

SSD

STILO STYLE DIARY

MEDIA KIT 2020





STILO STYLE DIARY

MODA
RINNOVATA

"FASHION RENEWED"

ISSUE 25 JAN/FEB 2020

STILOMAG.COM



*From the **Editor***

For eleven years, Stilo Style Diary Magazine has *electro-magnetically* cornered the fashion industry by bringing *women and men readers* an artistic *online magazine* that highlights the fashion industry from *sizzling indie* to the colossal main stream. Stilo Magazine:: Style Diary has become "*the world's tiniest fashion diary*" for the most popular *go-to trends* around the world while covering personalized local entertainment, dining, and regal accommodations. Stilo Magazine:: Style Diary continues to be the *bridge* that *connects* the women interested in *global savvy* stylish *fashion* to *South Florida's* premier shops & fashion outlets.

Editor in Chief

Carol Moda

The World's Tiniest Fashion Diary

*The World's Tiniest Style **Diary***



The World's Tiniest Fashion Diary

*Why are we called
the **World's**
Tiniest Fashion
Diary?*

You can access our **online style diary 24/7** by visiting stilomag.com via digital platform **issuu**. Stilo Style Diary works seamlessly through **smartphones, iphones, & ipads** and by scanning the qr code from one of our many unique marketing campaigns. Readers can print on demand through **Magcloud.com** as part of our ongoing efforts to **reducing our carbon footprint** and being an eco-friendly high-end **fashion diary** of the future.

The World's Tiniest Fashion Diary



Advertising in a *Digital Interactive Based Magazine*

- Interactive **digital magazines** are designed to compete for the attention of **online readers**, not print readers.
- We offer not just **impressions** and clicks but **interactive** experiences for the readers.
- Your ad can have a **clickable link** to your website and opportunities to **embed media**.



Digital Extras New **Features**

- Video
- Music or Voiceovers
- Clickable Links to your website
- Identifiable geographic data of our readers upon requests

The World's Tiniest Fashion Diary

Stilo Style Diary **Distribution**

Digital Distribution 55%

- StiloMag.Com, Issuu, Blurb, Facebook, Twitter, Instagram

Controlled Commercial 20%

- Fashion Retailers, Luxury Hotels, Premier Restaurants, Medical & Professional offices

Event Distribution 15%

- Premier and Exclusive events in South Florida (Broward, Miami, Palm Beach)

Residential Mail 10%

- Prominent zip codes direct mailing promotions

Reaching over 100,000+ Readers a month

The World's Tiniest Fashion Diary

1 Million+
Readers
Since 2008

Demographics

Stilo Magazine Style Diary reaches a creative mix of readers ranging ages 18 – 45. 50% of our Readers are in South Florida, the remainder is spread globally throughout 6 of 7 continents in the world. Our Readers are 51% women, who are fashionable, trendy, professional, ambitious and confident. They are impressed by luxury but appreciate local fashion and culture.

The World's Tiniest Fashion Diary



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STILO STYLE DIARY

2 Issues

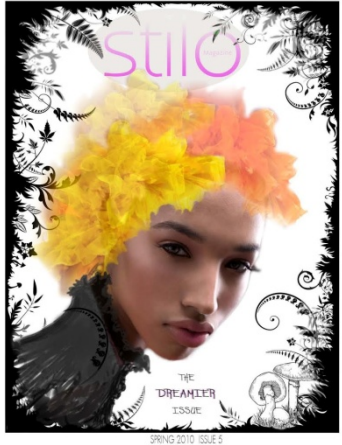
1+ million readers since 2008

100,000 yearly online visitors



The World's Tiniest Fashion Diary

Timeline.



Sense of Style
Designer Competition

275,000 Readers



I am Femme Fabulous
Conference.
Proclamation
From Mayor City of
Miami Beach

725,000 Readers



Joined Kavyar
SSD Rebranding:
New Logo, New
Website
Distribute on
Amazon, Apple
iBooks

2010

2011

2012

2013

2014

2020

Stilo Mag Launches
Breathe Fashion
Industry Mixer.

75,000 Readers



Stilo launches a new
look.

450,000 Readers



Launch of Stilo Fashion
Mix, Stilo TV & The Stylist
Diary Series

1.5 Million + Readers

The World's Tiniest Fashion Diary

Reader *Profile.*



Women readers 50%
Men readers 49%
50% South Florida readers
50% out of area readers
Median Age 29
Median Income \$175,500
85% locally shop and dine

Launch date Dec. 2008
Frequency 6 issues a yr
Cover price \$15- \$35
Total readership 1,078,789
Readers per copy 100,000

The World's Tiniest Fashion Diary

*In each **issue** we cover...*

Stylist Top Picks

The best stylist pieces for the month everything from local apparel choices, shoes, and accessories to add to your wardrobe.

Runway Report

A global report on the latest fashion trends from fashion sources abroad. Fashion leaks, and new styles from existing brands plus new clothing lines,

SSD Model Diary

Up close and personal feature on professional and aspiring models from around the world.



Must Haves

The best selection of the latest fashions and must-haves of the season.

What's The Stilo ^{NEW*}

SSD Coverage on local shops, restaurants, night life, Events and more. Featured in our Digital/Print Issue and Online.

Beauty

The very latest in makeup products, beauty secrets and trends. Beauty Pictorials submitted by contributors from all over the world.

Gotta Have IT ^{NEW*}

Editors Picks for local Luxury choices Such as accommodations, travel, Cars, jewelry, and all the hottest luxury items of the season.



Art & Culture

Coverage of the art scene, music, and everything dealing with society's fashion.

Fashion Pictorials

Global submissions of fashion and beauty pictorials.

Stilo Fashion Mix

Local Event with sponsorship opportunities. Browse through our directory listing of retailers, photographers, models and local businesses.

SSD STYLE CALENDAR

Covers local, national and global events, fashion shows, movies, and more. The hottest fashion events happening Globally.

The World's Tiniest Fashion Diary

Advertisers.

Added Benefits

- Social Media and WWW Presence
- Fashion Mixer Sponsorship Opportunities
- Reach our Email Subscribers
- SSDTV Web Series Inclusion Opportunities



Advertising Rates

The World's Tiniest Fashion Diary



SSD AD RATES (Per Issue)	1 ISSUE	3 ISSUES	6 ISSUES
Full Page	325	300	275
Double Page Spread	395	375	325
Inside Front Cover Spread (Page 2 & 3)	725	695	675
Inside Back Cover Spread	695	675	650
Back Cover	525	475	450
Sponsored Feature or Advertorial	425	400	375
SSD TV Featured Coverage	575		
What's The Stilo? Inclusion	299		

PAGE SIZE	TRIM	BLEED
FULL PAGE OR BACK PAGE	8.5" X 11'	8.75" X 11.25"
DOUBLE PAGE SPREAD	17" X 11"	17.25" X 11.25"
FRONT & BACK COVER SPREAD	17" X 11"	17.25" X 11.25"

Issue Schedule

MARCH/APRIL 2020
MAY/JUNE 2020
JULY/AUGUST 2020
SEPTEMBER/OCTOBER 2020
NOVEMBER/DECEMBER 2020
JANUARY/FEBRUARY 2021

DUE DATE FOR AD SUBMISSION

Mar/April	Feb 23 2020
May/June	April 23 2020
July/Aug	June 24 2020
Sept/Oct	Aug 24 2020
Nov/Dec	Oct 23 2020
Jan/Feb	Dec 23 2020

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STILO STYLE DIARY

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www.stilomag.com



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