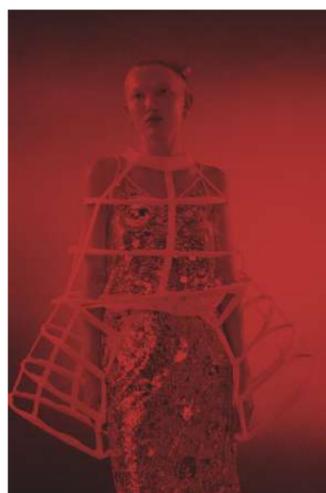
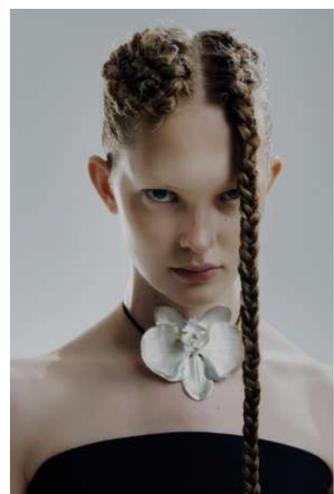




**FLANELLE
MEDIA KIT**



Founded in 2012, Flanelle is a Montreal-based fashion magazine created for fashion enthusiasts and culturally curious young adults. It has grown quickly into an image-driven seasonal publication known for striking editorials and strong fashion coverage across both menswear and womenswear.

As a fashion media platform, we focus on curating a select group of brands and creatives each year. Our goal is to offer meaningful visibility, exclusive media support, and thoughtful creative opportunities.

Flanelle In Print

Flanelle gravitates toward what feels new, bold, and culturally relevant. No field is off-limits. Whether it's fashion, art, architecture, or technology, the magazine brings a modern, visually refined perspective to each subject. Readers discover emerging talent and fresh design while enjoying the quality, style, and luxury they expect from a print publication.

Print & Digital Distribution Partners

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

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

Cruises: Crystal Cruises, Seabourn, Costa, Explora Journeys

Public & Academic Libraries: New York Public Library, Yale University, and more

Corporate: L'Oréal Research & Innovation, Deloitte



THE RITZ-CARLTON

FOUR SEASONS



AIR CANADA



Explora



OUR MISSION IS TO
PROVIDE CURATED,
HIGH-IMPACT
VISIBILITY THAT
SUPPORTS THE
GROWTH AND
CREATIVE GOALS OF
FASHION BRANDS AND
CREATIVE
PROFESSIONALS.



45M+

YEARLY REACH ON ALL SOCIAL PLATFORMS

235K+

SOCIAL MEDIA FOLLOWERS

4.2M+

YEARLY WEBSITE IMPRESSIONS



THE NUMBERS

FLANELLE DEMOGRAPHICS

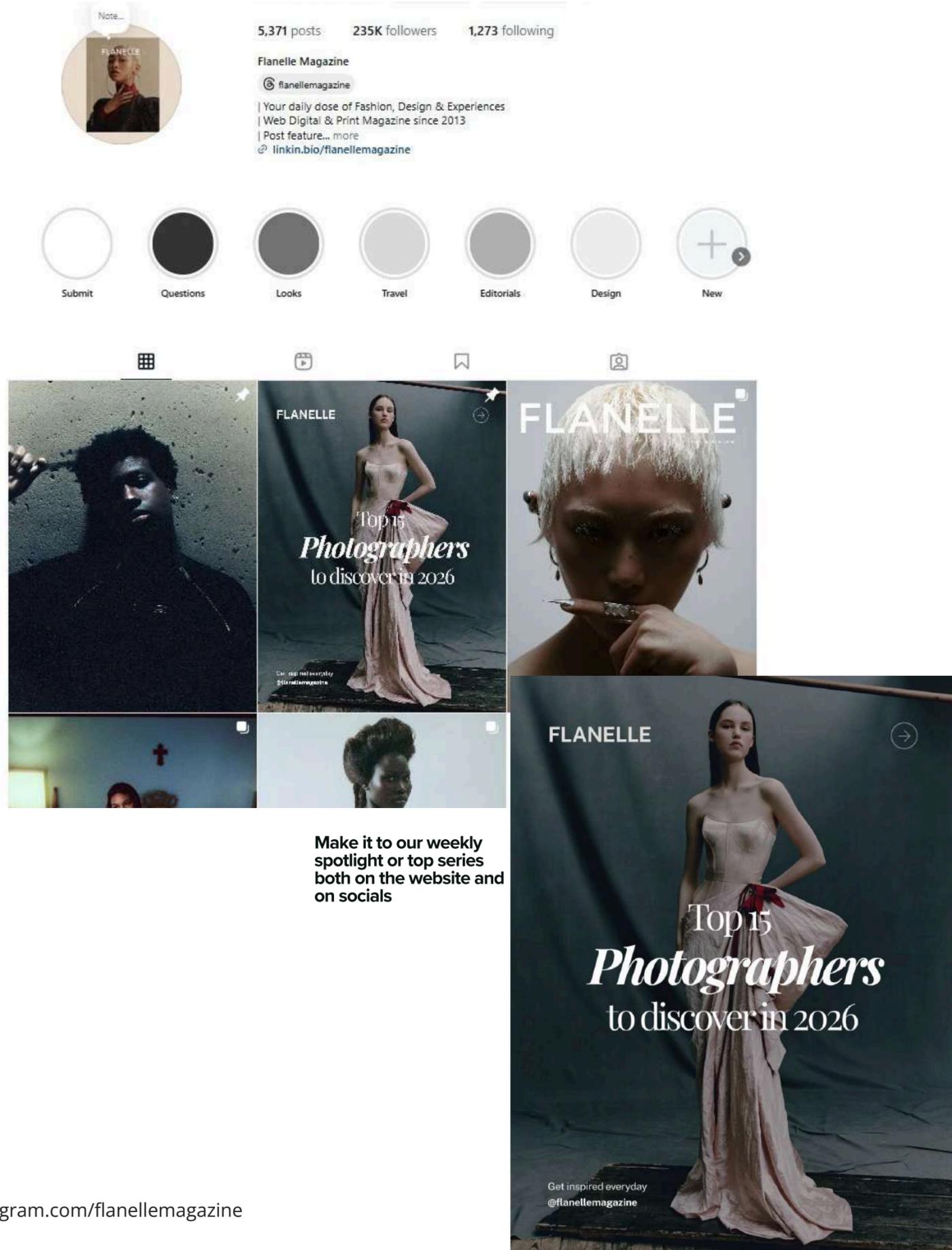
age.	25 to 36
gender.	60% female, 40% male
affluent.	55% earn over 130 000\$
urban	89% live in cities
creative sector	68% employed within the creative industries

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]

Main Cities	New York	Paris
	London	Milan
	Shanghai	Toronto
	Singapore	Seoul
	Los Angeles	Dublin





INSTAGRAM

Our Instagram presence is a curated extension of our world, a space where we share daily inspiration with a community that truly listens. With over 235,000 followers and 3.5 million monthly views, our feed is a high-engagement ecosystem where your name becomes part of a continuous, thoughtful dialogue. For partners looking for a lasting impression, our Monthly Pinned Post feature offers a permanent home at the top of our profile, ensuring your story remains the first point of discovery for every new visitor to our page.

To go beyond the fleeting nature of a standard post, we offer a Top Spotlight position which anchors your work in our most prominent digital space. This feature chance is reserved exclusively for our Directory Members and curated members, and is designed to highlight specific expertise. (For example, our curated list of the Top 15 Photographers to discover). This allows us to transform a single post into a long-term resource, making it easy for our audience to find and revisit our members' work at any time.

ISSUE 39

FLANELLE

The Essence Edition

ALIZEE OMALY - ANDRIY MOSKIN - ANDREAS BILOUS - ANNA&JACQUES - BRIGITTE AESCHBACH - KEJUN LIU
CARL FEHRES - CHARLNE GRIMAUD - DANIEL INGS - ELISA TURRI - EUGENIA REMARK - IBRAHIM B WILLIAMS
JINGJING JIA - LINDA MATELJAN - SUE NEUENSCHWANDER - VICTORIA BARRELL - WILMARK JOLINDON

COVER

Our cover is the entry point to our community and the space where our most impactful stories begin. By placing your brand or editorial here, across either print or digital, you ensure a thoughtful introduction to our readers from the moment they engage with us. It is a simple, effective way to build recognition and remain a consistent part of our audience's experience. By beginning your story here, you stay top-of-mind throughout the quarter, establishing a meaningful presence in the most visible space we offer.

Even before stepping inside, it's the attention to detail that hints at the care taken in restoring this century estate, a place designed to slow down and enjoy thoughtful hospitality.

As our car doors open, we are warmly welcomed by Will on the driveway. Affable and attentive, he greets us by name and ensures we are well taken care of from the outset. With our bags sent to our rooms, we step into the bar, a warm, inviting space draped for the lead up to Christmas. Sanguine pine, delicate glass tumblers, and seasonal cocktails fill the room, with floral arrangements by renowned designer Jane Madson (Anastel's, Harry's). Softly patterned cushions and classic and contemporary artwork of arched blue-grey palettes, while a cushioning fire and the sound of Dipsyque candles complete the atmosphere. Everything signals quiet, considered quality hospitality.

By candlelight, we are invited to sit at the bar on stools upholstered in soft olive velvet, where Will and Bea, smartly dressed in earthy tweed jackets, take the helm. A welcome glass of Organic South Downs The Tonic with Orange 2021/0202 Chaudrony 80% Pineapple is poured. The face bottles open the palate, while the First Now Irish a gentle firmness and a soft, marshy finish. It is a wonderful opening act to the night.

Ben's service is perfectly judged: attentive without intrusion, keen, and welcome. Cakes arrive. Seamed taco with banana, quince paste, and spiced chickpeas, lobster, turbot, cured in your emotion with complete and calm grace with tomato jam and Pommes. Each is full of flavour, though the two stand out as an explosion of sweet, earthy, and spicy notes.

We accompany these with a Selham Spicy Thomas, a playful twist on a masculine but elegant Chairman with Espicete sauce, delivering a delightful capricious note. Finished with a shallot fine rim and a house-made South Downs truffle, vacuum-sealed to release its oils, the cocktail is impeccably balanced, stinky delicious and just one of a perfectly curated drinks menu.

Afterwards,



In conversation with Daniel Ings

Born and raised in England, Daniel's childhood was marked by a love for movies that began at a remarkably young age. His father would often take him to the local video rental store, where Daniel's fascination with films like "Home Alone" and "Goodfellas" took root. This early passion for cinema was more than just a hobby; it became a foundation for his future career.

In recent years, Daniel has garnered recognition for his diverse roles, from the lovable womanizer Luke in "Loveless" to the complex character of Dan in "Sex Education." However, his portrayal of Freddy in Guy Ritchie's latest Netflix series, "The Gentlemen," marks a significant turning point in his career. Freddy is a character fraught with flaws and dark humor, demanding a performance that balances chaos with a strange, pathetic charm.

In this exclusive interview with Flanelle Magazine, we dive into Daniel's personal life, exploring how his upbringing and personal experiences have shaped his approach to acting, and discuss his intriguing role in "The Gentlemen," uncovering the challenges and nuances of bringing Freddy to life on screen.



INTERVIEWS AND ARTICLES

At the heart of our publication is a commitment to long-form storytelling through Interviews and Editorial Features. We move beyond the surface to explore the process and people behind the work, whether we are documenting a Brand or Actor, offering an honest look at a Product Review, or presenting a Portfolio Showcase. For brands and designers, our Runway and Collection Features provide a space to translate a seasonal launch into a visual narrative. From Artist Spotlights to deep-dive articles, these features are crafted to give our audience a meaningful look at the creatives and brands shaping our industry today.

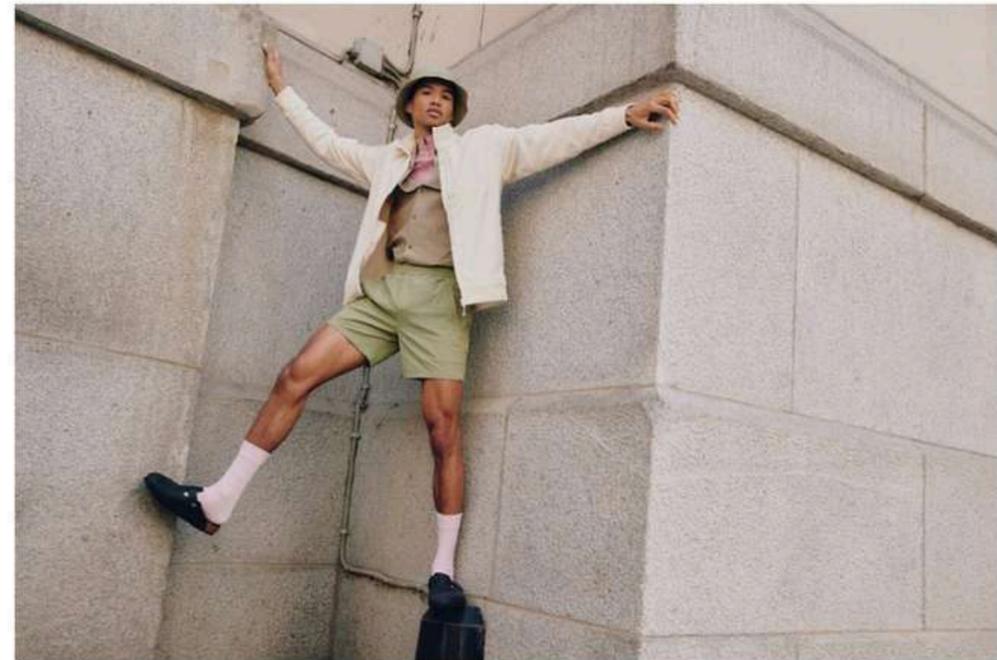
While we celebrate the work of artists, designers, and brands, we look for the narrative thread that connects a creative spirit to the world it explores.

We are drawn to the stories that happen where culture and location meet - moving beyond the destination to uncover the stories that define a place. Whether through a Museum Guide in a new city or a documented journey to a remote cultural hub, we provide our audience with a comprehensive view of how we engage with the world today. By exploring these categories, we celebrate the intentional design and the diverse cultural perspectives that make travel a constant source of inspiration.



Culture, Fashion, Lookbooks

VALLIER, bringing sustainable outerwear technologies to the city



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CONTENT CREATION & PARTNERSHIPS

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. Flanelle functions as a creative partner for brands seeking a cohesive visual identity. Moving beyond standard placements, we provide Art Direction and end-to-end Content Creation for full-scale campaigns and strategic partnerships. We approach every project through a dual lens: as an agency that understands brand objectives and as an editorial team that knows how to captivate an audience. From initial concept development to final production, we craft cinematic imagery and narratives that feel less like traditional marketing and more like a contribution to contemporary culture.

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.

THE DIRECTORY

In 2026, The Flanelle Directory was created as a curated space for brands and creatives we genuinely believe in, and as a way to build something lasting for our community beyond single features or short-term visibility.

It functions as a trusted point of reference for industry professionals looking to discover work that aligns with Flanelle's editorial standards, aesthetic, and values.

Each listing offers long-term visibility through a dedicated profile, direct links, and inclusion within a carefully selected network, while also opening the door to additional opportunities such as editorial consideration, pull letters, networking, and exclusive offers reserved for directory members.

The directory reflects our commitment to thoughtful curation and meaningful exposure. For that reason, entries are limited and reviewed individually, ensuring the directory remains focused, relevant, and genuinely valuable for both our audience and those featured within it.

The directory offers two membership options, designed to support different levels of visibility and involvement. The basic membership starting at only 120\$ per year. The premium membership is intended for brands and creatives looking for deeper integration, increased exposure, and priority consideration across Flanelle's platforms.

The Directory

Our curated selection of top brands and creatives.

WANT TO FIND THE BEST BRANDS AND CREATIVES THERE IS? FLANELLE HAS HAND-PICKED A CURATED LIST, LA CRÈME DE LA CRÈME, AND WE HAVE PUT IT HERE FOR YOU. HERE'S A COLLECTIVE OF TOP CREATIVES AND BRANDS IN THE INDUSTRY.

Think your brand should be in here? You can [apply here](#)

Category

Country

State

City



LEIA ROSS
Photographer



MAISON STUDIO
Womenswear Brand



SARAH WHITE
Art Director

Get in the know.

DIGITAL

- Editorial Advert
- Instagram Post
 - Pinned 1month (limited placement)
- Interview/ Article
- Digital Cover
- Digital Package
- Brand Directory

*Digital Package includes a digital cover, instagram post, and interview
*Brand directory On Portfolio approval only. Two yearly membership levels available.

DIGITAL SPECS.

PERFECT BINDING AND BLEEDS SAME AS PRINT

- Images should be at least 96DPI dpi with the original color profile.

- Images are sent as JPGs

.- Don't use color spot.

To purchase one of the options above, contact us at

info@flanellemag.com

Interview / Article

Perfect for targeted, focused advertisements.



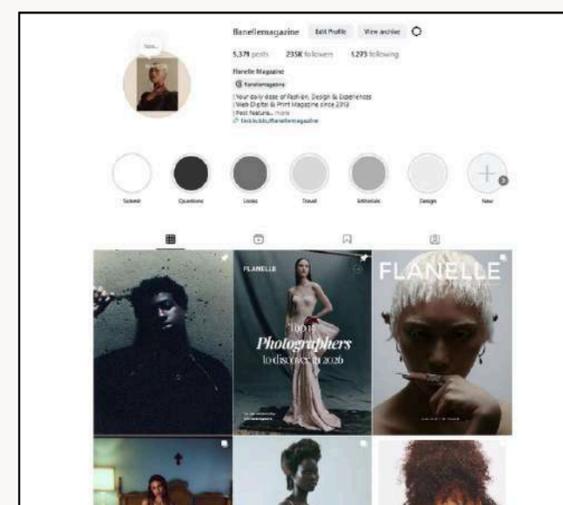
Digital Cover

Maximize visibility. Includes COVER STORY online



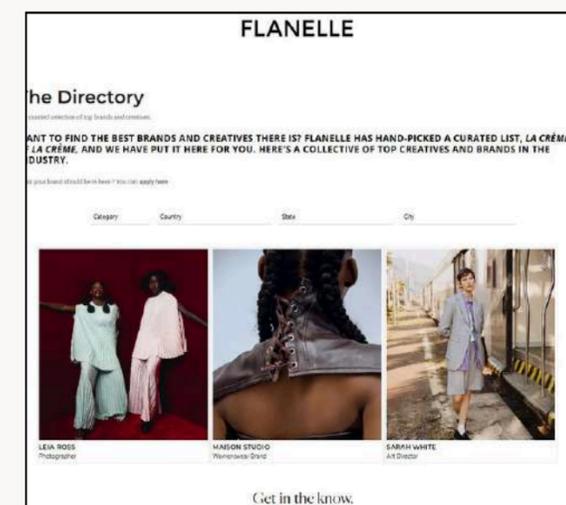
Social Media

Instagram post carousel, pinned post, story feature, story takeover, giveaway to our audience



Brand Directory

Long-term visibility with a profile, link to your website, your images. Perks for members. "Approved by / Featured On" Badge



Other

We also offer product reviews and virtual event exposure such as a brand launch coverage (article, stories, newsletter mention)



PRINT

- Spread / Designer Spotlight
- Inside - First Page
- Advertorial (Up to 8 pages)
- Interview/ Article
- Alternate Cover
- Main Cover

*Main cover price includes 8 pages inside.

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"

To purchase one of the options above, contact us at
info@flanellemag.com

Print Cover

Maximize your visibility with a cover and inside pages



Interview / Article

Perfect for targeted, focused advertisements.



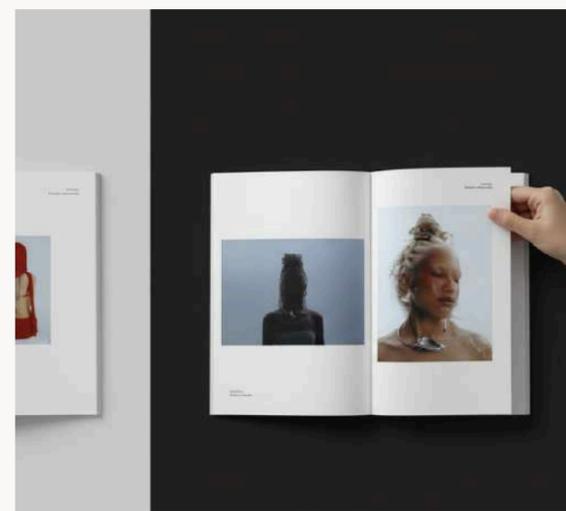
Spread

Ideal for impactful, concise messaging. Designer Spotlight, etc. 2 pages (spread)



Advertorial

A complete 6 to 8 pages with your editorial advert.



Inside - First

Perfect for targeted, focused advertisements and first page next to index and masthead. 1 pa



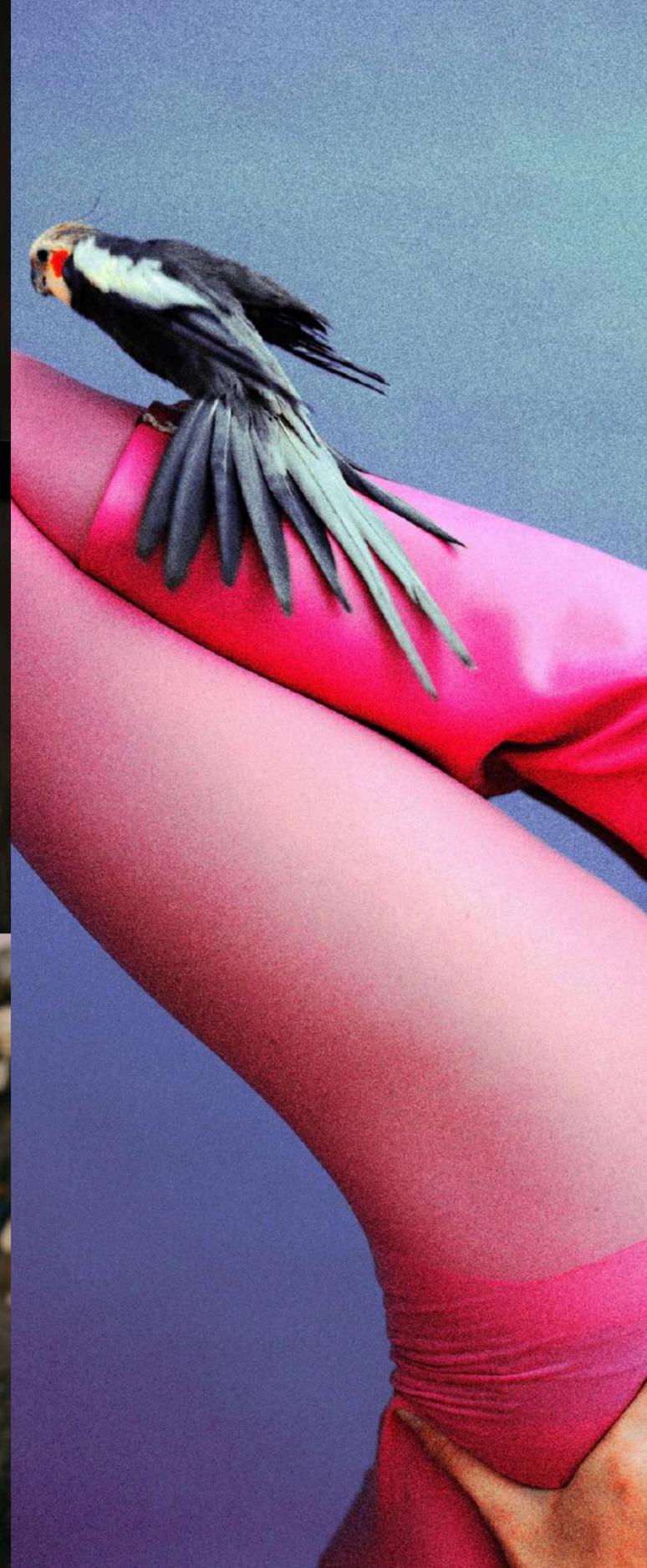
TO ADVERTISE WITH US CONTACT

CONTACT US

EMAIL

info@flanellemag.com

SARAH-EVE LEDUC



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 cancellations must be written with a signature and date. All cancellations must be received 30 days before the closing date. For editorial submissions, a revision fee of 20\$ and a cancellation fee of 100\$ will be incurred 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.

-For printed issues, 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 a third-party printing company who also takes care of shipping. 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.