



2023

ABBREVIATED

MEDIA KIT



Editorial Mission

i-7ashion Magazine

serves as a guide and information resource for the fashion attentive individual who is devoted to deepening their craft. Through our magazine, website, research, international and domestic social networks and events, i-Fashion Magazine provides readers with both the community and strategies needed to thrive in the fashion industry. Because we care about being culturally sensitive, we are culturally inclusive of talent in the fashion industry.

While i-Fashion Magazine is the foundation of our brand and after 10 years remains the strongest and most consistent link to our multicultural audience, i-fashionworld.com, addresses all of the needs of the fashion community. Our uniqueness lies in our diversity in scope from business to design to photography.

Thank you for taking an inside view at all that we have to offer.



Global Brand Strategy

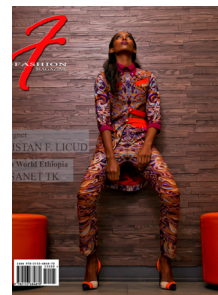
I-Fashion's Magazine

Our global brand strategy is to merge new and existing talent. We are a platform to communicate with and showcase the aspiring and established fashion focused individual with a round-the-clock love of and investment in fashion. This magazine is for individuals who flex their day, week, month and year according to the needs of their fashion schedule. In other words, i-Fashion Magazine is the “Go To” platform for our new and seasoned talent working to thrive in a multicultural world.

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 fashion coverage of events keeps our readers in the know.

i-Fashion Magazines inclusive insights and events help the fashion discrete improve their skills and we are looking to form an i-Fashion interactive website which will assist fashion individuals ahead of this multi-faceted industry.

i-Fashion Magazine publishes at a 10x frequency and a rate base of 850,000. This business strategy allows i-Fashion to invest in its multiple platforms and maximize business opportunities.



Mission

Career fashionistas were at the epicenter of buzz-worthy news in 2019, and I-Fashion helped lead the way! From supporting diversity on the runway, to encouraging and assisting fresh new talent to pursue their dreams, i-Fashion demonstrated its unparalleled leadership in giving new fashion guru's, advice and a voice.



i-Fashion Kids

i-Fashion magazine is becoming the focal point for parents and caregivers who wish to start their kids modeling career. We provide consulting to parents/caregivers as well as resources such as articles and links to help ground them in their journey.

Runway Coverage

i-Fashion continues to bring you the latest runway shows from all over the world, featuring brand new designers as well as those new to the industry. In fact, the i-Fashion Team has received multiple awards for their fashion coverage, including in New York and Toronto. i-Fashion has been selected to be media sponsors for various high-end shows. In addition, our team of talented photographers have been chosen to exclusively shoot editorials during the Fashion Week shows.



Diversity in Fashion

i-Fashion supports diversity and inclusion. We remain conscious of race and culture and choose to consciously represent the fashion world in all of it's beauty, complexity, and nuance. The i-Fashion team is unique in that we value all shades of beauty and make a point to highlighting them in creative ways through choice of models, designers, MUAs, photographers, hairstylists and all fashion related professionals.



Demographic Profile-Women

total women	(000)	%Comp	Index
readers	2352	100	100

age

18 – 24	1604	71.7	135
25 – 35	1954	60.9	156
36 – 49	954	39.5	98
50+	1025	25.9	102

Median Age 27.2 years**education**

College-B.A./Post Graduate	64.5	35.4	128
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employment

Employed	1,182	64.9	120
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household income

Median HHI \$62,172

Multicultural

Multicultural Women	759	41.7	175
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**SITE HITS & REACH AV/QTR**

US 63,374	BR 23	IL 11	ZA 7	DK 4	AW 2	BA 1	ET 1
CA 2062	CN 20	TH 11	TW 7	CL 4	VE 2	DZ 1	MA 1
GB 223	SE 20	PH 9	TT 7	BB 4	MQ 2	AE 1	BZ 1
ET 98	ES 19	IE 9	SK 6	KR 3	JM 2	ZM 1	BO 1
NL 64	PL 18	GR 9	PR 6	CR 3	SY 2	GE 1	BJ 1
FR 60	FI 17	BS 9	NO 6	AI 3	GH 2	MD 1	BW 1
IN 42	RO 16	BG 9	CH 5	LT 3	NG 2	AL 1	SD 1
AU 41	JP 16	SG 8	AT 5	PY 3	EE 2	ZW 1	KZ 1
RU 38	EG 16	PT 8	CO 5	BM 3	OM 1	AN 1	KW 1
IT 34	BE 15	DO 8	PK 5	NZ 3	RE 1	GY 1	CI 1
UA 32	ID 14	MY 8	KE 4	HT 3	GT 1	RS 1	KY 1
MX 29	CZ 12	BD 7	HK 4	PE 3	AO 1	PS 1	GP 1
TR 25	HU 12	AR 7	BY 4	DM 3	SA 1	LB 1	

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
- Wardrobe for expectant moms

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

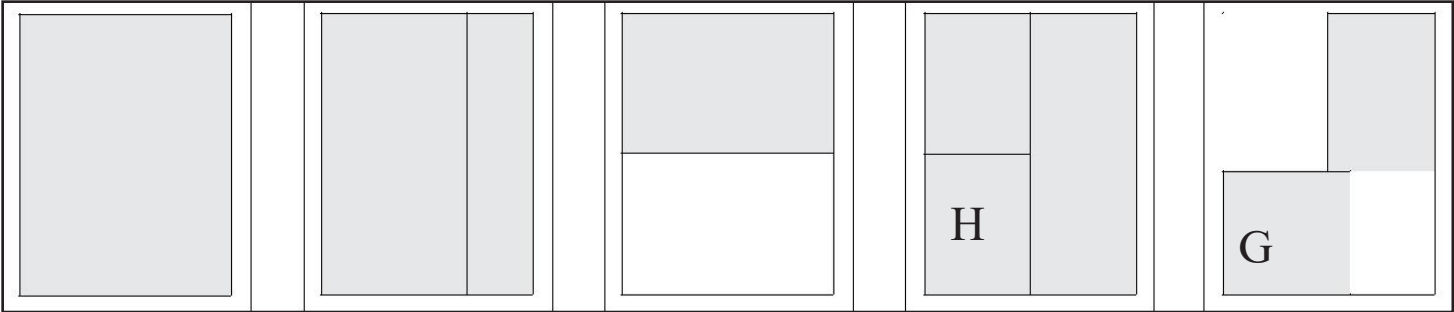
Close: 11/05/2023

Circulation*

<i>Year</i>	<i>Close Date</i>	<i>Print</i>	<i>Electronic/Online</i>
2020	12/31/2020	4215	5124
2021	12/31/2021	4587	5894
2022	12/31/2021	4625	6572
<i>Quarter</i>	<i>Close Date</i>	<i>Print</i>	<i>Electronic/Online</i>
1st Quarter 2022	03/31/2022	1584	2176
2nd Quarter 2022	06/30/2022	1104	1764
3rd Quarter 2022	09/30/2022	752	2122
4th Quarter 2022	12/31/2022	1185	2686



* Circulation numbers are estimated until the actual release on the specific quarters. For more information on circulation numbers please contact us at magazine@i-fashionmag.com with business intentions.



	unit SIZE	NON-BLEED (live area)	BLEED	TRIM
	Spread	14 3/4" X 10 "	16 " X 10 3/4"	15 3/4 " X 10 1/2 "
A	Full page	7 3/8" X 10 "	8 1/8" X 10 3/4 "	7 7/8" X 10 1/2"
B	2/3 Vertical	4 3/8" X 10 "	5 1/8" X 10 3/4"	4 7/8" X 10 1/2 "
C	1/3 Vertical	2 " X 10 "	2 3/4" X 10 3/4"	2 1/2" X 10 1/2 "
D	1/2 Horizontal	7 3/8 " X 4 5/8 "	8 1/8" X 5 3/8"	7 7/8 " X 5 1/8 "
	1/2 Horizontal Spread	14 3/4" X 4 5/8 "	16 " X 5 3/8"	15 3/4" X 5 1/8"
E	1/2 Vertical	3 5/16" X 10"	4 1/16" X 10 3/4"	3 13/16" X 10 1/2"
F	1/3 Digest Size	4 1/2" X 10"	5 1/2" X 8"	5 " X 7 1/2"
G	1/3 Square	4 1/2" X 4 3/4"	5 1/4" X 5 1/2"	5 " X 5 1/4"
H	1/4 Page	3 3/8" X 4 3/4"	4 3/8" X 5 3/4"	3 7/8" X 5 1/4"

LIVE MATERIAL AND SAFETY FOR spreads

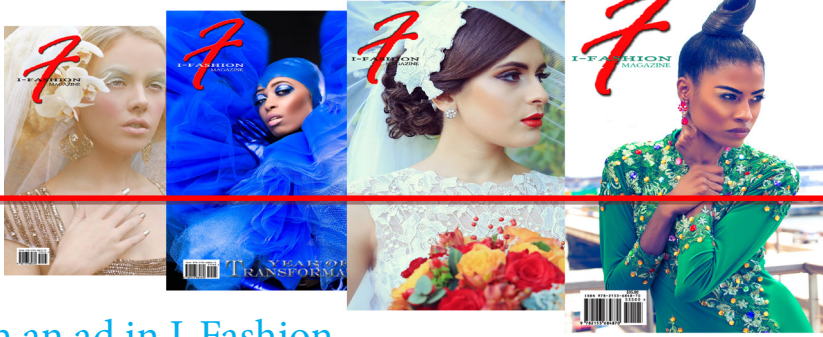
Live matter intended to print must be positioned in accordance with the non-bleed size of the ad, for both full and partial page ads. Gutter safety for spreads and 1/2 Horizontal spreads is 1/2" total and 1/4" on either side of the gutter.

OVERSIZED NON-BLEED MATERIAL

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit; the bleed rate will apply.

BLEED PAGE UNITS

- Safety for live area (type or image not intended to bleed off the page) is 1/4" from top, bottom, and both sides.
- All ads will be centered on the page unless accompanied by a ruled proof.



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
- Fashion Professionals
- Chamber of Commerce Members

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.

