

FC MAGAZINE

MEDIA KIT 2015



Mercedes Benz Fashion Week Spring 2015
- Photographer: Arnab Kar

Who we are

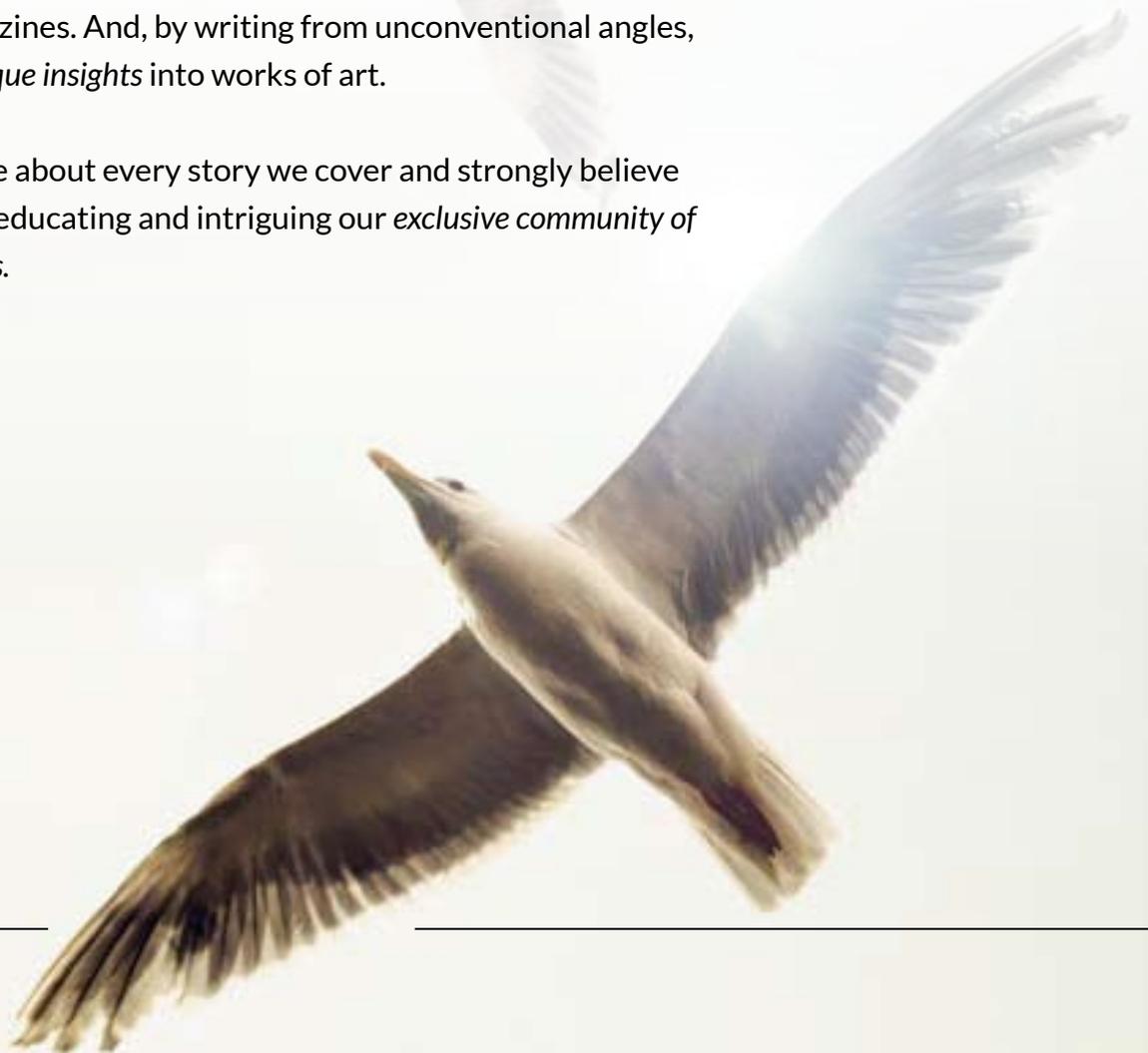
The Fashion Globe Magazine is an innovative theme-based digital publication that provides a *privileged look* into both established brands and emerging talents from across the globe.

Through captivating interviews, reviews and features from the fast-changing artistic world, we look beyond today's headline trends to the creative roots of *taste, fashion and lifestyle*.

We highlight the *inspiration, knowledge and dedication* that go into artistic creation. We offer a platform where design is self-expression, style an attitude and talent a personal passion.

FG Magazine publishes fascinating stories not covered by mainstream magazines. And, by writing from unconventional angles, we offer truly *unique insights* into works of art.

We are passionate about every story we cover and strongly believe in 'smart writing' - educating and intriguing our *exclusive community of 9,000 loyal readers*.



Our values

Creativity:

developing original ideas that add value with artists who use **FG Magazine** as a platform to showcase their work and share their stories.

Fashion:

that goes beyond the colourful sketches, the pristine cuts, refining touches and details to the innovation, research and experimentation .

Inspiration:

as the seed from which creativity blooms. Inspiration can be found from anywhere, from the bottom of your coffee cup to the top of a mountain .

Diversity:

the variety of cultures represented by our writers allows us to explore a world of possibilities from new and unique perspectives.





What sets FG Magazine apart: our in-house writers

All fashion magazines are looking for the next big thing, but at **FG Magazine** we have real flair for finding it before the PR firms get to work.

Our international team of in-house, special and guest writers combine sterling writing skills with a passion for the creative arts. Many are also experts in a specific professional area, from finance and fashion to politics and art, which give them a special take on the subjects they cover. They enjoy a personal network of contacts among up-and-coming artists, emerging talents and entrepreneurs, and get the story before the others.

Sophisticated, inquisitive, multilingual, our writers look behind the scenes to bring our readers the true story of artistic creation, be it the perfect gourmet, the beautifully crafted stiletto or the soaring steps of a dance performance.

Our in-house writers are native speakers of at least a dozen languages, including French, German, Italian, Spanish, Portuguese, Chinese and Russian, allowing them to work globally and not just in their home markets.

Editorial team



Hitch Boukhari

Founder | Geneva, Switzerland

Founder and CEO of FG Magazine, directs the team from behind the scenes. Entrepreneur by nature and a programming expert by training, he has lived in 12 different cities, 5 countries and is passionate about bringing different people and ideas together.



Eli Deheza

Editor-in-Chief | London, UK

Hyperactive perfectionist, vintage lover and CEO of an advisory company, directs and creates content across FG Magazine. Comes from everywhere and nowhere; educated in six countries with a MALD in International Security and a career in management consultancy.

Marketing opportunities



The Sponsored Profile

The **Sponsored Profile** was designed to meet a new marketing reality: Savvy consumers today want to be educated about a product instead of pitched.

The **SP** lets you tell your story and establish your identity through a close partnership with an in-house writer from FG Magazine familiar with your industry. The writer works closely with the client to produce a final text that meets his or her expectations.

Steps in the process include:

- ✓ Identifying your key message.
 - ✓ Bringing out the uniqueness of your product.
 - ✓ Highlighting the creative process that went into producing it.
 - ✓ Writing a captivating professional article of 1,000 words that captures the essence of your brand or business.
 - ✓ Using the article to kick off a global marketing campaign with voucher or discounts.
 - ✓ Full copyright .
 - ✓ Mention in our monthly newsletter.
 - ✓ Inclusion in our monthly Newsletter and Alert Content services under the relevant category.
 - ✓ Integrated Google Insights and Search Engine Optimization for keywords relevant to your target audience .
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Other advertising opportunities



FG Magazine offers several exciting advertising opportunities:

Our home page

A package of three, six or twelve months advert opportunities featuring banners and “Peel Away Ads” are available upon request.

Our monthly newsletter

Sent straight to the desktops of a highly targeted audience of professionals relevant to your business.

Our alert content

Adverts included in the alerts we send via e-mail. This is an opt-in service, so readers receiving these emails have requested that we ensure they are included on the distribution list of their chosen category.



Our collaborations

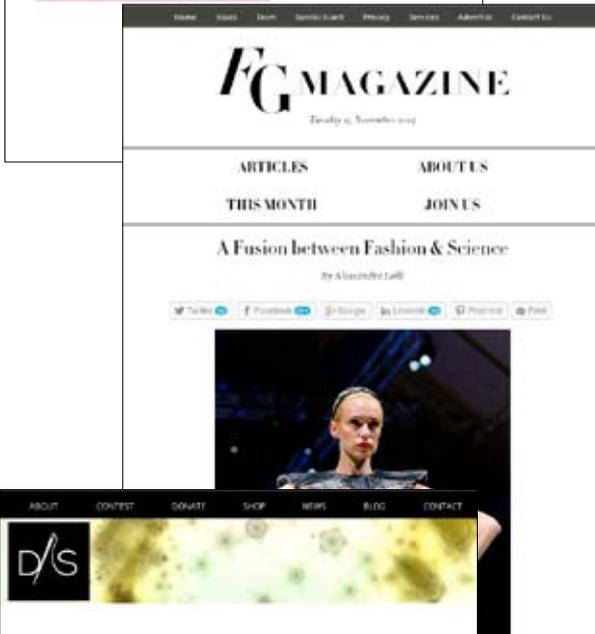
Some of our past partnerships and collaborations...

DESCIENCE Project: Massachusetts Institute of Technology (MIT), Cambridge, MA, USA.

Descience is an innovative project that attempts to bridge the gap between scientific research, fashion and design, with the idea that scientific discovery can inspire creative innovation. For six months, scientists and fashion designers collaborated to create wearable art.

FG Magazine understood this was a unique opportunity to partner with a project with an immense potential, which needed to convey the right message to an international audience and gain greater exposure. For six months, FG Magazine published one article a month highlighting specific aspects of the projects and the participants. Teams competed and readers voted by email for their favourite project. The winner “Cytocouture” was featured in a runway show held in Boston, MA in September, 2014.

<http://www.fashiondescience.com>



“FG Magazine exceeded our expectations in communicating our unique competition to a complex audience of fashionistas and scientists. Its dedicated team fully understood the nuances of what we were trying to convey to our international readers and formed an integral part of our media strategy. We look forward to working with them in the future!”

Yuly Fuentes-Medel, Executive Director, Descience

Successful features

Fashion:

Rani Zakhem, Monnalisa, Bensimon

Lifestyle:

Marks and Spencer (M&S),
Shiza Shahid - Malala Fund, Sir Ben Ainslie CBE

Accessories & Luxury Goods:

Svetlana Taccori, SAVELLI,
SI-V by Sivan Shraga

The Arts:

The Royal Academy of Arts, Sarah Kay, V&A

Beauty:

Abhana, Kiehl's, Primitive Colour

La Cuisine:

NOMA, Eataly, Ryan Matthew Smith

Eco Fashion:

Cristina Peral, Wearso Organic, La Portegna

Music & Theatre:

English National Ballet, Hampstead Theatre,
Amadéus Leopold



Our search engine optimisation

*Writing and optimising your content
according to your audience*

Optimising your online presence is critical in today's digital world. We use the same expertise to obtain a good ranking for your article that helped **FG Magazine** evolve from a simple blog into a leading digital publication platform.

We would be happy to tell you more about how this works.

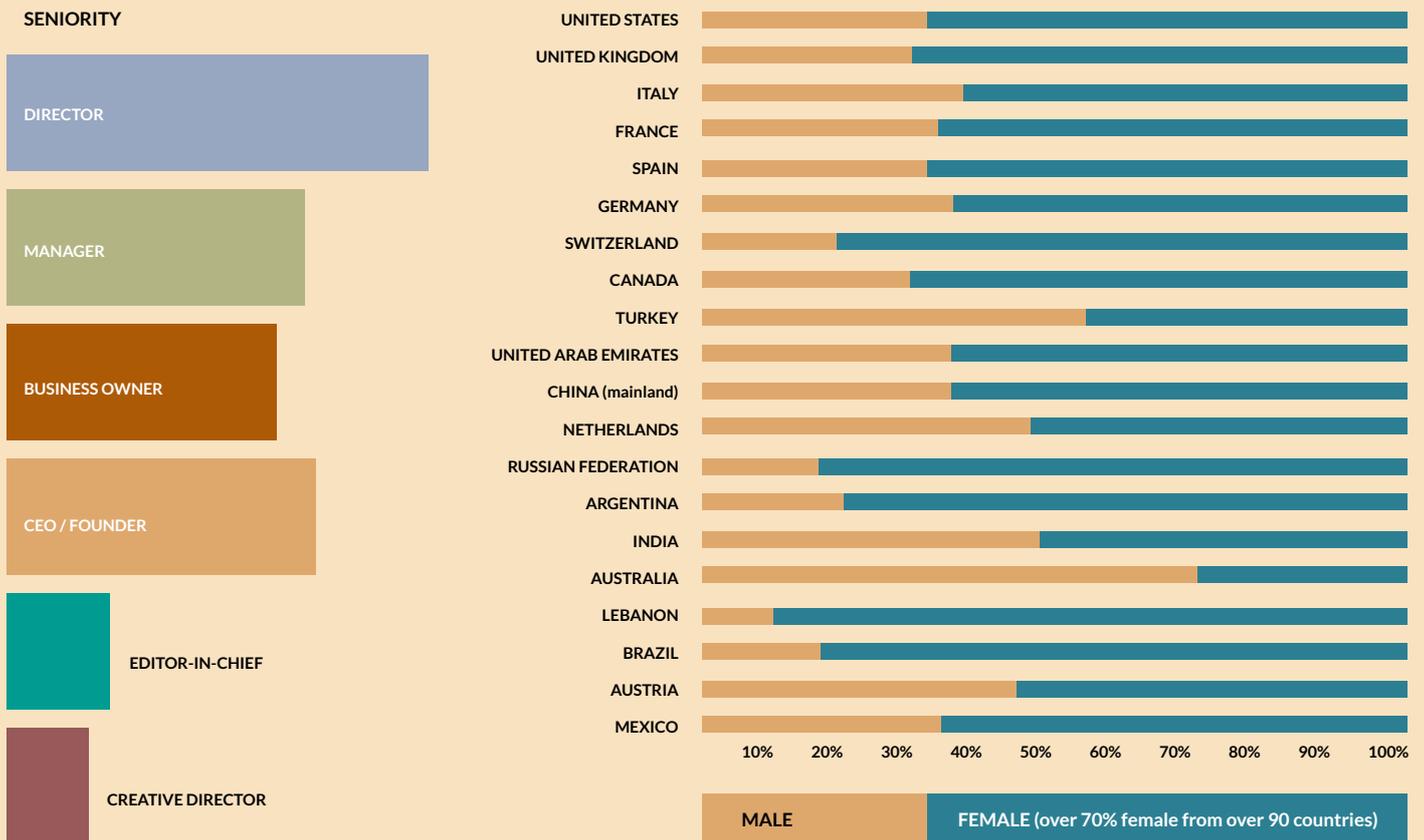


Audience

FG Magazine reaches a global network of highly sophisticated, creative, and influential professionals.

More than half of them are decision-makers in senior management positions (Founder/CEO, Managing Director, Creative Director, Editor) in fashion, luxury and the arts.

Demographically, they reside in 110 countries.
70% of our readers are female, 80% are 30-45 years old.



Added to our subscribers, our followers on LinkedIn, Facebook, and Twitter bring our total readership to 9,000.

