

# BIAS.

**BIAS:** 'Looking at someone with prejudice for or against one person or group before knowing the whole story.'



# The Amsterdam issue

Our first edition will be an ode to the home city of BIAS. We believe Amsterdam is one of the best cities to explore your own fashion style and inspire others. Amsterdam celebrates diversity, innovation, and sustainability; from ethical boutiques and second hand shops to Amsterdam Fashion Week and prominent Dutch designers. Wander the streets of Amsterdam and observe “the local fashion”; it is hard to find two people with the same style here.

BIAS.’ first issue will highlight four identities within the city: techno, environmentalist, hip hop and LGBTQIA+. We chose these identities because of the influence they have on Amsterdam’s fashion. Looking around in Amsterdam you’ll find that these identities are interwoven throughout the whole city: pride flags at ADE, techno parties for Amsterdam Pride, streetwear, dance communities and a big focus on sustainability.

Our magazine will be the perfect guide for you to learn more about the stories behind the garments of these identities. Take inspiration from it, add pieces to your own style, and just wear whatever you want!

## Target audience

Creative individuals in Amsterdam between 18 and 35 years old who seek cultural fashion enrichment.

# Our vision

Our vision is to become a platform to fashion identities in metropolitan areas, offering a unique perspective on style, identity, and expression. We aspire to connect with our readers on a personal level, inspiring them to embrace their own uniqueness and to appreciate the diverse fashion within our cities. We aim to ignite curiosity, spark conversations, and ultimately, to leave a lasting imprint in the fashion industry.

# Our mission

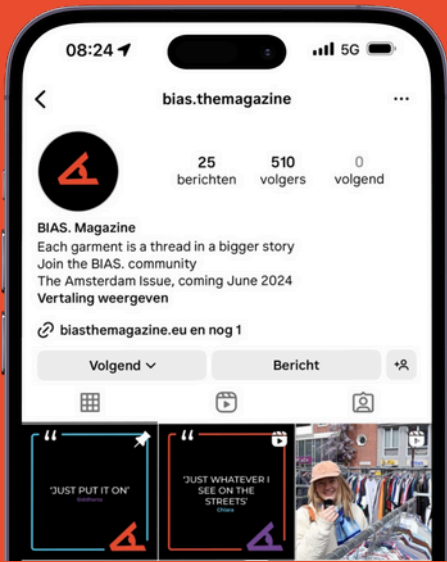
BIAS. strives to celebrate and explore diverse identities within international, metropolitan areas through the lens of fashion. We aim to provide a platform for emerging designers, artists and trendsetters, while fostering creativity, inclusivity, and individuality.

# Our values

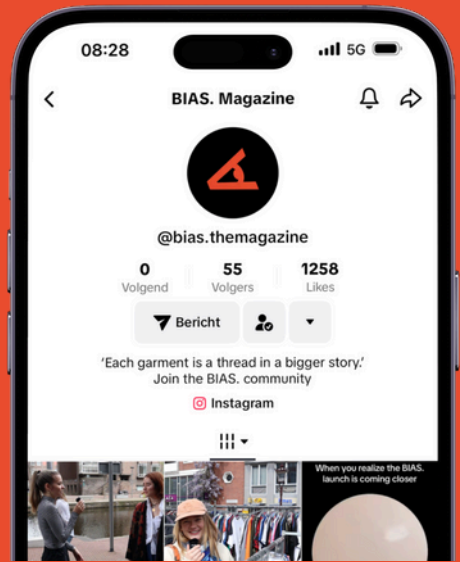
Our magazine honors different values. We aim to provide a platform where you feel free to express yourself. By connecting diverse identities we hope to create a welcoming community for the creative individual. By focusing on remembrance, we honor the stories that shape our past and give us inspiration for the future. And by providing a stage to upcoming talents, we empower the next generation of fashion influentials.

# Content platforms

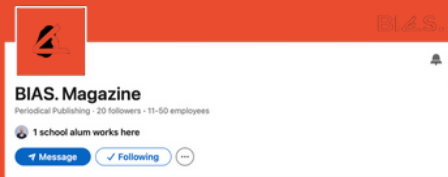
## Instagram



## TikTok



## LinkedIn



# Magazine



...s have this  
...always out  
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...as of a flash  
...me.

And how  
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...love I will  
...I will be the  
...love more  
...don't love  
...with more  
...love to do  
...just want  
...can also  
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...calm, as  
...did when  
...you see



But Maud's creativity doesn't  
...tattoos, it's woven into her daily  
...choices too. "Tattoos and life  
...together," she explains, pointing  
...ink on the skin. "They're both  
...express ourselves, to show who  
...and what we like. I think it's  
...necessary because it really up  
...suffit." From bold designs to a  
...line tattoos, Maud's tattoo  
...seamlessly with her person-  
...adding meaning and depth  
...fashion sense.





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# Rate Card

## advertisement

1/2 page	€125,-
1/1 page	€175,-
2/1 page (spread)	€299,-

## advertorial

1/1 page	€275,-
2/1 page (spread)	€399,-
+ social media post *	€0,-

## mini magazine (A6)\*

1/1 page	€100,-
2/1 page (spread)	€140,-
+ social media post *	€20,-

## online advertisement

instagram post + story**	€50,-
tiktok video*	€75,-
website advertisement	€50,-

*\*The mini magazine features advertisements and coupon codes for discounts at various stores, as a supplement to the main magazine.*

*\*\*Our social media platforms are a hotspot for engaging and dynamic content, with reels consistently achieving remarkable viewership. Our content reaches a broad audience, with views ranging between 3,000 to an impressive 200,000 per reel. This robust engagement presents an excellent opportunity for advertisers to connect with a diverse and active audience.*

**BIAS. Mediakit 2024.**





GOOD INGREDIENTS GO IN, CREATIVITY COMES OUT

Mojo Maté gets its caffeine boost from organic, wild mate tea leaves. These grow on a 100% regenerative plantation in the vibrant Brazilian forest. The leaves are not treated with any chemicals and are carefully handpicked. Mojo Maté source our mats straight from the source and by doing this, we not only ensure farmers receive fair-trade prices for their leaves. This high-quality mate forms the basis of our energizing drinks.

Mojo Maté is a big supporter of sustainable fashion. We aim to reduce environmental impact through

All clothing used for these pictures were created by hand with natural materials or bought at a second hand shop.

responsible sourcing, eco-friendly production methods, and conscious consumption. By promoting sustainable practices in beverage production, we express a shared commitment with the planet's resources.

By forging partnerships within the sustainable fashion community, Mojo Maté can broaden its commitment to sustainability and reach more people that are passionate about ethical consumption.

You can buy Mojo Maté at Albert Heijn, Flink, Dansk, O21, Crisp and Dorabak. Drink Mojo Maté and give your support to the sustainable practice by showing us your ethically produced outfit!

#MojoMatéXBIAS

#MOJOMATEXBIAS

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### SUB-HEADER

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# Why choose BIAS?

BIAS. invites you to explore different identities through the lens of fashion. Each edition focuses on a single international, metropolitan city. BIAS. is more than a magazine. We are a community made by students with a vision. When you work together with BIAS., you will be able to reach creative individuals between 18 and 35 that seek community through fashion in prominent fashion cities like Amsterdam.

# What is in it for you?

BIAS. is a magazine produced by students of the Amsterdam University of Applied Sciences. By choosing BIAS. you show your support to future generations, but also to the diverse backgrounds people hold. You communicate to your customers and our readers that your brand cares about the environment and cherishes diversity. You celebrate everyone!

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