

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.