

STANDPOINT.

Standpoint is the first launch of a major current affairs and cultural magazine in the UK in more than a decade – a period during which the political and cultural landscape has changed dramatically. Standpoint will be unique on UK newsstands: combining exciting design with bracing argument, provocative arts coverage and sparkling ideas.

STANDPOINT ADVISORY BOARD

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STANDPOINT STAFF

Editor: Daniel Johnson
Deputy Editor: Jonathan Foreman
Senior Editor: Miriam Gross
Publisher: Simon Tiffin
Managing Editor: Michael Mosbacher

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THE ETHOS OF STANDPOINT

- *Standpoint* is unashamedly grown-up and serious – and proof that intellectual depth doesn't have to be boring.
- While the media herd fearfully follows a conformist script, *Standpoint* is fresh, astringent, and unafraid.
- Above all, there are no no-go areas for *Standpoint*.

THE PURPOSE OF STANDPOINT

Standpoint's core mission is to celebrate our civilization, its arts and its values – in particular democracy, debate and freedom of speech – at a time when they are under threat.

Standpoint will be an antidote to the parochialism of British political magazines. It will introduce British readers to brilliant writers and thinkers from across the Atlantic, across the Channel and around the world.

In a market swamped by the journalistic equivalent of fast food, *Standpoint* will offer the discerning reader a feast of great writing, properly edited and presented in an elegant design that makes even longer pieces a pleasure to read. Unashamedly highbrow in an era of relentless 'dumbing down,' it will respond to the unfulfilled needs of the educated public.

Standpoint will provide an opportunity for a fresh, truly international cast of writers to explore the timely and the timeless. It will offer a guide for those perplexed by the 21st century and a running commentary for those who are happy to embrace it. In a world of rapid change, *Standpoint* will be an indispensable resource and companion.

TARGET AUDIENCE OF STANDPOINT

Standpoint is aimed at discerning, mature, affluent well-educated readers, underserved by a media obsessed with celebrity, youth and ephemera.

THE EDITOR OF STANDPOINT

Daniel Johnson, the Editor of *Standpoint* has been a leading voice in British journalism for nearly three decades. He is a former Literary Editor and Comment Editor of *The Times* and a former Associate Editor of the *Daily Telegraph*. He covered the fall of the Berlin Wall as German Correspondent for the *Telegraph*. A columnist for the *New York Sun*, he has written for *The New Yorker*, *The Wall Street Journal*, *Commentary*, the *Times Literary Supplement*, *The New Criterion*, *Prospect*, *New Statesman*, *The Spectator*, *Literary Review* and many other British newspapers and magazines. He is the author of *White King and Red Queen: How the Cold War was Fought on the Chessboard* (Atlantic 2007).

DISTRIBUTION

Standpoint will have significant presence on UK newsstands. The magazine is distributed by COMAG and will be available at WH Smith High Street stores, WH Smith Travel outlets (at all mainline railway stations and airports), Borders bookstores and various targeted independent newsagents. It will also be available at selected outlets in the USA and overseas. The launch issues will be supported by extensive in-store promotions.

STANDPOINT ONLINE

Standpoint will be available online at www.standpointmag.co.uk. The website has been designed to encourage subscriptions to the print magazine and to promote the *Standpoint* brand to a wide audience around the globe. The *Standpoint* website will also feature original web-only material including blogs, reviews and essays. The website is edited by Jonathan Foreman and Michael Mosbacher.

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EDITORIAL DISPLAY RATES

Display features	Colour
Page	£2,990
First right	£3,100

Covers

Inside front	£3,300
Outside back	£3,500
Inside back	£3,100

Spreads

Inside front DPS	£5,600
DPS	£5,000

Half page	£1,500
Third page	£1,100
Quarter page	£800

All rates subject to VAT
10% agency discount

Inserts

Under 10g £75 per thousand

Standpoint is published on the last Thursday of the month preceding issue date. Copy is required 14 days prior to publication schedule. Cancellations no later than 30 days before publication date.

TECHNICAL SPECIFICATIONS FOR ADVERTISERS

Sizes

All dimensions are depth × width

Double page spread

Bleed size 303 × 456mm

Trim size 297 × 450mm

Type area 262 × 418mm

Page

Bleed size 303 × 231mm

Trim size 297 × 225mm

Type area 262 × 190mm

Half page horizontal

Type area 129 × 190mm

Half page vertical

Type area 262 × 93mm

Quarter page

Type area 129mm × 93mm

Specifications

Please supply 300dpi CMYK pdf files with all fonts embedded and including trim marks. Please supply a hard copy colour proof.

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Good luck to *Standpoint*. Daniel Johnson has shown deep concerns for culture and philosophy in our long association at *The Times* and the *TLS*. Intellectual life in London will be enriched, I am sure, by this new venture.



Sir Peter Stothard, editor of the *Times Literary Supplement*, former editor of *The Times*.



A new magazine that defends and celebrates Western civilisation is sorely needed and Daniel Johnson is just the right man to be its editor.



Charles Moore, former editor of *The Spectator*, the *Daily Telegraph*, and the *Sunday Telegraph*



The appearance of a new political-intellectual magazine is an unmistakable sign of the vibrancy of the culture of the English speaking peoples. Let a thousand flowers bloom!



Andrew Roberts, historian



Johnson... was the journalist whose intelligent questioning of the East Berlin Communist Party secretary in 1989 revealed to the world that the Wall which had divided East from West for more than two generations was about to fall.



Dominic Lawson, former editor of *The Spectator* and the *Sunday Telegraph*



The launching of *Standpoint* is cause for great celebration. Daniel Johnson is already well known on this side of the Atlantic for his acute, wide-ranging, and intellectually radiant writings. Under his editorship, *Standpoint* will assuredly become a strong and urgently-needed voice in defense of our common values and culture.



Neal Kozodoy, Editor, *Commentary* (USA)