A close-up, profile shot of a DJ with short brown hair, wearing large black Sennheiser headphones and a black t-shirt. He is wearing a black wristband on his left arm and has his mouth open as if shouting or singing. His right hand is visible in the foreground, gesturing. The background is dark with some blurred lights, suggesting a club or stage environment.

SWEET+SOUR

Media Pack 2024

A close-up, high-contrast portrait of a young man with dark, wavy hair and light brown eyes. He is looking slightly off-camera to the left with a serious expression. The lighting is dramatic, with deep shadows on the right side of his face and neck. He is wearing a dark, possibly navy blue, collared shirt.

SWEET+SOUR

An exclusive *bi-annual publication* enriched by *advertiser expertise*, presents *an elite perspective on fashion and culture.*

Highlighting the latest in brand partnerships and the creative visionaries behind them, it delves into a *sophisticated analysis* that transcends basic collection stories, offering *privileged insights* from the industry's core.

Audience Profile

Fashion-lovers;
youth-focused;
the trend-
setters;
technologically
savvy;
luxury-minded

78% are aged
18-35 years old

Women 65%
Men 35%

Average annual AB 67%
income is \$74k

Average of 3
readers per copy





Print Circulation

Available
from *all newsagents*
and WHSmith
stores
across the *UK &*
international
booksellers.

250,000 copies

Locations:
with sales at 70%

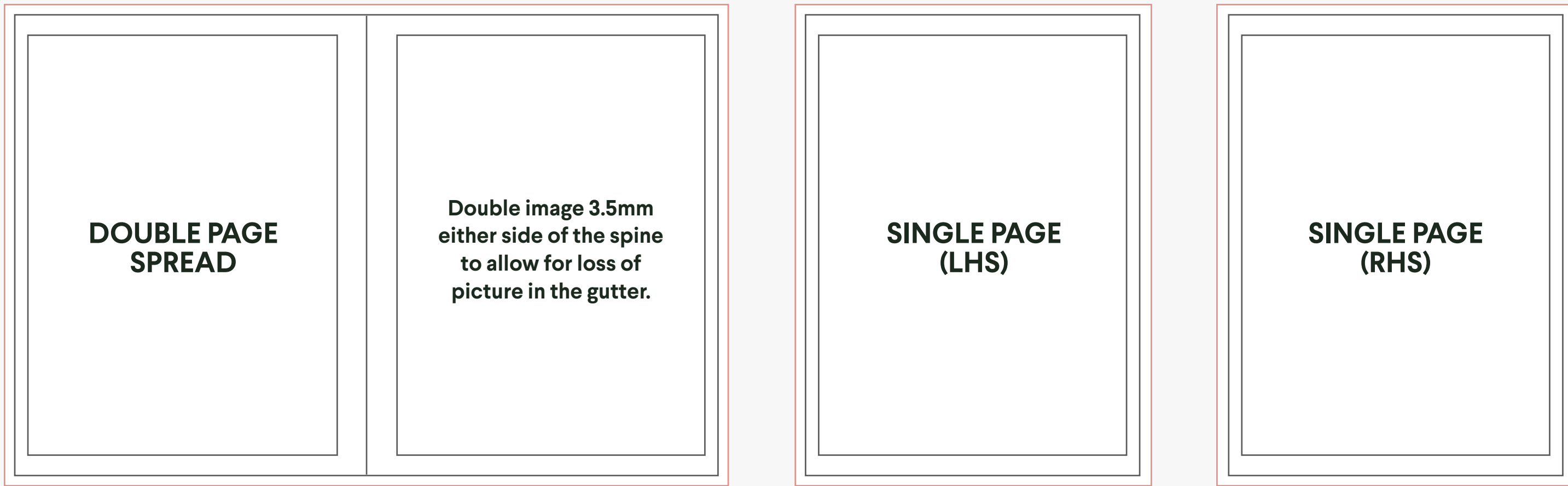
USA **50%**

UK **20%**

EU **20%**

ASIA **10%**

Print Specifications



Double Page Spread
Trim Size: 508mm x 660mm
Bleed Size: 520mm x 674mm

Single Page
Trim Size: 254mm x 330mm
Bleed Size: 260mm x 337mm

File Format
High Res Print PDF
with crop and bleed marks

Colour Profile
CMYK Fogra 39 (Coated)

All ad artwork to be supplied
by email and accompanied
by a match proof print.

Deliver to:
Angelika Davtyan
Brand Partnerships
Sweet N Sour Magazine
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United States

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Print Rate Card & On-Sale Dates

Inside Front Cover (IFC) \$7,000	Inside Back Cover (IBC) \$3,000
Opening Bank Spread \$5,000	Single Page (SP) \$3,000
Outside Back Cover (OBC) \$10,000	SP 1st Half \$1,500

Bespoke Content, Events & Publishing

Sweet n Sour, as a *distinguished print magazine*, **epitomizes the art of refined content creation, event hosting, and publishing.**

Specializing in a myriad of *luxurious offerings*, we orchestrate editorial masterpieces and insightful written features, along with producing enchanting music videos and high-fashion films. Our expansive network of *world-class contributors ensures each collaboration* is uniquely tailored to the brand's ethos.

In the realm of event curation, Sweet n Sour excels at organizing exclusive, **celebrity-attended gatherings, significantly elevating brand profiles and fortifying existing alliances.** Our collaboration with *elite fashion and lifestyle brands* extends to the innovative design, production, and publication of singular products, from elegantly crafted single-page inserts to bespoke, fully branded magazine issues.

Beyond these ventures, Sweet n Sour is at the forefront of the electronic music scene, covering the most illustrious releases, profiling artists' lives, and offering engaging Q&As. Our coverage also includes a spotlight on premier events, festivals, and venues, capturing the essence of the electronic music world in our luxurious pages.



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