

VIOLET

VIOLET-MAGAZINE.COM

ONLINE MEDIA KIT

2015



Be Inspired, Be Empowered, Be A Conscious Entrepreneur.

KEY METRICS

Who Is Violet Magazine For?

Female Entrepreneurs and Women In Business.
women from the ages of 21-51
she is educated and has disposable income
technology savvy
predominantly professional

From our very first issue ...
we opened our Violet Magazine pages to being
number 1 in the Australian Newsstand for the category of
Womens Interest Lifestyle.

We premiered at number 2 in the USA.

We are in the top 10 rankings for 6 additional countries

VIOLET-MAGAZINE though still in its infancy is
experiencing up to 30% monthly growth

Our metrics are rising.
Monthly browsers are rising

Growth

How will we make this happen?

Our cross platform approach.

This includes the following:

Content alliances with some of the world's most highly visible sites.

Driving traffic from the Apple Newsstand platform.

Driving traffic from the Google Play Store and the VM website.

Our unique and original content the VM way.

Providing inspiration, motivation and directives through our
interviews and positive editorials.

POSITIONING

VIOLET-MAGAZINE.COM *provides your brands an interactive experience beyond the pages of a magazine. It's where all facets of business and lifestyle synergize globally.*

Launched in March 2013 this multi-media site projects the style and ethos of the VIOLET brand.

It offers a unique set of interactive advertising opportunities that provides readers with a richly immersive experience.

Our loyal **VIOLET** readers now have access to their favourite magazine through numerous touch points.

Providing education, inspiration, and motivational direction through interviews and positive editorial content.

- * Violet Magazine is a magazine app, it is innovative, it is different!
- * A collective of the best bloggers and businesses from around the world.
- * Experience VM produced videos inside the pages of VIOLET.
- * Be privy to 'behind the scenes' of hugely successful personalities and their brands. Become an INSIDER!

Advertisers have the unique opportunity to:

- * *Deliver your opt-in pages inside VIOLET direct to your customers.*
- * *Deliver your ONLINE courses/campaigns directly through the pages of VIOLET.*
- * *Be seen on the Apple Newsstand, Google Play Store, and the VM website.*
- * Violet Magazine is viewable on **all devices** Apple & Android.
- * Violet Magazine has limitless potential therefore YOU have limitless potential.

Combined, that increases visibility of your products to boost your lead generation success.

**We are AUSTRALIAN at heart,
but INTERNATIONAL in mindset.**

WE HAVE A TRUE GLOBAL PRESENCE!

From our very first issue ...
we opened our Violet Magazine pages to
be positioned at
number 1 in the Australian Newsstand for
the category of
Womens Interest/Lifestyle
and
we premiered at **number 2** in the USA.



As seen on



Rates and Specs Violet Magazine 2015

Quarter Page Dimensions:

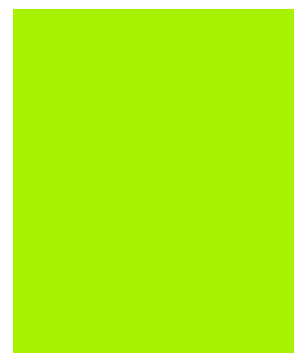
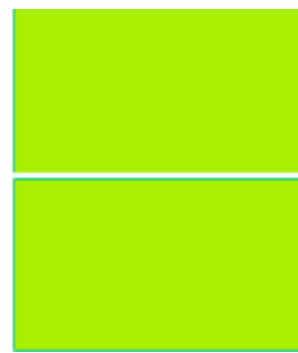
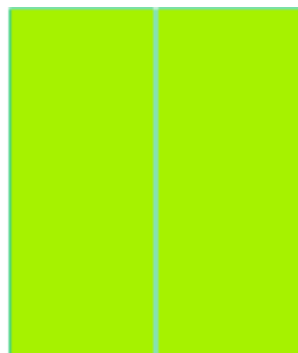
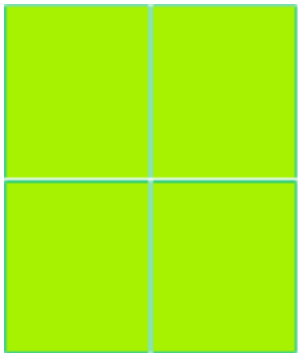
315px wide x 441px high

Half Page Dimensions:

630px wide x 441px high

Full Page Dimensions:

768px wide x 1024px high

**QUARTER PAGE AD**

\$140

PlusSocial Media Blasts for
one week - x2 p/week**HALF PAGE AD**

\$220

PlusSocial Media Blasts for
two weeks - x2 p/week
1 x Blog post**FULL PAGE COLOUR AD**

\$320

PlusSocial Media Blasts for
one month - x2 p/week
1 x Blog post

- All adverts supplied need to be high resolution at least 300 DPI.
- File format - jpeg, gif, png, or Photoshop.
- Advertisers to provide click through URL.

NB: We may decline advertising that we deem unsuitable for Violet Magazine. We also suggest you design your adverts in line with the style of VM.

NB: Advertising space is limited.

- This is a digital interactive magazine app. It sits in the Apple Newsstand, the Google Play Store, and the Violet Magazine website.
- It is GLOBAL in reach.
- **To book advertising space please email:**
E: alyson@violet-magazine.com

- Violet Magazine is a digital publication that offers a unique set of interactive advertising opportunities that provides readers with a richly immersive experience.
- That increases visibility of your products to boost your lead generation success.
- Super easy to track your response rates with your live links.
- Enhance your message with video, audio and animation. Interact with your readers.

ALL PRICES ARE IN \$AUD & INCLUSIVE OF GST

NEW: Advertising Packages for blog and social media are available. Contact Alyson Swan.



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