

MEDIA KIT

FAJO  
magazine







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*\*All images in this Media Kit are property of FAJO Magazine*

SERVING FASHION SINCE 2009



# about fajo

FAJO is Canada's leading digital fashion magazine.

Established in 2009, FAJO was the first digital fashion magazine in the country and one of the first in the world to create digital covers and respective multimedia stories.

As a fully digitized media outlet, articles are published on a regular basis, with a focus on luxury content. FAJO regularly features content from beauty launches, top fashion weeks, film festivals and luxury events in Canada and around the world.



**\$500k.**  
**READERS**  
every month

**\$100k.+**  
**FOLLOWERS**  
social media



[www.fajomagazine.com](http://www.fajomagazine.com)

canada's leading digital fashion  
magazine



# our audience

Our readers are fashion experts, industry professionals, trendsetters and anyone with an appreciation for style. Our audience values authenticity, inclusivity and the artistic expression that lies at the heart of fashion.



## readership breakdown

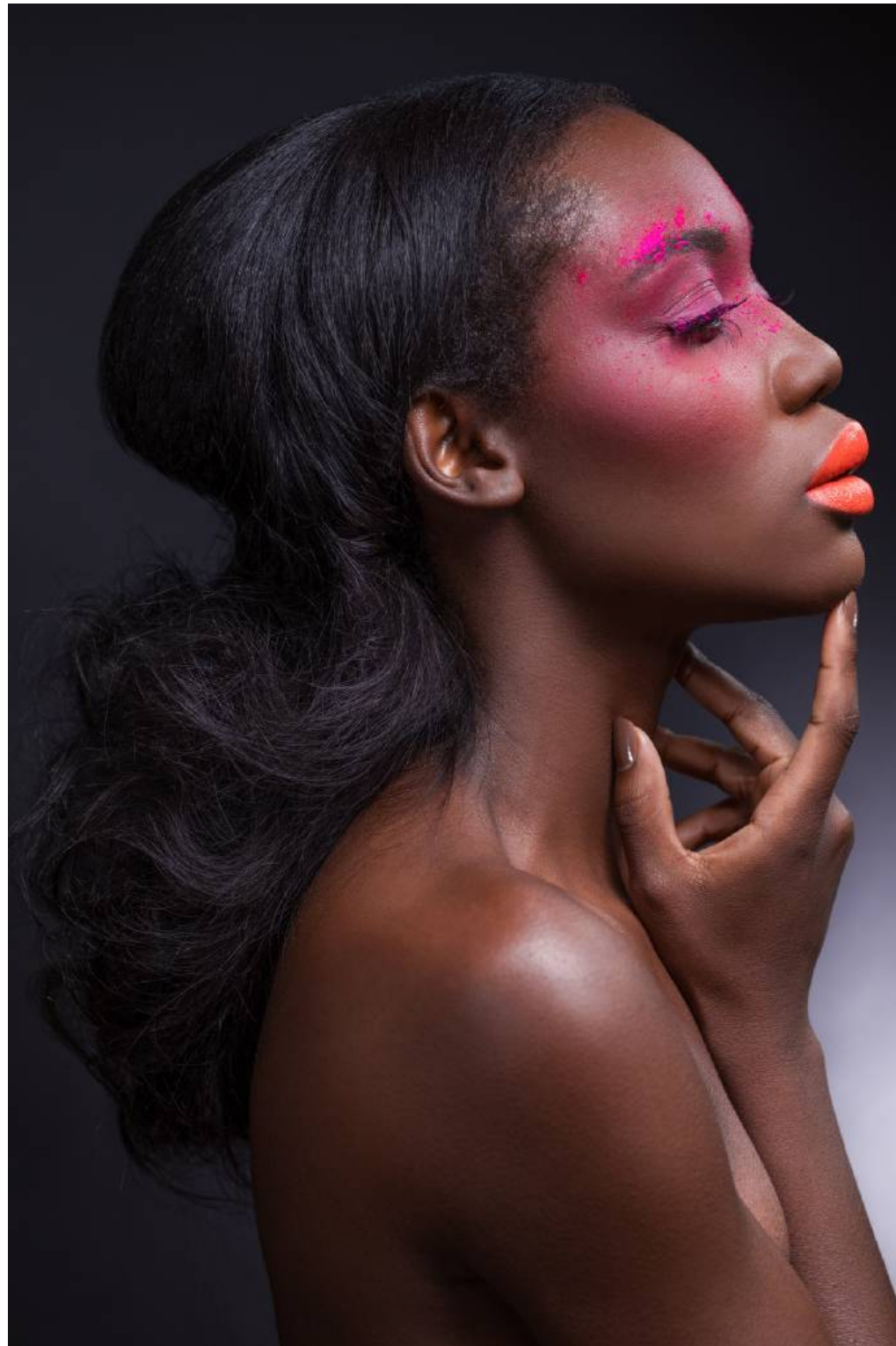
AGE	WOMEN	MEN	INCOME
23-45 years old	69%	31%	\$300k. + average household

CANADA	UNITED STATES	EUROPE	AUSTRALIA
55%	25%	10%	10%

- Speakers of at least 3 languages
- Bachelor's degree or higher
- Business owners and C-level executives



beauty



lifestyle



fashion





# celebrity exclusives

FAJO is renowned for its exclusive interviews and photoshoots with A-list Hollywood celebrities, internationally recognized designers, art leaders and film executives.



All of our celebrity content is always produced in-house.



# fajo travels



One of our most popular sections, FAJO Travels features exclusive properties and destinations around the globe, with a focus on luxury locations and experiences.



partners & advertisers

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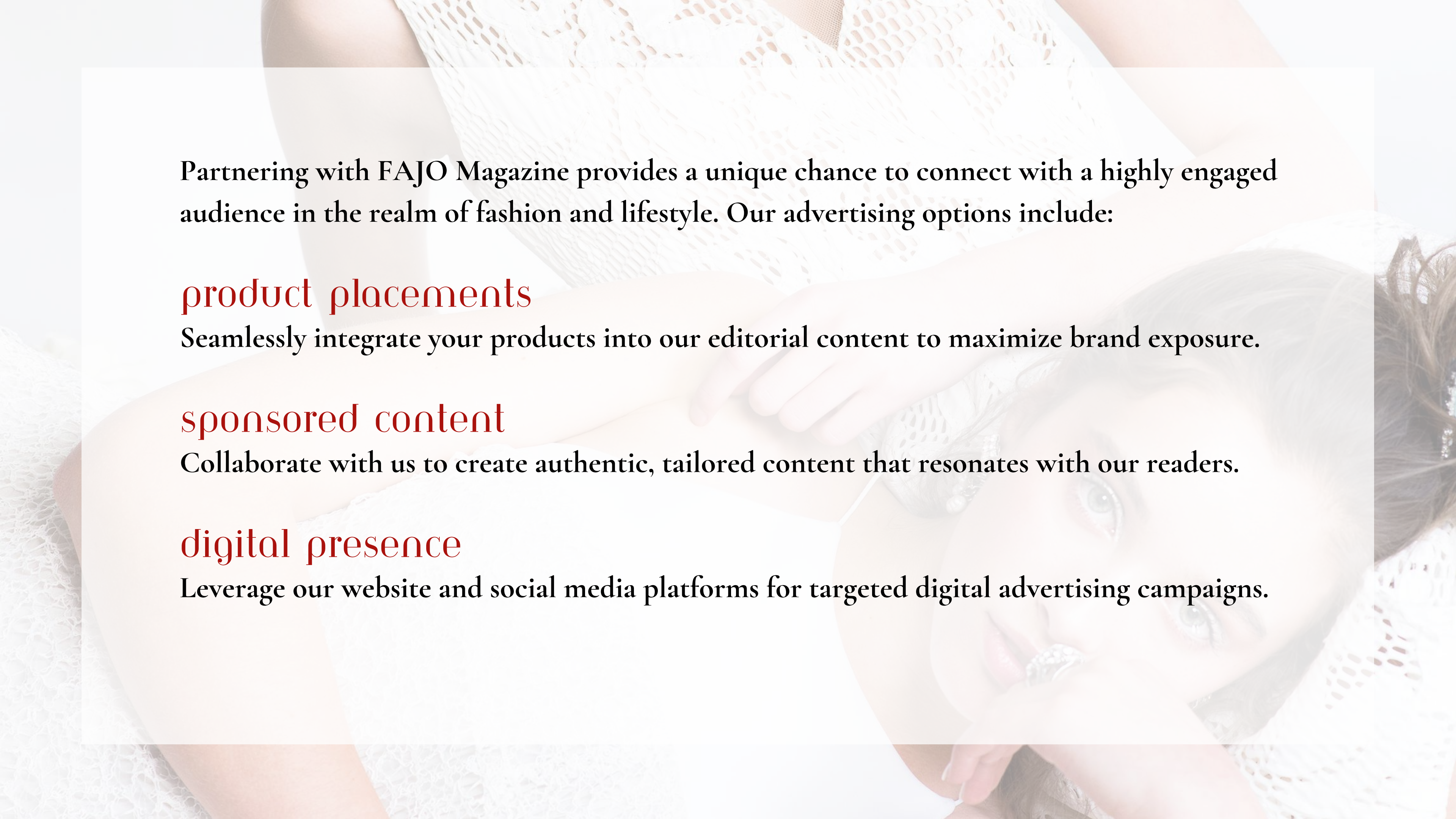
# select partners & advertisers

We believe in the power of partnerships. Collaborating with renowned brands, fashion events, and influencers, we amplify the reach and impact of fashion, and we continue to seek innovative ways to connect with our audience.

Our past collaborations include:

**BURBERRY | YVES SAINT LAURENT | LIONSGATE | TORONTO INTERNATIONAL FILM FESTIVAL (TIFF) |  
SWAROVSKI | LANCÔME | HOLT RENFREW | ESTEE LAUDER | CLARINS | L'OCCITANE EN PROVENCE |  
ELIZABETH ARDEN | MOROCCAN OIL | TOURISM TORONTO | FOUR SEASONS HOTELS | LOS  
ANGELES TOURISM | NESPRESSO | SHUTTERSTOCK | SMALL LUXURY HOTELS OF THE WORLD | LG |  
CANADIAN ART CONCEPTS | ROGERS | MAC COSMETICS**



A woman with long brown hair, wearing a white lace dress, is shown from the chest up. Her right hand is raised towards her face, with her fingers slightly curled. The background is a soft, out-of-focus light color.

Partnering with FAJO Magazine provides a unique chance to connect with a highly engaged audience in the realm of fashion and lifestyle. Our advertising options include:

### product placements

Seamlessly integrate your products into our editorial content to maximize brand exposure.

### sponsored content

Collaborate with us to create authentic, tailored content that resonates with our readers.

### digital presence

Leverage our website and social media platforms for targeted digital advertising campaigns.



# social media advertising

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**INSTAGRAM**

**76k+**

2 accounts

@fajomagazine

@editor\_access

**FACEBOOK**

**32k**

**TOTAL  
POTENTIAL  
REACH**

**100k.+**

Leverage our social media platforms to reach targeted audiences with sponsored posts and campaigns.

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# social media packages

All original content, created by the FAJO team

PACKAGES	BASIC (INSTAGRAM ONLY, EITHER ACCOUNT)	CREATIVE (INSTAGRAM ONLY, EITHER ACCOUNT OR A MIX OF BOTH)	INSTA SPECIAL (3 CONSECUTIVE INSTAGRAM POSTS, EITHER ACCOUNT)	BUNDLE (FACEBOOK & BOTH INSTAGRAM ACCOUNTS)
STORY	2	5	3	15 total 5 on each account
FEED POST	1 image	2 images	N/A	N/A
CAROUSEL	N/A	N/A	9 images total: 3 carousels, 3 images each	6 images & 3 videos: 1 row on each Instagram account
RATE	\$ 1,057	\$ 2,380	\$ 5,024	\$ 9,786

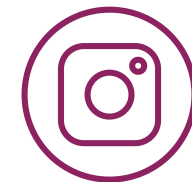
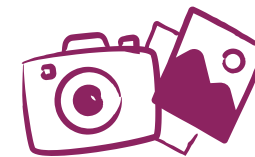


# advertising packages



# tastemaker

Seamlessly integrate your products into our editorial content to maximize brand exposure.



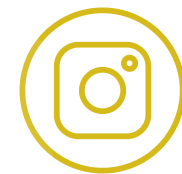
- ✦ 700-word stand-alone article
- ✦ 3-5 article photos (provided by advertiser)
- ✦ 2 Instagram posts (visuals supplied by the advertiser)
- ✦ 2 Facebook posts

**Cost: \$3,299**





## enhanced package



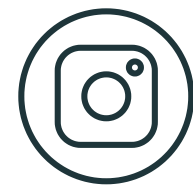
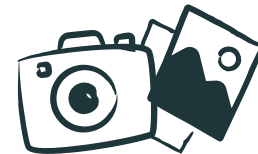
- ✦ 900-word stand-alone article
- ✦ 6-10 article photos (provided by advertiser)
- ✦ 3 Instagram posts (visuals supplied by the advertiser)
- ✦ 3 Facebook posts

Cost: **\$4,799**





## influencer package



1,200-word stand-alone article



11-15 article photos (provided by advertiser)



4 Instagram posts (visuals created by FAJO)



5 Instagram stories (2 videos, 3 photos, all visuals created by FAJO)



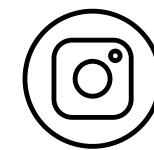
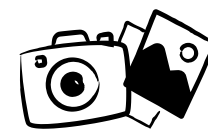
3 Facebook posts

Cost: **\$9,599**





## exclusives #fajogirls package



- ✦ 2,000-word stand-alone article
- ✦ 12 original article photos (shot by FAJO's senior photographer)
- ✦ 1 YouTube video (shot by FAJO's team), embedded into the article
- ✦ 9 Instagram posts (3 carousels on FAJO's account, 3 on Editor-in-Chief's account, all original images shot by FAJO's team)
- ✦ 1 behind-the-scenes Instagram video with #FAJOgirls and the brand, option to partner with one of FAJO's senior editors to endorse the brand
- ✦ 5 Instagram stories (2 videos, 3 photos, all shot by FAJO's team)
- ✦ 3 Facebook posts

Cost: **\$19,599**



## complimentary bonuses for all packages:

- ✦ link to client's site in the article; for higher seo and rankings in google due to fajo's extensive traffic
- ✦ logo of the brand included in the article
- ✦ article stays on the homepage for 1 week
- ✦ article stays on fajo's website permanently
- ✦ clients can review / approve the article in its fully designed format before it's published



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