





PRELUDE



In the eighteenth and nineteenth centuries, London led the world in anti-establishment lampoon and satire. Early magazines such as *Oz*, *Punch* and *The Spectator* celebrated the highs and lows of contemporary culture.

Lewd, crude and downright rude, these magazines were clever enough to make a lasting impact.

Large continues in this tradition, bringing with it a twenty-first-century approach and a whole new pharmacopoeia of pleasures.

An iconoclastic mix of vice and virtue.



FOR THE FAST AND LOUCHE

EDITORIAL (sample)



photography: ZAK OVE styling & concept/direction: CLANGER & HARRY digital work: HARRY piss boy: MILES.

INTRODUCTION

Large was created and launched in 1996 by founder Harry Rekas. By 2002, *Large* had become a runaway media success story. From an initial print run of 5000 it exploded to a whopping 70,000 copies a month!

Many of the world's leading brands have embraced *Large*'s creative, content-driven advertising approach. We've enabled them to reach customers in the pages of each edition not just as a placed advertisement, but

through creative participation in the format of *Large* with over a hundred different advertisers and a diversity to match. From booze to brothels, banks to tampons, we've had automobile and racing brands, footwear, nightclubs, magazines, national newspapers, government initiatives, health, cosmetics, fashion labels, food, water and soft drink brands, telecommunication and technology giants, national, international and transcontinental juggernauts... just to mention a few!



In 2003, *Large* tested publishing markets abroad in both the UK and Europe and became an awardwinner at the London Magazine Design Awards. London Magazine Design Award "Specialist Consumer Front Cover of the Year" and shortlisted for "Best-designed Fashion Pages".

FAST FACTS

- Circulation: 10,000
- Frequency: quarterly
- Cover price: \$10
- Size: 148 x 190mm
- 148 pages

DEMOGRAPHIC *fast and louche*

THE FAST AND LOUCHE ARE A NICHE OF GEN X & GEN Y.

- 25–45-year olds +
- Sub-urbane
- Professional
- Creative
- Media and politically savvy

Intelligent and sharp, the fast and louche don't go in for political correctness, they don't want to be bullshited, they can smell an advertorial a mile off, they're well travelled, informed, hedonistic, independent thinkers, connoisseurs of quality and art, appreciate fine clothes, food and drink, are cashed up and love a fucking good time.

Below are a selection of photographs from *Large*'s events and parties (both here and abroad). They include Lords, geezers, advertising moguls, dandies, celebrities, politicians, liars, cheats, the famous, infamous, the criminally insane, writers, models, dwarves, iconoclasts, artists, actors, porn stars, comedians, poets, DJs, designers, flaneurs, entrepreneurs, and the odd accountant.



MAGAZINE

EDITORIAL

Below is the editorial content for issue #0



LARGE FORUM:
The SELF & the IDLE

LOVE STORY
ANIMAL love

WORLD DEBT:
How much do you owe?

BRAND BUTT-FUCKING:
With Max Carlish

OFF CUTS:
Rockets, butt plugs & stuff

PIRATES:
Bartholomew ROBERTS

GILLRAY VS CRUMB:
Cartoon bigwigs kick off

INTERVIEW:
cartoonist Martin ROWSON

INTERVIEW:
LENKIEWICZ

FASHION:
London stinks of piss

NASSIM NICHOLAS TALEB:
The prophet of boom and doom

PHOTO ESSAY:
My future's so bright

PEEPSHOW:
Suicides, Osama & my grandad's porn

PHOTO ESSAY:
JELLY at the PUB

CONFESSIONS:
Snort & tell

MARRIAGE:
for a Gentlemenly DANDY

INDIFFERENT:
On Christopher Hitchens

FUN & GAMES:
horoscopes

THE NEW LARGE SIZE: 148mm x190mm (A5) 148 pages



London Magazine Design Award 'Specialist Consumer Front Cover of the Year'

COMPARISONS

Where most magazines have a one-dimensional view of their content – that's to say they revolve around style, fashion, literary or political themes etc. – *Large* has a multi-dimensional approach combining vice and virtue in an irreverent manner.

To better illustrate the stuff of *Large*, imagine the following titles as ingredients:



Oz Magazine



Playboy (circa 1970)



Private Eye



Punch



Dazed



The New Yorker

MARKETING

Large will be promoted via guerrilla and below-the-line methods. These include reinforcement of the “Pissboy” icon reproduced as stickers, billposters and associated media. The pissboy will become the cornerstone for the new branding of *Large*.

The magazine will be packaged in a brown paper bag tagged with the pissboy signature. The magazine will be a stand out product that will be instantly recognised on magazine stands and counters.

Events will accompany the release of each issue expanding the magazine's brand, which will also provide additional sponsorship opportunities.

We will also sample our magazines via a combination of delivery platforms including direct mail, street promo dwarves, bars, clubs and events. This strategy serves the brand on several levels including, for example, circulation, promotion and its direct placement into the hands of our core market.

DISTRIBUTION

Large will use an inner-urban distribution strategy that targets our readers where they live, work, shop and socialise.

- to deliver through national and international distribution centres
- to target specialist bookshops
- to target profile outlets – fashion, entertainment and specialist retailers
- to maintain a strong subscription base.



Some of the covers that have made Large



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