

SKRÄP

MEDIA PACK 2019



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THE

MISSION

Skräp is a publication that explores the complexities of being in the possession of stuff & things. Skräp delves into the subconscious where we decide to give in to consumption and manipulating marketing strategies, with the aim to enthuse the consumer into treasuring their already existing belongings and consider how and what we are buying. Skräp is an inanimate recording of societies battles to a more conscious environment. As an annual publication Skräp documents the discarded and unconsidered aspects of the depletion of the environment around us.

The publication features series of honest and conceptual imagery that opens up to the worlds desire for 'things' and the power behind them. Skräp endeavours to develop consideration and manifestation towards the societal norms associated with consumption. As our landfills grow, Skräp uncovers our dilemmas with waste and discarding items, using first hand experiences explored in slow fashion, food waste and lost belongings to create garish conceptual imagery and textual content.



CONTENT

Skräp is a concept, uncovering the ideals of waste and sustainability with features of honest photography working in film and digital, capturing the essence of our impact on our environment as a result of the desire to own ‘things’.

Skräp follows a documentary style format accompanied by developed editorial concepts that allow the reader to consume relative imagery that express the common complexities within our lifestyles that have been affected by over consumption. Each page is a unique pathway into the existence of every product made on earth and the story that surrounds it. Skräp is an independent, annual publication featuring 120 pages of slow fashion teditorials, broadening photography and engaging interviews that would retail for £15 per publication, placing itself in the middle price bracket.

| | | |
|--|-----------------------------|--------------------------------------|
| Fashion— | Graphics | |
| Old (new) Fashioned | Receipts | |
| Trash Forecast | Waste Collage | Other |
| | | The Waste Collectors – Antique |
| Lifestyle | Voice | Lost & Found – Objects |
| Life in Plastic – Single use plastic | Interviews: Cat Fletcher | |
| Leftovers – Food | Orsola de Castro | |
| | Mia & Anya | |

Leftovers



Interview with Cat Fletcher

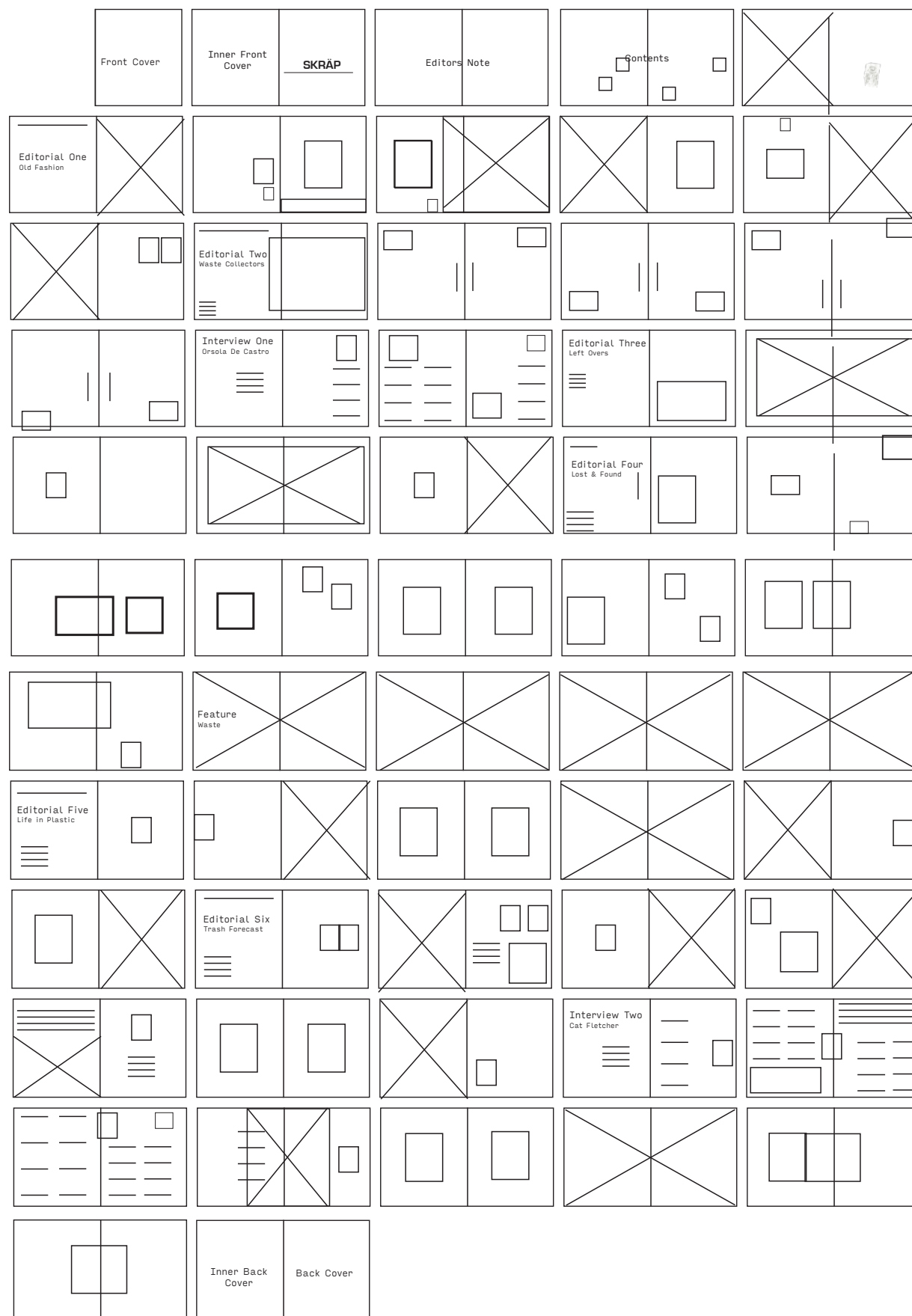


Trash Forecast



Old (New) Fashioned

FLAT PLAN



PRINT

SPECIFICATION

112 pages

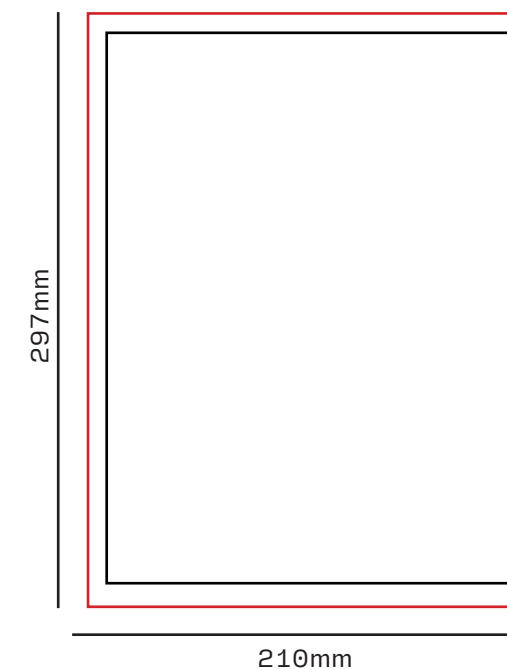
210mm x 297mm

Front & Back Cover: Uncoated paper stock 300gsm

Pages: Recycled paper stock 160gsm

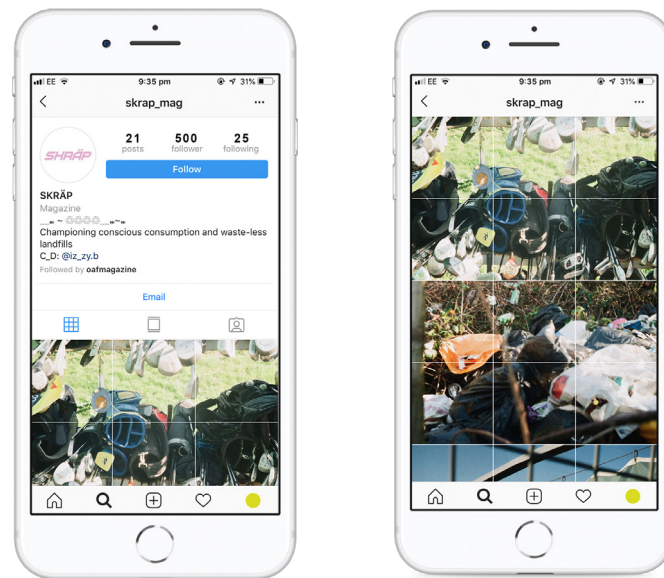
Binding: Perfect

Skräps prioty is to work through a sustainable and ethical system throughout the process of creating the publication, which is why using recycled paper and other responsibly sourced materials is detriment to the identity of Skräp. Unlike commercial magazines, Skräp will be printed on demand seeing that there is no overstock.



SOCIAL MEDIA

As society progresses, the print industry is making its way online but Skröp is determined to keep print alive, but with social media supporting the spread of new ideas and a source of discussion, Skröp wants to utilise this to project social and environmental responses through its content. Instagram will be the primary social media platform that will allow the reader to source featured content whilst also utilising this to discuss concerns and prevalent topics that could be explored in further issues, whilst also exploring relative resources like articles and other creatives.



READERSHIP

Skröp is a publication that aims to engage with the curious and the forward thinkers. As waste and climate change is a global issue, Skröp endeavours to spread the word so that the awareness of our contributing over consumption is known. The features within the publication ensure complete inclusion, where readers will be able to resonate and question the control we hold as consumers. Skröps reader is typically aged between 18 – 30 years of age that are outspoken and creatively challenging the ideals of environmental injustice, whilst poignantly exploring avenues into the engagement of the uniformed. Skröps reader is fashion forward, inspired by contemporary culture and the arts but uses their intuition to align their interests and morals together to create innovative and inspiring creative choices. But, with younger generations becoming more curious, Skröps raw and diverse ensures for no limitations in its readers, widening the exposure of global, environmental eruption.



Alice

- Female
- Works in Journalism
- Has started looking into environmental activism
- Lives a vegan lifestyle.



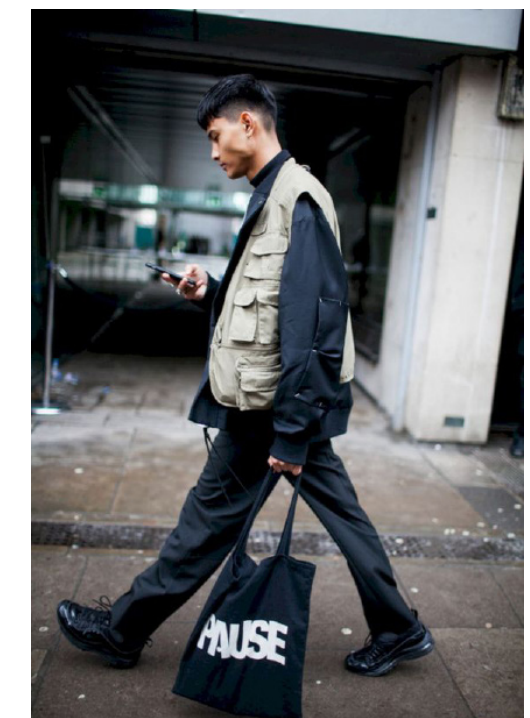
Harry

- Male
- Studies Psychology
- Has an internship at ASOS
- Attends evening political seminars



Poppy

- Female
- Runs a independent fashion business
- Has started a zero waste lifestyle
- Freelance sustainable stylist



Dylan

- Male
- Graphic designer
- An environmental campaigner
- Part-time DJ

COMPETITORS

The following are Skräps competitors within the current market:

MORE OR LESS



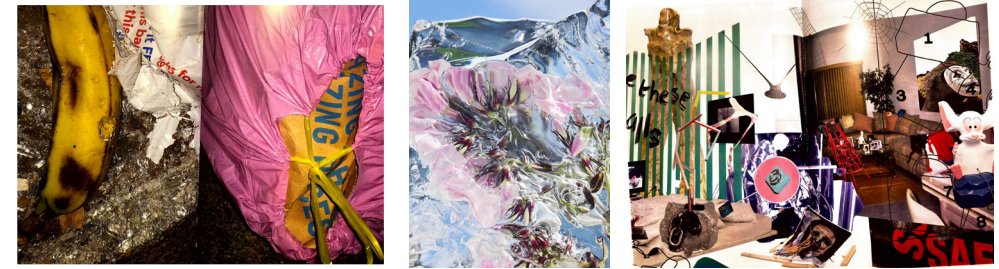
More or Less creates content to which looks at the underlying concept of consumption through interviews, photography fashion shoots and still life. More or Less is sold at £10 per issue and contains 300 page of content set at 270 x 365mm. In comparison to other fashion magazines, it's a more realistically priced magazine exuding high-end fashion. The content within the magazine is playful and relatable making the concept easy to engage with. The layout for each page is simplistic and minimal, with the majority of the images running full bleed with a number of contrasting smaller images. More or Less utilises social media as well as a printed magazine to reach their readers. With a growing audience on Instagram, they reach 11.6k sharing features from their magazine whilst posing engaging conversations and questions in relation to the environment.

HOT HOT HOT!



Hot Hot Hot! Magazine is a new publication that uses fashion photographing to make contemporary and innovative solutions through visual stigmatism that explore the new future and climate change. It contains multi disciplinary creative work that aims to spark conversation and new outlooks into environmental issues and global warming. The publication uses garish and vibrant imagery with graphics accentuating exaggerated concepts. Hot Hot Hot! is published twice a year and works both on print and digitally retailing for £14 an issue.

NOVEMBRE



Novembre magazine is a independent, biannual publication that showcases artists and their talent to explore modern culture. They use engaging imagery through the magazine that challenge controversial idealisms as well as covering topics like fashion and art. Originating from Sweden the magazines visual identity reflects the complexity and exuberance of the art pieces that are featured; through forms of imagery including still life, candid photography and generated graphics. Novembre Magazine is priced at £14 an issue, which places it in the lower sector within the market. It runs at an A3 format with higher quality gloss paper throughout the magazine.

ORDINARY



Ordinary Magazine is a quarterly photography and fine art publication that works with various artists to create unique content that is centred around one object that accompanies the magazine. Using different artists sees contemporary concepts built around different disciplines throughout the creative industry. The magazine is described as a fine art magazine as it follows a distinct underlying visual identity even though each piece is created by an individual artist. The concept of this magazine is interesting as it is instinctively created with direction controlled by the contributing artists where it all comes together to create a cohesive publication. Ordinary magazine is retailed at £15 and is formatted to 21cm x 29.5cm.

VISUAL

IDENTITY

Skräp has worked to create a visual experience for the reader, using minimalist accents and vibrant imagery that resonates with the unexpected and unpredictable nature of climate change. Combining ambiguous still life with honest film photography, Skräp aims to capture the pure essence of waste and the consumers effect on the planet. Experimenting with format and style, Skräp is testing the conventional magazine, combining contrasting ideas and concepts with sporadic format and design bringing a wide eye view to a forthcoming disaster that will be felt by generations to come.

Drawing inspiration from the beauty of artist books and nature photography to the contemporary fashion magazine, Skräp is working to bridge these worlds together to form a stylistic and engaging object that can be kept for years to come that tackles hard-hitting subjects that encompasses all areas of our lifestyles, through tactile and obnoxious imagery.



STOCKISTS

The initial release of Skröp will be sold digitally allowing for the distribution of the publication to be controlled. The use of stockists will be dependent on the demand for the publication, which will be allocated to a select amount of various different platforms that project a similar ethos as Skröp, as well as releasing a maximum of 10 copies per order.

~~Potential Stockists include:~~

CASA Magazines NYC
New York

Stack Magazine
London
Stackmagazine.com

Mag Culture
London
Magculture.com

Antenne Books
London
Antennebooks.com

Magazine Brighton
Brighton, UK
Magazinebrighton.com

Know The Origin
London
Knowtheorigin.com

Package Free Shop
New York
Packagefreeshop.com

The Keep Boutique
London
Thekeepboutiqueshop.com



CONTACT DETAILS

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