

PHOTOGRAPHER
TRAVIS MATTHEWS

PRODUCER
LAWRENCE CASSEUS

CREATIVE DIRECTOR/MAKEUP ARTIST
NATALIE CARDONA

NAIL ARTIST
MISA MATSUMURA

MUA ASSISTANT
NANA KUMI

HAIR STYLIST
ANIKE RABIU

WARDROBE STYLIST
ERICA BOISAUBIN

STYLIST ASSISTANT
AYANA O'NEAL

MODELS
CHAVI ST. HILL (DI MODELS NYC)
OVO DRENTH
(NEW ICON MODEL MANAGEMENT)

FLANELLE

MEDIA KIT
2021-2022

FLANELLE



FASHION | ARTS & DESIGN | PHOTOGRAPHY | CULTURE | MUSIC
www.flanellemag.com | info@flanellemag.com

Founded in 2012, Flanelle magazine is an emerging Montreal based Fashion magazine which target sophisticated and provocative young adults. Flanelle is a fast growing image-heavy seasonal launching fashion magazine for both men and women known for it's elegant editorials and unparalleled. Distinguishing itself from other magazines by its sheer volume and its visual approach of fashion, Flanelle aims to position itself as a blend of fashion, culture and

art. Branded as a coffee table magazine, Flanelle Magazine features editorial contributions made by independent photographers and industry experts. The hardcover version, available at retail location, is made in a quality paper to ensure its lifetime lasting, while a digital version is also available for download. What began as a small photobook has grown into a spectacular internationally known printed and web magazine.

FLANELLE REACH

FACEBOOK 11 K + FOLLOWERS
INSTAGRAM 195 K + FOLLOWERS
PINTEREST 15 M YEARLY IMPRESSIONS

STATS

4.5M MONTHLY IMPRESSIONS ON SOCIAL MEDIA
125 000 UNIQUE VISITORS PER YEAR ON THE WEB-ZINE



Flanelle Magazine

Business hub

425.3k
Monthly viewers

1.7k
Followers

Your Pins

See stats for your latest Pins and promote them to grow your audience

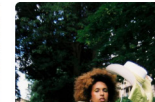
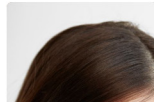
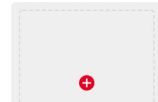
+7% **1.9m** Impressions
+15% **13.7k** Saves
+4% **1.6k** Link clicks

Top Pins

Recent Pins

See all Pins

See analytics



THE NEXT GENERATION

60% FEMALE | 40% MALE / AGE : 24-32 YEARS OLD

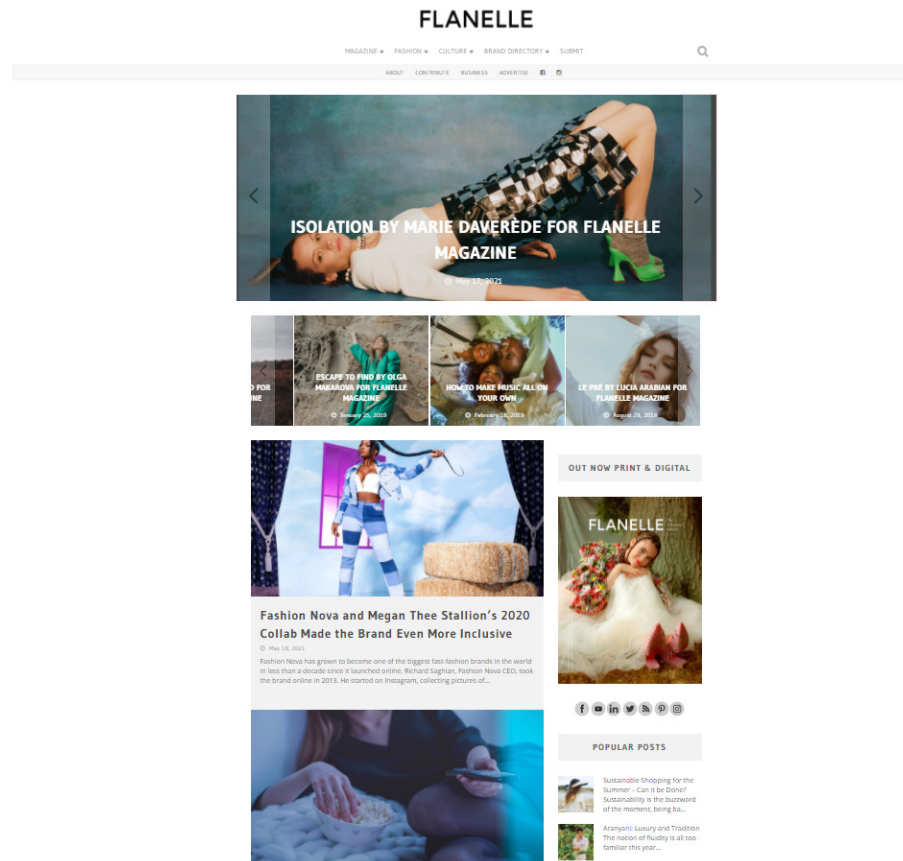
Young professionals, artists and fashion lovers. They are fashion addicts but for specific rebellious/emerging brands.

The Flanelle readers embody passion and progress. They are creative thinkers that spend their free times charming venues with friends. In their mid-twenties to early thirties and living in the city, the readers are creatives and making waves wherever they go. Inspiring the trends of tomorrow, our readers is always in search of the best the world has to offer. Quality and passion permeates everything they do, traveling the world in search of the [next big thing]

MAIN CITIES

LONDON | MONTREAL | PARIS | NEW YORK | BERLIN | NEW YORK | TORONTO

Flanelle is an online destination for Montreal underground fashion enthusiasts. The content is updated daily. It spotlights talented artists and reflects big cities creativity and effervescency. It includes interviews with industry experts such as blogger, photographers, musicians or fashion designers, collaborative editorials with independent photographers and a blend of various cultural interest subjects for our readership, such as venues, arts & design, music and film.



THE WEBSITE

INTERVIEWS | WEBITORIALS
PHOTOGRAPHY | FASHION | TRAVEL
ARTS | DESIGN | FILMS | ARCHITECTURE

FLANELLE OFFERS

- SPONSORED POSTS
- BRAND DIRECTORY
- PRODUCT REVIEWS
- WEBITORIALS
- LOOKBOOKS
- PRESS RELEASES
- NATIVE ADVERTISING AND INTEGRATION

THE PRINT ISSUES

Always in search of the new, hip and bold, no industry goes untouched. From fashion and arts to architecture and technology, Flanelle is constantly offering and aesthetically pleasing, modern take on traditional staples. Readers have the opportunity to be the first to explore cutting edge artists and designs of today while getting direct access to the luxury and quality they so desire in a magazine.

FLANELLE OFFERS

COVERS - FEATURES - ADVERTORIALS - CAMPAIGNS - INTERVIEWS

FASHION - ART - DESIGN - DECOR - ARCHITECTURE - PHOTOGRAPHY



THE DIGITAL ISSUES

Since May 2021, Flanelle now has monthly digital issues, free to read and download. Each issue is 100 to 200 pages, heavy with aesthetically pleasing fashion forward images.

FLANELLE OFFERS

COVERS AND ALTERNATE COVERS - FEATURES - ADVERTORIALS - CAMPAIGNS



We offer the opportunity for brands and businesses to reach their target market in an elegant and effective way. By working together with talented photographers and graphic designers, we offer a unique way for people to get the full experience from every page we put in our magazine. Through our diverse reading support and constant update, we offer various advertising solutions that best fit your marketing needs and budget.

ADDED VALUE OF FLANELLE MAGAZINE ADVERTISING

- Integrated campaign with various Flanelle Magazine platform, such as print magazine, webzine and social media accounts.
- Engaged readership
- Highly read Fashion Resource in Montreal's Fashion industry, with avid readers of different Fashion related work such as photographers, designers, stylists, etc.
- Advertising
- Sponsored Social Media Promotion
- Giveaways
- Products reviews
- Brand/Product affiliation
- Representation at events
- Sponsored posts
- Sponsored Lookbook
- Sponsored Contributions

	SPECIFICATION	PRICES*
Medium Rectangle Banner	450 x 240	\$ 120 *
Social Media Carousel	One (1) Instagram feed post in a carousel including 2 to 6 photos total. Needs approval	\$ 65 **
Brand Directory	Being featured in Flanelle's brand directory including 1 about you page and 2 social media posts for one (1) year.	\$ 299
Feature store	Premier Stores of brand icons featured on Flanelle's brand directory page. Price is for one year.	\$399
Sponsored post	Being featured on Flanelle's website and social network as sponsored story. 1 post on website and on social media of our choice	\$ 175
Social media campaign	4 posts scheduled as requested on our social media	\$199
Designer / brand showcase	One week showcasing the designer / brand through our website and social media networks for a total of 5 days.	\$299
Contest / Giveaways	Must provide giveaway item.	\$99

* Pricing is monthly. Get 15% off when purchasing 6 months bulk or 20% for 1 year bulk

** Prices may vary slightly without notice

To purchase one of the options above, contact Sarah-Eve at info@flanellemag.com

PREMIUM PLACEMENT*

SIZE	PRICE
Digital Front Cover	\$299
Print Front Cover	\$399
Page 6	\$75

*Based on availabilities, there are alternate covers.

* We reserve the right to refuse photos that do not meet our requirements, standards or aesthetic.

MAGAZINE ADVERTISING RATES

SIZE	1 X	2 X
Digital Advertorial (4-8 pages)	\$199	\$350
Print Advertorial (2-4 pages)	\$199	\$350
Print Interview(6-8 pages)	\$299	\$525

*Frequency rates are based on the number of insertion. Each page or fraction qualifies as one insertion. Spreads count as two insertion.

Content archived on Flanelle Magazine will be reviewed and approved by Flanelle Magazine editors

SPECIFICATIONS

AD SIZE	LIVE AREA	TRIMMED SIZE	BLEED SIZE
Spread	15,25"x10,25"	15,75"x10,75"	16" x 11"
Full Page	7,375"x10,25"	7,875" x 10,75"	8,125" x 11"

Folding and trimming are subject to variation. All adds mus have 1/4" bleed on all four sides.

PRINT SPECS.

PERFECT BINDING

PDF sizes : 8.5" x 11"

Trim size : 8,25" x 10,75"

Safe zone : 7,75" x 10,25"

BLEEDS :

Top : 0,125"

Bottom : 0,125"

Inside : 0"

Outside : 0,25"

- Images should be 300 dpi with the original color profile.

- Images are sent as JPGs or TIFFs.

- Don't use color spot.

DIGITAL SPECS.

PERFECT BINDING AND BLEEDS SAME AS PRINT

- Images should be at least 72 DPI to 300 dpi with the original color profile.

- Images are sent as JPGs or TIFFs.

- Don't use color spot.

To purchase one of the options above, contact Sarah-Eve at info@flanellemag.com

I. Advertising material All advertising must be reviewed and approved before acceptance of insertion. All copy subject to approval. Flanelle reserved the right to refuse all ads creative that will run on Flanelle print magazine and webzine that does not meet Flanelle magazine expectations. Flanelle reserve the right to prominently write advertisement on ads that closely resemble editorial material and are subject to Flanelle editor's approval. Flanelle will not run ad that contain nudity, violence, guns, illegal drugs, alcohol or words or images racists or sexists in any ways. Reproduction quality is at advertiser's risk if specifications are not met. Advertising material will be destroyed 12 months after last use if not ordered to send back to advertisers. All advertisement must be clearly identified by the brand, trademark or signature of the advertiser.

II. Changes and cancellation All ads must be received before the deadline. All cancellation must be written with signature and date. All cancellation must be received 30 before closing date.

III. Ad Positioning Orders specifying position accepted upon request, based on availabilities, excepted for the premium positions for which the pricing differs. Advertisements other than regular size are subject to editor's approval.

IV. Copyright infringement and copyright property The advertisers and its agency must be licensed to use 1) the names of all persons appearing in our advertisements (2) all copyrighted material (3) All testimonials disclaimed. The advertiser agreed that if Flanelle Magazine commits any act, error or omission in the acceptance, omission and/or distribution of the advertisement which Flanelle held responsibility and liability will not exceed the cost of the publicity spot.

V. Residency All advertisers or agencies must supply a legal street address and not just a PO Box.

VI. Disclaimer The advertiser and its agency each agree to indemnify publisher of Flanelle Magazine against all lost, liability, damage and expense arising out of copying or publication and distribution of advertisement that does not meet copyright property. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue in which advertising are placed caused by acts of god, accident, fire, terrorism or other events beyond Flanelle magazine control.

VII. Pricing & Payment All prices are in Canadian dollars. Advertisements are billed via paypal invoice. Advertisements are not refundable and no guarantees can be made regarding of the ad success. Payment must be made 7 days before the starting date. Flanelle reserve the right to require payment in advance. Advertisers must pay the complete amount on the invoice and within the time specified in the invoice. Rates, conditions and space units are subject to change without notice.

VIII. Digital advertising Digital sponsorship begins at the first of the month. Your ad will be visible all month long. Sponsorship is not refundable and no guarantees can be made regarding the success of the campaign. Ad and corresponding link must be provided within 7 days of the start date, in JPG Format. Animated images are not permitted. Flanelle reserved the right to refuse creatives that does not follow meet Flanelle's expectations.

IX. Product Reviews Flanelle Magazine would love to review your products. We would require a product demo in order to give our review. Note here that all reviews will be honest reviews. Flanelle Magazine reserves the right not the share product details with our readers if consider not meeting our expectations or do not meet Flanelle Magazine standards. No product will be return to the sender.

X. Giveaway No minimum values for Giveaways items, however there's a direct link between the value of the giveaway and the engagement of Flanelle's Readers. Giveaways will drive traffic to your website or store. Flanelle Magazine reserves the right to refuse giveaways if it doesn't meet Flanelle expectations. Giveaways include promotion via Social Media and webzine. The current rate is 50\$.

XI. Flanelle Brand The advertiser and its agency agree not to make promotional reference to Flanelle Magazine in any way except with written permission of Flanelle Magazine Editors for each use. No advertiser or agency may use Flanelle magazine name and logo without any written permission. An advertisement in Flanelle magazine and webzine doesn't constitute and endorsement.

XII. Confidentiality Both parties agree that information will be treated as confidential and shall not be disclosed to third parties.

TO ADVERTISE WITH US CONTACT

SARAH-EVE LEDUC

INFO@FLANELLEMAG.COM