

A large, stylized black letter 'S' is set against a bright yellow background. The 'S' is composed of thick, rounded strokes. In the lower right portion of the 'S', the words 'STYLE SAMPLE' and 'MAGAZINE' are written in white, uppercase, sans-serif font, stacked vertically and slightly rotated to follow the curve of the letter.

STYLE SAMPLE
MAGAZINE

MEDIA KIT
2010

“It’s just a fascinating place to hang out for anyone whose job description includes style.

~Women’s Wear Daily



about

Style Sample is the leading publication for independent fashion and style bloggers. Each issue of our bi-monthly publication is devoted to covering the new style influencers: bloggers, designers, illustrators, photographers, and entrepreneurs making their mark on the worldwide fashion industry.

The magazine and website provide a platform for tech-savvy young creatives to express their passion for style and shopping, and explore their dreams of art and writing.

Distributed to a targeted and influential audience who are very loyal to brands that speak to them on their terms, Style Sample readers and contributors are interested in creating their own trends, inspiring others, and forming meaningful relationships with their own audiences and advertisers.

They are the future of fashion.

audience



Young and influential

Young and influential readers, core ages 16-32. Most have their own audiences and distribution platforms via blogs, social networks, and online communities.

Shoppers

Shop online and in stores regularly, and share their purchases with their online and offline communities.

Tech-savvy

Own and use computers, digital cameras, graphics software, and music players. Create and distribute content: writing, photos, art, and video.

Relationship builders

Are interested in developing relationships with advertisers and acting as loyal ambassadors for their favorite brands.

readership



Worldwide readership, concentrated in the US.



New readers continue to discover the magazine and site for months after each issue's release.

Style Sample contributors promote their contribution through their own social networks, and readers eagerly share their favorite discoveries with their friends.

Website

Approx. 2,000 hits per week

Magazine

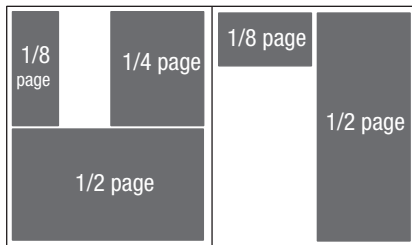
Approx. 200,000 unique page views each issue. Over 16,000 unique readers from 30 countries including the US, Great Britain, Australia, Canada, Brazil, Indonesia, South Africa, and more!

Email

Approx. 330 subscribers, most from the US, Canada, and Great Britain.

HOW CAN WE HELP YOU GROW? } *Style Sample helps you reach an incredibly targeted customer base at an affordable price.*

rates



We'll work with you to develop advertising messages tailored to *your* marketing goals, with discounts available on multiple insertions, cross platform advertising, and seasonal + annual bookings (quotes available on request).

Digital editions of *Style Sample* feature free active hyperlinks directly from the page, with unlimited impressions and click-through to the URL of your choice. Magazine advertisements appear in both the digital and print editions—twice the bang for your buck.



STYLE SAMPLE MAGAZINE

Full page	\$109
1/2 page	\$70
1/4 page	\$39
1/8 page	\$25

STYLESAMPLEMAG.COM

Header banner (468 x 60)	\$59/mo.
Skyscraper (125 x 430)	\$29/mo.
Sidebar square (125 x 125)	\$15/mo.
Email ad	\$30/msg

Contact us at info@stylesamplemag.com for details.

frequency

Bi-monthly, published **online** and via **print-on-demand** in January, March, May, July, September, and November on the first Tuesday of the month.

StyleSampleMag.com is updated with can't-miss information about the world of online fashion, tips, how-tos, inspiration, interviews, and special features a minimum of twice per week.

influencing influencers



Style Sample reaches the purchasers who drive mass purchases!

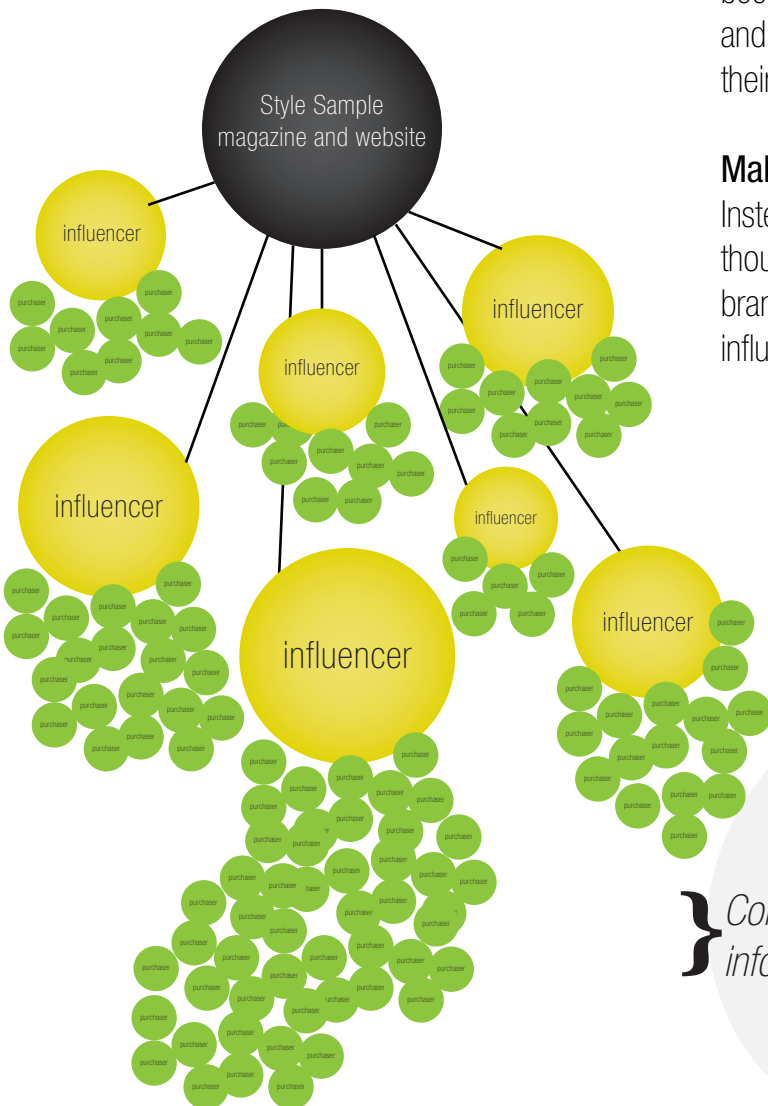
Style Sample has featured a number of bloggers who go on to form meaningful and profitable alliances with brands like Coach and Rachel Roy, and national print publications like *Lucky* and *Glamour*.

Become part of their world

As a publication for, by, and about style influencers, *Style Sample* readers are likely to support your brand when you become a part of *their* world. They are aware of their power and loyally align themselves with companies who understand their needs.

Make it easy on yourself

Instead of spending time and money trying to wade through thousands of potential customers, put your message and brand in front of a highly targeted audience with massive influence.



} Contact us at info@stylesamplemag.com for more information.