

# NESPRESSO MAGAZINE



## #27 DUBLIN

Fall-Winter 2016-2017 € 5,90 SFR 7,00 £ 4,90 \$ 8,00



**JOSEPH O'CONNOR**  
A CAPITAL WRITER

**CITY GUIDE**  
CLUB MEMBERS'  
FAVOURITE PLACES

**URBAN FARMS**  
SUSTAINABLE AGRICULTURE  
COMES TO TOWN

**GOURMET COFFEE**  
TREATS WITH THE  
TASTES OF IRELAND

NEXT ISSUE:  
#28 – SEOUL

Publication in June 2017

# A HIGH END LIFESTYLE CONCEPT

— 32

## Zanini de Zanine ECO- DESIGNER

DESIGNER ZANINI DE ZANINE CALDAS, AT AGE 38, EMBODIES A NEW GENERATION OF CREATORS CONCERNED ABOUT THE ENVIRONMENT AND FINDING INSPIRATION IN THE PAST AS ABLY AS THEY SHAKE THEMSELVES FREE OF IT. A CLOSE ENCOUNTER WITH ONE OF THE HEIRS TO BRAZIL'S GREAT MODERNISTIC TRADITION.  
*By Guillaume Jan Photos Jean-Christophe Husson and Mikaeli A. Bandassak*



SEEING RED  
*The BR chair in perforated sheet steel. Model produced especially for the Abbey of Design in 2013.*

### LIFESTYLE, GASTRONOMY, DESIGN, VOYAGE...

Nespresso Magazine proposes new contents through a high end lifestyle concept.

Designed as a collector object, each issue highlights an international city and one of its ambassador : from Douglas Kennedy in New York to Alain Ducasse in Paris, including Marianne Faithfull in London...

Produced and realized with its new concept since 2010, Nespresso Magazine has been awarded gold Brand Content.



# A STRONG READING EXPERIENCE

NOW *Out and about* 7



"Green Point Common", Cape Town, 2013.

**ARTIST PIETER HUGO, REPRESENTED BY CAPE TOWN'S STEVENSON GALLERY, DEPICTS A SILENCE WITH THE IMPACT OF A SCREAM.** His intimate works can be experienced in a book, *Kin*, and numerous exhibitions in Europe, including one at the Cartier-Bresson Foundation in Paris last spring. This strapping, extensively tattooed gentleman exhibits his photographs the way a child would reveal the treasures stored in a secret box. He bears within him tainted memories of South Africa, where he was born (Johannesburg) and raised. The self-taught creative started along his photographic path troubled by a universal question: *How can I become a father?*

Just before taking the plunge, the artist wanted to overcome his fears, doubts and qualms by beholding his homeland through a lens that was modest, rather than apologetic. With still-fresh fractures, wounds and scars, he captures the private world of his models, always photographed with their permission. Portraits, still lifes – the rawness goes beyond appearances: the images exude an overwhelming tenderness that soothes our inner turmoil through the grace of a gentling distance. ■

> «Kin», Pieter Hugo, Aperture Foundation  
www.aperture.org et www.stevenson.info

## PIETER HUGO NEXT OF KIN

THE SOUTH AFRICAN PHOTOGRAPHER'S  
KIN SERIES CAN BE EXPERIENCED IN A BOOK  
AND NUMEROUS EXHIBITIONS, EXPLORING  
IDEALS AND REALITY. EXQUISITE AND MOVING.

Production Gabriella Rocopolo

Photo: Pieter Hugo, courtesy of Stevenson, Cape Town/Johannesburg and Yusef Mito, New York

## A MAGAZINE APPRECIATED, READ AND EXPECTED, AN AUTHENTIC RENDEZ-VOUS

The readers are very acquainted with the brand and  
*Nespresso Magazine*

94%

of those who receive the  
Magazine read it

Loyal readers that are expecting the upcoming issue

67%

of the readers read every  
issue of the Magazine

58%

of them read it  
carefully

## FONDNESS, ENGAGEMENT AND IMPLICATION

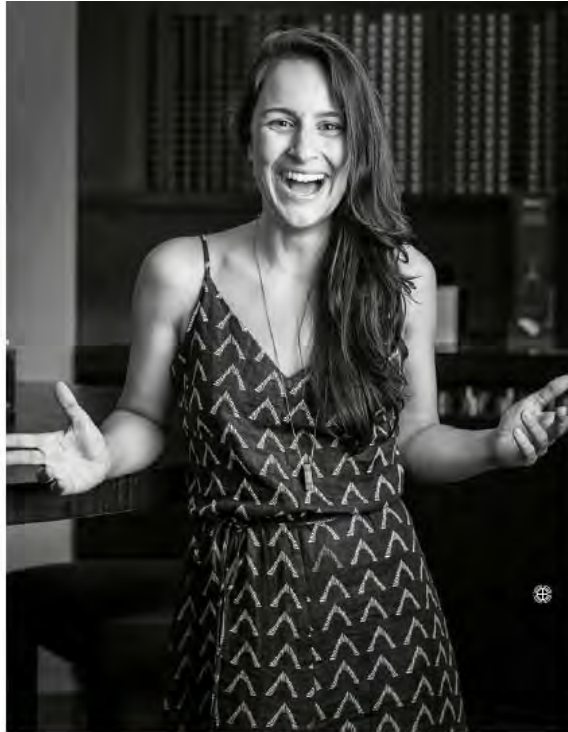


# A UNIFYING MAGAZINE

— 20

**MANUELA, FOOD  
BLOGGER AND STYLIST,  
MEMBER SINCE 2011**

**WITH HER ENCHANTING SMILE  
AND OUTGOING NATURE,** Manuela  
is the epitome of today's Carioca.  
She arrives at our meeting for  
the photo shoot and interview  
in the Ipanema Boutique with  
an unfailingly cheerful demeanour  
and boundless energy. This young  
woman devotes her time to researching  
Rio's best eateries to assist discerning  
diners having decided to quit her legal  
career and reinvent herself as an  
author and food stylist. On her blog,  
"Cozinho, logo existo", she explores  
the flavours of her native city through  
a savvy selection of venues and  
recipes that are as fresh and healthy  
as she is! This smiling and highly  
skilled chef loves cooking vegetables  
of every ilk. Another personal passion:  
Nespresso Grands Crus. She never  
starts the day without a cup of  
ARPEGGIO or RISTRETTO, prepared  
espresso-style. "I love everything  
about coffee: its aroma, its flavours,  
its intensity. I drink three a day: one  
in the morning, another after lunch  
and a last one mid-afternoon, often  
an ARPEGGIO DECAFFEINATO."



**CULTURAL CHIC  
INSTITUTO MOREIRA  
SALLES**  
*"It's a cultural centre that  
often hosts photography  
exhibits. The building  
is exquisite, just like  
the patio, surrounded by  
gardens designed by Burle  
Marx, the great Brazilian  
landscape architect.  
I go there to enjoy their  
events or sip a coffee  
in the peace and quiet."*

*Photo: Robert Polidoro/Arca - Instituto Moreira Salles*

## CLUB BELONGING, PROXIMITY AND SHARING

The Magazine nourishes the Club Members' relationship with the brand and reinforces their membership feeling.

## THE CITIZEN OF HONOR INTERVIEW

Designer, Chef, Artist, Producer...

He guides us in his town, shares with us his lifestyle and gives us his best addresses. An authentic and intimate visit, sometimes unexpected.

# A STRONG GRAPHIC SIGNATURE



**AN INSPIRATIONAL MAGAZINE**  
that renews itself along with the issues and the towns

**A LOYAL ATMOSPHERE**  
to the style and spirit of the town

**A PREMIUM DESIGN**  
Elegant and contemporaneous  
(typo, photo, page layout, graphic design...)

**A SELECTION OF PLACES**  
Chosen for their character and atmosphere

**REPORTS ENHANCED BY IMAGES**

# AN EXCLUSIVE EDITORIAL CONTENT

CONTENTS Spring-Summer 2016 ■ 7



3 EDITORIAL

**NOW**

8 CALENDAR

CULTURE ACROSS THE PLANET

14 THE N MOMENT

UM CAFEZINHO POR FAVOR!

**DESTINATION:  
RIO DE JANEIRO**

16 CITY GUIDE

SIX CLUB MEMBERS SHARE  
THEIR FAVOURITE PLACES

30 MUST SEE 10 REASONS  
TO GO TO RIO

32 CITIZEN OF HONOUR

ZANINI DE ZANINE,  
ECODESIGNER

38 SPORT DISCOVERY

LET THE GAMES BEGIN

44 PARTY TIME SAMBA!

46 COFFEE CULTURE

LAND OF THE FAZENDAS

54 CHEF TO WATCH

ROBERTA SUDBRACK

58 AN EXTRAORDINARY STORY

JACINTO: THE COFFEE STRONGMAN

60 TERROIR TO WATCH

THE NEW ARTISANS OF TASTE

66 STREET STYLE

MADE IN FAVELA

70 CULT OBJECT

GAME, SET AND BATS

72 HIDDEN TREASURE URBAN JUNGLE

78 GOURMET COFFEE

TROPICAL DELIGHTS

**NESPRESSO & YOU**

84 QUALITY GREEN COFFEE'S

BELGIAN PORT OF CALL

90 NESPRESSO TOUCH

GRAND CRU ON THE ROCKS

92 LIFESTYLE ENTVO LUNGO:

WAKEUP CALL

100 DATA BRAZIL, LAND OF COFFEE

102 INNOVATION

PRODICJO, CYBER CAFE

104 SELECTION

MACHINES & COLLECTIONS

RECIPES

FOOD-COFFEE PAIRINGS

INFORMATION

ADDRESSES AND RIO DE JANEIRO

CITY GUIDE MAP

COFFEE MARK

ZANINI DE ZANINE

## CULTURAL AGENDA

News and events of the art world  
from all over the world

## PEOPLE

Portraits and city discovery through the different  
interviews

## STYLE

Contemporaneous design, fashion and decoration  
inspirations

## TASTE

Cooking trends, restaurants,  
gastronomy and meetings with chefs

**NESPRESSO MAGAZINE EMBODIES:**

**PLEASURE, CREATIVITY, INNOVATION, EXCELLENCE**



# AN INTERNATIONAL AND POWERFUL CIRCULATION



**1 MILLION COPIES**

**DISTRIBUTED IN MORE THAN 20 COUNTRIES**

**PUBLISHED IN UP TO 8 LANGUAGES**

English, French, German, Spanish, Italian, Dutch ,  
Japanese, Portuguese.

- **PERSONALIZED MAILING TO THE PREMIUM CLUB MEMBERS OF THE *NESPRESSO CLUB***
- **DISTRIBUTED IN THE *NESPRESSO* BOUTIQUES**

**2 ISSUES PER YEAR**

Spring - Summer

Autumn - Winter

# A PREMIUM READERSHIP



## A COVETED AUDIENCE :

The «High Value» Members of the *Nespresso* Club

- Members for more than 3 years
- 35-55 years old
- City-dwellers and Nomads
- Opinion leaders with a high spending power

## A PREMIUM READERSHIP AND MEGA CONSUMERS :

- 52% of fashion and beauty mega consumers (ind 157)
- 41% of cars mega consumers (ind 129)
- 24% buy jewels and watches by the brands (ind 173)
- 44% of furniture/decoration mega consumers (ind 148)



# ***NESPRESSO* MAGAZINE'S ASSETS**



## **A GRATIFYING AD SETTING**

a premium design,  
a high quality editorial content,  
a nice reading experience,  
a Magazine bearer of common values :

**LIFESTYLE, AESTHETICISM, PLEASURE AND INNOVATION**

## **A STRONG MEDIA THAT IS BROADLY DISTRIBUTED**

More than 1 million copies distributed in the whole  
world that provides an international standing

## **A PREMIUM TARGET**

Readers with a high spending power :  
Opinion leaders, innovators and influencers.  
Consumers that are looking for quality products and  
prestigious brands.

# A RENDEZ-VOUS WITH THE *NESPRESSO* BRAND

78

## tropical TREATS

BRAZIL IS HOME TO A CARNIVAL OF COLOURS, SOUNDS AND FLAVOURS. FROM SMOOTH AND SWEET TO TANGY AND REFRESHING. YOU'LL FIND THEM HERE IN THESE SELECT RECIPES, ALL MADE TO BE SAVOURED WITH NESPRESSO GRANDS CRUS.

*By Marie Lelauré Photos Jérôme Billé*



*Ficus Collection Espresso cups (Nespresso).*

### PASSION FRUIT MOUSSE & VOLLUTO DECAFFEINATO

**SERVES SIX**  
**PREPARATION TIME:** 20 minutes  
**COOKING TIME:** 3 minutes  
**REFRIGERATION TIME:** 4 hours

**INGREDIENTS:** 6 capsules of Volluto Decaffeinato (6 x 40 ml).  
**For the recipe:** 20 passion fruit - 12 tbsp. water - 100 g sugar - 6 gelatine sheets (12 g) - 20 cl single cream - 200 g diced fruit (mango, strawberries, kiwi).

■ Cut the passion fruit in half, scooping the pulp into a sieve as you go, pressing pulp with the back of a spoon to squeeze out all the juice. ■ Soften gelatine in a bowl of cold water. ■ Boil the 12 tbsp. water and sugar for 3 minutes. ■ Remove from heat, add the drained gelatine, then the passion fruit juice, and let cool. ■ Whip the cream, then fold gently into the mixture. Pour into small bowls or cups and refrigerate for 4 hours. ■ Garnish with diced fruit just before serving. ■ **Serve with a Volluto Decaffeinato Espresso.**

**A PERFECT MATCH:** *A creamy recipe of milk and fruit that brings out Volluto's fruity note: it's the ideal taste combination!*

THE SEARCH FOR *NESPRESSO* QUALITY,  
Exceptional coffees

*NESPRESSO'S* INVOLVEMENT :  
Sustainable development, Innovation...

A CORPORATE SECTION, EDITORIALIZED THANKS TO  
REPORTS THROUGHOUT THE WORLD



# Ad values 2017



	International Issue Circulation of 1 000 000 copies Tariffs
Double-page Spread	26 000 €
4 <sup>th</sup> Cover – Outside back	25 000 €
2 <sup>nd</sup> Cover – Inside Back	20 000 €
3 <sup>rd</sup> Cover – inside Back or Opposite Summary	18 000 €
First Opening Double-page Spread	32 000 €
1 <sup>st</sup> Recto	15 000 €
2 <sup>nd</sup> Recto	14 000 €
Simple Page	12 000 €
Successive Ads	+10 %
Preferential insertions	+10 %



# THE MAGAZINE OF PREMIUM BRANDS

