

Linger

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The 2018

**MEDIA KIT &
COLLABORATIVE
OPPORTUNITIES**

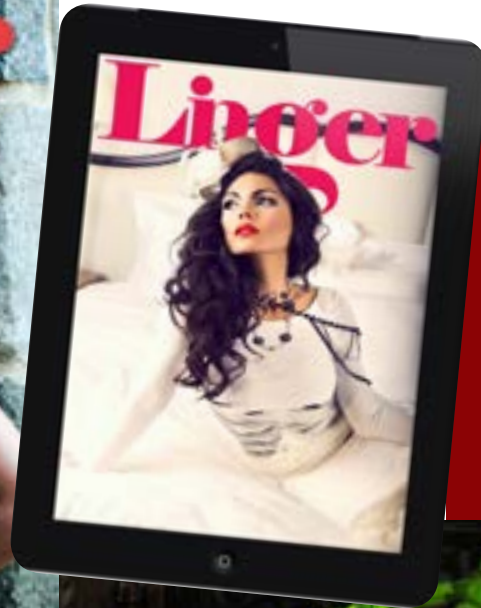


TOP CITIES:

BOSTON, NEW YORK, LOS ANGELES, MIAMI, PHILADELPHIA,
HOUSTON, ATLANTA, CHARLOTTE, CHICAGO, D.C.

TOP COUNTRIES:

CANADA, PORTUGAL, GERMANY, UNITED KINGDOM, ITALY,
FRANCE, JAPAN, SPAIN, BAHAMAS.



**Reach the most
influential
audience of fashion
aficionados.**



TOTAL REACH

10,115

Qualified Annual Digital Subscriptions³

SOCIAL MEDIA

10,003

Combined Following²

PRINT ISSUES DISTRIBUTED AT EVENTS

500

Average VIP Gift Bag Inclusion per partnered event⁴

COUNTRIES OF DISTRIBUTION

18+

Subscribers and Individual Purchases⁴

NEWSLETTER

5000

Opt-In Subscribers⁴

2- FACEBOOK, TWITTER, INSTAGRAM, VIMEO, YOUTUBE, PINTEREST, GOOGLE+, PERISCOPE.
3-PRINT & DIGITAL PAID SUBSCRIBERS
4-PUBLISHER'S DATA

CAPTIVATED READERSHIP

Linger Magazine delivers relevant beauty and fashion editorials to the most desirable demographics in the Fashion, Beauty and the Art industries as a resource for 10,000 readers per issue.

THE LINGER MAGAZINE AUDIENCE CONSISTS OF AFICIONADOS OF ...



RUNWAY EVENTS



BEAUTY HOW-TO GUIDES

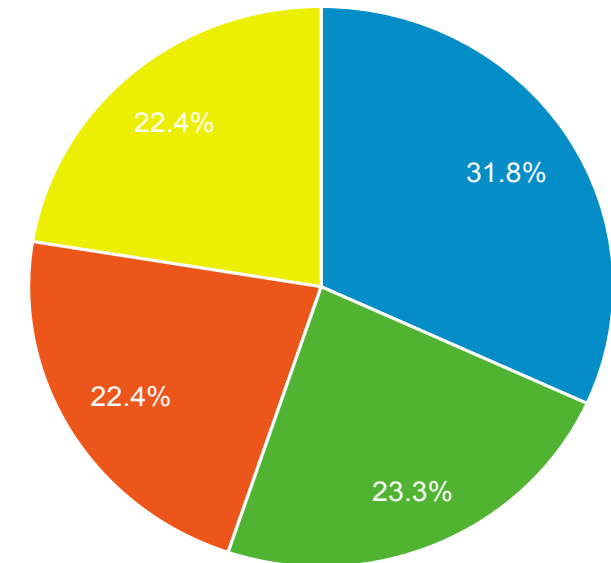


ACCESSORIES



CELEBRITY INTERVIEWS

FEMALE: 83%
MALE: 17%



AGES:

22% 18-24
24% 25-34
22% 35-44
32% 45-54

58%

SPEND \$1000+ A YEAR ON APPAREL

47%

SPEND \$1500+ A YEAR ON TRAVEL

88%

PURCHASE BEAUTY & MAKEUP PRODUCTS

DATA SOURCE:
GOOGLE ANALYTICS, JUNE 2017

COLLABORATIONS & PARTNERSHIPS

We partner and collaborate with platforms that are aligned with our vision. We offer the following platforms:

Media Sponsorship

- Editorial features, Social Media Promotions, Homepage Feature, Video Spotlight, Dedicated Newsletter, VIP Gift Bag inclusion.
- Exclusive Coverage: Fashion Runway Events, Beauty Summit panels, Fashion Film Festivals, independent Fashion & Beauty launches.

Printed Advertising

- Exclusive Full Page placement

Product Placement/Feature/Giveaway

- Gift Bag inclusion, Social Media Giveaways, Product integration

30%
INSTAGRAM
ENGAGEMENT RATE

92%
DEDICATED NEWSLETTER
OPENED/SHARED

35%
PURCHASE PARTNER/
SPONSOR PRODUCTS



ABOVE: As a media partner, Linger featured *Fashion Art Toronto* in 2012 with editorial feature, social media and exclusive pre-show full page ad placement.

Brand Collaborations:

Sponsored Posts and Shared Posts opportunities are available.



ABOVE: As a media sponsor, Linger featured *PR Couture's Bespoke Communication Awards* winners' profiles in the 2017 print issue and distributed in winners' packs.



ABOVE: Editor interviewed the cast of *The Face* reality show (Lydia Hearst, Anne V, Naomi Campbell) for March 2014 issue in preparation of the show's TV premiere.



ABOVE: Linger co-sponsored the *Fashion Mingle NYFW Launch Party* with print issues placed in gift bags (September 2017).

EDITORIAL LINEUP

JANUARY



Issue #80 | THE INTERNATIONAL ISSUE
 Subject | Global Glam
 Feature: Influencers from all parts of the world who are driving forces of sophistication and style in their locale, plus travel tips.

APRIL



Issue #83 | THE KALEIDOSCOPE ISSUE
 Subject | Color, Shapes and Textures
 Feature: Highlights the fusion of the color spectrum, patterns, and shapes with interpretative fashion.

JULY



Issue #86 | THE ART NOUVEAU ISSUE
 Subject | Art, music, fashion, film and festivities
 Feature: Celebrates Art and Fashion creative talents on the rise. Profiles of artists, photographers, and filmmakers.

OCTOBER



Issue #89 | THE RUNWAY REPORT ISSUE
 Subject | Full fashion week coverage, exclusive access
 Feature: This issue reads like a 'Who's Who' of the fashion, modeling, beauty and event production industries.

FEBRUARY



Issue #81 | THE BETTER YOU ISSUE
 Subject | Health & Beauty Resolutions
 Feature: This issue celebration your resolutions to a better you. New beauty tips, haircare advice and healthy living to the future ahead.

MAY



Issue #84 | THE CONFETTI ISSUE
 Subject | Spirit of Celebration
 Feature: This issue celebrates Linger's anniversary, as well as others who are celebrating new launches, product releases and grand openings.

AUGUST



Issue #87 | THE DEBONAIR ISSUE
 Subject | Grooming and styling features
 Feature: Dedicated to the man who appreciates quality menswear, body products and accessories for the well-groomed man.

NOVEMBER



Issue #90 | THE SOIRÉE COUTURE ISSUE
 Subject | Holiday beauty, fashion and gift ideas
 Feature: Stylish ways to make a sparkling entrance to the season's biggest holiday parties, makeup/hair tips, a guide to charities to support.

MARCH



Issue #82 | THE RUNWAY REPORT ISSUE
 Subject | Full fashion week coverage, exclusive access
 Feature: This issue reads like a 'Who's Who' of the fashion, modeling, beauty and event production industries.

JUNE



Issue #85 | THE COIFFURE ISSUE
 Subject | Hair info and Trends
 Feature: Prominent focus on hair styling ideas, hair/scalp care, and products that are healthy for all textures of hair.

SEPTEMBER



Issue #88 | THE GIFT GUIDE ISSUE
 Subject | The luxury of giving
 Feature: Full of interactive pages of products, clothing and accessories for purchased. Includes shoppable luxury editorials.

DECEMBER



Issue #91 | THE EDITORS ISSUE
 Subject | Editor's favorite things, experts, places
 Feature: This issue compiles a recap of the brands, products, accessories and online boutiques that the editors at Linger Magazine love.

ADVERTISING OPPORTUNITIES

Video Advertising

- Your brand's logo featured on Issue Intro Trailer that announces new issue.
- Distributed on all social media platforms and 24K network contacts.

Print Advertising

- Behind front cover, inside and outside back cover available.
- Glossy print, perfect bound, limited-edition.

Initiative Sponsorships

- NEW fashion series - *COMING EARLY 2018*



Email ads@lingermagazine.com to reserve your ad space, propose a collaboration or to receive a rate card.