



FASHION XCHANGE MAGAZINE | All Fashion. All Business. No Gossip.

MEDIA

Fashion Xchange Magazine is a fashion industry trade magazine. As a resource for emerging & established professionals we advocate the brands, events & professionals that embodies the success of the fashion industry.

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Office (510) 904-7899 | sales@fashionxchangemag.com | www.fashionxchangemag.com



DOING what others are not

Fashion Xchange Magazine is a fashion industry trade magazine. As a resource for emerging and established talent, we advocate the brands, events and professionals that embody the success of the fashion industry. We provide a platform where arising talent can be showcased alongside today's leading professionals.

Beyond mere product placement, our goal is to deliver informative content and focus upon giving in-depth reports and analyses of the ever changing industry. Our overarching goal is to enlighten our readers with the necessary tips and advice of how to create and maintain a sustainable career in the marketplace.

Whether you're a model, fashion designer, photographer, student or a fan of fashion, Fashion Xchange Magazine allows our readers to gain knowledge often only revealed behind closed doors.

During the first year of publication, we successfully tapped into a market with little or no national competition. One confirmation of our

ability to attract and retain our readers and successfully garner respect as an emerging media player in the market was when we were nominated for Best Magazine of 2014 by the 7th Annual San Francisco Fashion Awards. Our Editor In Chief, Robert Silver was the winner of the 2014 Best Photographer. Awards at this ceremony were given to those who were recognized for their contribution and continued professional conduct that influence and elevate the San Francisco fashion industry.

As a self funded publication we have sustained a 3,377 readership, 3,370 monthly website page views & have a digital reach of over 68,000 people. Within one year we have expanded outside of our immediate area (San Francisco Bay Area) and now command a presence in the Los Angeles county area; being our second largest readership base.

Advertising with us exposes your brand to a segment of image conscious and tech savvy consumers 40% of our readers are 25-34 yrs old with 70% of our total readership being women. We hold a unique position in the marketplace

while serving this niche market. No other larger national magazines are serving this market. With that said, this is a great opportunity for any brand to enter into a market and capitalize on the exposure with little to no competition. Our readers are most concerned about reading about what brands, events & professionals that embody what it is to be successful in the fashion industry.

We don't see ourselves as just another consumer-fashion magazine but rather as partners in creating relationships between you (the brand) and our readers. We have created the next level of what a magazine delivers to its readers and advertisers. By adding a retail/catalog/e-commerce element to our publication (and website) with our Editorial Sponsorship Program we have added value to each page to our readers. Our readers not only will be able to read great content but also they will be able to take the next step in engaging with our content by being able to Buy the look they love; from our magazine to your product. Buy the look they love.



FX
mag

DIGITAL REACH

Website, Facebook, Instagram, Pinterest,
Twitter, Newsletter, etc.

68,674

PRINT AD

Rates are for first time advertisers only.

	1X	3X	6X	12X
Full Page	\$1,025	\$871	\$740	\$629
1/2 Page	\$665	\$565	\$480	\$408

Your brand/product appears in front of readers most interested in the kinds of products your offer. Choose from a variety of sizes and placements to maximize your visibility.

TOTAL READERSHIP

paid & non-paid subscribers

3,308

DIGITAL AD

10% Discount given for one-year contract on all Web ad placements. We receive 3,000 page views per month

BANNER AD DISPLAY	3 MONTHS	6 MONTHS	12 MONTHS
Dimensions in pixels	728 x 90h, 300 x 250h, 160 x 300		
Home Page	\$595	\$450	\$405
Any Single Section Directory Page	\$476	\$310	\$285
Any Single Niche Sub Section Topic Page	\$380	\$150	\$142

3,375 WEBSITE PAGEVIEWS
per month

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DEMOGRAPHICS

AGE:

18-24	15.82%
25-34	40.29%
35-44	20.61%
45-54	14.76%
55-64	5.98%
65+	2.53%

GENDER:

Female	64.6%
Male	35.4%

40% College Educated
Median Household Income:
\$53,250 *as of 2013 advisor-
prospectives.com

We offer single-copy
& annual digital and
prints subscriptions.

Interests:

- Sports
- Computer
- Electronics
- Travel/tourist destinations

Geographic:

- San Francisco
- Los Angeles
- New York
- Hayward
- Sacramento
- San Jose
- Oakland
- Dallas
- Burbank
- San Diego

**Google Analytics

SPONSORED NEWSLETTERS

Have a letter head or a side box digital banner ad embedded within our weekly news letter. All of our newsletters are sent to demographics that are relevant to your product/service. Your product or service can be seen to **over 6,000 recipients per month** in our e-newsletter that we send out to our readers three time per week.

SOCIAL MEDIA ENGAGEMENT

We gain an average of 240 LIKES per month and our activity reach a monthly average of 581 people per post.

- Total Reach is 846 people (*posts, posts by other people, Page like ads, mentions and checkins*)
- Each post reaches 581 peoples on average

SEX
F | M
71% 28%

TOTAL DIGITAL FOLLOWERS
all social media site followers & likes

17,678

FACEBOOK

AGE:

13-17	7%	11%
18-24	14%	20%
25-34	11%	12%
35-44	7%	8%
45-54	2%	3%

CITY
San Francisco
Los Angles
Oakland
Sacramento
San Jose
Berkeley
Dallas
New York
Bangkok

COUNTRY
United States
Thailand
Canada
United Kingdom
Cyprus
India
Bulgaria
Russia
Philippines



Although we made the print edition of Fashion Xchange available (via Magcloud.com; print on demand providers), we no longer will be offering this lower grade, digital print editions of our magazine.

We now will be offering sheet feed commercial print edition magazines. Our Spring/Summer '15 Issue will be the first issue that will be reaching 10 - 12,000 readers. With a goal of expanding our print reach to 10,000 readers all while increasing our digital reach by 50% at the same time by the end of the year!

We will be relying on paid subscriptions and advertising sales to reach our immediate goals. Our strategy is to not only increase our readership base (paid & non-paid subscribers) but increase our market share; increasing our regional presence (west coast United States) and setting up for national distribution (North America). The circulation target includes fashion industry consumers and industry professionals. To maintain our circulation goals we will be distributing 60% of our print issues through a direct-mail order list to the most high traffic locations to be read by avid consumers of fashion products but also where issue have the longest life cycle - hair/beauty salons, high-end day spas. We'll be also targeting model/talent agencies, fashion design schools, photography schools; current & emerging industry professionals to increase our professional presence & further our trust in the industry.

ADVERTISE With Us

www.fashionxchangemag.com | ads@fashionxchangemag.com | (800) 690-9931

FASHION XCHANGE

magazine

PRINT AD RATES:

FULL-PAGE	1X	3X	6X	12X
Four-Color	\$1,210	\$1,028	\$874	\$743
1/2 PAGE				
Four-Color	\$907	\$770	\$655	\$557

Premium Positions	1X	3X	6X	12X
Inside front Cover	\$2665	\$2,265	\$1,925	\$1,636
Inside Back Cover	\$2,420	\$2,178	\$1,851	\$1,573
Back Cover	\$2,665	\$2,265	\$1,925	\$1,636
Center Spread	\$2,420	\$2,178	\$1,851	\$1,573
2-Page Spread	\$1,936	\$1,646	\$1,554	\$1,320

All premium positions are on a first-come, first-served basis. Premium position and spread pricing is for four-color. Premium position pricing for the Fall Issue differs. Specific page placement within the magazine is also available at a premium. Contact Fashion Xchange's advertising sales department for details at ads@fashionxchangemag.com

PRINT AD DIMENSIONS



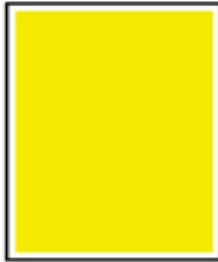
2 PAGE SPREAD

Bleed: 17 x 11.125

Trim: 16.75 X 10.875

Safety: 16.25 X 10.375

No bleed: 15.625 X 10



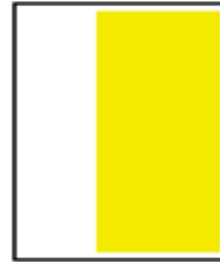
1 PAGE

Bleed: 8.5 X 11.125

Trim: 8.375 X 10.875

Safety: 7.875 X 10.375

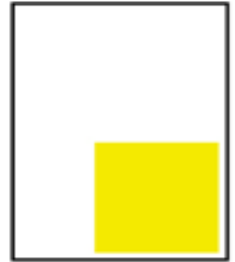
No bleed: 7.25 X 10



2/3 PAGE

Vertical

4.75" x 10"



1/3 PAGE

Square

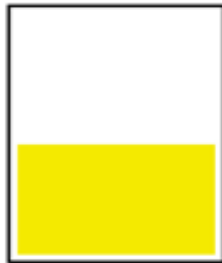
4.75" x 4.875"



1/3 PAGE

Vertical

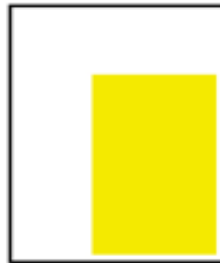
2.25" x 10"



1/2 PAGE

Horizontal

7.25" x 4.875"



1/2 PAGE

Vertical

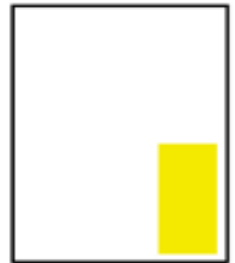
4.75" x 7.375"



1/6 PAGE

Horizontal

4.75" x 2.3125"

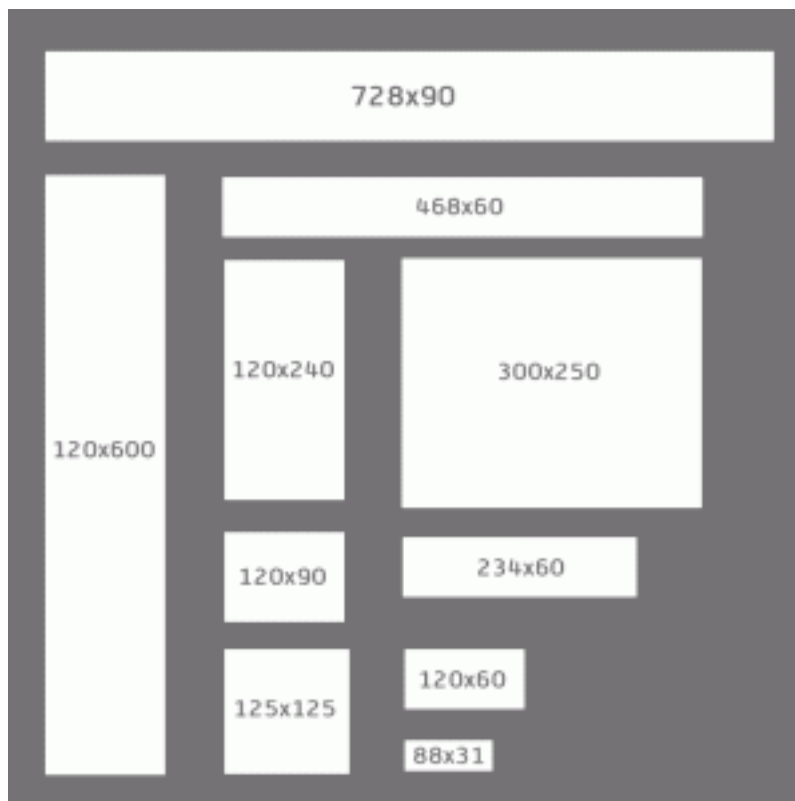


1/6 PAGE

Vertical

2.25" x 4.875"

DIGITAL AD DIMENSIONS



Discounts and Payment

- A 15% discount on space and color will be earned on display ads for electronic files submitted within our specifications. Gross rate will apply to ads which need alterations or reformatting. (see ad specifications for acceptable formats).
- Net due within 30 days of billing to receive discount.
- Ad creation services available
- New advertisers will be required to prepay for their first two ads upfront.

General Rate Policy

Frequency discounts are available and are based on the number of insertions run within a 12month period from the date of first insertion. Any advertiser who does not fulfill a contract will be subject to short rates. Ad contracts may be cancelled provided notice is given before the closing date. Credits and rebates are earned by increasing frequency during a contract. Orders subject to rate change upon 90 days notice from publisher

- Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for payments due the publisher. In the event that an advertiser has paid the agency, the advertiser is fully responsible for paying all invoices due the publisher.
- Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. Uniform rates apply to all advertisers at all times.
- Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed.
- The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within the control of the publisher.
- In the event of an error in the printing of a display advertisement, the publisher will re-run the correct version of the same ad material in the next available issue published.
- Publisher's liability for any error will not exceed the cost of the advertisement's space
- Publisher reserves the right to add the word "Advertisement" to or reject advertising that simulates editorial.



FASHION XCHANGE

magazine

2015 EDITORIAL PRINT & DIGITAL CALENDAR

as of March 2015
subject to change

First

AVANT GARDE ART OF FASHION ISSUE

- Lluvy Gomez on front cover (America's Next Top Model, cycle 4)
- Menswear goes avant garde
- A lookback in fashion history

Print Ad Close: 2/1/ 2015

Print & Digital On Sale: 2/9/2015

The Runway Rapport

F/W COLLECTIONS

Fall/Winter

- New York Fashion Week
- Los Angeles Fashion Week
- Seasonal trends
- Video interviews (InstaView)

Print Ad Close: 4/13/2015

Print & Digital On Sale:
4/20/2015

Second

SPRING/ SUMMER ISSUE

- Skin Tone Clothing
- Courtney Allegra
- Formal menswear
- Bridal Couture Designers
- Best Bridal Boutiques
- Beach & bikinis
- Accessorize
- Best travel camers gear

Print Ad Close: 5/25/2015

Print & Digital On Sale: 6/15/2015

Third

FALL ISSUE

- Fashion grad's on the rise
- Best summer photography locations
- Accessory designer highlights
- The business of blogging
- Fashion forecast

Print Ad Close: 8/3/2015

Print & Digital: On Sale: 8/24/2015

The Runway Rapport

S/S COLLECTIONS

Spring/Summer

- New York Fashion Week
- Los Angeles Fashion Week
- Seasonal trends
- Video interviews (InstaView)

Print Ad Close: 10/05/2015

Print & Digital On Sale: 10/26/2015

Fourth

WINTER COUTURE ISSUE

December

- A year in fashion, 2015
- Couture designer digest
- Mens Formal wear
- Outer wear special
- Gowns, glitz & glamour

Print Ad Close: 11/16/2015

Print & Digital On Sale: 12/07/15



ENHANCE YOUR EXPOSURE

Increase exposure and educate potential customers of your brand with one of our advertorial packages.

Current Specials

Full Page Promo	500-600 word product highlight article
Purchase A 2-Page Ad	premium product placement in shop page of website
Purchase a 3-Month Full Page Ad Package	Receive a 90 day Internet Ad Display On Home Page Of Website
6 Month Ad	25% Off (off original date)
Full Year Ad Campaign	30% Off (off original rate)

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