A MONOCLE GUIDE TO UNKNOWN CREATIVE CITIES

Concept Book
Introduction

With this concept book, we are introducing the new supplement for Monocle Magazine. *A Monocle Guide to Unknown Creative Cities* is all about upcoming industries and the people and places which make it so interesting.

Cities have always been important within the Monocle lifestyle. Our target reader lives in the city, and visits different cities worldwide for business trips and travel. We’ve also always been interested in creative industries and the people behind them, and we feel like it’s time to explore the unknown.

We’ll take a look at different unknown, underrated cities and their creative industries, focussing on design. In this concept book we will take a look at the many aspects of the concept.
Monocle’s Brand Identity

Tagline
A briefing on global affairs, business, culture & design

Vision
Your lifestyle should inspire you, and make living better.

Mission
Keeping an eye and an ear on the world

Values
Intelligent, savvy, sophisticated, business minded

Concept of Monocle
Monocle is a distinctive mix of smart journalism, international awareness and sharp design. Writers and photographers are dispatched to over 50 countries every month to deliver stories on forgotten states, alluring political figures, emerging brands, fresh forces in popular culture and inspiring design solutions.

Goal and Relevance

Our target group is always looking for the next big thing, and they do so with cities as well. Monocle will be the first to give the targeted reader a preview, only covering the most inspiring cities at the moment.

Monocle is praised for being the first and best with many different things: branded content, brand extensions and Tyler Brulé’s vision. Monocle is always a step ahead of the competition, and this is once again an opportunity to do exactly that. New, underrated creative industries are getting more attention, but none of the magazines in the industry are focused on these cities in that manner. Monocle would be the first, inspiring the target reader with – once again – something different.
Audience

The concept of this guide is created for the Monocle reader, to inspire. Monocle is always looking at new things to make life better, and showing unknown talent and creativity will only open up the eyes of the already creative and educated target group.

These are people with an average age of 35, mostly working in creative industries themselves. They are interested in design, media, fashion, art and culture and they love to travel the world.

Enjoying the good things in life is one of their main goals; from visiting a nice art gallery to simply having a good cup of coffee. They are eager and hungry for information, inspiration and life.
Concept Description

In this supplement we explore unknown creative cities; the cities that aren’t well known for their design, architecture and fashion. We look at what it is that makes these places different and inspiring, and talk to the people there about how it is to be a part of it.

Every six months, we will take you on a tour around the city, introducing you to the people and places who make this creative industry what it is. In eight stops, you will now everything and everyone, from the best designer in town to the best coffee place to have a creative meeting.

Form

A free biannual supplement for Monocle Magazine, focussing on one city at a time.
Mainstays: The Tour

Every issue follows the same steps which form the tour through the city and the industry. The goal is to introduce you to the most interesting people and places we have found.

Stop 1: The Briefing: short bits of information, similar to a news page (1 page)
We start off with one page filled short bits of information about the city and country, which make it easier to understand the rest of the concept. Information on language, culture and politics will make you understand everything that will go on during this trip a lot better.

Stop 2: The District: article (2 pages)
We take a walk through the creative district of the city, to give you a feeling what this trip will be about.

Stop 3: The People: interviews (5 interviews x 2 pages)
We introduce you to the people who are the embodiment of the creative industry of this one specific place. They are the ones doing exactly what this city is about. (Fashion) designers, photographers, illustrators etc.

Stop 4: The Coffee Edit: article (3 places, 2 pages)
It is time to take a little break. Some say coffee equals creativity, and coffee places are the best meeting points. They say a lot about the city and the people, since coffee is a huge part of most cultures. Monocle’s target reader is a big fan too, so looking at this part of living is essential.

Stop 5: The Design Edit: photoshoot (product) (6 photos; 3 spreads)
We will take a look at some proper, local design. By photographing them in a minimalistic way, we’ll show you what this city can do for you, for your home and simply let you enjoy the beauty.

Stop 6: Creative Businesses: articles with interviews (3 companies x 2 pages)
We’re going to look at creative businesses that are doing something different and something that fits the cities identity. We will talk to the people behind them, and ask them about their vision.

Stop 7: The Ones That Got Away: interviews (2 interviews x 1 page)
Interviewing creatives who left the city, but have been working in the industry there before they left. About why they left, how they still see the city as an inspiration and what their opinions are on the development. We want to show you a different point of view too, because only looking from the inside won’t help us get to the core.

Stop 8: The Aperitif: reviews (3 places, 2 pages)
Ending the tour in the only way possible: unwinding in the finest restaurants and the most outstanding bars, where the creatives of the city come together for the night.
Cities

The cities we focus on in this specific supplement, are underrated cities that have something unique about them. They are not creative capitals, but they always have something amazing that we all can learn from. Their creative industries are not overly developed, but they are all heading there in the future.
The cities would be Belgrade, Austin, Riga and Singapore.

Content - Angle

For every issue of this specific guide, the theme will be different. It is important to look at every city and pinpoint what it is that makes this city different, special and interesting. This will then be the angle of the content.

Content - Selection

When it comes to selecting content for the supplement, there are two important things that need to be thought of. The first is that all content and all the people that are being interviewed for the issue need to have a certain credibility. This credibility can be measured by the media attention that they have gotten, prizes they have won, exhibitions they have held etc.
Another point is that all content must somehow fit into the Monocle way of thinking. It needs to have a logical connection to the brand that can easily be explained.
The tone of voice is clear, smart and written from the Monocle point of view. Monocle is an authority when it comes to certain aspects of this lifestyle, and some articles can be written in that way. We always stay positive and polite, and try to highlight the best.

Example

“Tokyo Designer’s Week has become an annual fixture in the creative calendar, with the city literally taken over by exhibitions, events and parties. Monocle explores the shops and galleries of Aoyama, Harajuku and Shibuya to report on the art, the design and, of course, the impossibly fashionable Tokyo crowd.”
Typography
The only fonts that will be used for body text are Plantin and Arial. Next to these there is room for one more font, for headers. This special font needs to be chosen or developed separately for every issue.

Logo
The only logo’s that can be used in the supplement, are the standard Monocle logo’s. These cannot be stretched out or mistreated.

Lay-out
For lay-out, the most important keywords are the following: A fixed grid, simple yet strong, minimal and clean. The Monocle circle needs to come back.

Size
A5, because it fits the main issue of Monocle nicely, and it is a nice (book)size to read on the couch.

Binding and paper
This supplement will be stapled together. Many of Monocle’s supplements are bound like this, and next to that, staples fit the concept of the new guide too. The new guide is about new creative industries, which never have the resources and the money like other creative capitals. The staples will refer to this lack of money and resources.

The paper will be 120 gsm, in an off-white colour. The cover of the booklet will be a bit thicker, with a ribbed texture.

Cover
For every issue, the concept of the cover is the same. The map of the city will be taken as a base, on which an abstract design will be made, that is graphic and colourful.
Photography

Portraits and spaces
The portraits in the guide need to be fresh and crisp, just like the portraits in Monocle always are. People are portrayed as people, preferably in their own environment, doing whatever they do.

Still life
For product shoots and other still life photography it is important that the product is the main focus of the image. The images need to have a pleasant atmosphere, and something casual about them. Not too strict.
Frequency, circulation and distribution

A Monocle Guide to Unknown Creative Cities appears twice a year. It is a free supplement that comes with the regular Monocle print issue.

The circulation contains 73,000 issues, distributed worldwide.

Advertising

The main income for this supplement exists out of advertising. It is important that the advertisements always speak to the target group. They are generally travel (and fashion) oriented, and the reason for this is the fact that the target group of this specific supplement travels a lot.

In every issue there is a possibility for five advertisements, with the following rates:
- Spread one: €16,000
- Contents: €9,000
- Editors note: €9,000
- The Briefing: €9,000
- Back cover special: €20,000

The back cover of this supplement has a fold out, which means that the advertisement on this specific page needs to communicate both as a spread and a single back cover page.

There is a possibility for advertisers to work on a creative advertisement together with the Monocle team. In this case, the price will increase.

Advertorials are negotiable.
Communication

Communication towards the target group goes mostly via the already existing platforms of Monocle Magazine. The magazine itself will communicate the new supplement, together with the website. On the website, there is also room for a very short video for Monocle Film, introducing this new concept. This video could be shared easily on other websites.

Also, a small presentation can be created in the Monocle shops. Using visual merchandising to introduce the new issue and *A Monocle Guide to Unknown Creative Cities*. 
Sources

Monocle Covers
Monocle Issue 1, March 2007
Monocle Issue 43, May 2011
Monocle Issue 05, July/August 2007

Audience - images
Globe from Etsy, shop: Lackluster Co.
Portrait by Miguel Angel Escurra
Photography by Jeremy S.

Concept Description - image
Monocle Magazine Issue 71, March 2014

Graphic Design - lay-out inspiration
From The Monocle Guide to Better Living by Gestalten, 2013

Photography - portraits
Monocle Issue 45, July/August 2011, photographed by Alex Fradkin
Monocle Issue 48, November 2011, photographed by Grant Harder

Monocle Shop
Image is property of Monocle