

OVERDUE

about

OVERDUE is a new bi-annual print and digital magazine created by a collective of industry insiders. Founded by photographer Andrew Kimber (formerly Hiles), make-up artist Natasha Lakic and fashion director David James Cochrane and collaborating with an affluence of experienced contributors to create a title that resonates aesthetically with the reader, delivering covetable fashion shoots and quotable articles.

The magazine launched its first issue in September, and looks to define itself as leading the new vanguard of fashion titles, housing a carefully crafted selection of print stories and shoots framed by engaging articles and features.

The concept of OVERDUE draws heavily on the heritage of print titles that put beauty first – the beauty of fashion, art and artistry. Conveying a fresh twist on the golden era of print and setting a new agenda with craftsmanship taking centre stage. The pages of OVERDUE surge with creativity and are led by a strong vision to engage.

The founders:

Natasha Lakic is a self-taught make-up artist who later honed her skills assisting Visionaire founder James Kaliardos and Estee Lauder's creative director Tom Pecheux at all the major fashion weeks. She has worked with numerous celebrities and cosmetic heavyweights such as L'Oréal. Most recently she created looks for Ziad Nakad and Antonio Grimaldi at Paris Haute Couture Fashion Week.

Andrew Kimber studied graphic design and photography before landing his first job assisting Ram Shergill for five years where he worked on shoots for Vogue, Harper's and Tatler with celebrities including Dame Judy Dench and Cilian Murphy. His growing credits include Design Scene, Latest, Magnify and Schön.

David James Cochrane started out as a hairdresser and after a decade he branched out into editorial fashion, assisting and styling on photo shoots and films in order to broaden and develop a new arena for his creativity. He has been commissioned by Wonderland, Notion, Schön, i-d and aims to imprint his creative flair on the pages of the magazine.

OVERDUE the brand – beauty, aesthetic, collaboration, innovation, agenda.

OVERDUE



MEDIA PACK 2019

print

Dimensions: 210mm x 275mm

140 Pages

Perfect bound

Inside: Calisto 130gsm Gloss Art Paper

Cover: Calisto 300gsm Silk Art Paper with Matt Lamination

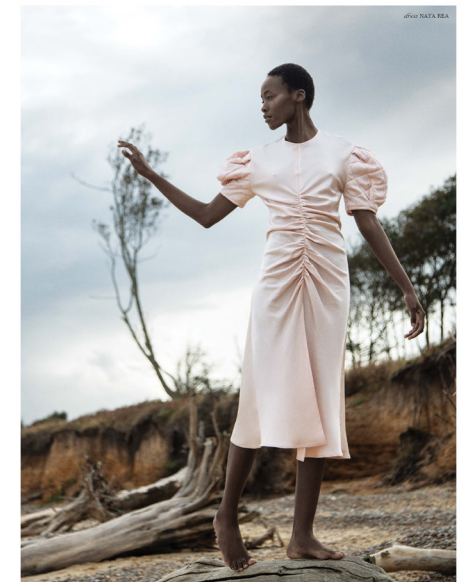
Frequency: 2 issues per year

Print Circulation: 1500 annually

Segment: Fashion & Lifestyle



68



69

advertising rates

Inside front cover: £3,500.00
Front half double page spread: £2,000.00
Contents: Masthead: £900.00
First half or page specified position: £1,500
Inside back cover: £2,000.00
Outside back cover: £3000.00



Editor's Letter

In February 2019 creative director Natasha Latic finally managed to persuade me to start a magazine. It had been years and years of persisting and I finally gave in. Whilst a few weeks we had somehow managed to grow the team from a duo to a large amount of talented, experienced, creative individuals who also believed it did have the right time.

OVERDUE was born from our love of the fashion, the days of irrepressible, narrative and strong girls with personality shining through every frame. We did not want to recreate an era, we needed to bring the new generation of incredible models back to fashion magazine's golden age - beautiful models, genuine art direction and a story behind every image. We carefully chose models based on their fundamental qualities to ensure each story celebrated the girl as an. We knew the audience we wanted, we simply needed to put it into practice with the incredible conditions you will see within the issue.

I am eternally grateful for every creative, gifted and hard-working individual that made this issue happen. It has been an incredibly long, hard journey since February with many delays, arguments and meetings, without you all none of this would have been possible.

ANDREW KIMBER
Editor-in-Chief

Masthead

Editor in Chief
Andrew Kimber

Creative Director
Natasha Latic

Fashion Director
David James Crockett

Art Director
Tom Soria

Beauty Editor
Miranda Williams

Creative Production
Studio Right

Sub Editor
Lizzie Barrow

Junior Designer
Alexa Evans

Post Production for Andrew Kimber Photography
Kimber Butler

Contributing Photographers
Jesse Kemp
Alexa Evans

Contributing Writers
Alexa Evans
Billy Reed
Miranda Williams

Contributing Stylists
Zoe Page
Vera Perakle
Wendy Quinones
Lucy Rose

Contributing Hair Stylists
Kathleen Evans
Kerrie Lister
Angelo Todorovic

Contributing Makeup Artists
Kerrie Lister
Grace Hayward
Sam Lovell
Maura McElhin
Florence Taylor

Contributing Nail Artists
Naila Khan
Nichole Williams

Contributing Videographers
Laura Kent
B.L.C. Studio

Production Assistant
Alexa Domestika

Special thanks to
Alexa Evans
Andrew Kimber
Grace Hayward
Alfreda Peniston
Alexander James
Katy Kane
Nicola Weaver
Fiona Vega

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Premier Print Group

Contact Us
info@overduemagazine.com
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Cover
Model: Marthe Wiggins at DMG
Styling by Vera Perakle
at Gary Reynolds
Make up by Natasha Latic using Holey
Hair by Kerrie Lister at Nylon Artists
using Hair by Sam McKnight
Set Design by Andrew Kimber
Set built by Kate Sutton

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online

OVERDUE has garnered thousands of organic online views and followers through unique, creative and inspirational content.

Age

18-24 - 38%

25-34 - 45%

35-44 - 10%

45+ - 7%

Identified Gender

Female 61%, Male 39%

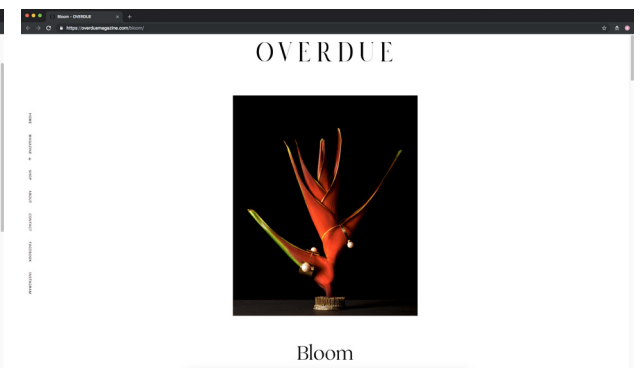
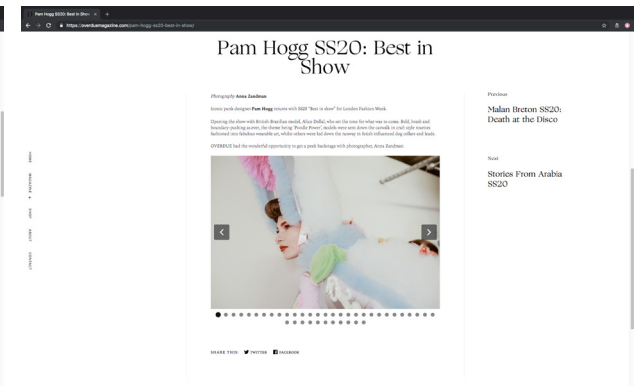
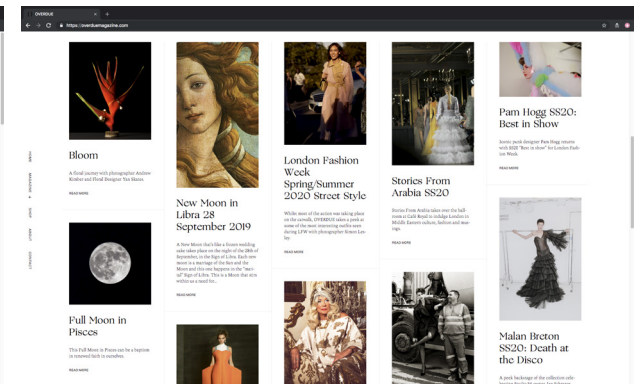
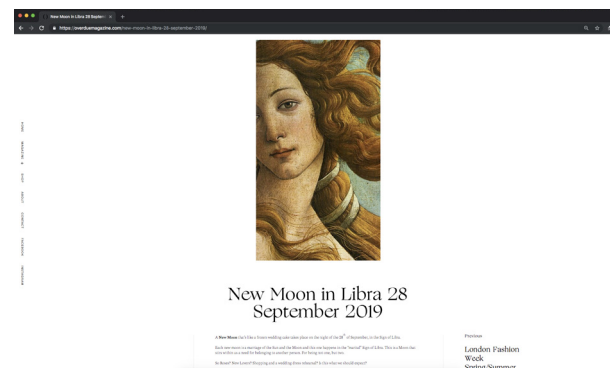
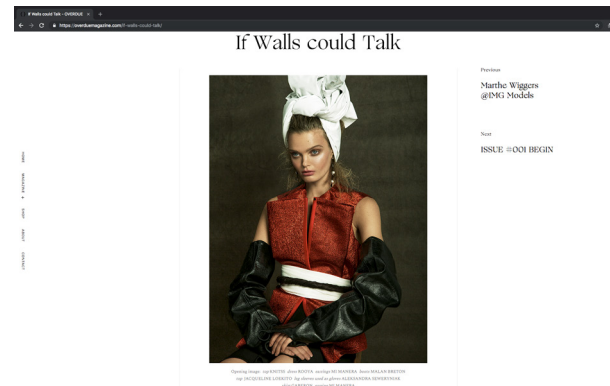
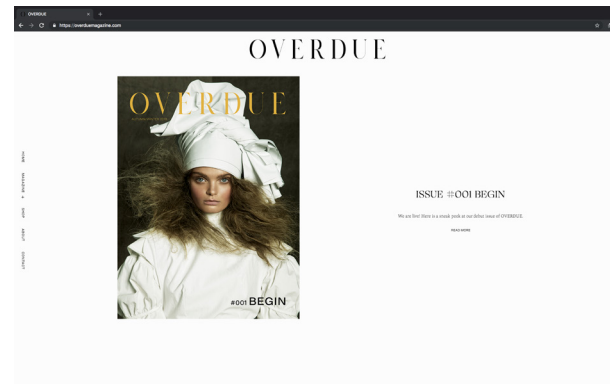
Location

1. United Kingdom
2. United States
3. France
4. Italy
5. Spain

Social Media following since the launch in early September 2019: 1000 with a stable 20% monthly organic growth

Total Social Media following of the Creative Collective: 27,000

OVERDUE



advertising online rates

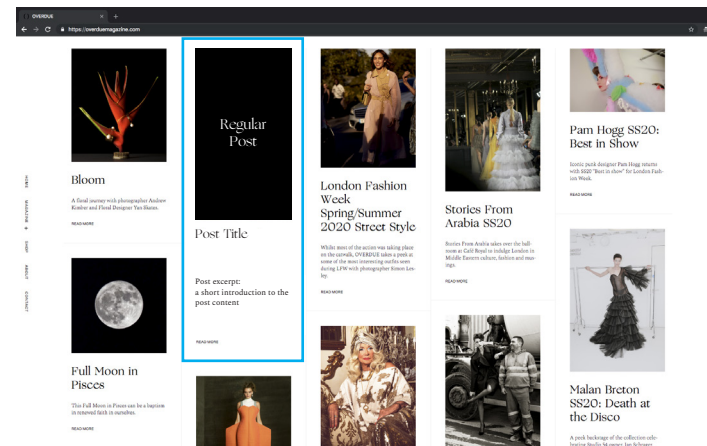
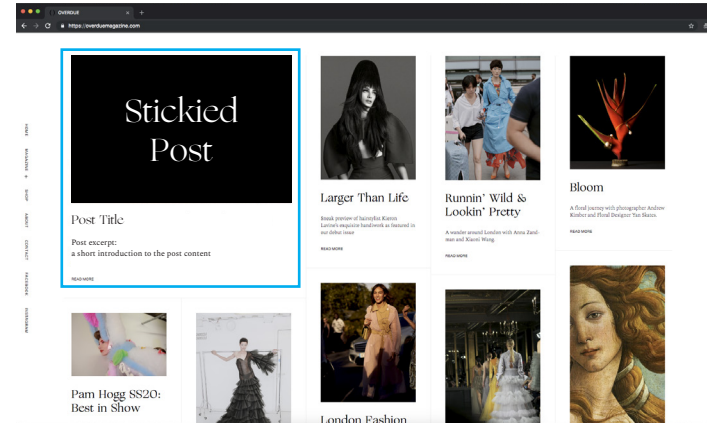
OVERDUE offer two online advertising options, a stickied post for two weeks (14 days) and a regular post for two weeks (14 days).

Advertising Online Rates:

Stickied Post two weeks: £500.00

Regular Post two weeks: £250.00

All advertising posts will be shared across our social media platforms including Instagram and Facebook stories.



creative collaborations

OVERDUE have a fantastic team of creative individuals ready to work with you to produce content that suits your needs and showcases your brand to its full potential.

Whether it be an advertorial, a look book, a campaign or any other content you would like the OVERDUE team to sprinkle our magic on, we have the creatives to produce stunning visuals tailored to your requests and budget.

Please do email us to discuss your next project:
info@overduemagazine.com

Renowned make-up artist and creative outlier James Kaliardos takes time out of his hectic schedule to share his career journey and the things that have defined it



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