

# MEDIA KIT 2018

DESIGN. FASHION. ART. TRAVEL. LIFE. MUSIC. PHOTOGRAPHY



FORT LAUDERDALE  
FASHION WEEK  
MAGAZINE

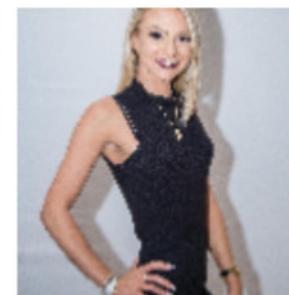


# What is FLLFW Magazine all about?

There are millions of women who are underserved when it comes to entertainment and culture. We want to provide modern, yet modest, content so that FLL FASHION WEEK MAGAZINE can meet the needs of these individuals.<sup>77</sup> Tailored to men and women seeking the latest in fashion and beauty, the magazine will feature a diverse range of content, including fashion features, Fort Lauderdale Fashion Week designers, Kids Fashion Weekend, testimonials, trends, celebrity stories, relationship and dating topics, spirituality, information on positive self image, healthy eating, physical fitness, medical health, career tips, shopping tips, inspiring stories and more.

# FLLFW

m a g a z i n e



we're for fashion, music, design, art, photography, travel, beauty, life and laughs.

# Who do we speak to?

Our readers are the smartest, funniest, coolest women (and men!) in town. Their connection to flfwmag is just like the one you have with your all-time favorite band: gushed about, savoured and shared with friends.



*70% female • \$75K median income • 19-45YO core demographic*

94%  
have visited a  
website after seeing  
it in flfw

96%  
consider themselves  
to be creative in the  
fields of art, fashion,  
music, beauty,  
photography or film.



89%  
have been reading  
FLLFW Mag more than  
a month

89%  
feel inspired  
after reading  
flfw Magazine

# *Our ever-expanding online community*

Between issues, fllfw magazine readers can't get enough of our brand. They go online to continue strengthening the bond, which is why we can boast stats like these:

10,131+  
e-newsletter  
subscribers  
(and growing daily)

3,700+  
average  
monthly web  
pageviews\*  
fllfashionweek.com

instagram  
followers  
(is growing daily)



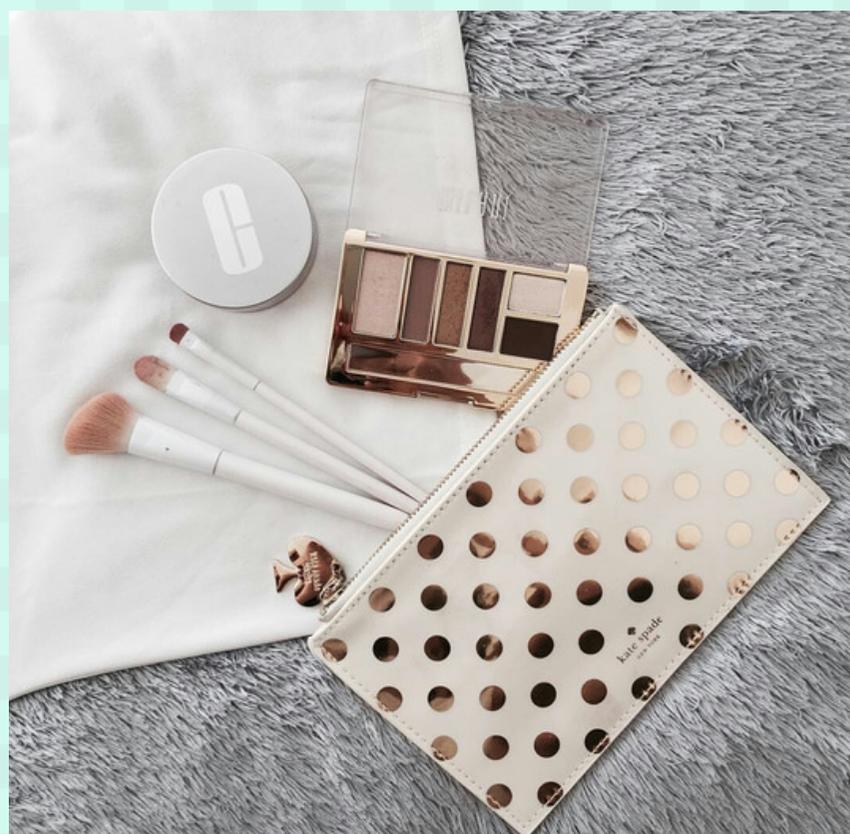
# Flfw mag's advertising ethos

We pride ourselves on partnering with like-minded brands and curating a meaningful environment for readers. Our commitment to a lower-than-average advertising to editorial ratio and carefully planned ad placement in each issue ensures your brand will stand out. You get all the cachet, without any of the clash.



Photograph by:  
Heidi Elizabeth Harris  
Makiba Left to Right:  
Tashia Hudson, Kate Clonan,  
Britney Stark, Marina Van

PHOTIZO COLLECTION



# print options

## RATES (EXCL. GST)

FULL PAGE	DOUBLE PAGE PREAD	HALF PAGE	INSIDE FRONT COVER	INSIDE SPREAD	INSIDE BACK FULL PAGE	OUTSIDE BACK COVER
\$600	\$2800	\$350	\$750	\$1350	\$1350	\$950

## SCHEDULE

ISSUE #	COVER DATE	RELEASE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL DEDLINE
2	APRIL 21st	JULY 7th	MAY 10th	MAY 30th	MAY 20th
3	SEPTEMBER 22nd	NOVEMBER 17th	SEPTEMBER 25th	SEPTEMBER 30th	OCTOBER 1st

### USAGE STATISTICS

PUBLISHER MAKES NO GUARANTEE OF ANY LEVEL OF TRAFFIC AT ANY GIVEN TIME. PUBLISHER SHALL NOT BE HELD LIABLE FOR ANY CLAIMS AS THEY RELATE TO PUBLISHED OR UNPUBLISHED USAGE STATISTICS. PUBLISHER IS NOT REQUIRED TO PROVIDE ADVERTISERS WITH USAGE STATISTICS.

# digital options

## RATES (EXCL. GST)

	TOP BANNER	MED REC	BOTTOM BANNER	EXCLUSIVE (TOP & BOTTOM) BANNERS
fllfashionweekmag.com	\$200/month	\$100/month	\$150	\$300

Note - The brand should submit the artwork already made. FLLFWMAG will charge additional fee if artwork needs to be made. Contact us

## BRANDED CONTENT

Note – Additional loading applies for video/animated embedding. Category exclusivity applies. Available only to those in the corresponding print edition



hands up  
who wants to  
advertise  
with Fllfw  
magazine?

FLLFW  
m a g a z i n e

FLLFWMAG  
press

**Account manager**

Nellie Jean (305) 922-5327  
nellie@fllfashionweek.com

**General Advertising**

Florentina West (305) 720-6686  
magazine@fllfashionweek.com

[www.fllfashionweek.com](http://www.fllfashionweek.com)

