



Media Kit

Works That Work is an international magazine for the curious mind, endeavouring to surprise its readers with a rich mix of diverse subjects connected by the theme of unexpected creativity that improves our lives. We publish original, in-depth essays and stories on subjects connected with design, presenting projects that challenge and change the way you perceive them. Perhaps most importantly, we hope to publish articles that make great dinner stories to tell your friends.



Introduction video

<https://vimeo.com/84298331>



***Works That Work* was awarded The Best New Magazine
at the Magpile Magazine Awards 2013.**

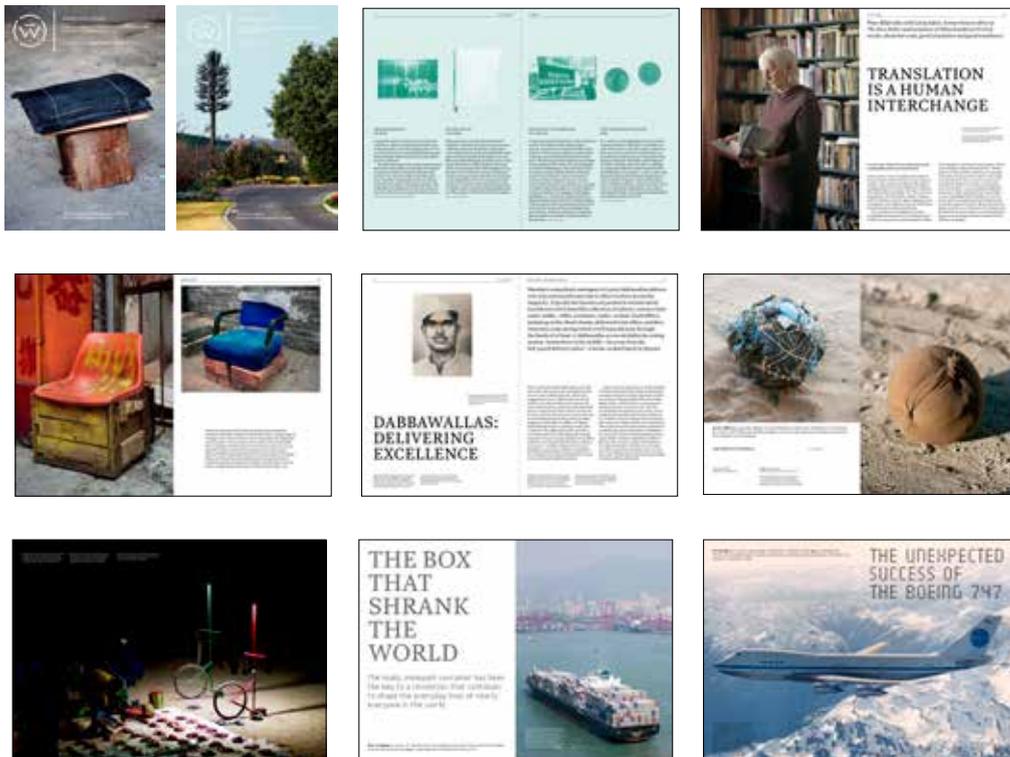
**DESIGN
MUSEUM**

***Works That Work* has been nominated for the
Design of the Year 2014, by the Design Museum in London.**

Content

Works That Work presents complex issues with world-class photography and storytelling expertise, seeking out examples of unexpected creativity from the metropolises of the world to the provincial towns of the Netherlands.

Beautifully printed on fine papers, *WTW* is a must-have design object in its own right. *WTW* is also available in a digital edition for both online and e-book reading.



Selected contributors:

Rob Cameron, *BBC correspondent*
Martin Parr, *Magnum photographer*
Marc Levinson, *economist*
Paul Hilton, *National Geographic photographer*

Gordon Mathews, *anthropologist*
Michael Wolf, *World Press Photo winner*
Tim Maly, *Wired writer*
Martin Kollár, *photographer*
Bryan Schutmaat, *photographer*

Advertising/Sponsorship Opportunities

Works That Work is a premium magazine reaching creative, highly educated people around the world. We aim for a primarily reader-supported publication with only 4% advertising, typically just 4 full pages. This way we can guarantee that your message is not lost in the crowd, and that the readers enjoy both the magazine and your contribution. We opt for more content and less distraction, partnering with relevant companies whose missions align with the ideas of the magazine.

We are also running a classified ad service to publicise our readers' projects. You can reach an international creative audience at affordable rates and also nominate innovative businesses to be featured in *WTW* for free. This mix of paid and free classified announcements is very popular amongst our readers and seen as integral part of the magazine.

Advertising Formats



170×240mm
+ 3mm bleed on each side

Frequency	1×	2×	3×
Classified ad S (print)	€150	€135	€125
Classified ad L (print)	€300	€270	€250
Full page, full colour (print) advert	€1.600	€1400	€1200
Back cover (print) advert	€5.000	€4500	€4.000
Website partner (only 1 per issue)	€2.500	€2.200	€2.000
Blog partner (only 1 per issue)	€900	€750	€600
Artefacts partner (only 1 per issue)	€900	€750	€600
Prices per issue (6 months duration)			

Readership

Works That Work is an international magazine that appeals to a travelled, highly educated audience. *WTW* readers are young, urban professionals passionate about design in all its forms, highly aware of and engaged with social issues.

Gender Distribution: 54% male, 46% female

Median Age: 34

Education: 88% have a university degree

Location: 74% urban

Employment: 78% are employed in creative industries (design, architecture, photography, advertising, software development)



Meet some of our readers:

<https://vimeo.com/76770995>

Circulation

Published twice a year, in April and November in 5,000+ printed copies.

Issue 8 (November 2016) will be about Bhutan.
Issue 9 (April 2017) will be about Sports and Games
Issue 10 (November 2017) will be about Authenticity

Paid Digital Subscriptions: 1,858

Unique Website Visitors: 150,000+ (worksthatwork.com)

Facebook Fans: 16,000+ ([WorksThatWork](#))

Twitter Followers: 44,500+ ([@typotheque](#)) Publisher of WTW

Twitter Followers: 10,000+ ([@WorksThatWork](#)) The Magazine

With an average pass-on readership of 3.2 per copy, *WTW* is read by thousands of the world's creative professionals. This means through promotion in *WTW* you can speak directly to influential creative individuals around the world – those responsible for creating tomorrow's culture and trends.

Paid circulation by country:

United States	19%
Great Britain	13%
Germany	9%
Brazil	8%
Netherlands	6%
France	5%
Canada	5%
Switzerland	4%
Others	31%

Social Distribution

Works That Work wants to examine often ignored areas of design. In the spirit of this aim, we also intend to bypass traditional distribution networks which typically take the largest part of the cover price, as well as control where the publication will be sold and at what price. Instead we would like to deepen our relationships with our readers, and make them partners in this enterprise. In short, instead of paying middle men, we pay our readers to distribute the magazines to bookstores and communities.

Studied by the Harvard University's [Nieman Lab](#) and [Columbia Journalism Review](#), and covered by mainstream media, *WTW*'s Social Distribution model has created a highly engaged community of enthusiastic readers.



Presentation of Social Distribution concept:
<https://vimeo.com/59732766>

Meeting the Readers

Since highly engaged community is at the heart of WTW, we organise regularly meeting with readers and other social events. These are photos from recent events from around the world.



Santiago de Chile



Rio de Janeiro



The Hague



Santiago de Chile



Amsterdam



Amsterdam

Works That Work magazine launches, reader meetings

Amsterdam
The Hague
New York
Vancouver
San Francisco
São Paulo
Rio de Janeiro

Santiago de Chile
Milano
Boston
London
Barcelona
Moscow
Zurich

Seoul
Prague
Bratislava
Palma de Mallorca
Bern
Berlin
and many more.

What Our Readers Say



What Media Say

Works That Work reclaims [creativity] from the stultifying embrace of branding culture and design thinking by being wonderfully low-key and ‘vernacular’ about it.

— Rick Poynor, *Design Observer*

Works That Work focuses its attention on consequential design that is rarely—or never—otherwise reported in design and lifestyle publications.

— *The Atlantic*

Intelligent blend of photography, editorial and design

— *The Guardian*

Works That Work found a way to get noticed globally by creating a beautiful digital edition as well as a creative way to distribute its print copies—gaining a lot of ever-coveted user engagement in the process.

— *Harvard’s Nieman Lab*

Works That Work, a new magazine that may well change the paradigm for creative publishing.

— *Computer Arts*

Contact

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Thank You