



# FLANELLE

MEDIA KIT 2025



# FLANELLE



FASHION | TRAVEL | PHOTOGRAPHY | CULTURE | DESIGN  
[www.flanellemag.com](http://www.flanellemag.com) | [info@flanellemag.com](mailto: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 hard cover 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.

40M

YEARLY REACH ON SOCIALS

230K

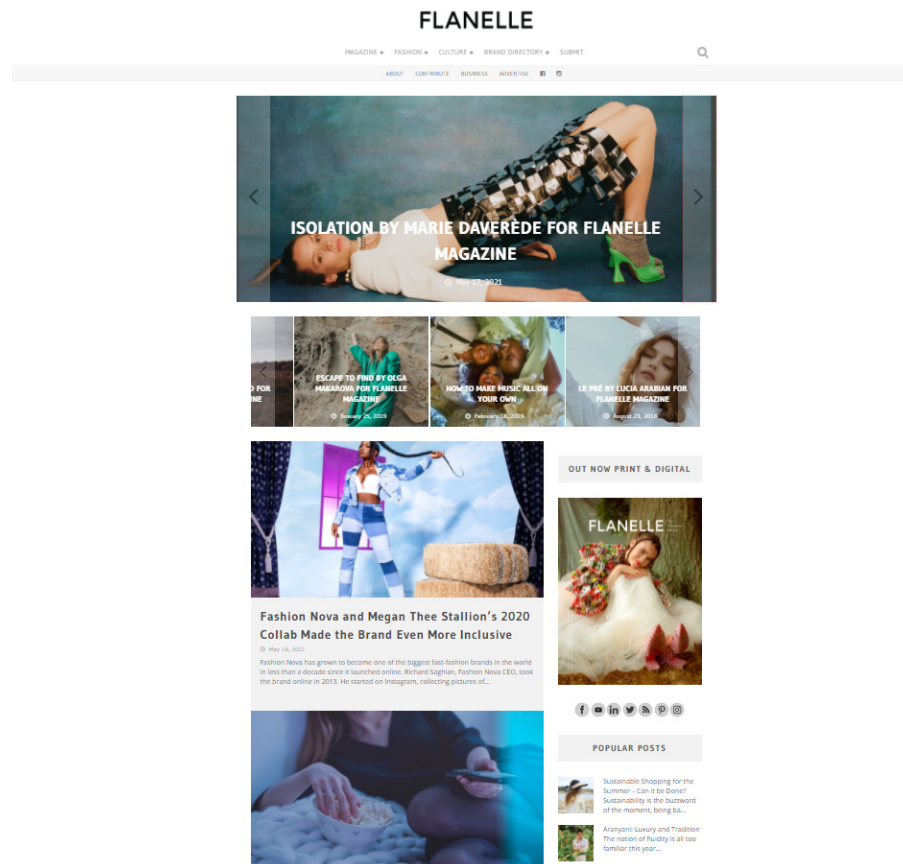
SOCIAL FOLLOWERS

100K

YEARLY WEBSITE VISITORS



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, photographs, 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 | BRAND DIRECTORY  
PHOTOGRAPHY | FASHION | TRAVEL  
ARTS | DESIGN | FILMS | ARCHITECTURE

## FLANELLE OFFERS

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





## FLANELLE DEMOGRAPHICS - THE NEXT GENERATION

60% FEMALE | 40% MALE / AGE : 24-36 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 as to offer. Quality and passion permeates everything they do, traveling the world in search of the [next big thing]

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### MAIN CITIES

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

## THE PRINT ISSUES

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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





## PRINT IN NUMBERS

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## PRINT PARTNERS

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As of 2025, Flanelle's Print issue will not only be print on demand, but also be a part of the biggest platform for magazines around the globe.

Print & Digital Distribution and Partners :

Aviation : Qatar Airways, Air Canada, British Airways, Turkish Airlines, jetBLUE, Singapore Airlines

Hotels : Marriott, Four Seasons, Fairmont, The Ritz Carlton

Marine: Crystal Cruises, Seabourn, Costa, Explora Journeys

Public and Academic Libraries : New York Public Library, Yale, etc

Corporates : L'ORÉAL Research & Innovation, DELOITTE



## 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.

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## FLANELLE OFFERS

COVERS AND ALTERNATE COVERS - FEATURES - ADVERTORIALS - CAMPAIGNS







Our list of collaborations and partnerships over the years goes on and on, including an amazing selection of Creative Agencies, Talent Managements and Modeling Agencies around the Globe. We also had the privilege of covering numerous fashion events in global fashion hubs such as London, Vancouver, New York, Paris, and Milan.

Additionally, we have established partnerships with academic institutions, enabling us to work closely with their student body, engage with the emerging generations of stylists and artists, and assist in showcasing their creativity. It is our privilege to collaborate with renowned sponsors, creating outstanding imagery to satisfy the creative appetite of audiences.

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.

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#### ADDED VALUE OF FLANELLE MAGAZINE ADVERTISING

- Integrated campaign with various Flanelle Magazine platforms, such as print magazine, webzine and social media accounts.
- Engaged readership
- Highly read Creative Resource in the Global Fashion industry, with avid readers of different Fashion related work such as photographers, designers, stylists, etc.
- Audience of young adult entrepreneur, who are curious, educated, and want to discover the world
- Advertising
- Social Media Content & Promo
- Products reviews
- Brand Portfolios
- Sponsored posts
- Sponsored Lookbook
- Newsletter inclusion



# FLANELLE

RATE CARD FOR PRINT AND DIGITAL

## MAGAZINE ADVERTISING

CATEGORY	PRINT	WEBSITE	IG	RATES ( USD )
PRINT COVER* STORY + SOCIAL NEWSSTANDS + DIGITAL (WITH TEXT) (Cover + 8 inside pages)	X	X	X	699.00\$
PRINT COVER* STORY NEWSSTANDS (WITHOUT TEXT) (Cover + 8 inside pages)	X		X	499.00\$
DIGITAL COVER* STORY PURE DIGITAL ( WITHOUT TEXT) (6 – 12 photos)		X	X	299.00\$
FLANELLE DIRECTORY ** Yearly Brand/ Artist Bio Portfolio (With Text) Basic or Premium Listing		X	X	Price upon portfolio approval
WEB POST, SOCIAL AND COVER STORY		X	X	299.99\$
WEB POST ( WITH TEXT)		X		199.99\$
PHOTO “COMP CARD” OR “LOOK BOOK” (WITHOUT TEXT) - (PRINT – 6 pages) - (DIGITAL – 6 to 20 photos)	X	X		99.99\$ 99.99\$
INSTAGRAM SINGLE POST (2 to 8 photos) One (1) Instagram feed post in a carousel including 2 to 6 photos total.			X	79\$

\*Based on availabilities, there are alternate covers.

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

\*\* Flanelle Directory has a curated amount of brands and artists approved each year.

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

## 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 us at

[info@flanellemag.com](mailto: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 or ads that closely resemble editorial material and are subject to Flanelle editor's approval. Flanelle will not run ad that contain nudity, violence, guns, 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. For editorial submissions, a revision fee of 20\$ and a cancelation fee of 100\$ will incur upon request.

**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 US dollars. Advertisements are billed via paypal invoice or direct deposit. 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. 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.

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



# FLANELLE

## EDITORIAL SUBMISSION POLICY:

- We do not purchase content.
- We do not provide free print or digital copies. However, we provide free tearsheets in JPEG format, not featuring the magazine's logo, for your personal use. These tearsheets reflect how your content appears in print and are available after the print issue is released. We will provide you with all the information on how to get the tearsheets when the issue is released.
- Our magazine is printed through the MagCloud platform. Complete information on how to order a print copy will be provided to you as soon as the issue is published.
- By submitting your content, you grant us the right to publish it across all our platforms and formats, including print, digital, and Instagram.
- We reserve the right to reject any submission that does not meet our editorial standards, violates our guidelines, or is deemed inappropriate. Rejections may occur without explanation.
- Your application may be canceled with notice if the information is incomplete, incorrect, or the content does not meet our guidelines.
- We are not held responsible for errors, omissions, or inaccuracies in the content submitted to us. The submitter is responsible for ensuring all information is correct.
- The estimated release date of the magazine is provided in the application. We reserve the right to change the release schedule to accelerate the printing process. If there is a specific date before which your editorial cannot be published, you must notify us.

## CANCELLATION AND CREDITS CORRECTIONS POLICY:

- CANCELLATION FEE (\$100)  
Please ensure that submitting your work to FLANELLE MAGAZINE is your final decision. Confirm that you have all the necessary rights and permissions, and that the publication will not need to be withdrawn. If your series is accepted and goes into print, a \$100 fee will be charged to remove it. This fee covers the cost of adjusting the entire publication.
- CREDITS CORRECTIONS FEE (\$20)  
Ensure that all credits and details are accurate when you upload them, including Instagram handles, names, and positions of all team members, as well as the title of the series, accompanying text, wardrobe credits, and any other submitted details. Make sure to clearly indicate the author of any text you submit for publication. The submitter is responsible for the correctness of all provided information. Any corrections needed after the publication goes to print, such as typos, incorrect names, positions, titles, descriptions, or any other details, will incur a \$20 fee. All errors will be considered credit corrections once the issue is published.

NOTE: Cancellation and credits corrections are available only for three weeks post-release. We will be unable to process any requests submitted after this timeframe.

## POSSIBLE REJECTION REASONS:

- The content is not original and infringes on third-party copyrights.
- The content does not provide enough images or enough looks ( for editorial stories )
- The images are of low quality, low resolution, or contain watermarks or logos.
- The lighting, colors, and retouching are not handled professionally.
- The credits for the team and wardrobe are incomplete or not correctly placed.
- The submission is incomplete, contains errors, or does not meet our standards and guidelines.
- The editorial does not align with our aesthetic or style.
- The styling choices are outdated and do not reflect current trends.
- The submission may be rejected for other unspecified reasons.

TO ADVERTISE WITH US CONTACT

SARAH-EVE LEDUC

[INFO@FLANELLEMAG.COM](mailto:INFO@FLANELLEMAG.COM)





## FLANELLE *directory*

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FLANELLE Directory is an edit of the most stylish and credible artists and brands, hand selected by FLANELLE and exposed to our affluent, creative audience of fashion enthusiasts, and industry network. Each brand meets Flanelle's stringent quality requirements, ensuring The Directory remains the most trusted and highly used planning resource worldwide.

The Directory is a site with traffic driven from contextually targeted touts throughout Flanelle Magazine Website, Social Media Platforms and Flanelle's Journal Newsletter.

[directory.flanellemag.com](http://directory.flanellemag.com)

For more information on directory listing and packages, please contact us at [info@flanellemag.com](mailto:info@flanellemag.com)

## DIRECTORY AND QUARTERLY social package

A premium package designed to keep your brand consistently in the spotlight, giving you the fastest and strongest connection to The Lane's audience of affluent, stylish couples via social media, in addition to long-term visibility in The Lane Directory.

Included is 4 x exclusive Instagram grid posts and stories promoting your brand each quarter, a 12 Month Brand Portfolio featuring imagery highlights, an interview to give our audience a deeper insight into your brand, Flanelle Editor's personal recommendation and links to your website, online store and social media platforms to drive traffic, grow social media audiences and generate brand awareness.

## PRIVILEGED & CONFIDENTIAL

### Content Deliverable

- 1 x Flanelle Directory Brand Portfolio
- 'Behind The Brand' Interview (up to 10 questions)

### Exposure Deliverables

- 12 x Month feature in The Lane Directory
- 4 x Instagram Grid Post (exclusive post per quarter)
- 4 x Instagram Story (exclusive post per quarter)
- 4 x Pinterest pin
- Contextually targeted Directory Tout across flanellemag.com content and Flanelle's Journal newsletters

## Rates

Year 1 \$780 USD

- \$550 Upfront (30% discount)
- \$65 Monthly

## Year 2+ The Lane Membership Rates

From year 2 onwards, packages becomes Directory only. Social Media rates POA.

- \$450 Upfront (30% discount)
- \$ Monthly (20% discount, full rate \$600)

DIRECTORY BRAND PROFILES AUTOMATICALLY RENEW ANNUALLY AND MEMBERS ARE GIVEN EXCLUSIVE DISCOUNTED RATES (40% OFF UPFRONT PAYMENT RATE, 20% OFF INSTALMENT RATE). THE AUTOMATIC RENEWAL CAN BE CANCELLED ANY TIME UP TO 3 MONTHS PRIOR TO THE NEXT 12 MONTH PERIOD.