



# FASHIONISTA

Daily fashion industry scoops for insiders, by insiders

2016 ADVERTISING OPPORTUNITIES



## WHO WE ARE

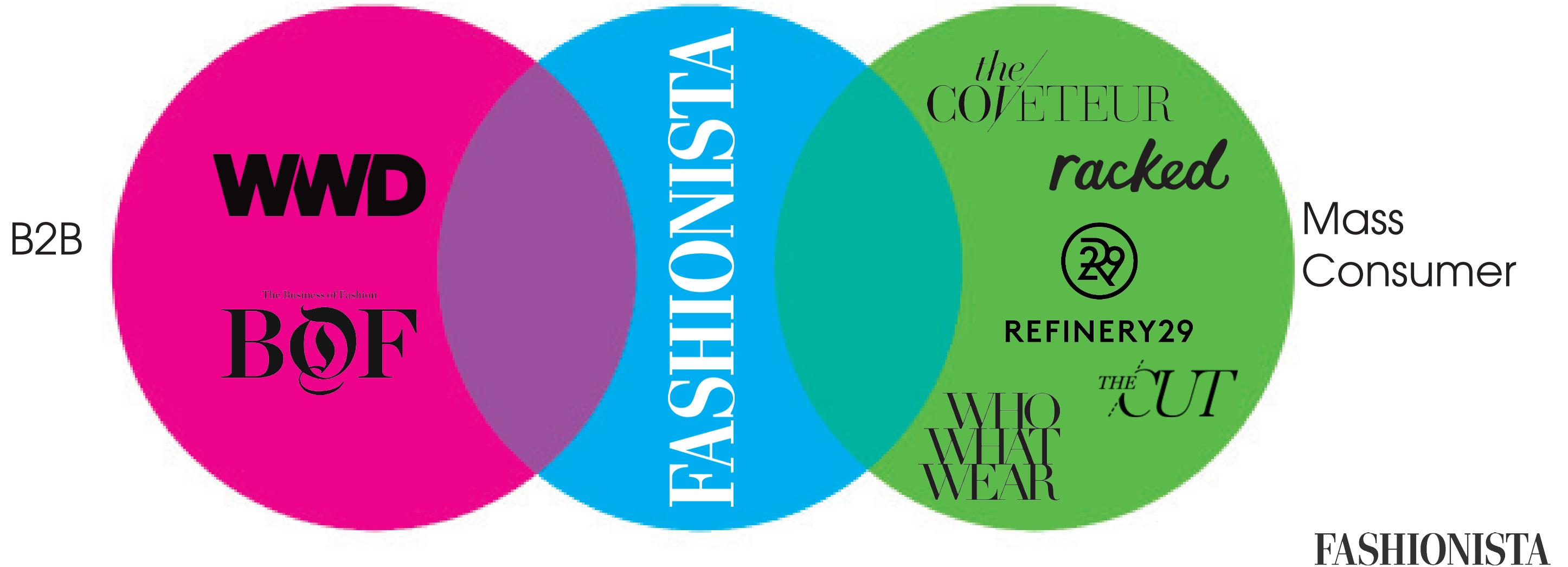
As the daily must-read site for fashion industry insiders, Fashionista is first to accurately break and cover fashion and beauty news, as well as profile the most relevant names in the business. And through regular investigative pieces, we dig deeper into industry trends than any other source.

We're also the leading destination for fashion job listings and advice for those looking to advance their career, helping to cultivate the next generation of fashion leaders.

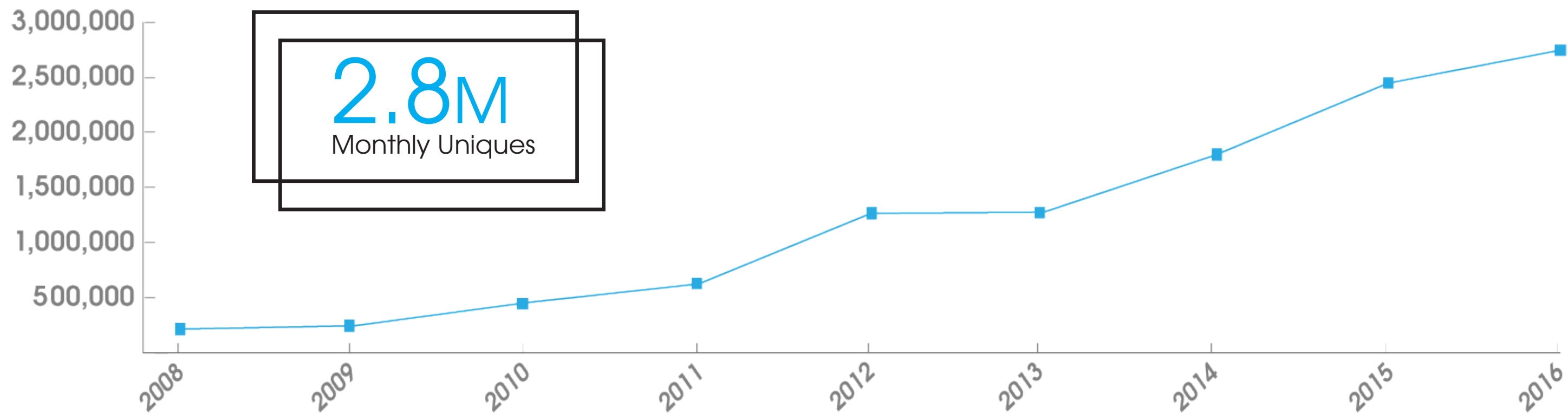
The Fashionista voice is personal, knowledgeable, critical, honest and (most importantly) fun.

**FASHIONISTA**

# A UNIQUE POSITION IN THE MARKETPLACE

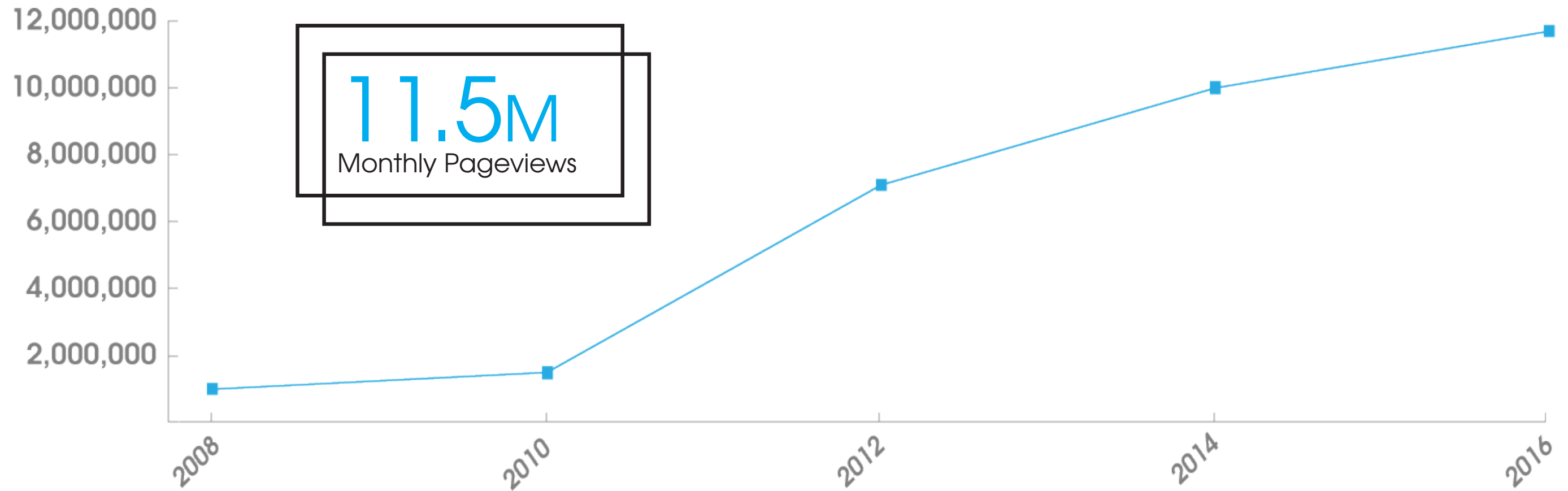


# TRAFFIC: A CONSISTENT GROWTH TRAJECTORY



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# TRAFFIC: A CONSISTENT GROWTH TRAJECTORY





# SIGNIFICANT SOCIAL MEDIA FOOTPRINT

**1.9M**

Twitter followers

**1.7M**

Facebook followers

**300K**

Instagram followers

**4M**

Avg Monthly Social  
Media Engagement

**25M**

Monthly Social  
Media Reach

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# FASHIONISTA NEWSLETTERS

Daily +  
Weekend  
ICYMI

**64K**

Editor's Picks  
Weekly

**58K**

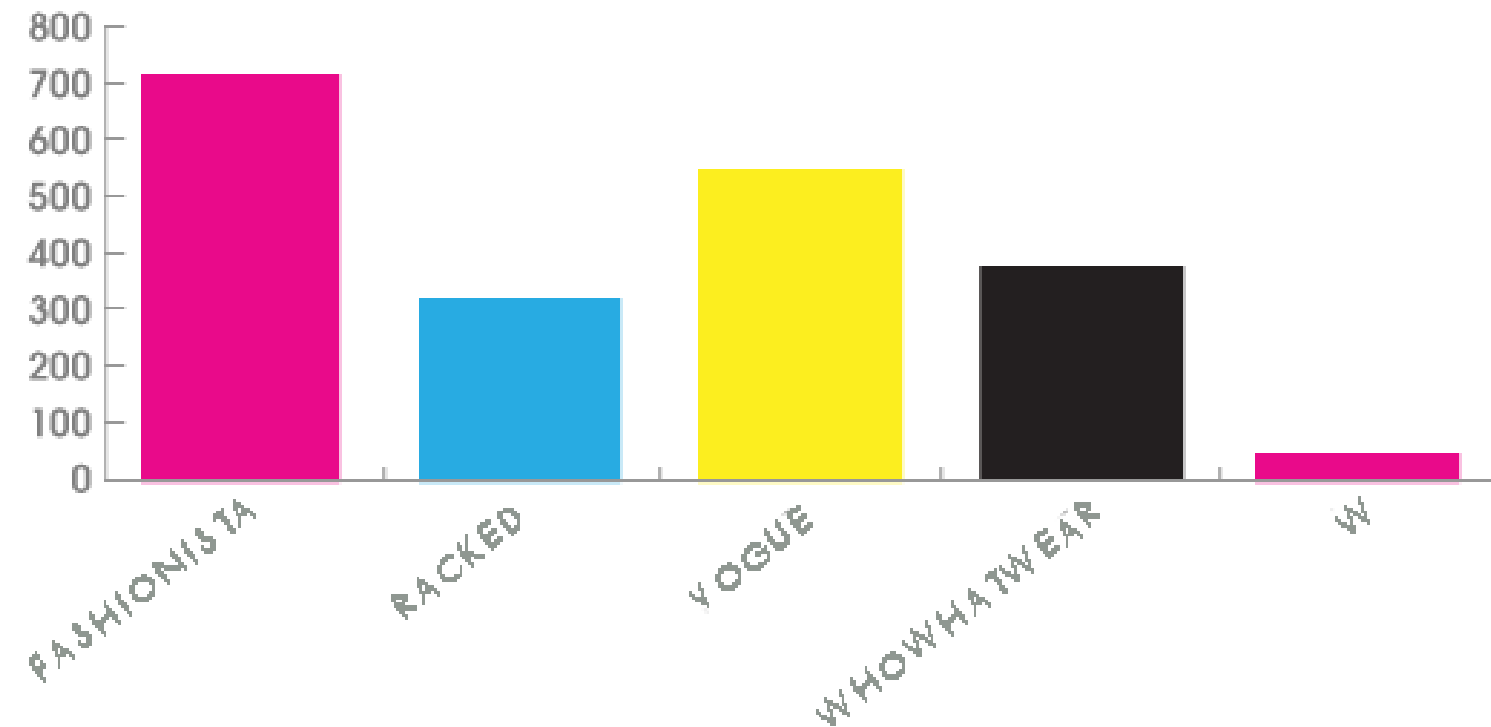
Careers  
Weekly

**40K**

# FASHIONISTA DEMOGRAPHICS

Fashionista reaches more women ages 25-34

FEMALES: 25-34



90%

Female



80%

College Grads



35% \$100k+

HHI

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# FASHIONISTA EDITORIAL CALENDAR

## JANUARY

New Year, New You  
Awards Season  
Pre-Fall Collections + Trends  
Spring Ad Campaigns

## FEBRUARY

Awards Season cont'd  
Fashion Month  
**Fashionista Annual Salary Survey Results**

## MARCH

Fashion Month Cont'd  
Spring Shopping  
Fashionista Most influential Bloggers

## APRIL

Spring Shopping (cont'd)  
Festival Season  
Fashion Week Australia  
New York Bridal Week

## MAY

Met Gala  
Career Week  
Cannes Film Festival  
College Graduation  
Swimsuits  
Summer Shopping

## JUNE

Summer Weddings  
Summer Travel  
Resort Collections  
CFDA Awards  
Men's Collections

## JULY

Men's Collections Cont'd  
Couture  
Miami Swim Week  
"Made in America" week

## AUGUST

Fall Shopping  
Pre-Fashion Month  
Back to School  
September issues  
**Fall Ad Campaigns**

## SEPTEMBER

Back to School (cont'd)  
**Fashionista Top 50 Fashion Schools Survey**  
Fashion Month  
**September Ad Pages**  
Emmy Awards

## OCTOBER

Fashion Month Cont'd  
Fashion Month Trend Reports

## NOVEMBER

Holiday Gift Guides  
Victoria's Secret Fashion Show  
Thanksgiving Outfit ideas  
**FashionistaCON Event**

## DECEMBER

End-of-Year Fashion Roundups  
Gift Guides (cont'd)

A fashion runway show in progress. The runway is covered in silver confetti. A model in a brown, fringed, tiered dress is the central focus, walking towards the camera. Behind her, another model in a blue and black dress is visible. The audience on both sides is cheering and taking photos with their smartphones. The scene is lit with bright stage lights, creating a vibrant and energetic atmosphere.

# CUSTOM OPPORTUNITIES

A photograph of two women walking on a city street. They are both wearing black jackets and light blue jeans. The woman on the left is carrying a black handbag and has her back to the camera. The woman on the right is wearing sunglasses and carrying a patterned bag. The background shows a city street with cars and buildings.

# FASHIONISTA CoLAB

- Fashionista’s own in-house native advertising studio aligns premium advertisers with engaging, creative content
- Content produced for Fashionista’s CoLab is written by longtime contributors in the unique voice and style of Fashionista editorial and published under the “Fashionista” byline
- Fashionista has published sponsored content in partnership with brands such as **Coach, David Yurman, John Frieda, Maiyet, Sweaty Betty, Uniqlo** and more, creating a proven track record for delivering sponsored content that meets the goals of our advertising partners



**THANK YOU!**