

effective January 2009

2009 Mediakit

To this day, and forever, our mission is the same: to promote emerging designers the best that we can. We set our standards high and have already achieved so much in the short time that The Fashion Journal has been in existence; we feel that our prowess as magazine moguls has been proven.

In the issues to come, we hope to provide readers with the same didactic features that we're best known for; fashion, art, interior design, illustration, etc...

We will continue to push through the barriers of the fashion realm, to incorporate emerging fashion into the everyday wardrobe and to give the much needed credit to those deserving of it.

01 publishing dates

issue # 3

October 1, 2009

deadline - August 1, 2009

issue # 4

February 1, 2010

New York Fashion Week

special edition

deadline - January 1, 2010

issue # 5

June 1, 2010

deadline - May 1, 2010

please note that the fashion journal's publishing dates are approximate. any change in schedule will be made 30 days prior to dates listed above.

02 publishing info

TFJ Publishing

info@tfjpublishing.com

www.tfjpublishing.com

03 media information

circulation:

print run: 20,000 #

market/ distribution

us- east coast 30%

us- west coast 15%

europa 45%

other- canada 10%

2008 online average (p/mo.)

80,000 Individual hits

distribution locations:

info@thefashionjournal.com

THE fashion Journal™

04 specifications

minimum 80 + 4 covers

perfect bound

dimensions: 6" x 9"

copy price

5.00 us / 3.83 euro

*varies in the respective currencies

tech specs

lithos

print-ready media, with
sample proofs.

color

cmyk

printing process

web offset

screen

133 lines- 300 dpi

format

6" x 9"

paper: matte coated 115gr

cover: 4color matte coated

300gr, 1 side laminated

contacts

advertising

ads@thefashionjournal.com

marketing

pr@thefashionjournal.com

general information

new york/ chicago/ london

info@thefashionjournal.com

347.365.6549

publishing

TFJ Publishing

tfjpublishing.com

mailing address:

The Fashion Journal, Inc.

921 Washington Ave, 5D

Brooklyn, NY 11225

05 advertising rates

size

sterling/ USD

4/4 full single page 300/500

4/4 full single (1st 25%) 450/700

double page spread 900/1500

dps (1st 25%) 1000/1700

inside back cover 1200/2000

back cover 1500/2500

discounts / agency commission/ special advertising

sales@thefashionjournal.com

payment

3% advance payment discount. 30 days net.

web site advertising upon request.