

# MEDIA KIT

HUH. MAGAZINE 2010

## ABOUT

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HUH. Magazine is a free London based publication dedicated to arts and culture.

The magazine is printed as an 11.5” x 15” paper and focuses on bringing attention to up and coming creatives from the art, music, illustration, photography and film sectors. We also aim to consistently feature well established figures in a constant juxtaposition of old and new.

Huhmagazine.co.uk is constantly updated features exclusive web content such as interviews, reviews and features The magazine content is also made available on the site, once the magazine has been released. The magazine is available to order online, for those who are unable to pick up a copy.

## CIRCULATION

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We currently have a print run of 10,000 and, as the magazine is free, we generate a 100% pick up rate. Each copy of the magazine is read by an average 3.4 people, meaning we currently operate with a readership of well over 30,000, most of whom go on to visit the website. Our distribution is entirely focused on London, allowing us to cover every area necessary – independent galleries, book shops, bars, cafés – getting the magazine maximum exposure.

## RATES

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Full page .....	£200
Double page spread .....	£350
Half page .....	£120
Back cover .....	£375
Inside front cover .....	£275
Inside front cover DPS .....	£450

## SPECS

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### Full Page

Page size ..... 295 x 375 mm

Image size ..... 270 x 365 mm

### Half Page

Image size ..... 270 x 177mm

### Double Page Spread

Page size ..... 590 x 375 mm

Image ..... 565 x 365 mm

*Please keep all artwork within the image sizes*

INTERVIEW  
**JERRY HSU**

After 10 years in the underground scene, Jerry Hsu is still going strong. In 2004, he founded the band *Wu*, which has since become one of the most prominent acts in the Chinese underground scene. In this interview, Hsu discusses his career, his band, and his views on the music scene in China.

**Q: How did you get into the underground scene?**

**A:** I got into it through my friends. I was always into music, and I started playing guitar when I was in high school. I joined a band in college, and that's where I met some of the other people who were into the underground scene. We started playing at small venues, and that's how we got started.

**Q: How do you feel about the underground scene in China?**

**A:** I think it's really exciting. There are a lot of people who are into it, and they're all really talented. It's a great scene, and I'm proud to be a part of it. I think it's going to continue to grow, and that's a good thing.



INTERVIEW  
**WE HAVE BAND**



**Q: How did you get started as a band?**

**A:** We started in 2008. I was playing guitar, and my friend was playing drums. We had a few songs, and we decided to start a band. We were really into it, and we started playing at small venues. We had a few shows, and we got a lot of feedback. We were really into it, and we decided to start a band. We were really into it, and we decided to start a band.

LAST REVIEW  
**APOCALYPSE WOW**



**Q: How do you feel about the album?**

**A:** I think it's really good. The production is really solid, and the songs are really catchy. I think it's a really good album, and I think it's going to be a success. I think it's a really good album, and I think it's going to be a success.

INTERVIEW  
**MATT FURIE**

Matt Furie is a multi-talented artist, known for his work in music, film, and visual arts. In this interview, he discusses his career, his work, and his views on the creative process.

**Q: How do you feel about your work?**

**A:** I think it's really exciting. I'm always trying to push myself, and I'm always trying to do something new. I think it's a really exciting process, and I'm proud to be a part of it. I think it's a really exciting process, and I'm proud to be a part of it.



FOAM

# HUH.

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Art Photography Film Web Music Publishing Top Five

## ED TEMPLETON

Featured by Jerome Copie 14 April

Ed Templeton is one of our favourite photographers at HUH, so when we found out he was releasing a book with London based publisher Acon Mirel, we were more than a little excited to say the least. We caught Ed at the Elms Lesion gallery, in-between his busy schedule, to have a chat about his artwork and skateboarding.

## RSVP GALLERY

Featured by Gail Lewis 8 April

Set up in August 2009, Chicago based RSVP Gallery quickly established itself as one of the leading high-end boutiques in the world, supplying their international clientele with hard-to-find and unique artist collaborations. Seven months after launching, we had a chat with one of the store owners, Marc Manno, about how...

News Popular

### That Tree - Snoop Dogg feat. KID CuDI

A couple of days ago Snoop Dogg released the video for his track This Tree feat. KID CuDI. The video shows Snoop and CuDI wandering around in a 2D environment. Click the title to watch. [www.youtube.com/watch?v=4qj0001PCs](http://www.youtube.com/watch?v=4qj0001PCs)

### Monocle Shop, Hong Kong

Yesterday, Monocle magazine opened their first retail space within Hong Kong's Lane Crawford. The 3m x 3m shop will hold many of Monocle's collaboration products, such as those with Comme des Garçons, Blackberry and Porter, and will join previous locations such as Malacca, Paris and Stockholm.

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