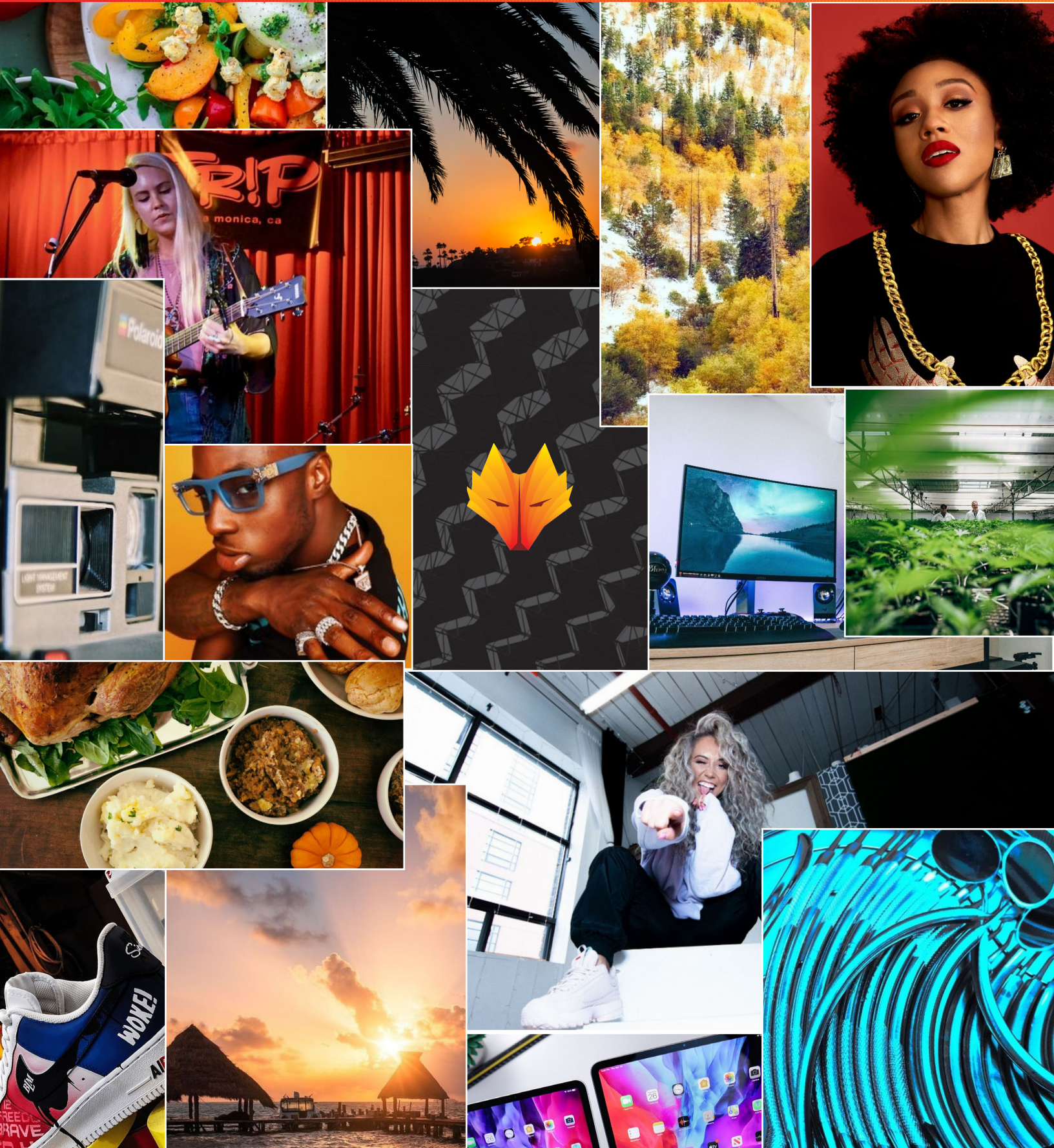


# THE FOX MAGAZINE

## MEDIA KIT



@thefoxmagazine



pr@thefoxmagazine.com



www.thefoxmagazine.com

# ABOUT US

The Fox Magazine is on a mission to be a leading source of inspiration for dreamchasers who seek to impact the world and live a fulfilling lifestyle.



With humble beginnings, we had dream of taking readers along on our journey to become a leading source of inspiration, both challenging and empowering people to lead a creative life that is distinctly their own.

Today, we are a global hub that unites pioneering creatives, brands, and influencers with a voraciously active readership. The Fox Magazine is a platform like no other.



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# WHY PEOPLE BELIEVE IN US

We produce effective content for inspiration and to achieve fulfilling lifestyle.



## WE'RE CONSTANTLY EVOLVING

We care about improvement. When we add our voice to the share the news and announcements, our readers listen.



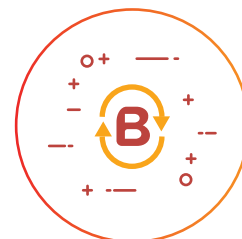
## WE'RE DEDICATED TO CREATIVITY

Our editorial team has covered a diverse selection of lifestyle content all deep-rooted in photography, food, music, travel, fashion, and technology.



## WE'RE ALWAYS LOOKING TO HELP & INSPIRE

The Fox Magazine is carefully curated through visual excellence and the latest happenings across the world.



## WE'VE BUILT A UNIQUE & AMBITIOUS COMMUNITY

We provide a complete portfolio of lifestyle content, from print to digital to event that caters to the needs of our readers.

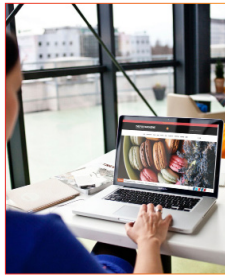


# Partnership Guide

Become a part of an impactful and inspiring lifestyle publication.

## Partnership Packages

We are happy to consider all requests for media partnerships and tailor a package of promotional and support services to suit your needs and your budget.



## Editorial Coverage

Creating astonishing stories of the most inspiring brands + creatives and presenting it to the world like nobody has ever seen.

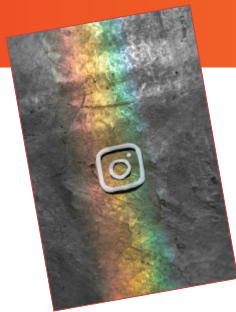
## Print + Web Advertising

There's nothing like advertising for you to gain brand recognition with 20,000+ active readers.



## Content Marketing

We optimize for cross promotional campaigns that maximize your impact.



## Advertising

Promoting your brand with impeccable creative direction through publish-ready content submission.



— The internet connects us all.

— We also like to do pay-for-plays with samples.



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# Partnership Packages

Continuing importance of partnerships and it's powerful relationship to media.

We offer the opportunity for brands and businesses to reach their target market in an elegant and effective way. By working together with a team of talented creatives, we offer a unique way for people to get the full experience from every page we put in our magazine.



## Silver Package

Great for promoting campaigns, events, and special announcements.



## Gold Package

Premier package for those who want next-level promotion.



## Platinum Package

Top package best used for event coverage and superior brand elevation.

## Key Partnership Topics

- 1 Camera Storefront
- 2 Tech Startup
- 3 Jewelry
- 4 Hotel
- 5 Airline
- 6 Record Label
- 7 Lounge
- 8 Club
- 9 Festival
- 10 Apparel
- 11 Haircare
- 12 Makeup
- 13 Clothing Manufacturer
- 14 Restaurant
- 15 Organic
- 16 Wine
- 17 Innovation
- 18 Spa



# Editorial Coverage

Content promoted to create brand awareness, promote events, and articles.



Topic coverage gives you exclusivity on article layout as well as appearing in the run-of-site locations as well as social media promotion. Impressions and clicks of your article are always tracked. Influencers are a key to the number of mentions by users due to their regular engagement with your organizations network. We make a commitment to each other's audiences and create organic traffic + community engagement.

## Statistics

Statistics via Google Analytics + WordPress + Issuu

New visitors/month  
37,000 or 64%

Average time spent on site  
5 min 33 sec

Page views/month  
70,000 +



**Increasing Visitors in Every Category**  
From its creation in 2016, The Fox Magazine has reached beyond the bounds of inspiration into lifestyles of photography, travel, music, and more.

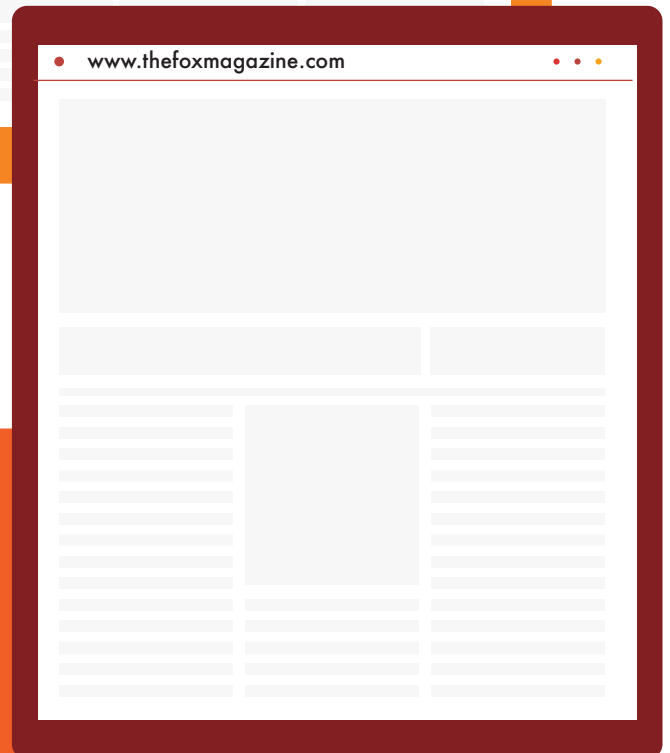


**Compassionate Articles**  
Our editors and writers for each section are creatives at heart, writing with passion, curiosity, and simplicity.

# Content Marketing

Promoting your brand with impeccable creative direction.

We have a variety of options including exclusive content such as (behind-the-scenes images/videos, newsletter campaigns, events, social media promotion, bonus podcasts, in-depth articles, cover stories, etc.) can be paired to help cater to loyal readers who are happy to pay money to support things that they believe in.



Total visitors/month  
**55,000+**



Unique visitors/month  
**23,000+**



New visitors/month  
**37,000+ or 64%**

— Statistics for 12 months via Google Analytics



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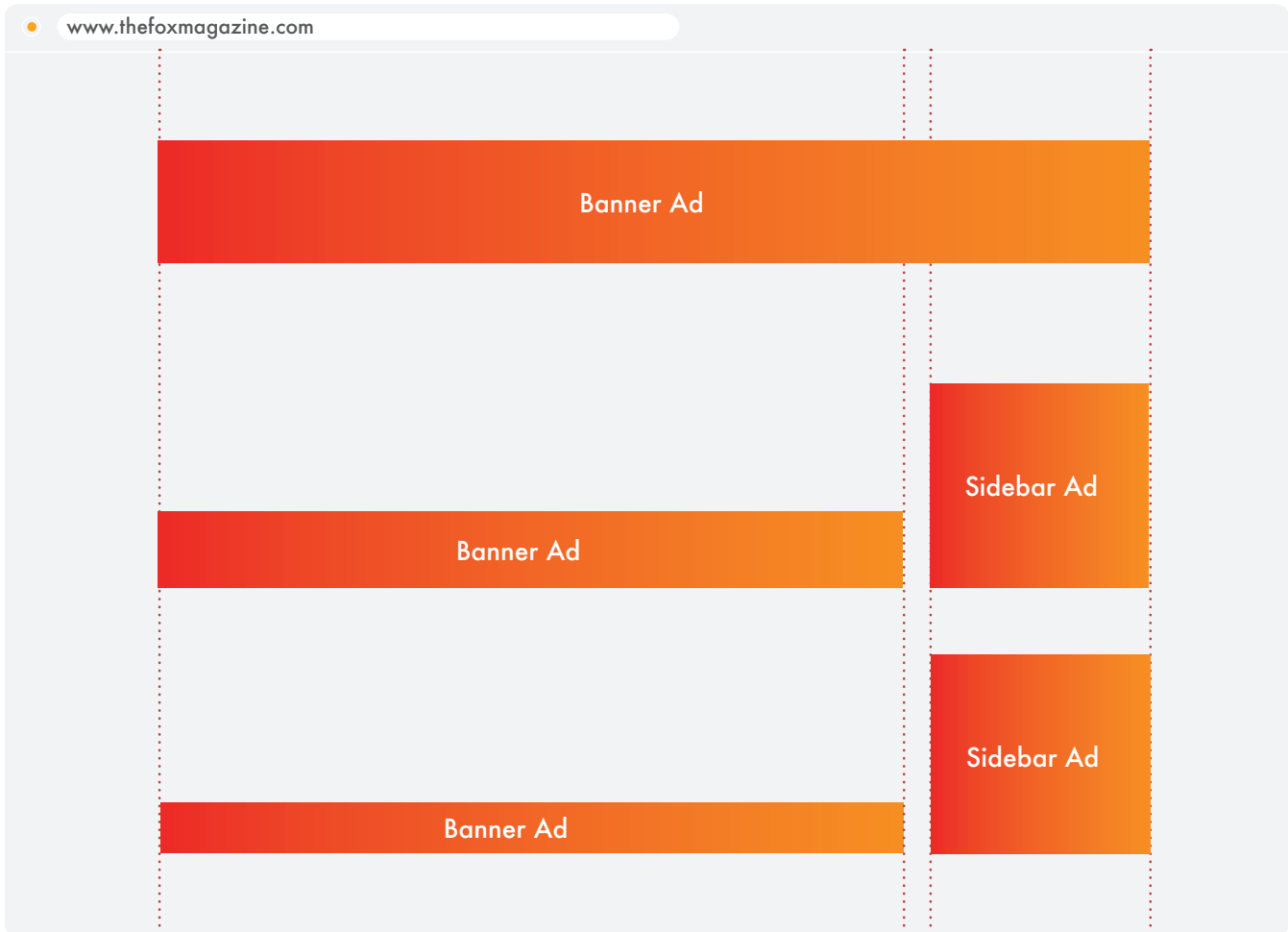
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# Advertising

From prime ad positioning in our premier lifestyle magazine to banner campaigns through thefoxmagazine.com, we have many options available to reach the audience you desire.



## Print Ads

This year will consist of bi-monthly publications with a mixture of all categories. All publications are FULL-COLOR x 60 PAGES.



## Web Ads

Online offers a wide range of cost-effective, high-impact opportunities that will get your message to the right audience.



## Social Media Ads

The internet connects us all. Our global distribution engages audiences who are passionate about the content they follow.







# THE FOX MAGAZINE

BREAD BAKING WITH US

Shop, recipe, merch, and more!

- HOME
- PHOTOGRAPHY
- TRAVEL
- MUSIC
- FASHION
- FOOD
- TECHNOLOGY
- INSPIRATION
- MAGAZINE
- SHOP

## FOOD ARTICLE

### LIL MISS FOODIE HAS PASSION AND APPETITE

The Fox Magazine

SEP 27, 2018



CONFESSIONS OF A FOODIE

Lil Miss Foodie Has ... - by The Fox Magazine • Time to read this article: 7 min

#### LATEST PUBLICATIONS

Presenting the future of technology for designers. Hope to innovate better for the mid-career people. Hope to benefit from the improved.



#### LET'S CONNECT

f t @ i n p

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# Media Channels

Multiple avenues to reach active readers.



One thing all of our readers have in common is that they are committed dreamers, many of whom have impressive spending power. We speak directly to these active and often affluent professionals around the globe.



10,000+  
Subscribers



5,000+  
Articles

## GLOBAL MEDIA DISTRIBUTION

The global collaborative network behind our internationally-read magazine is designed for anyone who wishes to stay inspired, informed, and entertained.



NORTH  
AMERICA

54%

CONTINENTAL  
EUROPE

23%

LATIN  
AMERICA

10%

ASIA  
PACIFIC

8%

GREAT  
AFRICA

5%



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# Innovation & Influence

An audience ready for the future.



## Diverse

- 71% Creatives
- 69% Professionals
- 56% 18-35 Age



## Tech Savvy

- 73% Shop online
- 57% Use an iOS smartphone
- 61% Access thefoxmagazine.com



## Loyalty

- 88% Read for 1-2 years
- 83% Positive Feedback
- 69% Monthly Subscriber
- 63% Returning Visitors



## Spending Power

- 58% Earn over \$5,000 per month



# An Active Audience

Driven by millennials.



thefoxmagazine.com



## GENDER

Female - 53%  
Male - 47%



## AGES

18 to 24 - 43%  
25 to 34 - 39%  
35 to 45 - 18%



## TOP CITIES

Los Angeles, CA - 37%  
New York, NY - 23%  
Nashville, TN - 21%  
Paris, France - 17%



## ROLES

Professionals - 51%  
Dreamers - 30%  
Parents - 19%



## TOP COUNTRIES

United States - 35%  
United Kingdom - 23%  
Canada - 17%  
Brazil - 13%  
Thailand - 7%  
South Africa - 5%



## CATEGORIES

Photography - 31%  
Music - 20%  
Food - 17%  
Travel - 13%  
Fashion - 10%  
Technology - 9%



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# Multi-Platform Solutions

Print + Digital + Event

## DIGITAL FORMAT

Our publishing platforms enable effortless viewing on both desktop and mobile devices.



175,000 +  
Monthly Impressions



30,000 +  
Monthly Readers

Language Support:



English



French



Chinese



The local professional-reading millennial population makes up the impressive majority.

## PRINT MAGAZINE

Our publications are currently self-published and come in high-quality gloss ranging from 60-100 pages with perfect bound pages with full color.

### Key Statistics

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37,000 or 64%



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#### Increasing Visitors in Every Category

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#### Attention To Detail

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Statistics via Google Analytics + WordPress + Issuu



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# EDITOR-IN-CHIEF



## MIKE FOX

Founder, Editor-In-Chief

Mike Fox is a lifestyle photographer as well as the founder and editor-in-chief of The Fox Magazine. From Kentucky to California, Mike utilizes his skills as a multimedia entrepreneur to inspire + empower people around the world. Originally created in 2016, The Fox Magazine was formed as an outlet to inspire others to chase their dreams and live a fulfilling lifestyle while providing them with the resources to make it happen along their journey.



With humble beginnings, we had a dream of taking readers along our journey to become a leading source of inspiration, both challenging and empowering people to lead a creative life that is distinctly their own.

Today, we are a global hub that unites pioneering creatives, brands, and influencers. The Fox Magazine is a platform like no other.





Dream Bigger With Us.



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