize it, and form it at their will.

The Utopian Magazine readers are self-confident in their actions and their decisions. They celebrate their womanhood, live a self-determined sexuality and have high demands on aesthetics. Clothes and arts are an expression of their personality and a confession to a cosmopolitan world view, in which intellectuality and sensuality are no inconsistencies.



04

New

Luxury

Utopian Magazine is impulsive, intuitively looking for the new. Utopian Magazine wants to be a powerful voice of change. We want to shape an avant-garde aesthetic on the highest international level, which injects the International fashion sector with new energy.

Utopian Magazine is a manifest for a new understanding of luxury. The beautiful can be ugly and the ugly can be beautiful. Fashion has always been a key indicator of today's world and we want to celebrate this within the pages of the magazine.



05

Highest Demands

Not only for fashion, Utopian Magazine pursues the highest demands. Also the text will reflect the world in which we live profoundly and in a high content level. Art, literature, film and music, but also political topics are analysed and described by sophisticated authors and talented journalists. Like the whole magazine also the text shows the struggle of the wild and fast time in which we live.

For all citizens who were born to be high-tech. This vision of the magazine will touch readers worldwide that are born to be Utopian, in their Hearts.



06

A Strong and International Partner

Utopian Magazine has developed the status of one of the most important culture and fashion magazines ever by ground-breaking fashion productions and high-grade journalism. The cutting-edge position of the magazine is far beyond the scope of online and France as country of origin and continues in social networks as Facebook and Instagram, on blogs and by selected events and cooperation.

Utopian Magazine readers belong to an international class of opinion leaders, which influence others by their style and their consumer behaviour essentially. For them Utopian Magazine has become a real fashion and trend guide. With its credibility and its status the brand Utopian Magazine is the perfect partner for each advertiser, who wants to make their products known within the spearhead of the trendsetting groups.



07 Business Model

Arts Politics & Urban Culture sells. Utopian Magazine is a online subscription based magazine with a tiered system. Our top paying subscribers will get BTS footage from our shoots and travel locations. Our subscribers will be those who understand the value of creative freedom and those looking to make more conscious choices without compromising style. We dress people that want to change the world.

Inside the website, the brands we promote will be shoppable with a 20% commission into our system. Brands can also advertise on our website. And we offer fine art prints of our editorials as well.



08

Your medium

A DYNAMIC MEDIUM

A magazine that is constantly renewing itself.

A MEDIUM THAT HAS WORTH AND VALUES

- Innovation: a sense of creation, of going against the tide
- Unique: a confirmed singularity and constantly renewed
- Reader-profit: **a read that feels like a real experience.**

A MEDIUM THAT CONVEYS EMOTION

A magazine that lies within the realms of pleasure: seducing, informing, relaxing, moving its readers and removing the guilt of their consumerist desires. A platform for trends and “window shopping”, *Utopian Magazine* offers readers **a journey into the heart of luxury.**

A MEDIUM WITH AFFINITY

Confidence is established between the reader and the magazine, through attention to sought-after quality, issue after issue. This confidence generates readership loyalty that is essential to the sustainability of the magazine.

A MEDIUM CLOSE TO ITS READERS

It is a personal but unselfish read, a magazine that is exchanged and loaned. A medium that is a true inspiration for its readers: the magazine provides the means to enjoy fashion and educate the reader's sensitivity to the world of luxury.

Utopian Magazine offers a one-to-one relationship with readers, allowing them entry into a “community of insiders” through the transmission of knowledge and passion for the world of luxury.

A POWERFUL MEDIUM, A SOURCE OF INSPIRATION

Reaching a widespread audience through a comprehensive distribution network, with editorial content that is **always fresh, exciting and edgy.**

A NOMADIC MEDIUM

A magazine that can be taken everywhere but will find its place as part of a collection, a real coffee table magazine.

A “SELF-SERVICE” MEDIUM

The magazine is a medium where reading is chosen, not imposed. A magazine that allows us to linger over an article or to return to it as many times as desired. It is a medium that we choose to read when we want, where we want.

A MEDIUM OF OUTSTANDING QUALITY

Utopian Magazine is a concentration of current trends, moods and inspirations. A touch of fantasy combined with a touch of



09

Advertising

THE PERCEPTION OF ADVERTISING

Reader surveys have shown that advertising is viewed very positively, as it provides additional information about the products.

Our advertisements are often presented in a unique way, we work with the brands to create highly individual solutions.

Specially created advertorials that are exclusive to Utopian Magazine, together with creative advertising, exceeds the commercial purpose and provides an artistic dimension to each advert.

AN ADDED VALUE FOR THE BRAND'S IMAGE

- Advertising content highlighted by the balance between adverts and editorial content (ratio of 1:3)*.
- An immediate, trendy and qualitative collaboration.
- A positive environment, thanks to other brands that are present and the showcase aspect of the magazine.

SPECIAL CAMPAIGNS

Large-scale operations that provide brand names with presence and maximum visibility, over a period of three months.



10 Publisher Info Contacts

PUBLISHER
NGO, DCF akka ASGARD.

WEB www.utopianmagazine.com

FREQUENCY 12 issues per year
DISTRIBUTED CIRCULATION DIGITAL
50.000 views / month

COUNTRY
United States
United Kingdom
France
Germany
Albania
Italy
Canada
Russian Federation
Republic of Kosovo
Ukraine

OTHER PLATFORM
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Thank you!

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