

# Video/ Magazine

SPRING 2012  
ISSUE NO.

2

## MEDIADATA

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Video/  
Magazine  
ISSUE NO. 2  
1

ERASED TAPES  
RECORDS

CINEMATIC MUSIC

MICHELBERGER

A MONDAY AT  
MICHELBERGER HOTEL  
IN BERLIN

DOCUMENTARY  
Zoozoo — A night  
somewhere in Karaoke  
▶ 07' 30"

ILLUSTRATION  
Herr Müller — Tapeworks  
▶ 7 Artworks

INTERVIEW  
Bombay Beach — A tale of  
the broken American Dream  
▶ 05' 15"

TRAILER  
Seapools — Australian ocean  
pool culture in Sydney  
▶ 04' 02"



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ANJA NEIDHARDT

## SLANTED

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*“Fortunately the team abandoned the initial idea! Because the iPad is the best thing that could have happened to Astronaut Magazine. The indie video magazine has found its perfect form“*

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STEVEN GREGOR

## GYM CLASS MAGAZINE

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*“Astronaut is a new indie digital magazine. It champions young filmmakers and other creatives. We’re impressed.“*

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J.R. BOOKWALTER

## MACLIFE

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*“While the big publications have been hogging the iPad limelight with their heavyweight titles and in-app subscriptions, a small German publisher has quietly slipped into the App Store with the kind of rich, interactive experience that most of their bigger rivals could only dream of.”*

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NALDEN

## NALDEN.NET

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*“I became an instant fan of Astronaut after 2 minutes of interaction with the clever user interface. Lovvit.“*

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JOSH RUBIN

## COOL HUNTING

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*“Intriguing editorials and clever interactivity — a comfortable feel which, nicely complimented by strong imagery and enthralling mini-documentaries, which tell tales of amazing journeys, great missions and epic adventures.”*

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Astronaut is a magazine developed for the iPad. In clearly structured articles and videos, it presents personalities who ambitiously forge ahead on new paths. These personalities are sometimes in front of the camera, sometimes behind it, and occasionally on either side of it. The magazine-app, featuring 80 minutes of video content, includes reports, interviews, documentaries and music videos. For fans of the traditional print format, Astronaut is presented in a classic editorial design with expressive photography and clear typography which can be expanded on several interactive levels on the iPad. Users will find text to read, photos to admire and arrange, and videos to watch. There are also some gimmicks that are not obvious at first glance and astute users are rewarded with pleasant little surprises upon their discovery.

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**ASTRONAUT**

=

**INDIE MAGAZINE  
FOR THE iPad.**



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**Bombay Beach**

Alongside her work on music videos for Beirut and Jack Penate, Alma Har'el spent some time in a lost place to create a very unique documentary that was presented at the Berlinale.

Interview ▶ 05:03

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**Herr Müller**

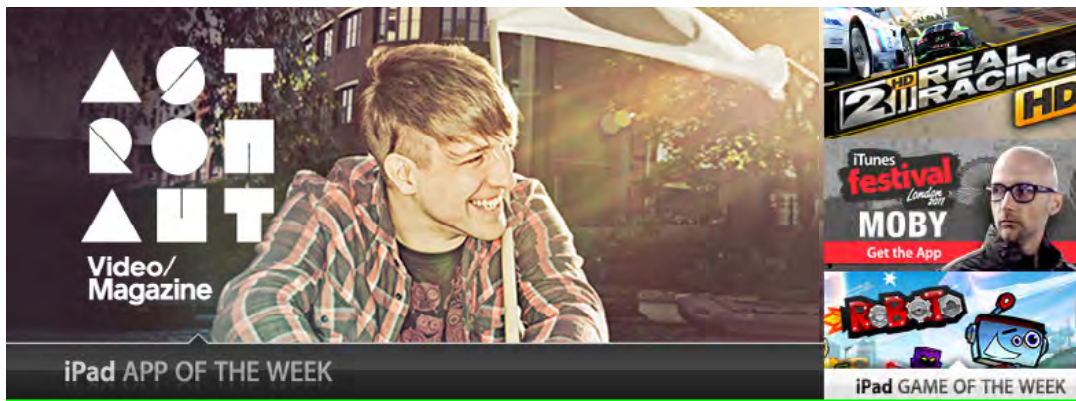
For our first edition, it was our good fortune to have the illustrator from Berlin create from tape a portrait of Coco Schumann. The perfect opportunity for him to introduce his work in *Astronaut*.



ASTRONAUT  
=  
BANNER IN  
30 COUNTRIES



ASTRONAUT  
=  
VOTED MAGAZINE  
LAUNCH OF THE YEAR  
2011 AND RECEIVED  
HIGHLY COMMENDED  
MAGAZINE OF THE  
YEAR AT THE  
DIGITAL MAGAZINE  
AWARDS 2011



ASTRONAUT  
=  
APP OF THE WEEK  
IN 15 COUNTRIES



Astronaut is directed towards an international, cosmopolitan usership. Its target group is highly educated, well-traveled, international, open-minded and always searching for something new. Friends of Astronaut have a fine sense for aesthetics, beauty, art and the power of life in all its colors and sound. They are curious and always ready to absorb new things. Boundaries and categories are not part of their philosophy. They are at home in a wide variety of scenes, whether on the dance floor at a cool underground club or behind the desk at the office.

Astronaut informs educated, cosmopolitan decision-makers and creators about new developments, and it speaks to a well-funded, urban readership. It is for all curious pioneers who recognize quality in a product from the very beginning.

Astronaut is read or viewed by iPad owners who like magazines and independent film-making. Could you think of a better target group for your product?



**ISSUE OUTLINE**

FREQUENCY OF PUBLICATION *biannual*

PRICE 2,99€ / 3,99\$

LANGUAGE *english*

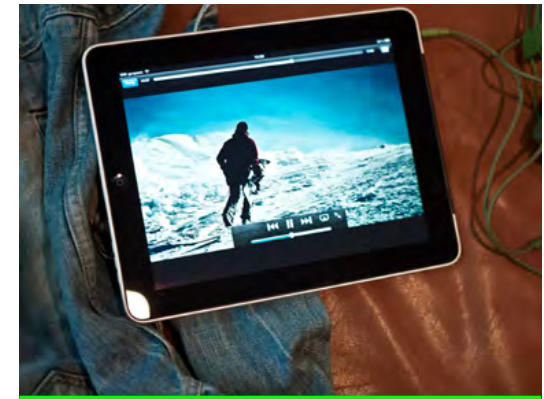
PAID CIRCULATION 6000

AVAILABILITY *worldwide*

DATES OF PUBLICATION

*15 March 2012 & 15 September 2012*

**ASTRONAUT  
=  
DOCUMENTARIES,  
INTERVIEWS  
AND TRAILER**



Alexander Schneider  
Filmmaker Mathias von Gostomski accompanied the photographer Alexander Schneider for one year to create this epic portrait.  
Documentary ▶ 21:50

1

# FULLSCREEN PAGE

This is the basic ad solution and is particularly attractive for small companies. For you it's easy to deliver and for us it's easy to implement and that's why it's so affordable. Your images will look amazingly sharp because of the iPad's high resolution display and the backlit screen. Take the opportunity to deliver two different ads, one in portrait format and one in landscape view.

## FULLSCREEN IMAGES

FORMAT *png*

SIZE PORTRAIT *x768px | y1024px*

SIZE LANDSCAPE *y1024px | x768px*

RESOLUTION *132 dpi*

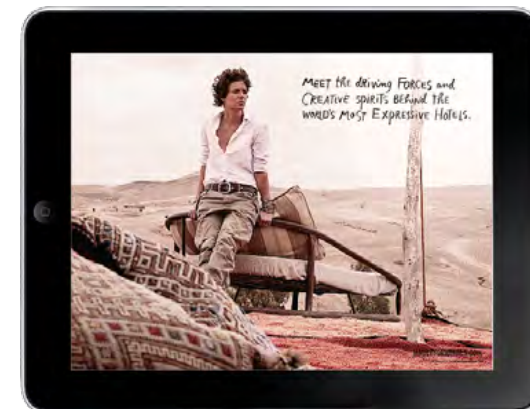
## EXTRAS

+ 1500 € for each additional page

+ 500 € for motion graphic

## PRICE

€ 2300





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## TRAILER/ VIDEO

If you already have a great video, why not show it here? This can be implemented in various ways, either fullscreen with autoplay or as part of the layout with a play button like the Converse ad on the right.

### 1 VIDEO

MAX LENGTHS 3 min (additional min: € 600)

### 1 FULLSCREEN IMAGE

SIZE PORTRAIT 768px | 1024px

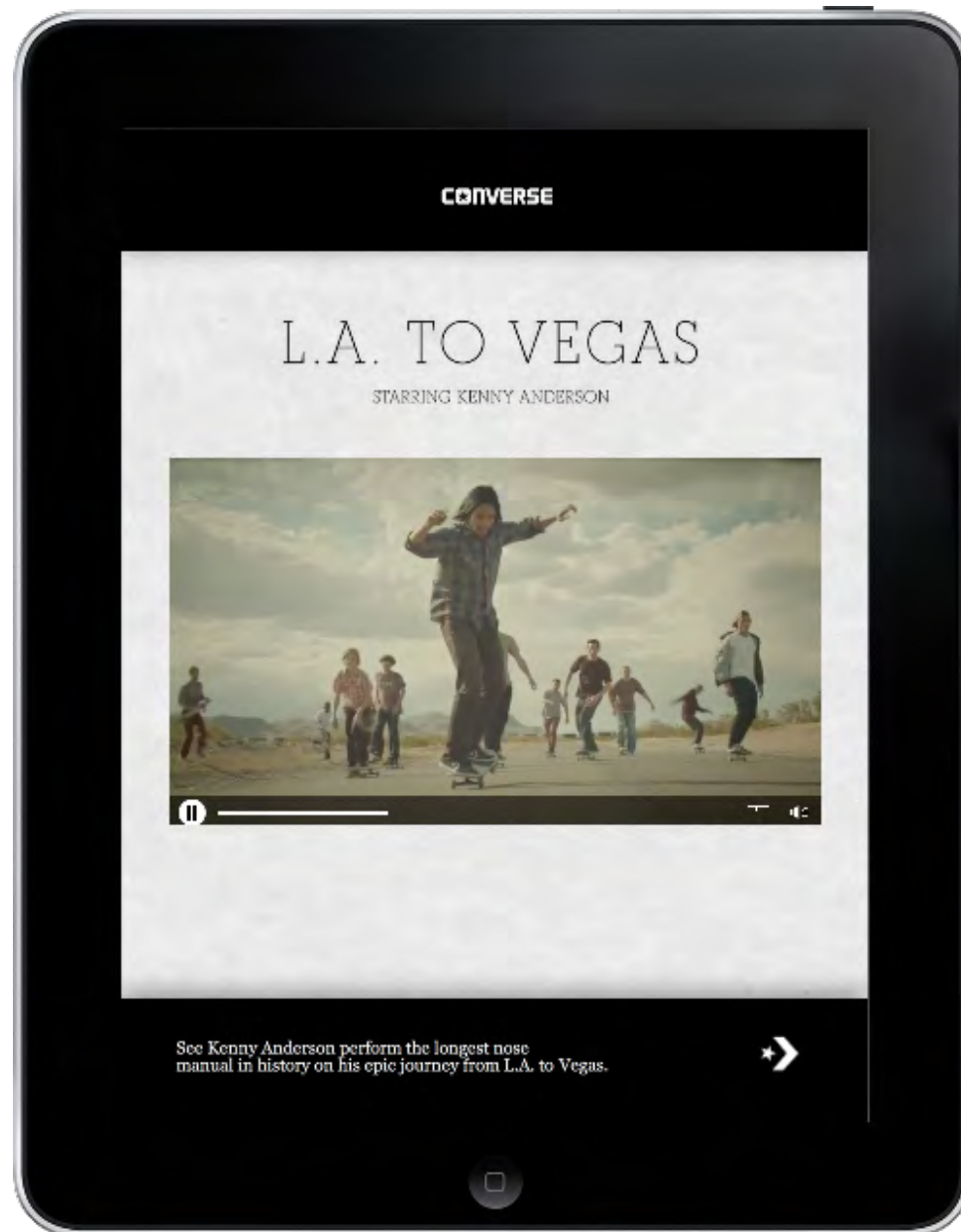
SIZE LANDSCAPE 1024px | 768px

FORMAT png

RESOLUTION 132 dpi

PRICE

€ 5200



*You have a special idea in mind, and would like to see it on the iPad? The Astronaut creative team can help to build your custom-made advertisement to fit your brand's individual message.*

