

# flüff

Media kit



## Country of Origin

Austria

## Language

English

## Frequency

Quarterly

## First Release Date

18.09.2023

## Pure Content Pages

75-95 pages of editorial content (excluding advertisement)

Flüff is a young, independent, avant-garde fashion and art magazine that emphasizes creativity, editorial photography, and cultural commentary. Our aesthetic is modern-retro, nostalgic, real, emotional, raw.

It is artistic, experimental, and boundary-pushing, with a focus on high quality paper and design. Blending fashion, art, and culture into cohesive and visually stunning issues.

Our readers are creative individuals, art and fashion enthusiasts, and those who appreciate visual storytelling.



Flüff Magazine is a vibrant and fearless print publication that champions art, culture, and creativity through a fresh, inclusive lens.

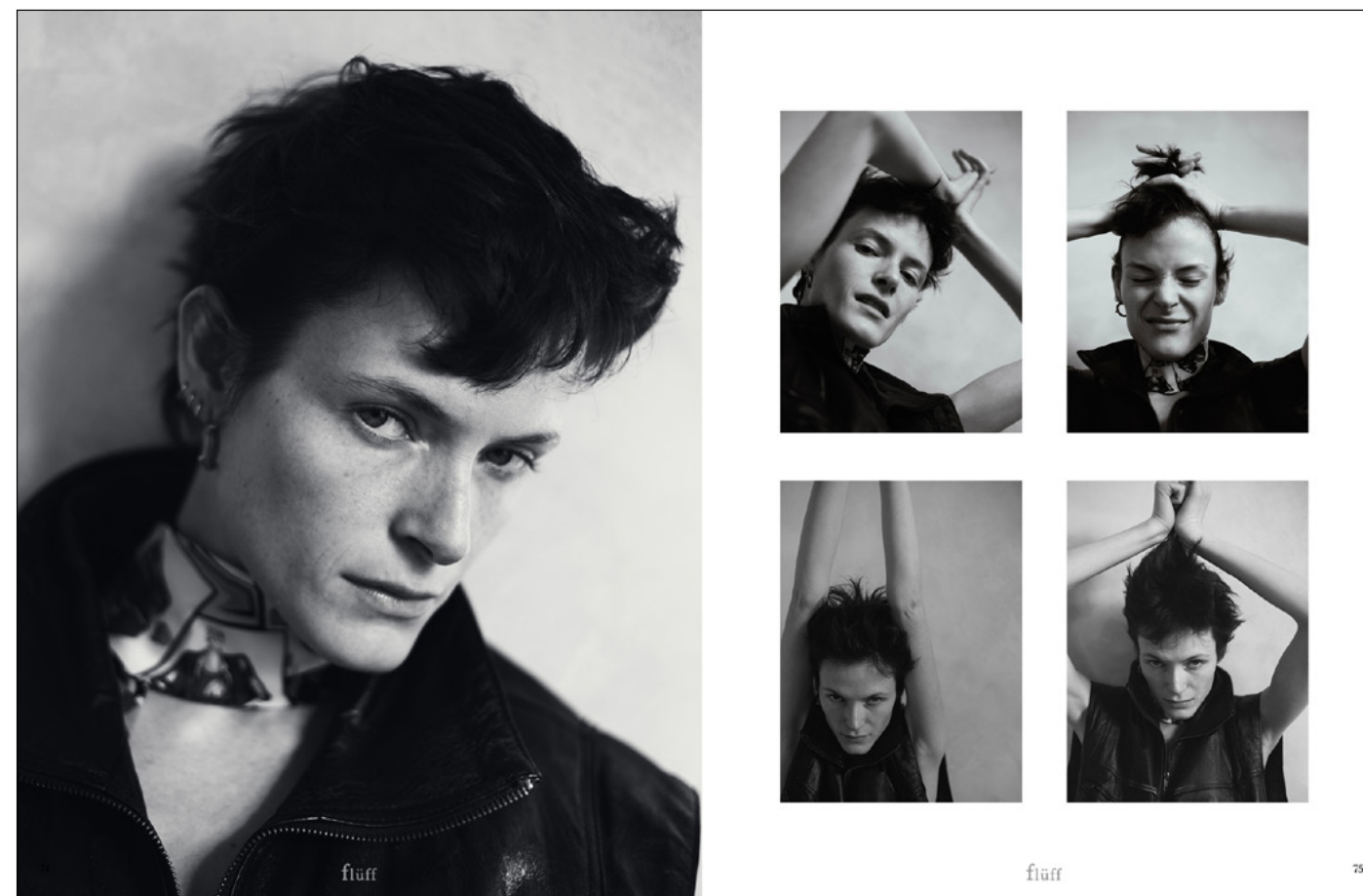
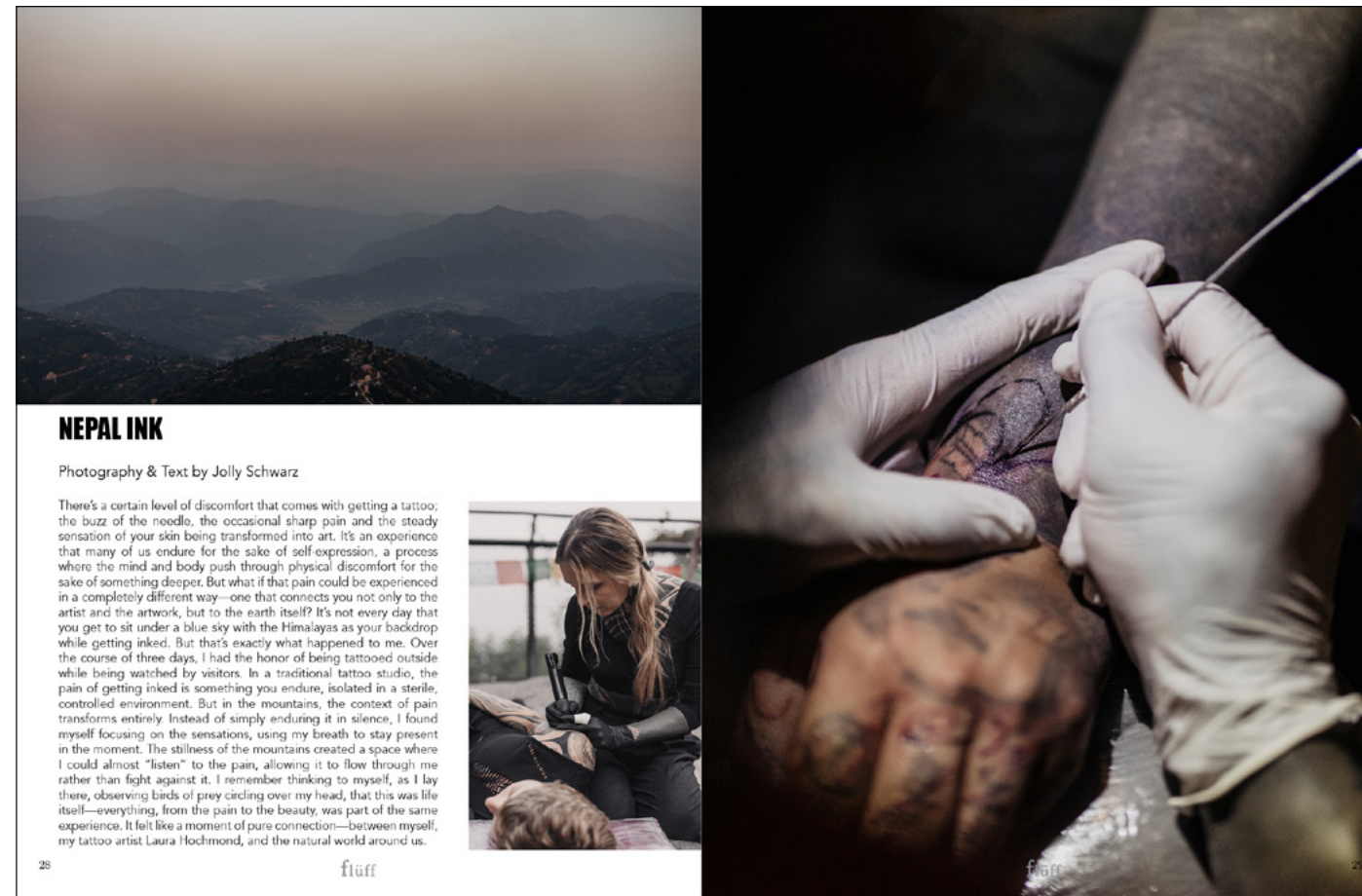
Founded on the belief that art should be accessible, bold, and diverse, Flüff has carved out a unique space in the world of print media by blending high culture with the pulse of contemporary trends.

Each issue of Flüff is a celebration of individuality and self-expression. We cover a wide spectrum of topics, from fashion and beauty to visual art and social movements—curating content that resonates with those at the forefront of culture.

Our editorial vision is to amplify voices that may otherwise go unheard and to provide a platform for artists and creatives who are pushing boundaries.

What sets Flüff apart is its commitment to authenticity. We prioritize the raw, the unconventional, and the thought-provoking, inviting our readers to engage with content that challenges the status quo.

Our quarterly publication brings together cutting-edge design, stunning visuals, and storytelling that is as relevant as it is inspiring. Whether through an intimate monologue by a unique artist or a photo series that explores identity and culture, Flüff offers readers an immersive experience unlike any other.



The Flüff Magazine audience is made up of creators, trendsetters, creatives, and socially conscious individuals who are passionate about staying ahead of the curve in all things art, culture, and lifestyle. Here's an overview of the core demographic that makes Flüff so unique:

#### Key Demographics:

- \* Target Age Group: 25-45.
- \* Gender: Our readership is diverse, with a balanced mix of male, female, and non-binary readers.
- \* Location: Predominantly urban, with a strong presence in major cultural hubs such as Vienna, Berlin, Barcelona, London & Tel Aviv.
- \* Income Level: Middle to upper-middle class. Young professionals, creatives, and students who are passionate about culture.
- \* Education: Many of our readers have a higher education background, with a particular interest in the arts, humanities, and design fields.

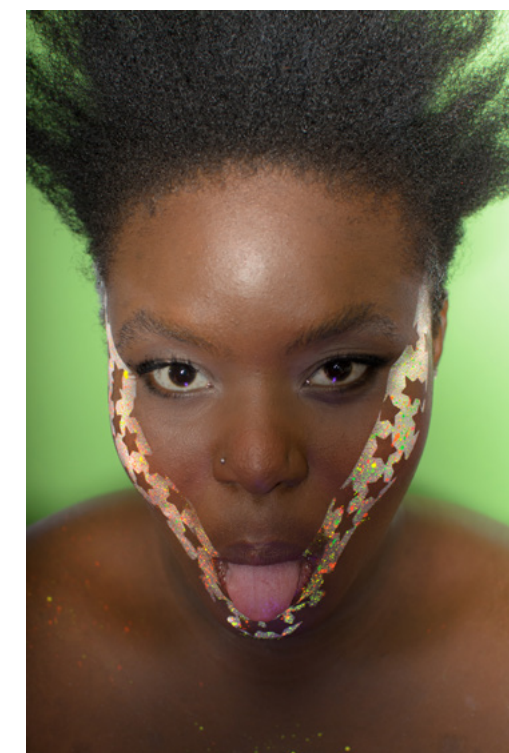
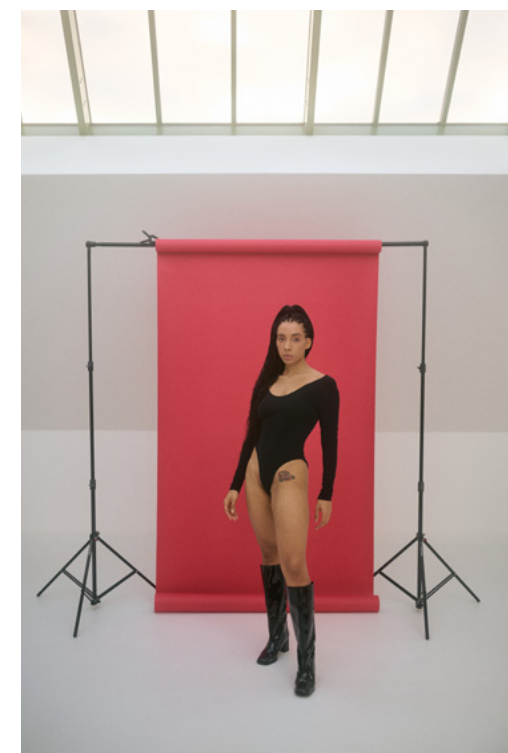
#### Psychographics:

- \* Culture Enthusiasts: Flüff readers are at the intersection of art and fashion. They are constantly on the lookout for fresh perspectives and unconventional ideas.
- \* Socially Conscious: Our audience is deeply engaged with current social issues, including diversity, sustainability, and inclusivity. They are passionate about brands and causes that align with their values.
- \* Trendsetters: Flüff readers seek out content that challenges traditional norms.

#### Readers Interests:

- \* Art & Design: Visual arts, illustration, graphic design, and photography are key interests.
- \* Fashion: From streetwear to high fashion, our readers are passionate about personal style and the stories behind the designs.
- \* Social & Cultural Issues: Diversity, gender identity, sustainability, and representation in the arts are central themes that resonate with our audience.

Flüff's readers are creative, forward-thinking, and passionate about connecting with others who share their values. Our magazine serves as both a reflection of the contemporary cultural landscape and a source of inspiration for those who want to be part of the conversation.





Founder & Editor in Chief: Shlomit Schatzmayr

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