



# Media Kit



## The World's Business Fashion News



**Available in 11 languages**

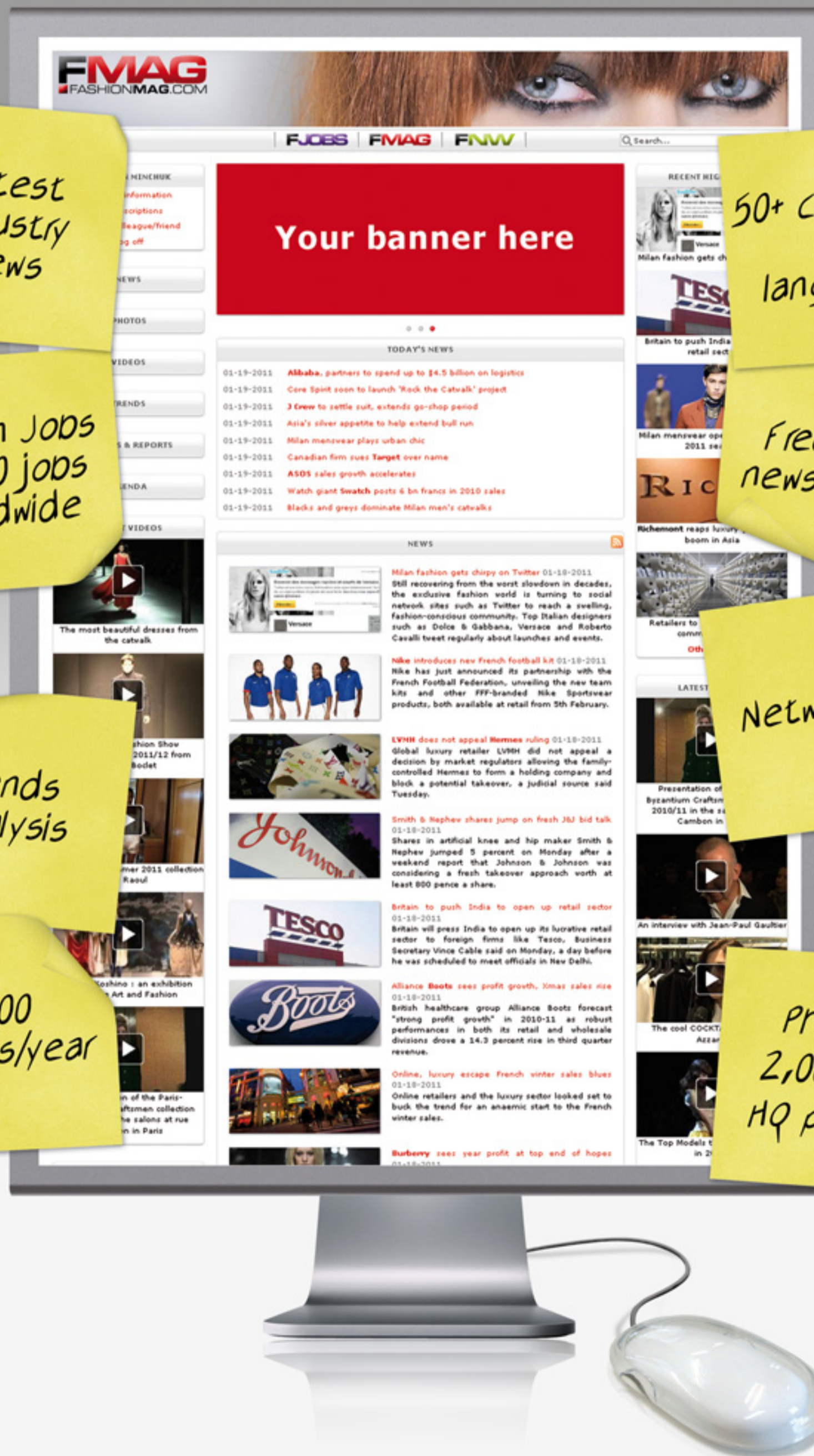
English, Italian, French, German, Spanish, Russian, Chinese, Arabic, Portuguese, Japanese and Turkish

**More than 450,000 professionals  
subscribed worldwide**



## About FashionMag.com

450,000 fashion professionals  
consult FashionMag's daily newsletters  
& information portal



Latest industry news

50+ countries in 11 languages

Fashion Jobs  
15,000 jobs worldwide

Free daily newsletters

Trends analysis

Networking

1,000 videos/year

PHOTOS  
2,000,000  
HQ photos



# Statistics

## Subscribers per country \*in thousands

Total subscribers : 450,000

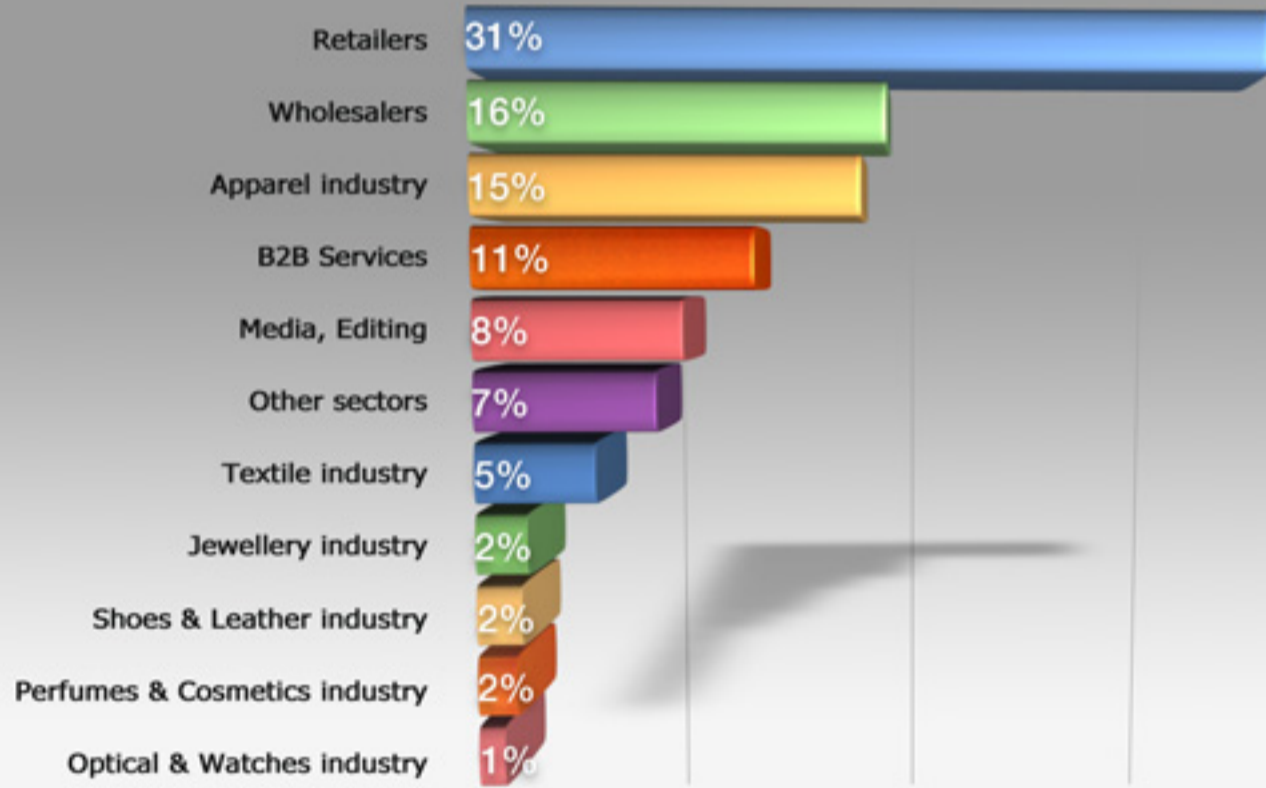
Average visits per month: 2.2 million

Unique visitors per month : 551,000

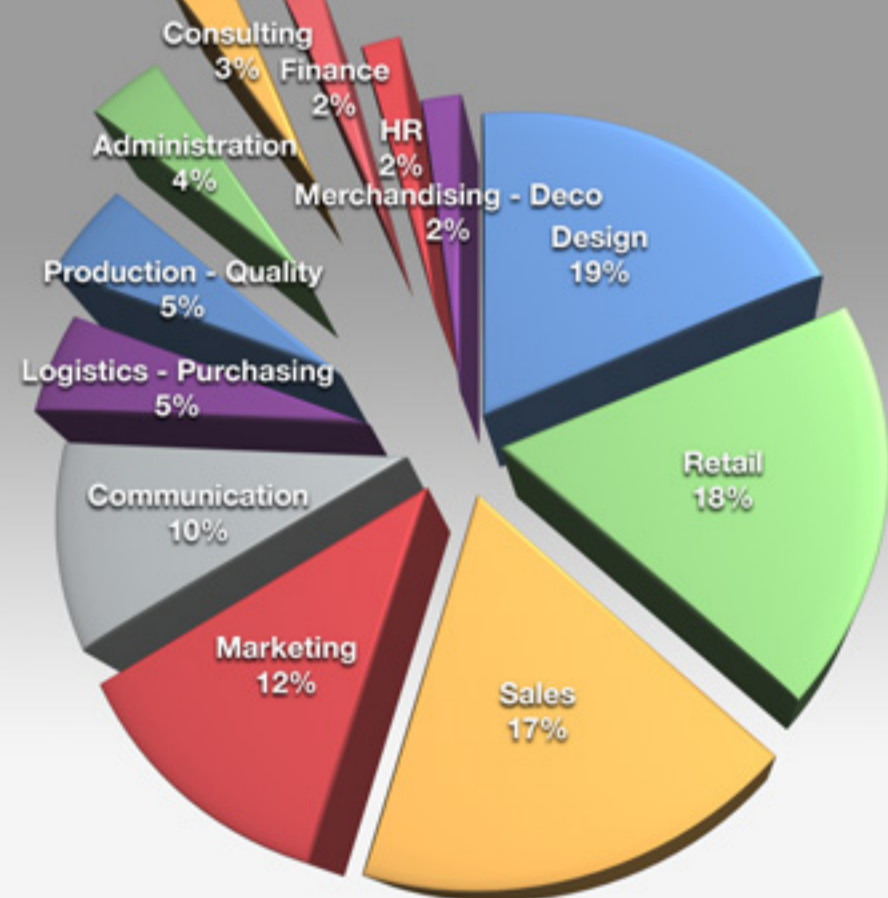
Google Analytics (November 2011)



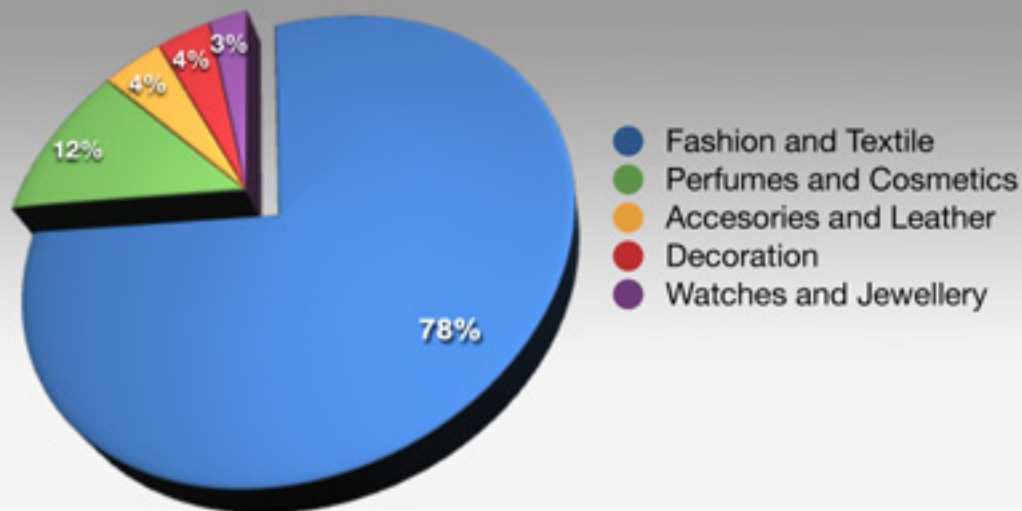
## Company sector



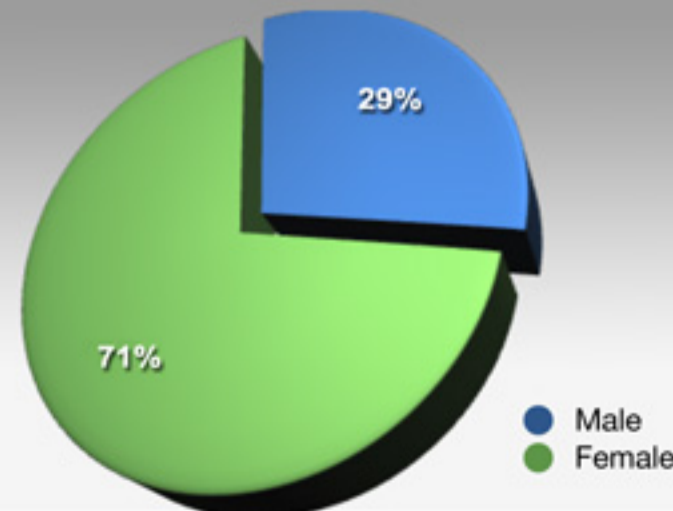
## Professions



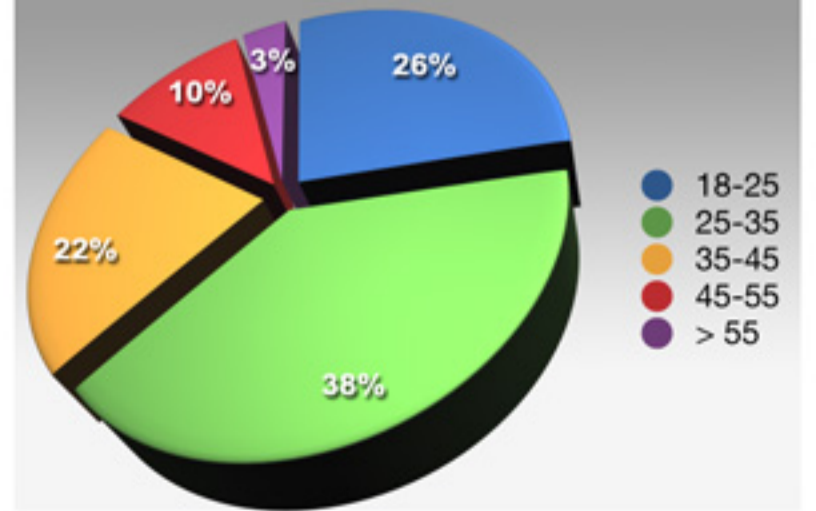
## Industries



## Gender



## Age



# Advertising rates

## Newsletter



## Website



### Banner on Newsletter

540x200 pixels - JPG/GIF - 40Kb

### Banner on Website

540x200 pixels - Flash/JPG/GIF - 40Kb

Ad Rates per country	Number of subscribers per country's newsletter	Rank in Newsletter			Exclusive Newsletter	Banner on Website
		1st	2nd	3rd and on		
France	148,000	€1,500	€1,000	€800	€5,000 Logo in background + 5 banners	Home page and everyother page on rotation
Italy	98,000	€800	€500	€400	€2,500	
USA, UK, Spain	20 - 50,000	€500	€350	€250	€1,750	
Germany, China, India, Russia	15 - 30,000	€300	€200	€150	€1,000	
Brazil, Mexico, North Africa, Middle East	6 - 10,000	€200	€150	€100	€750	
Colombia, Argentina, Peru, Japan, Turkey, Canada, Austria, Portugal, Australia, Singapore, Ukraine	1 - 6,000	€100	€70	€50	€500	

## CONTACT

FashionMag.com

7, rue de Turbigo - 75001 Paris

Phone : +331 75 57 89 40 or +331 75 57 92 00

Fax : +331 44 09 84 68 - Email : media@fashionmag.com

