



SABLÓS

Media Kit
2023



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1 What is SABLOS?

SABLOS is a new vision of luxury travel and style that offers its readers a unique perspective on the world. SABLOS is a trusted premium travel resource informed by an extensive and ever-growing list of global creators, innovators, makers and doers across all five continents.

An antidote to the anonymous tips posted on search engines and travel apps, SABLOS is the “where’s where of the who’s who” that speaks to the world’s most inspiring people about the places they love in the cities they live. For us, people and their places are more relevant than ever.

Compiled in print and online, SABLOS inspires its readers and members with positive profiles of these creative forces, framed by the places that shape their lives and influence their work. In short, SABLOS will help its members navigate the globe like a local, at home or away.



2

Who is SABLOS?

SABLOS was created by Saul Taylor — an ex-editor at Wallpaper* and a founding editor of MONOCLE magazine — who brings over 20 years of editorial and travel experience and unrivalled access to an influential, international group of youthful individuals who are shaping a more creative, positive and responsible world.

Saul is joined by Peter Wolfram as Chief Marketing Officer and Borja Martínez as Creative Director. Peter brings a wealth of media industry experience with luxury brands and Borja is renowned for his craft as the founder of Lo Siento design studio.

Written, photographed, illustrated, filmed and animated by a network of contributors around the world, SABLOS prides itself on supporting established creatives and breaking new talent.



2

Who is SABLOS?

What sets us apart is the source of our recommendations from the world's most inspiring people — real global influencers — who define contemporary society, art, music, design and commerce, and who foresee where the world is headed.

Where does:

Mayor **Eduardo Paes** go to get some perspective in **Rio de Janeiro**?

Perfumer **Lyn Harris** go to buy art in **London**?

Fashion designer **Paul Smith** go to get inspiration in **Tokyo**?

UN director **Marina Ponti** go to discuss strategy over lunch in **Bonn**?

Olympian and musician **Patrick Burgener** go to buy records in **Zürich**?

Artist **Petra Cortright** go to eat street food in **Los Angeles**?

You get the picture.



2

Who is SABLOS?

OUR PEOPLE
AND THEIR PLACES



Photographer
SONIA SIEFF
in PARIS



Entrepreneur
RAMDANE TOUHAMI
in TOKYO



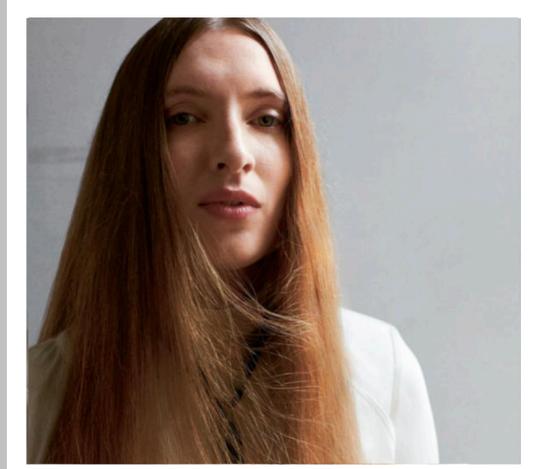
Fashion Designer
JADE CROPPER
in STOCKHOLM



Designer
JAMEEL MOHAMMED
in CHICAGO



Restaurateur
TATO GIOVANNONI
in BUENOS AIRES



Musician
FLORENCE SHAW
in LONDON



Artistic Director
ALEXANDRE DE BETAK
in MALLORCA

+
HUNDREDS
MORE FRIENDS



Where is SABLOS?

OUR NETWORK

- Barcelona
- Beirut
- Berlin
- Buenos Aires
- Cape Town
- Dubai
- Hong Kong
- London
- Los Angeles
- Madrid
- Milan
- Melbourne
- Mexico City
- Miami
- New York
- Oslo
- Paris
- Reykjavik
- Rome
- Rio de Janeiro
- Stockholm
- Sydney
- Tokyo
- + many more





Where is SABLOS?

IN PRINT

A quarterly print publication forms the soul of the project. This collectible collection of essays, profiles, interviews, features, reviews and recommendations is beautifully designed and artfully packaged and available to subscribers, in selected book shops and on prime international newsstands. An ode to the craft of print, we think it's about time travel had an honest, intelligent and funky new voice.

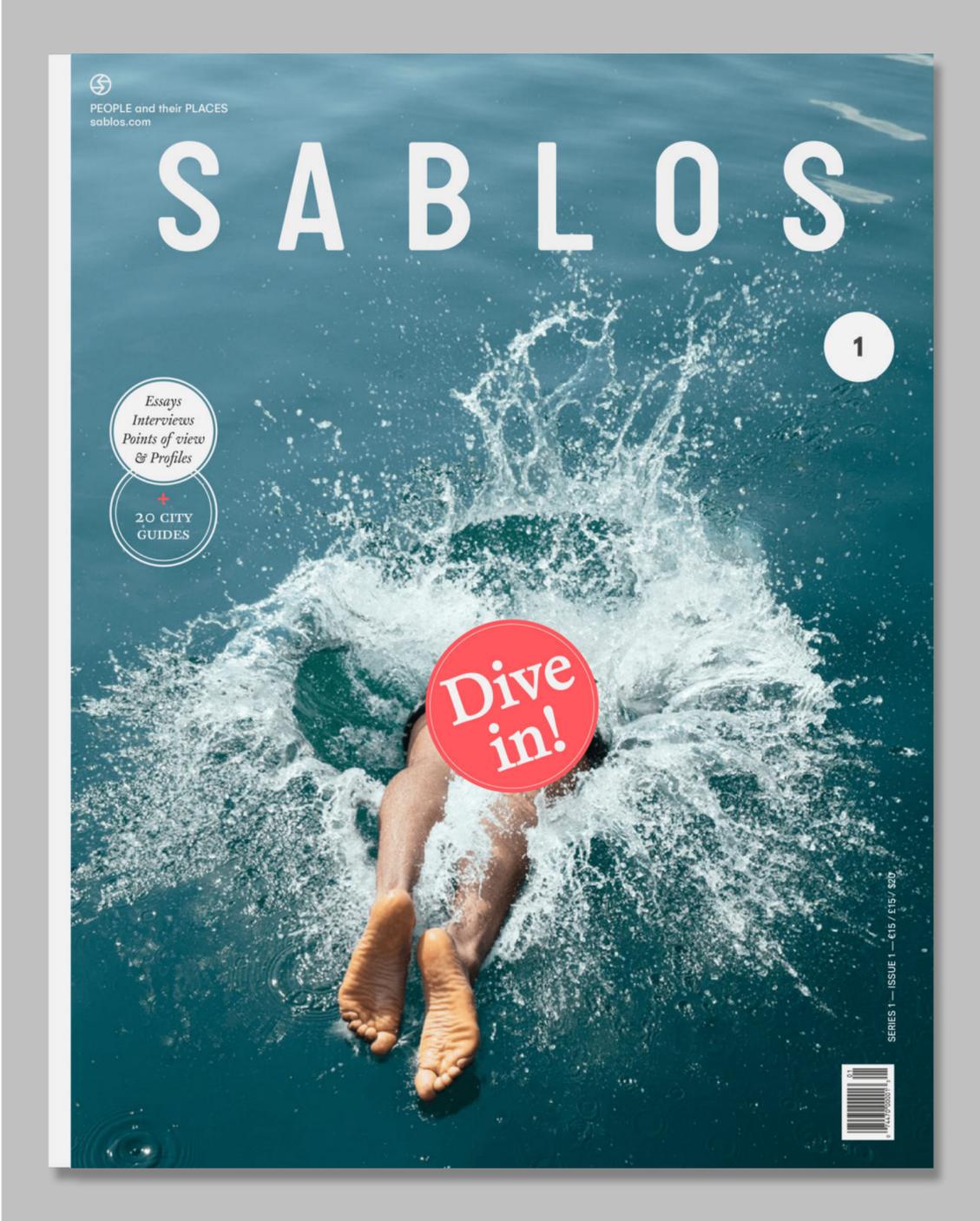
Our quarterly compendium consists of travel and style news; essays and opinion; fashion editorial; the cultural agenda; home and studio tours; bar, restaurant and hotel profiles; artist retreats; days in the life; breakfast, lunch and dinner dates; journeys by foot, bike, car, boat and plane; personal playlists + much, much more.



3

Where is SABLOS?

IN PRINT





3

Where is SABLOS?

ON THE GO

Forever frustrated by anonymous reviews and misleading details on search engines and web-based trip advisories, we decided it was time to create a trusted resource that people could 100% rely on when they explore the cities they visit or call home.

The SABLOS app allows its users to navigate those cities in real time by pinpointing recommendations we have learned from the most inspiring people in the world. After all, who doesn't want to eat, drink, shop and experience the secret spots that prominent — and most importantly, named — locals love and enjoy?

FEATURES: Tips, Reviews, Categorised search, Booking, Benefits, Rewards



3

Where is SABLOS?

ON THE GO





Where is SABLOS?

ONLINE

The SABLOS website is a vehicle for rich media — film, programmes and podcasts — that brings the printed word to life. Delving deeper into the lives of our subjects around the globe with glorious audio-visuals, our online portal features original stories and content that supports and enhances the magazine. The website also serves as an archive and an interactive guide to the people and places we feature.

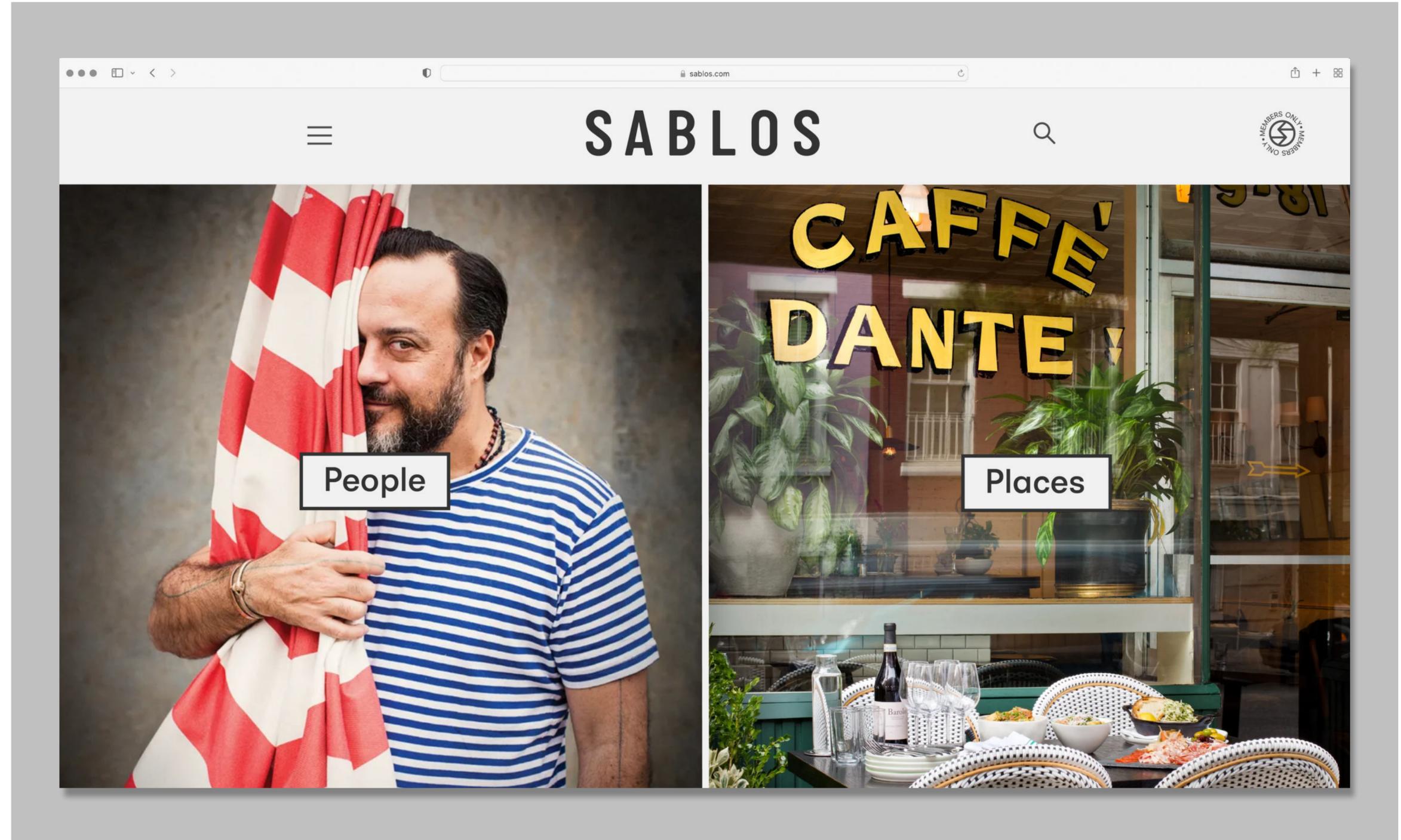
We feel that there are few online media platforms that inspire readers to linger in the same way a print publication can. With that in mind, we are building a new way to consume travel content online that is designed to guide visitors on a digital journey of discovery.



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Where is SABLOS?

ONLINE

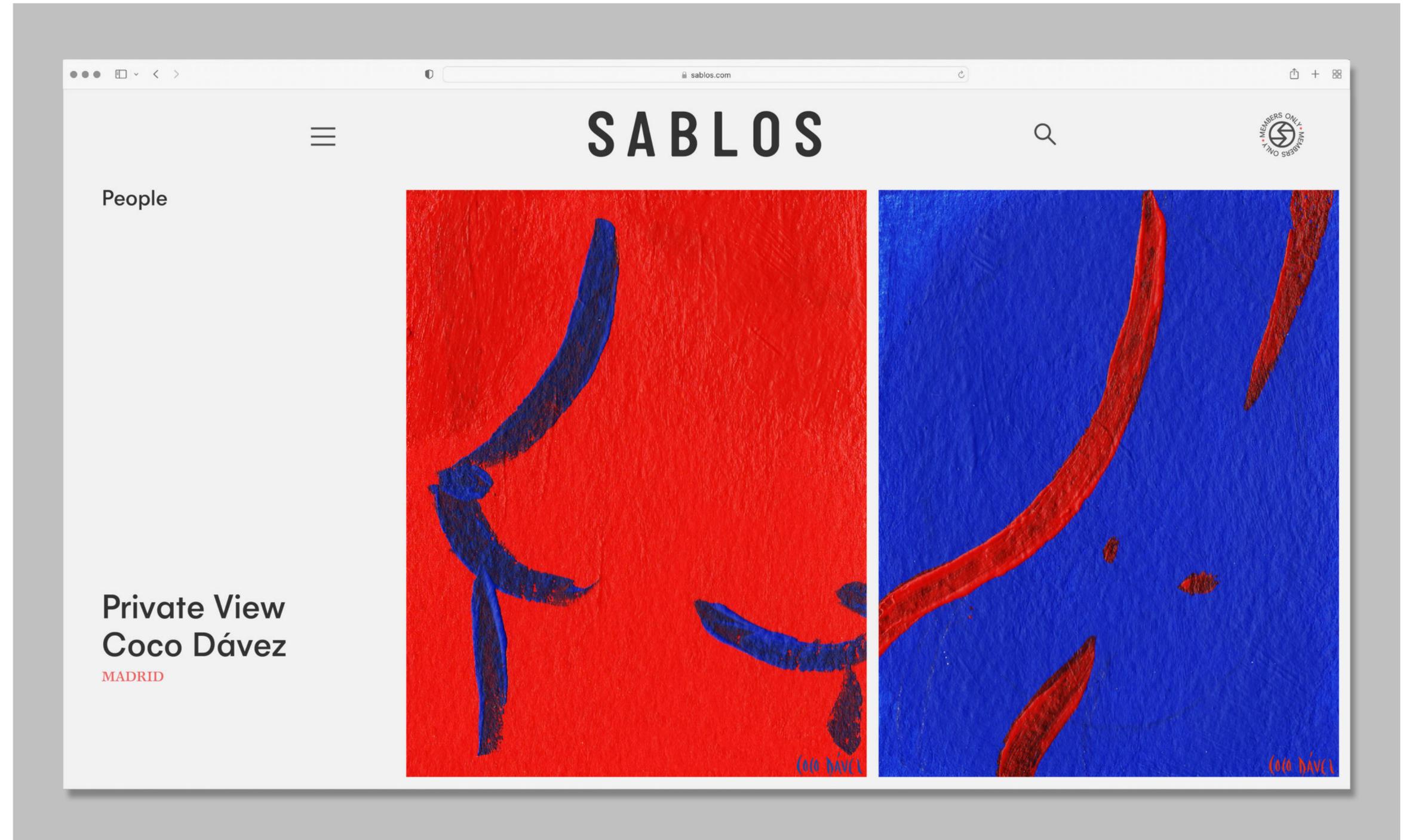




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Where is SABLOS?

ONLINE





3

Where is SABLOS?

INSTAGRAM

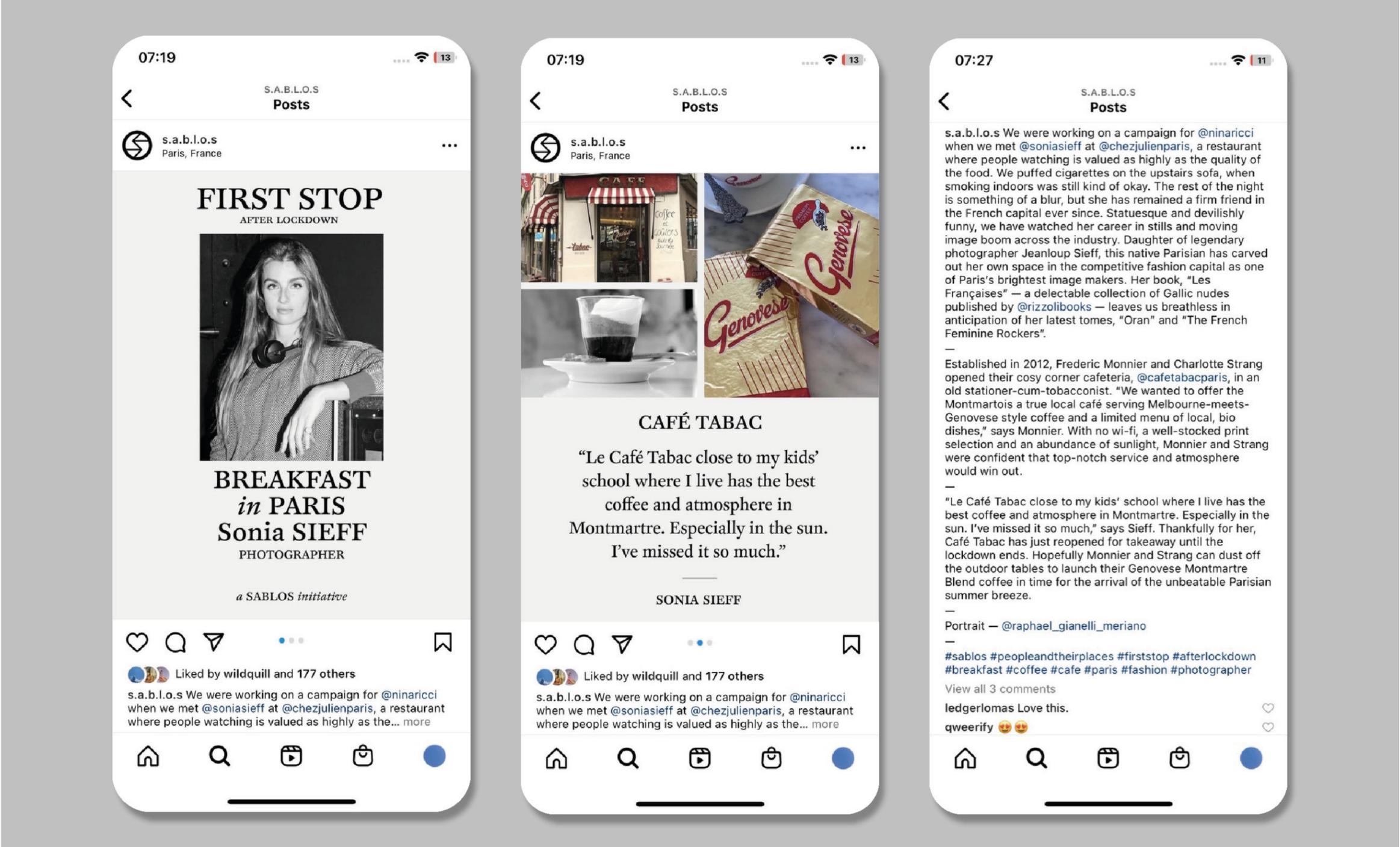
Social media is an important tool for broadcasting SABLOS and introducing the brand to a new audience. Instagram provides the perfect platform for us to create tailor-made content and showcase the work of the wonderful photographers and filmmakers we commission. After all, Instagram was created for people and places.

Social media is also a great way to spread the word about the hospitality businesses that we think deserve more recognition. By providing our audience with a telescope to view these rising stars, we aim to raise the profile of an industry so often seen as an everyday utility.



Where is SABLOS?

INSTAGRAM





3

Where is SABLOS?

IN THE KNOW

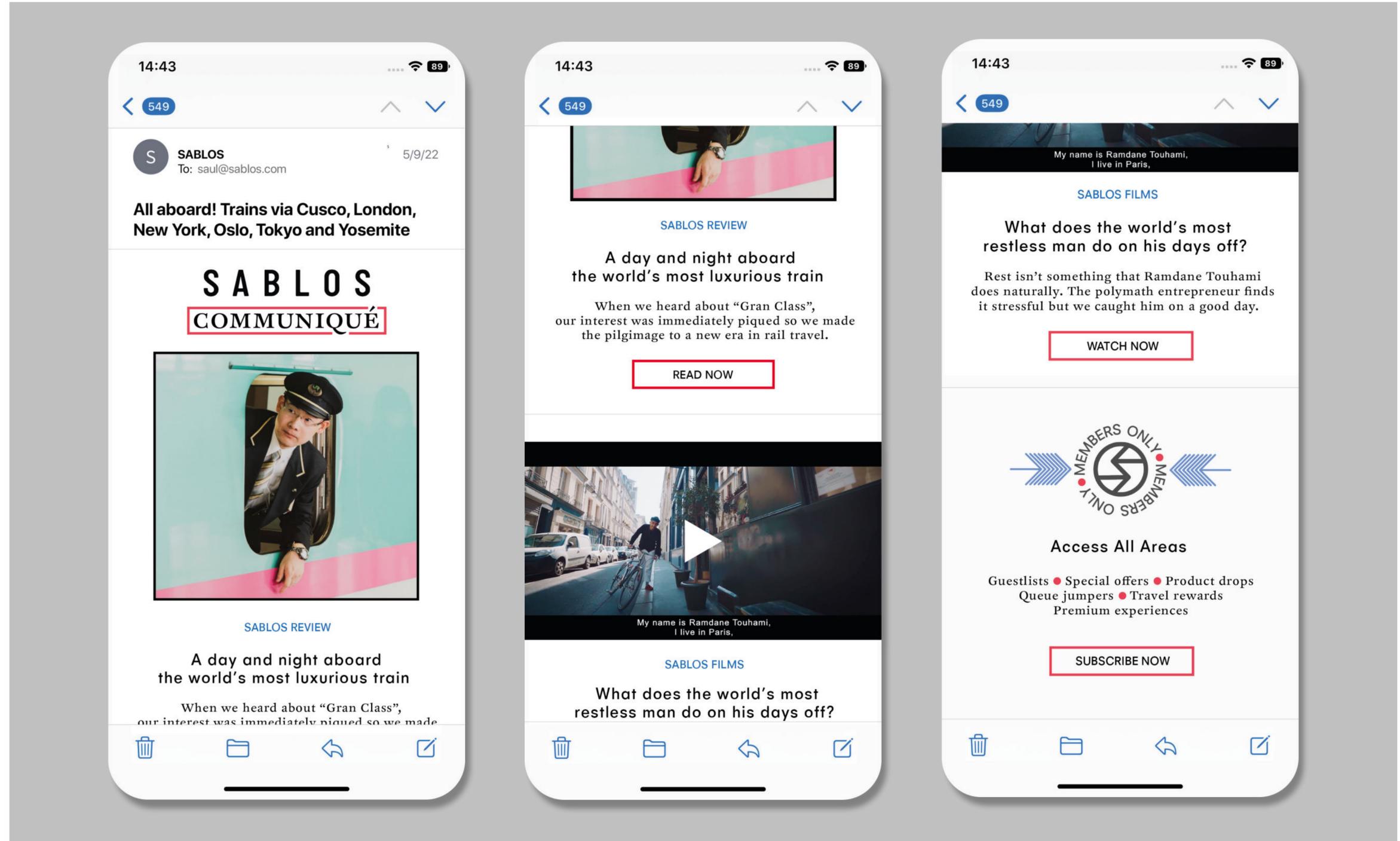
Our weekly email bulletin is a concise rundown of what to do and who to meet in all four corners of the earth. From the best bars and restaurants including new haunts and old favourites, to shop openings, hotel launches and secret soirées, the SABLOS Communiqué relies on tips from our trusted network of creative cohorts.

Don't miss a thing every Wednesday, wherever you may be.



Where is SABLOS?

IN THE KNOW





3

Where next for SABLOS?

RETAIL

It has always been our founder's dream to create a mobile mini-mart that serves city streets and coastal retreats with travel essentials, good coffee and snacks, a curated selection of local products and daily recommendations of what to do in the vicinity.

Piloted by funky young citizens that dart around strategic destinations around the world, SABLOS Carts are breezy, buzzy incarnations of the editorial philosophy. From a company that mixes sunscreen in a nearby laboratory or hats woven by resident artisans to savoury treats baked in the barrio and ice pops spiked with the local liqueur, SABLOS Carts offer up interesting home and handmade products to locals and visitors.



3

Where next for SABLOS?

RETAIL





Our reader

Our readers are affluent, well-travelled and inquisitive folks who want to know where the world's most inspiring people go to eat, drink, shop, exercise, find inspiration and meet one another.

Young or old, at home or away, SABLOS members enjoy a wanderlust and joie de vivre that takes them to new places where they relish meeting new people and find pleasure in new experiences. SABLOS is a community of individuals who crave a trustworthy guide to navigating that world and all its delights.

SABLOS is, of course, also read by the inspiring people we feature — an attractive demographic of success stories — the true global influencers.



5 Our offer

ADVERTISING

For us, advertising is an essential part of our communication, one that we have always loved in all its forms. As such, we offer premium brands a variety of channels, from display advertising in the core magazine to more innovative formats online, on mobile and in person.

BESPOKE SOLUTIONS

In addition to traditional advertising, we also offer tailor-made advertorial concepts to those brands who desire a more personalised approach to their messaging. Produced entirely in-house under the creative direction of our founder, the bespoke solutions give brands a unique and innovative level of integration within our print and online editorial universe.



Rate card

PRINT

SIZE/POSITION	RATE
Page run of book	€9,500
Page first third	€10,500
Contents	€12,000
Inside back cover	€12,000
DPS run of book	€16,000
Outside back cover	€17,500
DPS first third	€20,000
Inside front cover DPS	€25,000



6

Rate card

WEBSITE / EMAIL

SIZE/POSITION	RATE PER MONTH
Super Leaderboard	€10,000
Homepage billboard 1	€1,500
Homepage Billboard 2	€1,250
Film section sponsorship	€5,000
“Communiqué” weekly	€4,000*

*Minimum sponsorship period of three months



Distribution

PRINT

Circulation

25,000

Markets

Europe

UK, Germany, France, Italy, Spain,
Portugal, Sweden etc. (12 countries)

75%

North America

USA and Canada

20%

Other

Japan, Australia, New Zealand etc.

5%



Schedule

PRINT / DIGITAL

ISSUE

ON-SALE DATE

Spring (launch issue)

Late March 2023

Summer

21 June 2023

Autumn

21 September 2023

Winter

21 December 2023

SABLOS App

Late March 2023

SABLOS Communiqué (email)

February 2023



Thank you



S A B L O S

Contact:

Advertising

Peter Wolfram

peter@sablos.com

+49 1512 7081079

Editorial

editorial@sablos.com

General

info@sablos.com