

PRESS KIT / ENGLISH

Culture with a point of view. Free of advertising.

Apropos Magazine has opinions, an appetite for culture and little desire to call it a night. We write about what gets under our skin and keeps the conversation going. Curious, personal and with a sense of humour, even when we disagree. Independent, free to read and entirely free of advertising.

DESCRIPTION / 150 WORDS

Apropos Magazine explores the culture that fills stages, screens, pages and conversations. The independent Danish publication brings together reviews, essays and commentary on music, film, television, books, art, gaming and cultural life.

Its music coverage includes concerts, festivals and releases. Film and television are considered as storytelling, while books, art and games form part of a wider conversation about aesthetics, identity and society. There is room for both an individual work and the context around it. The editorial voice is personal, curious and open to humour, aiming to make culture matter and welcome fresh perspectives.

Apropos is free to read and carries no advertisements, native advertising or sponsored editorial content. Being free of advertising is a tangible part of its identity, both in the reading experience and in its editorial content.

Published by Apropos Creative ApS, Apropos Magazine is for readers seeking judgments and perspectives across many forms of culture.

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EDITORIAL PROFILE

What we cover.

Apropos covers culture through reviews, essays, guides and commentary. Its focus is on the works, their expression and the questions they open up: from the form and energy of a concert to a novel's view of society or the way a game tells a story.

Music

Concert reviews, festival coverage, album reviews and guides to acts on the programme. With room for both the music and the culture around the stages.

Art and design

Exhibitions, artists and visual expression. Coverage includes portraiture, installations and design, where a work's form meets questions about the body, identity and public life.

Gaming

Game reviews and perspectives on games as culture. Storytelling, aesthetics and gameplay inform assessments of the worlds that games invite players to explore.

Film and television

Reviews of films and TV series alongside perspectives on their stories, characters and themes. From an individual release to its place in the wider culture.

Books

Book reviews and literary perspectives that consider language, storytelling and the human and social questions raised by literature.

Culture and society

Essays and commentary on subjects including identity, representation, club culture and digital platforms. Cultural phenomena become part of a wider conversation.

Five examples from the archive

Farveblind at Lille VEGA

Music / Concert review



Untamed on Netflix

Film & TV / Series review



Kontrapunkt: Art or client work?

Art & design / Research-based culture feature



Sød Tøs by Anna Juul

Books / Book review



Astro Bot

Gaming / Game review



FACTS & PRESS CONTACT

Apropos at a glance.

Name	Apropos Magazine
Profile	Independent Danish digital culture publication
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Access	Free to read
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Publisher	Apropos Creative ApS
CVR	38175661
Editor-in-chief	Frederik Emil Kragh
Website	aproposmagazine.com

Original logos

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Press contact

Liv@aproposmagazine.com

Please include your publication, topic and deadline.

Frederik Emil Kragh · Editor-in-chief



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