



take me

LIFE BEGINS HERE

MEDIA PACK 2012

TAKE ME astonishes
anyone who takes
a look at it.

It proves that
for a conscious,
demanding reader,
a luxurious and
trendsetting magazine
is the best way
to distinguish
oneself.

TAKE ME offers
a unique space
for readers and
advertising,
an innovation
on the Polish market.

TAKE ME is the
new, fascinating
beginning.

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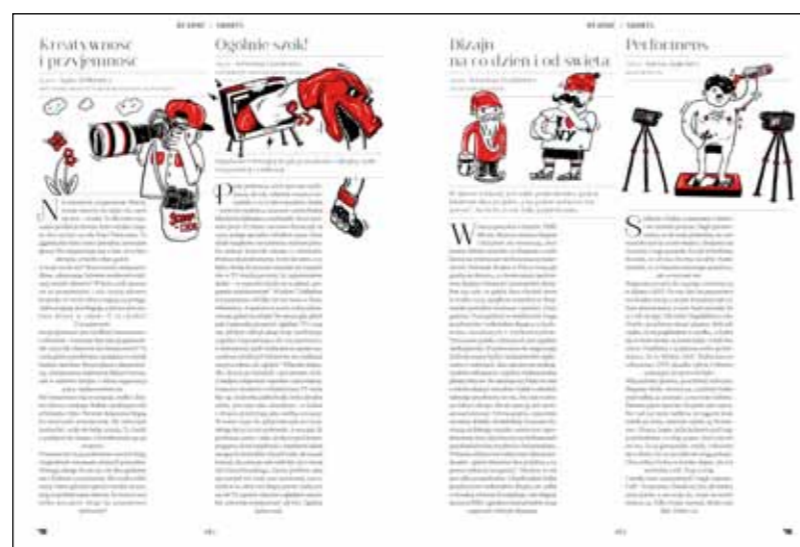


TAKE ME philosophy

TAKE ME is a fashion, design, photography and music magazine. With every issue, published in collector's quality, it establishes itself as a pioneer project on the Polish press market. TAKE ME is bilingual, which enables international distribution and allows a broader reception of the published content. It is read by the people in charge in the world of fashion, design and music. TAKE ME focuses on active audiences with sophisticated taste, women as well as men – individuals who appreciate high quality and wish to read about inspiring people and trends before anyone else does it. Thanks to the form and the freshness of TAKE ME, creators and trendsetters from around Europe (Hervé Landry, Saverio Palatella, Darien Mynarski, Anna Wyżykowska) like to collaborate with us and demanding readers in Poland eventually have a magazine that meets universal standards.

Reader profile

TAKE ME is created for readers who seek a message that is meaningful and rich in universal beauty, while being a work of art at the same time. They want an unconventional medium, that will make them stand out in the crowd. They seek new talents, in professional or in private life, new identities and ideas, but most of all, they want to have a cohesive and detailed piece in their hands, which they can relate to. Once every three months we stop the time and try to capture the essence of the moment in the surrounding culture. We regularly seduce with outstanding quality of the issue and make even more people dive head-first into the special world of TAKE ME. Those are the people who seek inspiration and inspire others, regardless of age.



Our Contributors

studio Pentagram (Londyn), Tomasz Rygalik, Wzorowo - Grupa Projektowa, Katarzyna Okińczyc, H3AR, mode:lina - Jerzy Woźniak, Paweł Garus, Minimaforms, Katarzyna Bukowska, DODOPLAN (Dorota Januszek, Honorata Poznańska, Iza Broła), Marta Iwanina, Mowodesign, Zofia Popławska, Franciszek Sterczewski, Klara Czerniewska, Maciej Baszko Trybek, Paweł Grobelny, MOA- Wojtek Łanecki, Marek Maciuba, Mathieu Mercier, Herve Landry, Łódź Design, Prodesign, STGU



Design

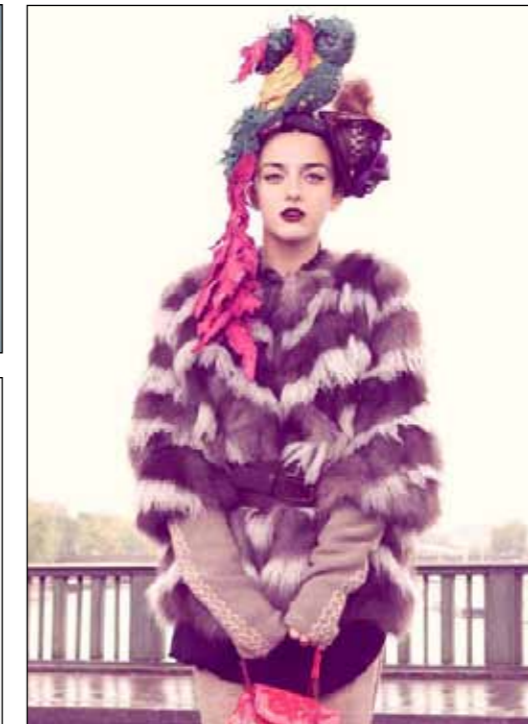
TAKE ME is a magazine for those, who value quality and thoughtful solutions, for those, who know their way around the newest design trends, who are able to acquire high-quality products. The magazine presents the most important phenomena, forecasts trends and informs about all the most inspiring events. TAKE ME was the only Polish magazine present at the Milan Design Fair 2011. In Poland, we closely cooperate with the organizers of such design events as Arena Design or Łódź Design. During those events, important guests, trendsetters and creators receive an issue of TAKE ME. Interviews with individualities like the Bouroullec brothers, Pentagram Studio or Tomek Rygalik introduce the readers to the subject design on an European level.



Fashion

Each issue of TAKE ME opens up the minds of our readers to the most innovative and unpretentious designers, who unveil their talents before our very eyes. We inspire professionals from the fashion world, young designers and all those interested in fashion culture, showing different interpretations of the current trends.

TAKE ME presents a wide variety of designers, from those who create luxury pieces to rebels and individualists, in order to capture their stories, for you to read in TAKE ME's editorials. By closely collaborating with photographers, designers and stylists we create stories which are variations of beauty, perfectly pinpointing our philosophy.



Our contributors

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Leslie Hsu, Amilcare Incalza, Igor Drozdowski, Nico Dyszel, Allan Amato, Piotr Stokłosa, Zosia Zija and Jacek Pióro, Marcin Twardowski, Krzysztof Wyżyński, Michał Korta, Antonina Dolaniecka, Norbert Banaszyk, Dylan Forsberg, Mateusz Jerzyk, Qiang Meng.

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Events

TAKE ME is present at many different occasions that match our interests. We participate actively by covering such events as Milano Design Week, Łódź Design, Design Attack, La Biennale Di Venezia, London Fashion Week, Fashion Philosophy Fashion Week, Fashion Business Conference Warsaw, Fotofestiwal, Month of Photography in Cracow, International Comic Book Festival, Audioriver, Żywiec Granie na Żywo, Off Festival, Polish Guitar Academy and theatre shows, i.a. Dangerous Liasons or the Rocky Horror Show. TAKE ME also organizes events, like the international Pecha Kucha Night.

Distribution

30% prestigious, closed events



Nation-wide distribution networks



Presence in cafes, restaurants and pubs



Chosen book stores, concept stores and boutiques





Magazine format

Full page: 235mm x 315 mm (+5 mm bleed)

Spread: 470 mm x 315 mm (+5 mm bleed)

CMYK, 300 DPI, type in vector, TIF, EPS or PDF,

in case of single-page advertisement –
placement negotiable (left or right side)

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