



FASHIONZ

MEDIA KIT

FEBRUARY 2019

FASHIONZ



ABOUT

Since the website was first launched in August 1998 it has become a well-respected and influential online magazine as well as a portal for the local industry.

FashionNZ connects fashion brands with an engaged fashion audience that are savvy and like to shop. FashionNZ's readers are spread throughout the country and the site has an ever-growing database plus an active social media presence.

FashionNZ creates and curates an informative, entertaining and inspiring mix of comprehensive content. The site is updated daily by our team of journalists, influencers, photographers, stylists and industry experts under the direction of experienced editor and publisher, Evelyn Ebrey.

KEY SITE CATEGORIES:

Fashion, Designers, Beauty, Industry, Events

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INSIGHTS

- Unique Users Per Month: 20,000 - 25,000+
- Unique Page Views Per Month: 60,000 -75,000+
- 85% Female / 15% Male
- 18-34: 38%
- 35-54: 42%
- 65+: 20%
- Database: 38,000+
- eDM Open Rate: 13-18%



10.4K likes*



11.3K followers*



4K followers*

* Dec 2018

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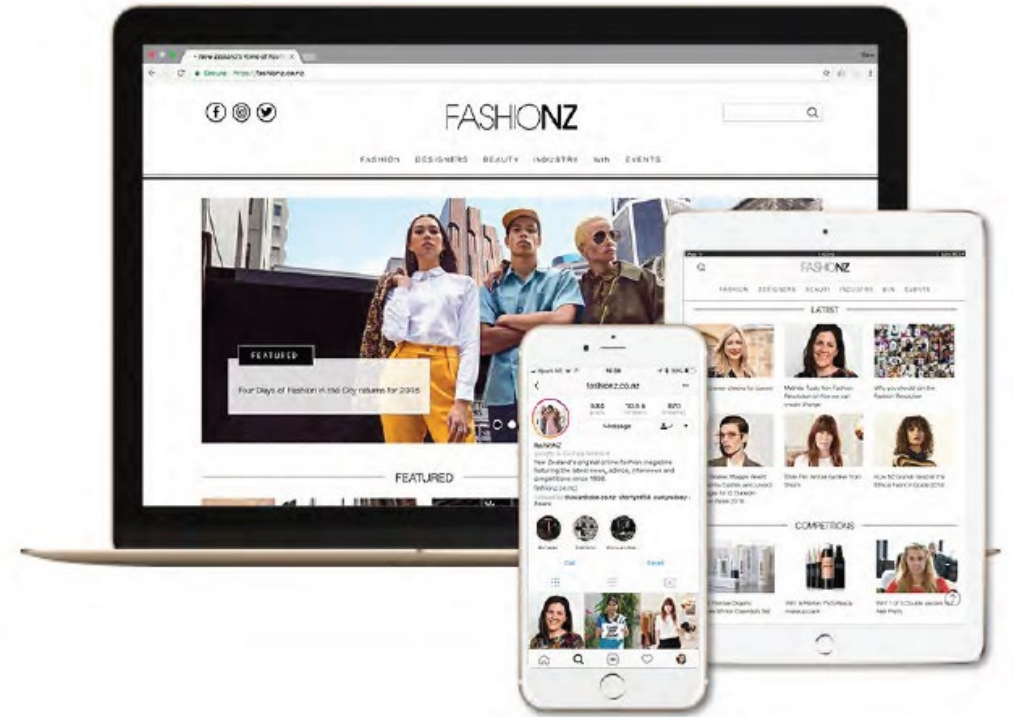
ADVERTISING OPTIONS

ADVERTISING FORMATS:

- Standard Display – 728x90 / 300x250 / 300x600
- EDM Inclusion
- Solus EDM

CAMPAIGN DETAILS:

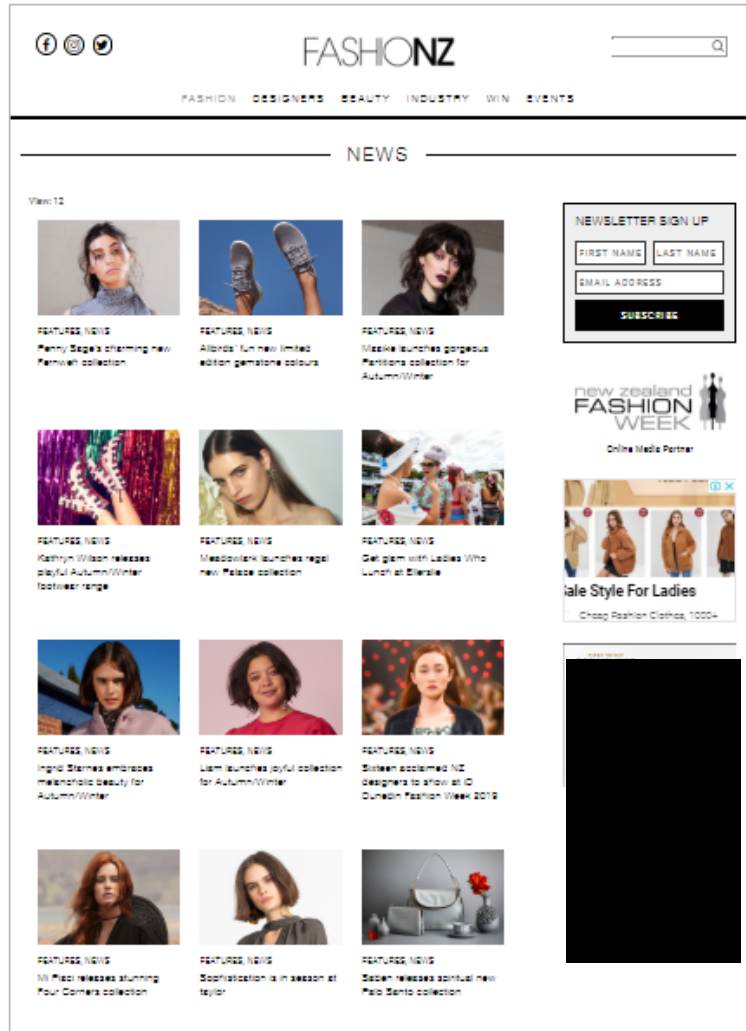
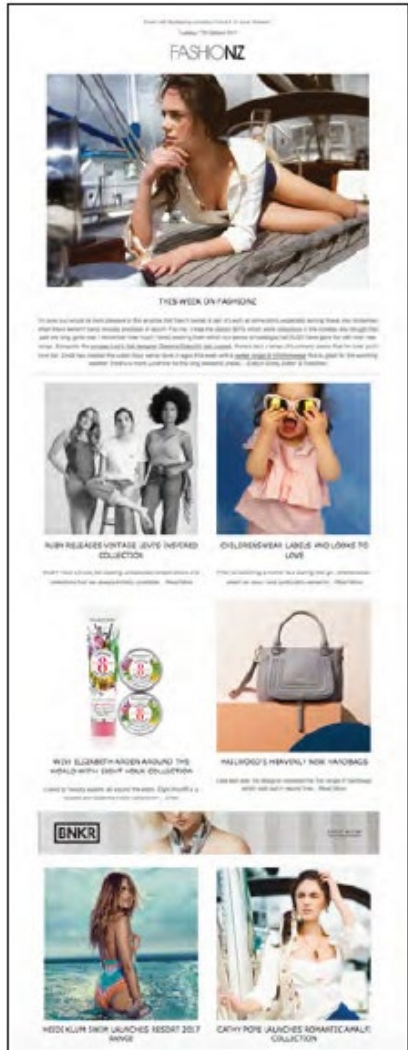
- Minimum spend - \$500
- Available via PG or IO



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DISPLAY FORMATS



← 300x600 / 300x250

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MORE INFORMATION

FOR MORE INFORMATION PLEASE CONTACT:

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