

MEDIA KIT  
2014

INTER  
SECTION



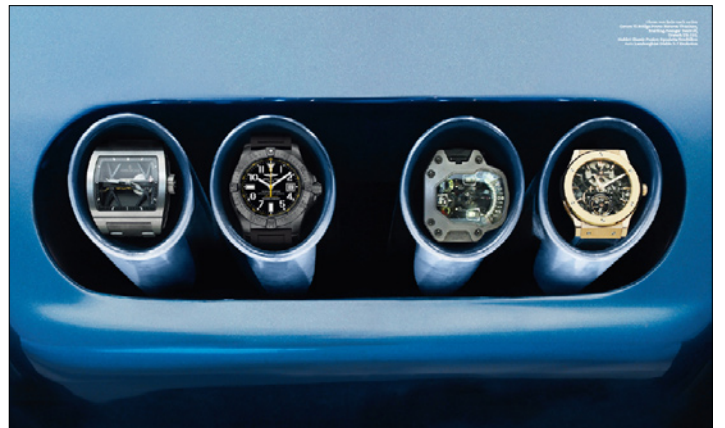
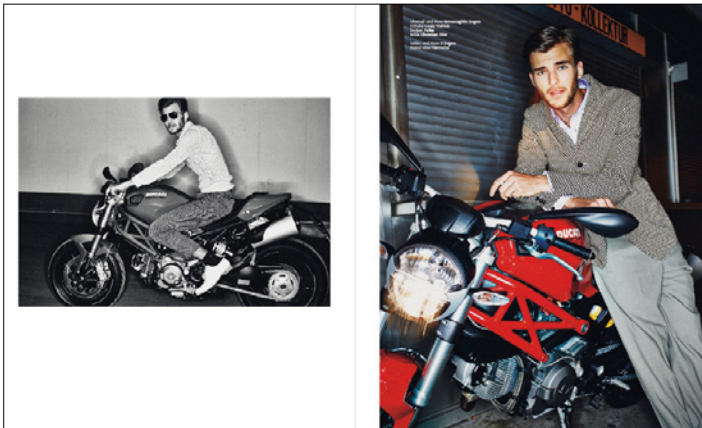




# MOBILITY

In INTERSECTION the reader gets an extensive and completely unique insight into the newest trends of the mobility industry. Concept Cars, car sharing, movement in the digital age. The visions of tomorrow and today are at the heart of the magazine. From

brehtaking design ideas, to innovative technical ideas to the ultimate luxury: Motorbikes, Yachts, electric cars and supersportscars – everything that moves the world is covered with humor, depth and passion.



# FASHION AND ACCESSORIES

INTERSECTION is a modern luxury magazine for men. In elaborate photoshoots we not only show beautiful and visionary cars but also high standard fashion and accessories. Apart from that we cover the latest

trend on the intersection between the luxury and mobility industry. An important role play watches, to which we dedicate an extensive spread in each magazine.





# ART AND DESIGN

More and more art becomes an important for individuals and the lifestyle industrie. Also the car and luxury industrie collaborates increasingly with artists and freethinking designers. In INTERSECTION we focus on exceptional works to surprise and inspire the reader.





A central part of INTERSECTION are extensive interviews and portraits of celebrities. Actors like Daniel Craig, Orlando Bloom, Usher, Ralph Lauren or formula-1 legends like Nikki Lauda or Jenson Button talk in unusual intimate interviews about their true passion: Speed and the most beautiful vehicles of the world.





# 

Besides interviews with world-famous celebrities, INTERSECTION covers personalities, who shape the industrie and the world around us. Famous designers like Philippe Starck, Fiat-successor Lapo Elkann, Hollywood-wizard Syd Mead and many more are personalities, who INTERSECTION collaborated with.





# REPORTS

In long and well researched reports from all over the world INTERSECTION tells stories from the most exciting and exotic places about fascinating and exceptional people and their accomplishments and ideas. Customized pick-up trucks and strange rituals in Trinidad,

the cityplanning of Rio de Janeiro, wild biker meetings in Rome and illegal car racing in Moscow – INTERSECTION reports are written by established journalists with an intelligent, humorous and analytical perspective.



# TARGET GROUP

INTERSECTION has loyal and mostly male readership between 30 and 60 years. Being dressed well is important to them. At the same time they are keen on the latest developments in the fields of technology and design. They love the unique and creative way INTERSECTION covers its topics. It inspires them since they mostly work in creative fields as well. They have a highly developed sense for aesthetics and value an elaborate visual style.

## SOCIOGRAPHIC CHARACTERISTICS

### Gender:

male: 77,8%

female: 23,2%

### Age:

18-24: 12%

25-34: 32,8%

35-44: 39,9%

45-100: 15,3%

## GEOGRAPHIC SPREADING

Berlin: 25%

München: 17%

Hamburg: 15%

Stuttgart: 11%

Köln: 10%

Düsseldorf: 9%

Frankfurt: 8%

Wien: 3%

Sonstige: 2%

INTERSECTION readers have an above average education and an above average income. They see themselves as contemporaries of the personalities, who are portrait in the magazine. They are interested in the newest developments in society, culture and aesthetics – and have the urge to shape them themselves.

## TRAITS OF READERS

- highly educated
- university degree
- career oriented
- work in creative jobs like media, design or communication
- high income
- cosmopolitan mind / internationally oriented
- likes to travel
- fashion conscious and enthusiastic about technological innovation
- ambitious and sophisticated









# CONTACT

## PUBLISHER

### **PUBLISHER'S ADDRESS:**

Off One's Rocker Publishing Ltd., Kurfürstenstraße 31/32, 10785 Berlin, Tel.: 030- 2888 4043  
Contact: Anna Klusmeier, [anna.klusmeier@off-ones-rocker.eu](mailto:anna.klusmeier@off-ones-rocker.eu)

### **EDITORIAL DEPARTMENT:**

Intersection Deutschland, Kurfürstenstraße 31/32, 10785 Berlin, Tel.: 030 - 2888 4043  
Contact: Hendrik Lakeberg, [hendrik.lakeberg@off-ones-rocker.de](mailto:hendrik.lakeberg@off-ones-rocker.de)

## ADVERTISING SALES

### **GERMANY:**

Nielsen 1  
Dirk Struwe Medienvermarktung e.K.  
Dirk Struwe  
Poelchaukamp 8, 22301 Hamburg  
Tel.: +49 - (0)40 - 2805 80 80  
Fax: +49 - (0)40 - 2805 80 89  
[d.struwe@struwe-media.de](mailto:d.struwe@struwe-media.de)

Nielsen 3b, Nielsen 4, Österreich, Schweiz  
MMS Marrenbach Medien-Service  
Bruno Marrenbach  
Tucherpark 6, 85622 Feldkirchen Kr. München  
Tel.: +49 - (0)89 - 4308 855 5  
Fax: +49 - (0)89 - 4308 855 6  
[info@mms-marrenbach.de](mailto:info@mms-marrenbach.de)

Nielsen 2  
Medienservice + Beratung  
Andreas Fuchs  
Vereinsstraße 20, 41472 Neuss  
Tel.: +49 - (0)2131 - 40637 0  
Fax: +49 - (0)2131 - 40637 10  
[kontakt@medienservice-und-beratung.de](mailto:kontakt@medienservice-und-beratung.de)

**ITALY:**  
Ediconsult Internazionale S.r.l.  
Luigi De Mari  
Tel: +39 02 4771 0036  
[milano@ediconsult.com](mailto:milano@ediconsult.com)

Nielsen 3a  
Helmut Weipert GmbH  
Palais Kronberg, Frankfurter Straße 111  
61476 Kronberg  
Tel.: +49 - (0)6173 - 3250 970  
Fax: +49 - (0)6173 - 3259 140  
[helmutjun@weipert-net.de](mailto:helmutjun@weipert-net.de)

**GREAT BRITAIN:**  
IGP - International & German Media  
Specialists  
Talbert House, 52A Borough  
High Street London SE1 1XN  
Tel.: +44 - (0)20 - 7403 458 9  
[info@igpmedia.com](mailto:info@igpmedia.com)