



NEW YORK **PRIMO** MAGAZINE

MEDIA PACK

CONTENTS

Media Information
Pg. 5-6
Promo Reader
Pg. 7-8
Promo
Pg. 9-10
Web Statistics
Pg. 11-12
Advertising
Pg. 13-14
Contact Information
Pg. 15-16

Produced by MagCloud Publishing Ltd.
Distributed by MagCloud
Printed by MagCloud

The opinions expressed in this magazine do not necessarily reflect those of the publisher.
Although all material is checked for accuracy, no liability is assumed by the publisher for
any losses due to the use of material in this magazine.

Copyright ©. All rights reserved. No part of this publication may be reproduced, stored or
transmitted in any form without prior written permission of Promo Magazine.



Promo Magazine is an editorial print-on-demand and digital magazine for the new generation of fashion creatives.

Thanks to the constant growth of the Internet, bringing together fashion content from all around the world is now possible. Promos' editorial content covers: fashion photography, illustration, design, and fine art photographs.

With a current readership of 200,000* people and a combined social media following of 9,000*, Promo has been able to reach a huge range of people all over the globe.

We are looking to collaborate with brands and businesses who have a keen interest in connecting with the next generation of fashion creatives, female photographers and style enthusiasts.

January 2017



NEW YORK **PROMO** MAGAZINE
Media Information



PROMO MAGAZINE READER

A Promo reader is confident with a creative disposition that they apply to their daily life. With a keen interest in the fashion industry they are able to appreciate the growth of new designers and enjoy the constant success of established brands. As an avidly independent individual they dress for themselves and indulge in designer purchases, with a particular fondness for vintage and unusual pieces. They find time to balance their often-hectic work schedule with social pursuits and enjoy weekends away to various cosmopolitan cities - almost always with one more suitcase than is necessary. When they're on the go they remain dedicated to keeping up to date with trends via social media, following trendsetters and fashion industry individuals on Instagram keeps their knowledge fresh. A Promo reader is extremely ambitious, self motivated and attracted to all things visual. They are blog writers, editorial creators, podcast listeners and book readers. Their office is a homage to their style, mixing their eclectic travel souvenirs and vintage film cameras with their flawlessly ordered magazine collection.



STATISTICS

83% of our readers are women.
72% of our readers are photographers.
39.1% of our readers are male
60.9% of our readers are female

Promo readers love photography, fashion and travel the most. They are brand loyal and they love Instagram.

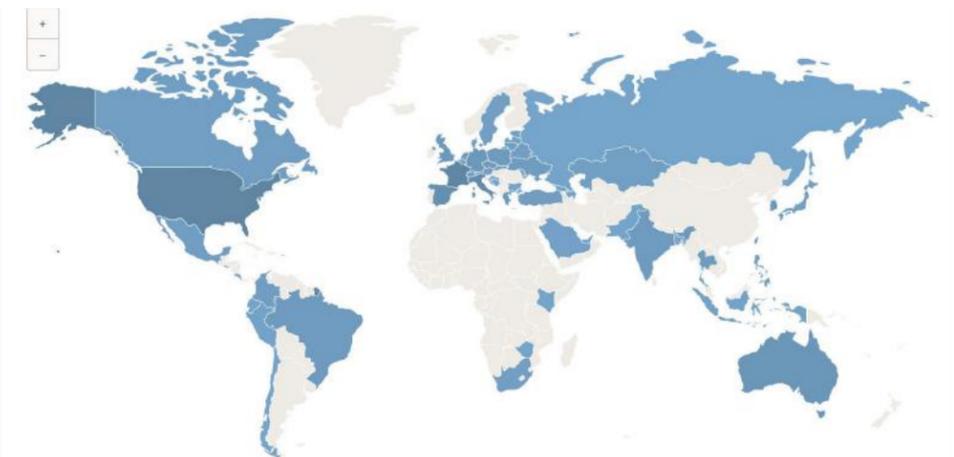
We asked our readers how they felt about fashion advertising. 56% said they like them. 44% didn't mind them.

42.57% of our readers are from the United States. 9.85% are from the United Kingdom.



ISSUE STATISTICS

Issue.com
2017 Statistics | Average Monthly Stats
14,725 Reads
624,385 Impressions 187 Followers



Top 10 countries

United States	320	Germany	24
France	275	Republic Of Korea	19
Italy	150	United Kingdom	16
Spain	81	Brazil	15
Australia	33	Poland	15

WEB STATISTICS

January 20th, 2017

Promo started out as a digital magazine hosted on Issuu.com. We have, therefore, amassed a very large following there, on our website and social media. The visibility of online magazines is enormous, and an ever growing industry that we hope to help pioneer.

Promo Magazine's website is the blog and website in conjunction with the publications we produce. Featuring exclusive editorials and exciting articles about fashion, art and culture, we receive thousands of readers from all across the globe.

promomagnews.com (average per month)

9K Page views

11K Sessions

5.4K Users

[Facebook.com/promomagazineUSA](https://www.facebook.com/promomagazineUSA)

6,662 Likes

80% Women

30% Men

72% 18-34 women

[@promomagnews](https://www.instagram.com/promomagnews) (Instagram)

1.2K followers





ADVERTISING

With a vast readership, brands are guaranteed visibility across all platforms should they advertise with Atlas. Advertising with us will guarantee brands at least one blog post about their brand or mentioning their product. This can be in the form of an interview, an article, or an editorial. We are always happy to discuss your ideas. We offer

various advertising packages. Whether you want to showcase your brand in Promo to guarantee exposure and shareability, have us feature your brand on our blog, or have us create an original, bespoke advertorial we've got flexible options which can meet everyone's needs.

WEBSITE RATES

Type	1 Month
Top Banner	200
Side Banner	100
Blog Post	Tailored

PROMO MAGAZINE

Type 1 Issue	(Monthly)
DPS	\$750
Inside Front Cover	\$600
Single Page	\$300
Half Page	\$250
Classifieds	(1/8th Page) \$50

For bespoke advertorials, please get in touch.

CONTACT US & FIND US

promomagnews.com
promomagazinenyc.com
<https://www.facebook.com/promomagazineUSA/>
<https://www.instagram.com/promomagnews/>

info@promomagazinenyc.com

Founder:
Michael Suber

Editor In Chief:
Marina Dojchinov

Editorial Director:
Michael Chaney

Creative Director:
Vanessa Bennish

