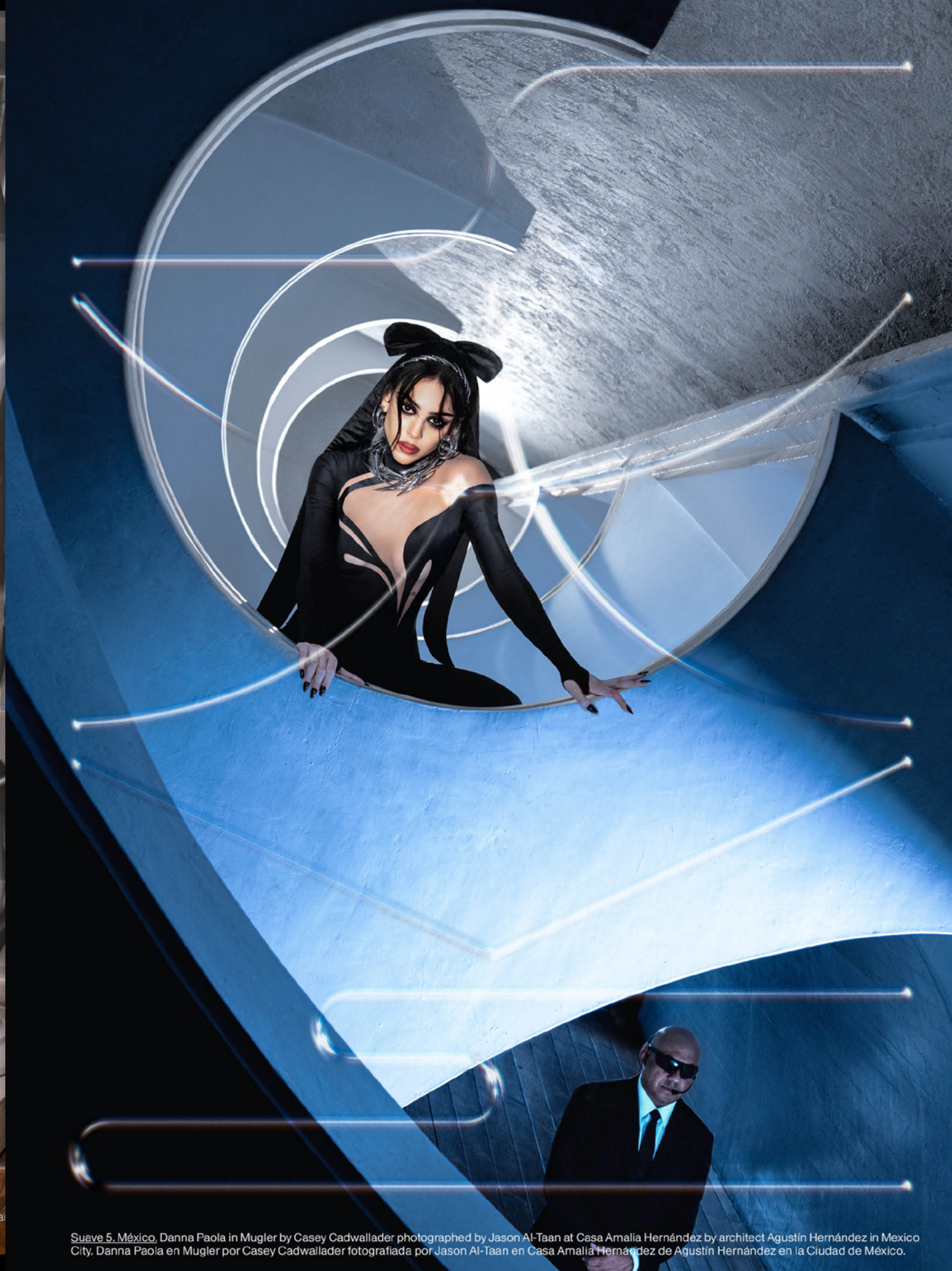


SUAVE  
(MEDIA KIT 2024)  
MÉXICO



México, Maison Margiela Fall–Winter 2023 by Yael Martínez at Magnum Photos, photographed in Mexico City on May 27, 2023. Maison Margiela 2023 por Yael Martínez de Magnum Photos, fotografiado el 27 de mayo de 2023 en la Ciudad de México.

MAISON MARGIELA SPECIAL



Suave 5. México, Danna Paola in Mugler by Casey Cadwallader photographed by Jason Al-Taan at Casa Amalia Hernández by architect Agustín Hernández in Mexico City. Danna Paola en Mugler por Casey Cadwallader fotografiada por Jason Al-Taan en Casa Amalia Hernández de Agustín Hernández en la Ciudad de México.

DANNA PAOLA IN MUGLER BY CASEY CADWALLADER SPECIAL



Bronco photographed by Yvonne Venegas in Marín, Nuevo León wearing their own fashion archive on July 27, 2023. Bronco en Marín, Nuevo León usando sus propios archivos de moda el 27 de julio de 2023.

BRONCO BY YVONNE VENEGAS



Alemán photographed by Antonia Valentín in Mexico City on September 7, 2023, wearing a white Calvin Klein t-shirt. Alemán fotografiado por Antonia Valentín en la Ciudad de México el 7 de septiembre de 2023, usando una playera blanca de Calvin Klein.

ALEMÁN IN CALVIN KLEIN SPECIAL



Suave 5. México, Verónica Castro photographed by TORSO in Mexico City smoking a cigar, in her own words, María Félix taught her. Verónica Castro fotografiada por TORSO en la Ciudad de México fumando un puro como, en sus propias palabras, le enseñó María Félix.

VERÓNICA CASTRO BY TORSO



México, José Eduardo Barajas, Portrait of Emilia, 11 x 18 inches, acrylic on cardboard. Tasqueña, 2023. (José Eduardo Barajas sobre cartulina sulfatada. Tasqueña, 2023.)

JOSÉ EDUARDO PACHECO SPECIAL

# THE MAGAZINE

## ABOUT SUAVE

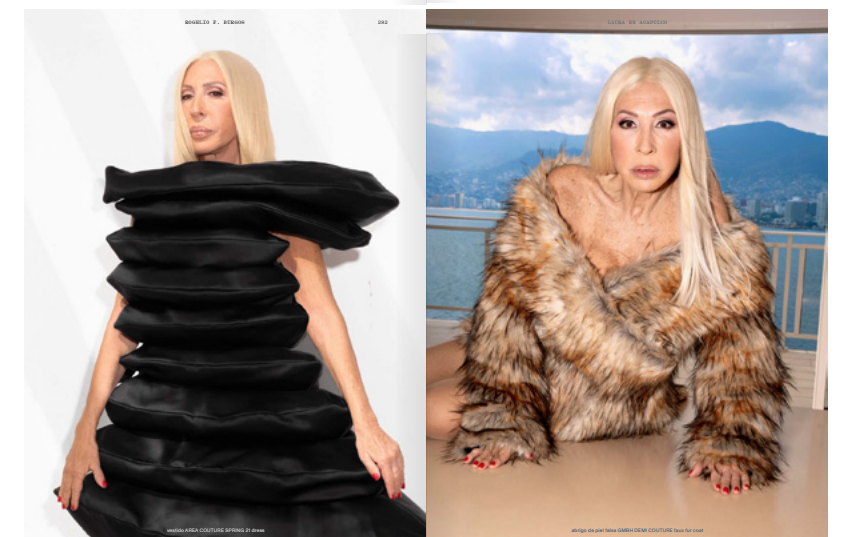
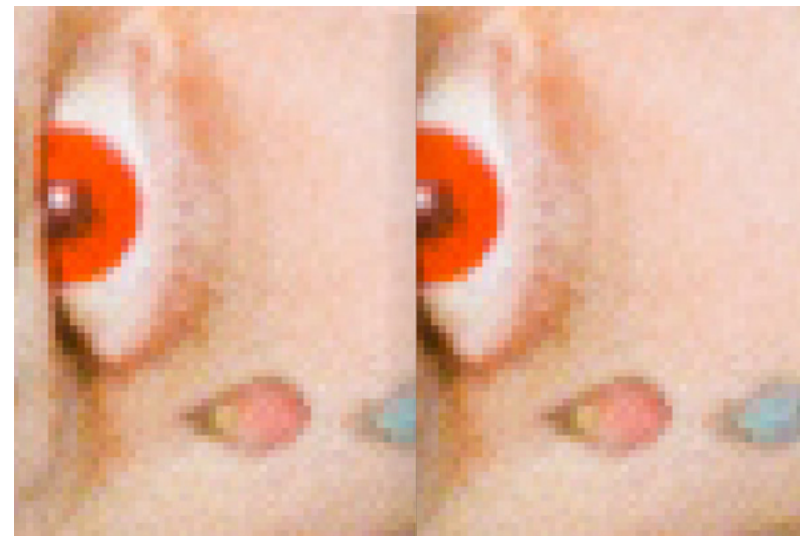
Based in Mexico City and Paris, Suave has become a space for a new generation of Mexican creatives (both emerging and established) to showcase their work within an international fashion and art context through photography, essays, in-depth interviews and visual narratives.

As Mexico City grounds itself as an international creative pivot, Suave questions and formulates a contemporary mexican identity within creative expression and freedom, and engages in a conversation led by those who operate at the frontiers of this landscape.

## SUAVE 5

Our fifth issue centers around the concepts of obsession, desire and fame, bringing together a national and international array of creatives to explore different points of view around such subjects.

## INSIDE SPREADS:



## OUR CONTENTS

Through our contents, we seek to showcase a comprehensive and complex look at our present through an honest and nuanced filter.

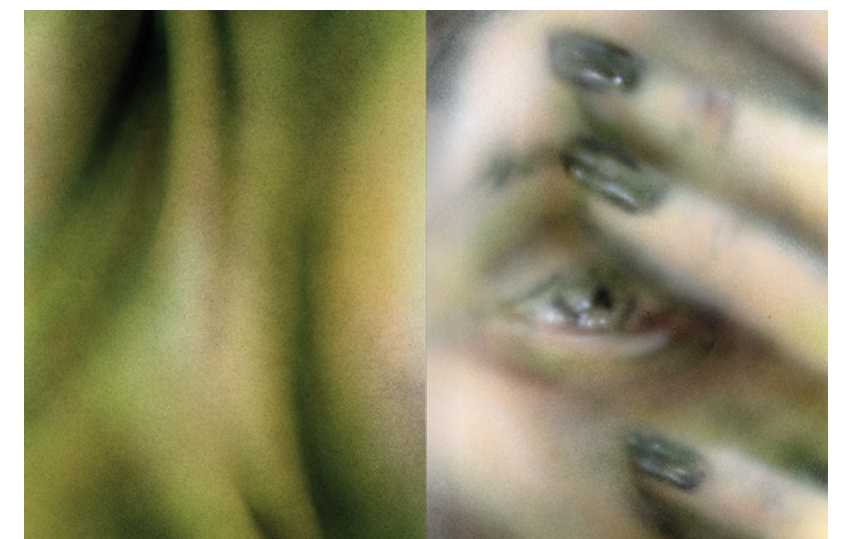
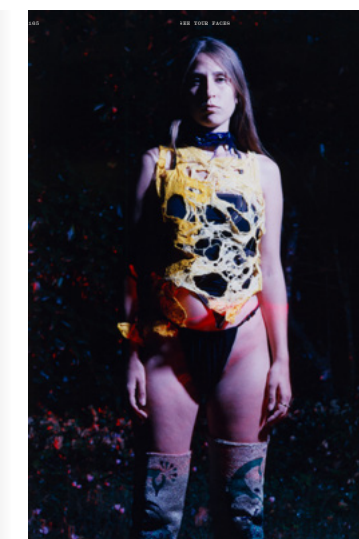
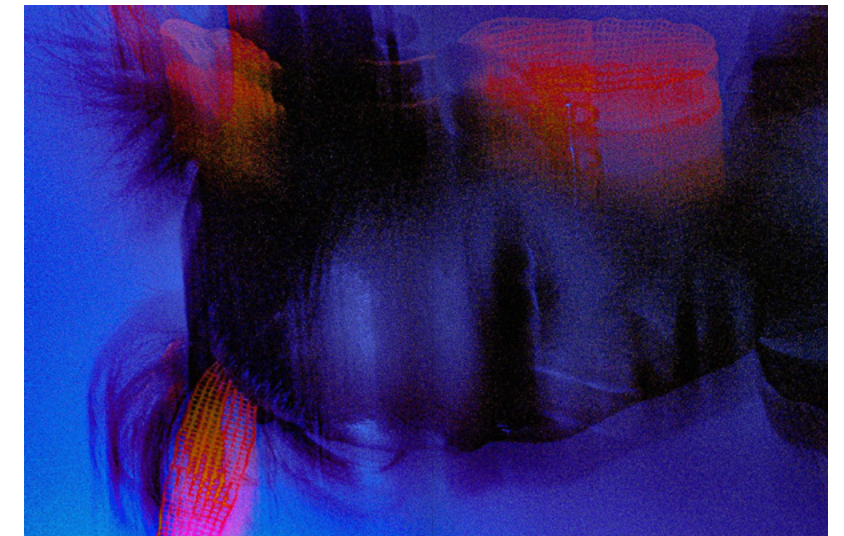
With over 400 pages and several different covers, Suave presents some of the most exciting, new and provocative content being produced, with both renowned and established contributors as well as up and coming talent from Mexico and across the world.

## CONTRIBUTORS

Daniela Rossell  
Matthew Leifheit  
María Osado  
Chris Sharp  
Rachel Rabbit White  
Maya Goded  
Jesús León  
Naïa Combarý  
Fernando Ortega  
Trevor Paglen  
Alejandro Cesarco  
Carlos Amoraless  
Rometti Costales  
Mimi Zeiger  
Nordine Makhoulfi  
Jorge Satorre

Asma  
Miguel Calderón  
Jules Moskovtchenko  
Natacha Voranger  
Rodrigo Ortiz Monasterio  
Pedro Slim  
Yvonne Venegas  
Blue Rojo  
Isabella Lovestory  
Alpeh Escobedo  
Susana Varfas  
Yves Scherer  
Noel Quintela  
Laura Bozzo  
Rogelio F. Burgos  
Adrián Fierro Lara

## INSIDE SPREADS:



# PAST COVERS:



Suave 3  
Loewe by Maya Goded



Suave 3  
Balenciaga by Jesús León



Suave 3  
Aureliano Alvarado



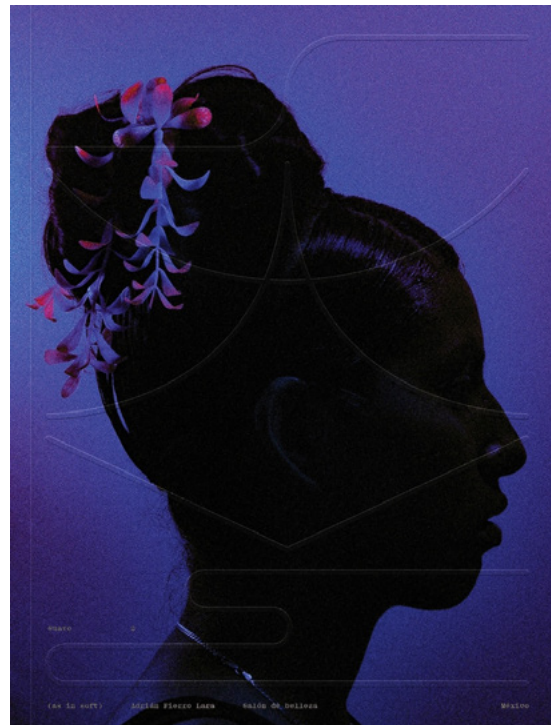
Suave 3  
Pirineos by Naïa Combarý



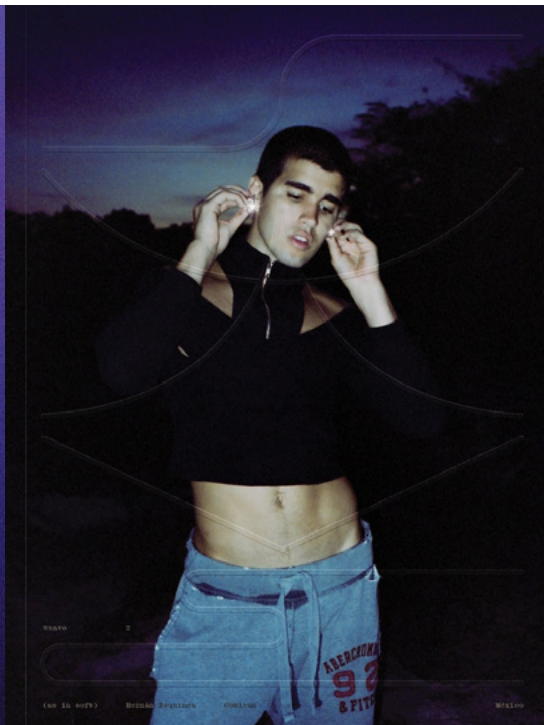
Suave 3  
Antwerp by Natalia Saavedra



Suave 2  
Fabián Lavalle by Miguel Calderón



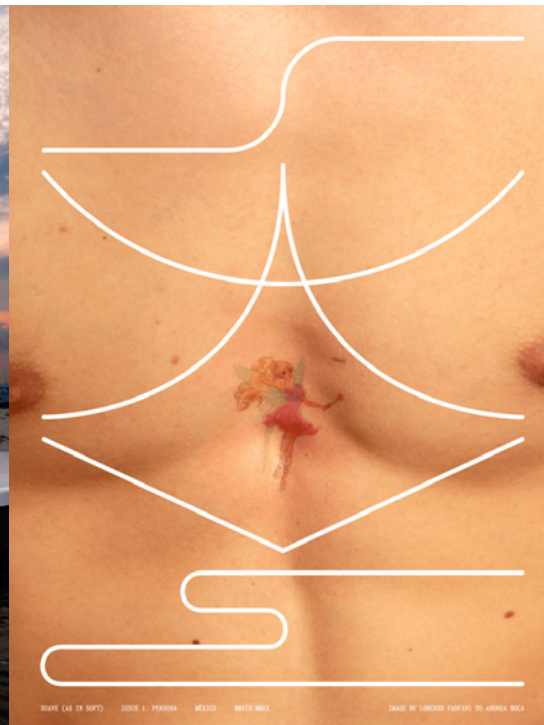
Suave 2  
Belleza by Adrián Fierro



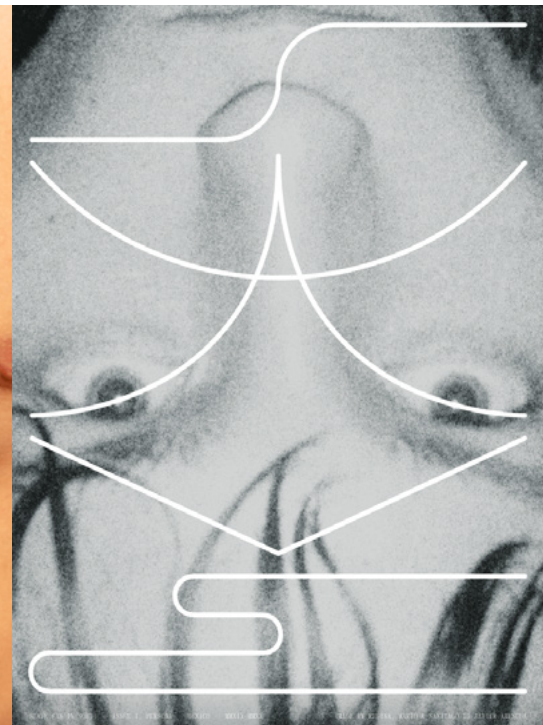
Suave 2  
Pietro by Hernán Esquinca



Suave 2  
Laura Bozzo in Balenciaga



Suave 1  
Andrea by Lorenzo Fanfani



Suave 1  
Javier by Regina Hernández



Suave 1  
Ricardo by Ricardo Nicolayevsky



Maison Margiela Plaid Rorschach-cut jumper; plaid Pendleton soldier shorts; silver ring; velvet hat; crystal Tabi cowboy boots



Maison Margiela Rorschach-cut cardigan worn back-to-front; cotton shirt; silk-wool wrap skirt with a coated cotton bow; leather gloves

OUR READERS

Suave has an international and loyal audience, both in its printed and digital formats, of curious and intellectually driven men and women interested in contemporary art and fashion, united by an enthusiasm in finding the new means of expression across the world.

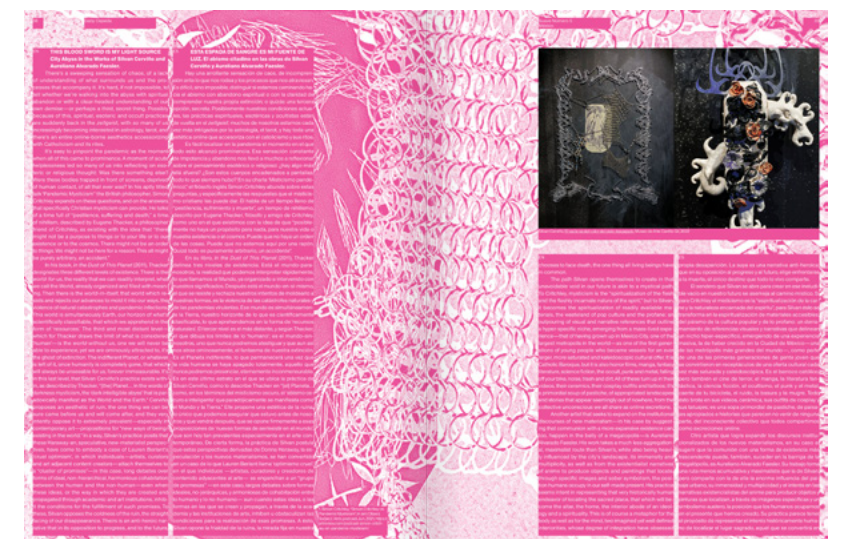
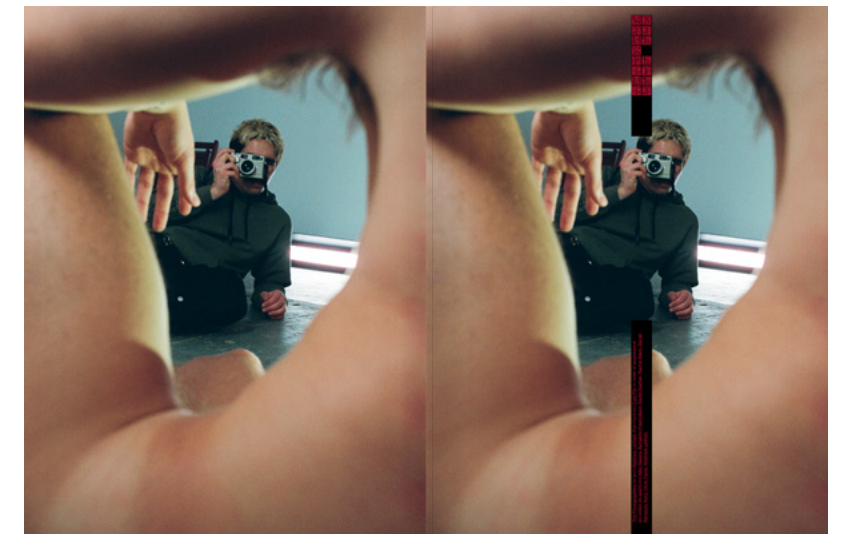
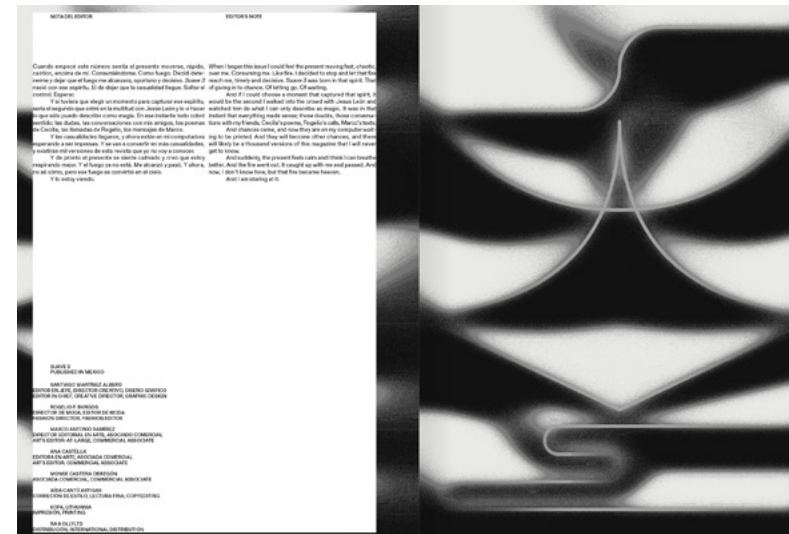
Age	20-40 Years old
Mexico	40%
United States	25%
Europe	25%
Latin America	10%

PREVIOUS BRAND PARTNERSHIPS

Four years into its conception, Suave has collaborated with some of the most relevant brands and projects, in editorials and as advertisers.

AREA	JW Anderson	Museo Jumex
Ann Demeulemeester	Kiko Kostadinov	Museo Tamayo
Balenciaga	Loewe	kurimanzutto
Blumarine	Maison Margiela	MATERIAL
Dior	Mugler	Void México
Dolce & Gabbana	Stella McCartney	Diageo
Dries Van Noten	Versace	MoMA Ps1

INSIDE SUAVE





## COMMUNITY

Besides our print and online presence, Suave is known for creating distinctive events and a community around them.

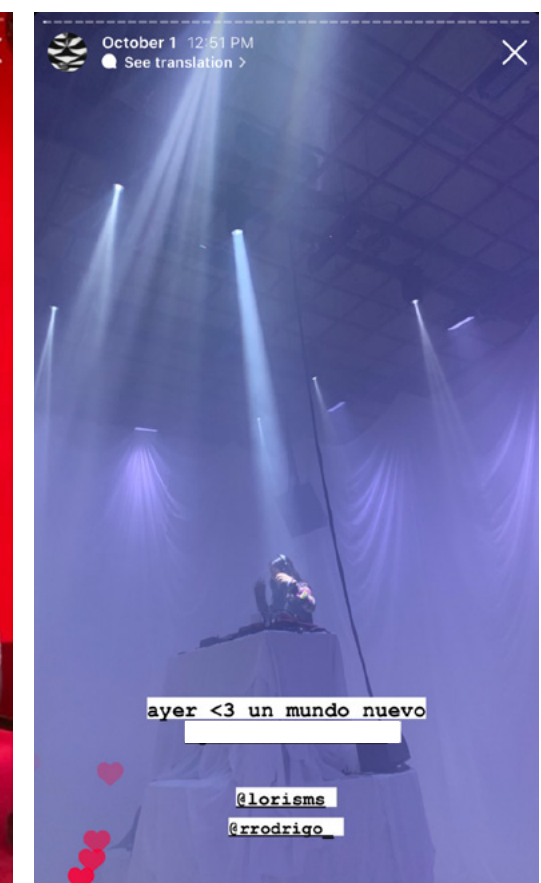
Our issues have been presented at the Printed Matter Book Fair in MoMA PS1 in New York, Galería Mascota and Museo Tamayo in Mexico City.

During Mexico City Art Week, Suave has a stand in Material Art Fair, as well as a party with over 500 guests from an international contemporary art and fashion scene.

## OUR FOCUS

As a young and new magazine, Suave has managed to position itself as a referent in contemporary Mexican aesthetics, attracting new readers from across the globe everyday. With a bilingual print run and a wide and international publication, we seek to broaden our reach as we introduce new readers to our point of view.

For us, publishing means creating a bond with our readers and our advertisers, opening up to new perspectives and finding what unites us in our everchanging realities. Through Suave, we look forward to creating those connections, and plant a seed of nuance, radical softness and passion in our visual and editorial landscape.





Danna wears a black flocker wear set with matching skirt, Mugler by Casey Cadwallader



Danna wears a black flocked illusion bodysuit with silver spike jewelry, Mugler by Casey Cadwallader

# PRINT INTERNATIONAL REACH

15,000 readers for print magazine

5,000 prints for Suave 5

Distribution in over 15 countries in 5 continents

## LATINAMERICA

### MEXICO CITY

Casa Bosques

Apartment 25

Void

Ikal

Casa Caballería

Museo Tamayo

Filia

Marsella 68

### GUADALAJARA

Café Suro

### COLOMBIA

Post Nothing Magazines

## NORTHAMERICA

### NUEVA YORK

Casa Magazines

Printed Matter

Iconic Magazines

McNally Jackson

### TORONTO

Soop Soop

### LOS ANGELES

Printed Matter

Skylight Books

### SAN FRANCISCO

Heath Newsstand

Smokesignals

### BALTIMORE

Atomic Books

## EUROPE

### PARIS

Ofr

Palais de Tokyo

Conran Store

WHS

Yvon Lambert

### LONDON

Selfridges

Artwords Rivington St

Atika London

Kioskafe

We Love Print

Mag Culture

Magma Clerkenwell

### BARCELONA

Odd Kiosk

Free Time

News and Coffee

### BERLIN

Do you read me?!

Rosa Wolf

### COPENHAGEN

Eleven O

### MILAN

Reading Room

Frabs Italy

### STOCKHOLM

Papercut

### ZÜRICH

Print Matters

### BRIGHTON

Magazine Brighton

## ASIA

### SINGAPOUR

Basheer Graphic Books

### TOKYO

Shelf

NIPPAN IPS Co., Ltd.

### BANGKOK

The Smith Project

### SEOUL

World Magazine

## DIGITAL REACH

ISSUE 3: COVER 3

### SUAVE INSTAGRAM

Monthly Impressions  
**15K**

Follower count  
**9K+**

Suave allies  
and influencers  
**3M+**

### SUAVE WEB

Monthly visits  
**10K+**

GROWTH FROM  
2022-2023  
INTO SECOND PRINT

Instagram growth  
**300%**

Web growth  
**150%**

### SUAVE 5 ALLIES

Burberry  
**20M**

LOEWE  
**3.6M**

Museo Tamayo  
**136K**

Museo Jumex  
**185K**

MOMOROOM  
**12K**

Barragán  
**112K**

kurimanzutto  
**91.9K**

Void México  
**31K**

Printed Matter BookFair  
**32K**

Ofr Paris  
**57K**



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