



2023

EDITORIAL CALENDAR

Editorial Mission

i-7ashion Magazine

serves as mentor, role model and information resource for the innovative, fashion attentive individuals nationwide who are devoted to their craft and looking for an outlet to promote their own brand. Through our magazine, website, research, social network and powerful events,

I-Fashion provides its educated and affluent readers with the community, solutions and strategies they need to thrive in the industry



Global Brand Strategy

I-Fashion's global brand strategy

is to communicate with today's aspiring and established Fashion oriented individual who has a round-the-clock love of fashion. This is for those individuals who flex their day, week, month and year according to the needs of their fashion schedule and I-Fashion World is ready to meet those non-stop needs when and where they demand.

I-Fashion Magazine is the foundation of the brand and it remains the strongest link to our audience. The magazine has given birth to many successful platforms to communicate with our audience. Our website, i-fashionworld.com, addresses the needs of the fashion community. The robust dialogue of our fashion bloggers follows the fashion trends 'round-the-clock', and our exclusive twitter parties routinely start at 9:00 pm to fulfill our unique need to socialize after hours, after the days limelight has ended and the night show has begun. I-Fashion Conferences and Events help the fashion discrete improve their skills and we are looking to form the I-Fashion Research Institute which will conduct national studies to keep all of us ahead of this multi-faceted industry.

I-Fashion Magazine publishes at a 8x frequency and a rate base of 850,000. This business strategy allows I-Fashion to invest in its multiple platforms and maximize business opportunities.



Editorial Calendar



January Beauty At Every Age

This issue is geared towards the celebration of fashion professionals who has managed to start their careers late or maintained their livelihood in a profession where the surface is everything. We take a deeper look into what makes them tick and their incredible stories behind their struggle for success.

- Models Who started their careers later in life
- Advice on how to maintain your fashion career at a later age
- Great Mature Travel Destinations

Close: 01/10/2023

February Fashion Week

Take a look at the new creations from designers from all over the world. New York fashion Week is a platform where the fashion industry gets a chance to showcase its talents from new to established, from young to long-standing, fashion is a platform to express yourself.

- Fashion Shows from NY Fashion Week
- Showcase emerging designers
- How to locate

Close: 02/05/2023

July Resort & Swimwear

We've been taking a stroll along some of the most exotic resorts and we would like to share some of the best swim and resort styles that we have come across.

- Top Resorts to visit
- How to wear it guide
- Wonderful Accessories

Close: 07/05/2023

August The Stylish Woman

More than just a pretty face, women are being taken more seriously than their looks. But what's most important is that they are presenting themselves as the powerhouses they should be.

- Jewelry and Accessories
- Fabulous at every age
- Shoe and Bag Special

Close: 08/05/2023



Editorial Calendar

March Black History Month

Gearing up for Fashion week, we have a few great minority designers that we want to showcase in this issue. Also, we give a preview as to what is coming up for SS2023 and the great designs and shows that were presented during fashion week.

- Showcase of Minority designers
- Best Fashion Shows
- Designs from new and established designers

Close: 03/05/2023

April/May New Spring Looks

Let's prepare for Spring and Summer with some new looks which includes clothing styles, hair and makeup and suggestions to start eating properly.

- Color Trends for 2020
- 20 best Jewelry Images
- Fashion From around the world

Close: 04/05/2023

June Men

Devoted to the gentlemen that are making a mark in the fashion industry, weather its understanding fashion from a male point of view to understanding what makes a woman feel great through clothing.

- Mens Health
- Sport jackets, two and three piece suits
- Closet must haves

Close: 06/05/2023

September Kids

Our little fashionistas are given the platform to showcase their talents. These talents are not limited to just fashion but anything that lifts the gifts of our children.

- Child Agencies
- Back to School Looks
- Why your child say "NO"

Close: 09/05/2023

October Fashion Week Special

Take a look ahead at what is coming next year. True design and creativity is projected in this issue so we get a first look at what style and trends are hitting the streets to red carpet events.

- Key Trends at every price
- Best of the season
- Getting ready for winter

Close: 10/05/2023

November/December Holiday

Let's look at what a fashionable holiday brings. We take a look at the year in review and forecast how the fashion trends have changed within any given time.

- Holiday gift guide
- Look holiday fashionable
- Update your look

Close: 11/05/2023

Get a high ROi with an ad in i-Fashion.

130,000*

Readers Take Notice!

Give your brand high visibility among an influential audience of:

- Your current and prospective colleagues
- Additional Editors
- Media Executives
- Educated Fashion Professionals

86%

of readers had brand association
after seeing an ad in the
magazine.

47%

of readers recalled an ad in the
magazine.

65%

of readers took any action after
seeing an ad in the magazine.





AUGUST 2017

i7M

Tablet Advertising for the Fashionista on the Move

I-Fashion readers rely on their iPads and tablets for quick access—anywhere and any time—to our magazine’s helpful work life balance news, tips and advice. Feature your advertising in I-Fashion iPad and tablet editions.

Designed for iPad Requirements

iPAD SCREEN SIZE.....1536 X 2048 pixels
File Size.....15 mb max
FILE TYPE.....Adobe InDesign / Layered PSD file

i-Fashion on iPad Features & Functionality

All I-Fashion App pages feature pinch and zoom

External web links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times
- Flat production cost: \$1500/net

Interactive gallery

- Supply high res images at full-screen size, 8 images max
- Touchable photo thumbnails bring up larger versions

Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

Video player

- Video hotspot/button will lead to video screen with controls.
- Maximum length for embedded videos is 30 seconds. Videos longer than 30 seconds will be streamed on-line.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280X720 (16:9 ratio)
- In-Content: Specs are TBD depending upon scope

Straight from Print Instructions

To Change out your SFP ad with a different ad on the iPad Upload a revised Pdf in a .zip file at same trim size as the print ad to the Bonnier Ad Portal selecting the iPad/Digital issue for the title you are uploading to.

Size of the ad file will be the same as the print ad. It will be converted to the necessary size to fit on the iPad by Bonnier Production. OR a jpeg sized at 5.818" X 7.758" at 264 ppi.

Keep any live material away from 100 pixel deep navigation zones (approx. 3/8 in. deep) at top and bottom of screen.

To add external Web Links to your Print ad on the iPad Email the URL link to your Production Manager

TO add an Interactive Photo gallery, Video, Or Sound File to your Print ad on the iPad

Upload images/video/audio files in a .zip file to the Bonnier Ad Portal selecting the iPad/Digital issue for the title you are uploading to.

PRODUCTION CONTACT

Email: magazine@i-fashionmag.com

NOTE: I-Fashion on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.