
FASHIONREVIEW.COM.AU

Media Pack 2012

WHO WE ARE

**An independent online
resource for Australian*
fashion.**

Founded in 2007

*** with the occasional dose of New Zealand fashion for good measure**

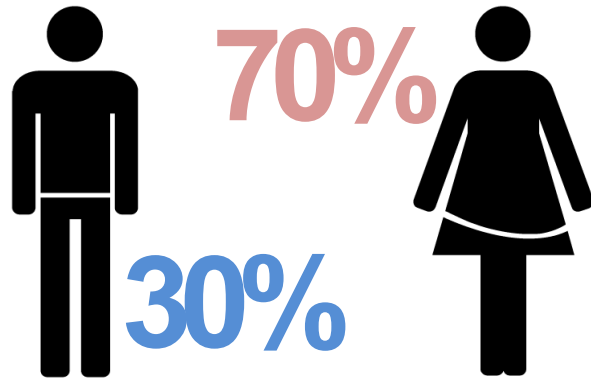
WHAT WE DO

We engage our readers through a simple concept.

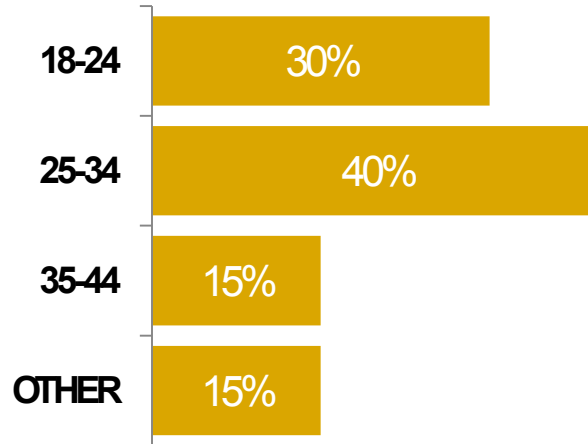


OUR AUDIENCE

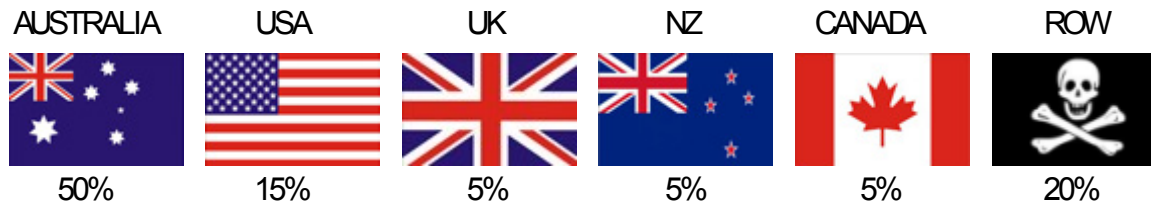
MALE / FEMALE



AGE



LOCATION



OUR NUMBERS

MILLIONS OF READERS SINCE
OUR INCEPTION.

THOUSANDS OF FANS / FOLLOWERS /
SUBSCRIBERS.

25,000 - 50,000 Unique Visitors/Month

50,000 - 100,000 Page Views/Month

≈ 2 Minutes/Visit

OUR OPTIONS

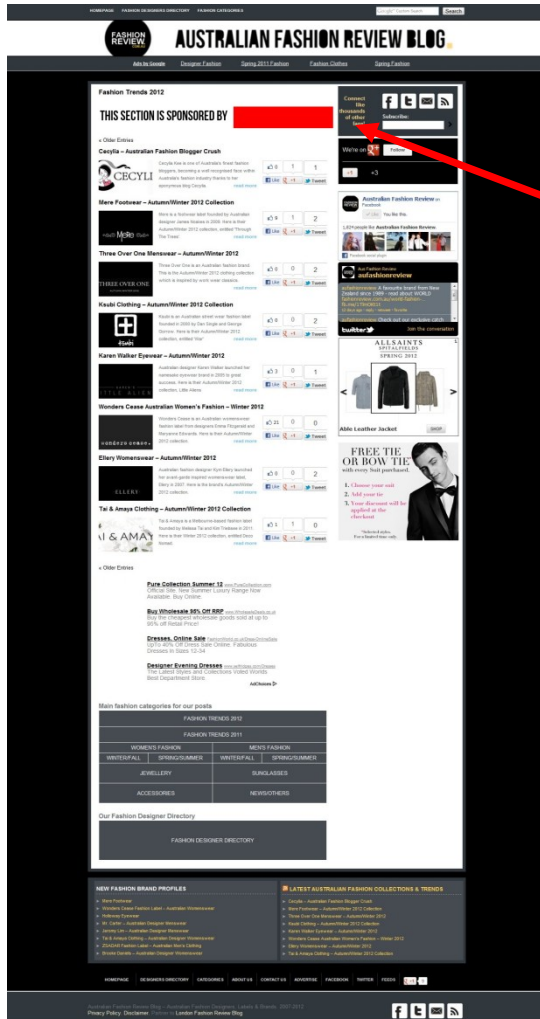
BANNER PLACEMENT

The screenshot displays the Australian Fashion Review Blog homepage. At the top, there is a navigation bar with the site logo and menu items like 'Home', 'About Us', 'Contact Us', 'Privacy Policy', 'Disclaimer', 'Terms & Conditions', 'Facebook', 'Twitter', 'RSS', and 'Google+'. Below the navigation bar, the main content area is divided into several sections. On the left, there are sections for 'NEW FASHION PROFILES AND DESIGNER INTERVIEWS', 'LATEST FASHION TRENDS FOR 2012', and 'Australian Fashion Review Blog - Designers, Labels & Brands'. On the right, there is a sidebar with a 'THE TOP ONLINE FASHION SHOPS' banner, a '300 x 250 Sidebar box' (highlighted with a red box), and a '1/2 PRICE SALE' banner (also highlighted with a red box). The sidebar also contains social media links and a search bar. At the bottom of the page, there is a footer with contact information and social media icons.

300 x 250 Sidebar box
Loads with every page impression.

Limited to two boxes at any one time.

OUR OPTIONS



CATEGORY SPONSORSHIP

"This section is sponsored by"

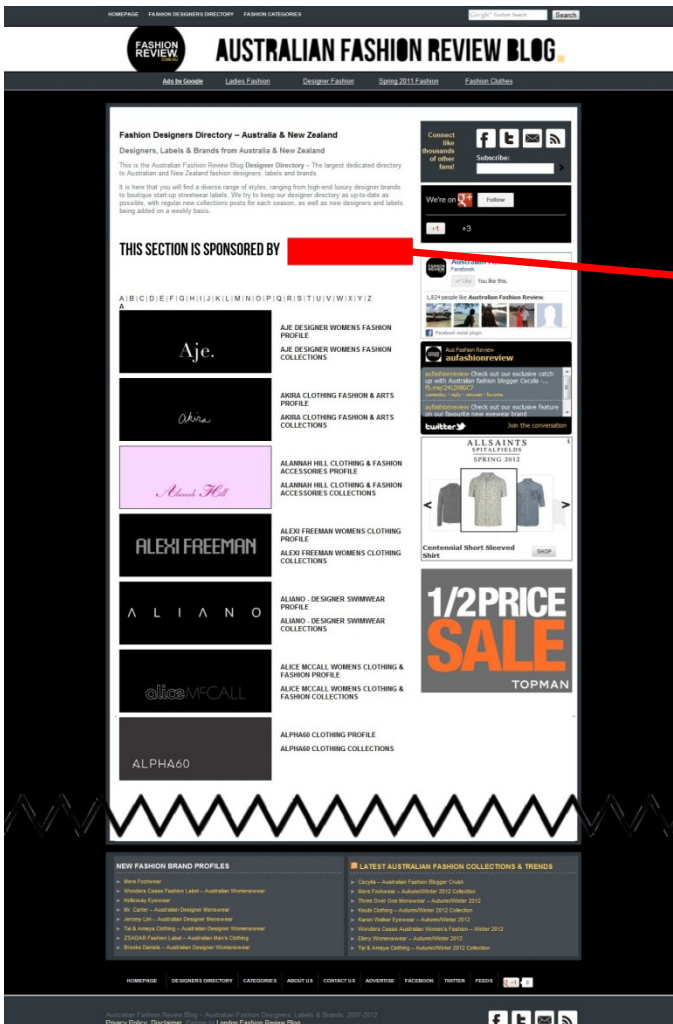
300 X 100 Logo

Logo placement within ALL category pages
("www.fashionreview.com.au/category/.....")

Includes all key categories (Fashion Trends 2012, Womenswear, Menswear etc) as well as all designer specific categories.

Limited to one sponsor for the entire site

OUR OPTIONS



DIRECTORY SPONSORSHIP

“This section is sponsored by”

300 X 100 Logo

Logo placement within our core Directory
(“www.fashionreview.com.au/fashiondesigners”)

This is the heart of our site. The Directory features hundreds of Australian fashion designers, labels and brands. It is one of the largest dedicated Australian fashion listings on the web.

Limited to one sponsor for the entire site

PRICING AND SPECIFICATIONS

OPTION	PRICE	DIMENSIONS	FILESIZE	TYPE
Banner Placement	\$600 / 30 days	300 x 250	Up to 50kb	swf/gif/jpg/ 3 rd party tag
Category Sponsorship	\$600 / 30 days	300 x 100	Up to 35kb	gif/jpg/ 3 rd party tag
Directory Sponsorship	\$400 / 30 days	300 x 100	Up to 35kb	gif/jpg/ 3 rd party tag

Minimum purchase is 30 days.

Discounts may apply for extended campaigns or bulk Option purchases

CONTACT

ADVERTISE@FASHIONREVIEW.COM.AU