

A blurred silhouette of a man wearing a dark suit, a light-colored shirt, and a dark hat with a wide brim. The background is a soft gradient of light blue and pinkish tones.

LO'AMMI

Media Kit
2024

www.loammi.co
info@loammi.co

LO'AMMI

BRAND MISSION

Starting in July 2021, we have aimed to put creativity at the forefront. Our goal is to amplify the voices of all creators, including designers, artists, and writers. At LO'AMMI, we're more than just a fashion magazine - we're a platform where everyone's voice can be heard. Our core values are integrity, intelligence, and creativity, and we strive to produce content that celebrates the spirit of new beginnings.

Although based in Los Angeles, our magazine started in Milan and maintains an international readership of stylists, buyers, photographers, models, agents, cosmeticians, influencers, etc. We have only been around for two years, yet we are pushing to expand and double our reach by the end of 2024.

As the editor of LO'AMMI, I am thankful to have the trust of many creators worldwide to show and tell their stories. Catering primarily to women ages 22-40 living in metropolitan areas such as L.A. and NYC, we feature content that seeks to engage visitors interested in a personalized approach to fashion trends, art appreciation, beauty routines, and lifestyle choices. Both fresh and seasoned international content creators are confident that LO'AMMI can be their vehicle to communicate to the world.

Our platform now includes social media outreach, an interactive website, and a print format. Each serves as its own unique platform, providing distinct content. We've been expanding into P.R. to connect creators and art enthusiasts with the events, shows, and icons they care about. As the world becomes more decentralized, we're grateful to be part of this exciting time in publishing.

PEPPER BAI, EDITORIAL DIRECTOR, LO'AMMI MAGAZINE

1.13M

GLOBAL REACH
(PRINT/WEB/SOCIAL)

20K

MONTHLY WEBSITE PAGE
VIEWS

37K

SOCIAL FOLLOWERS

5.5K

PRINT CIRCULATION
(Per Issue - U.S. & Canada)

28

AVERAGE AGE

300K

AVERAGE MONTHLY
ENGAGEMENT

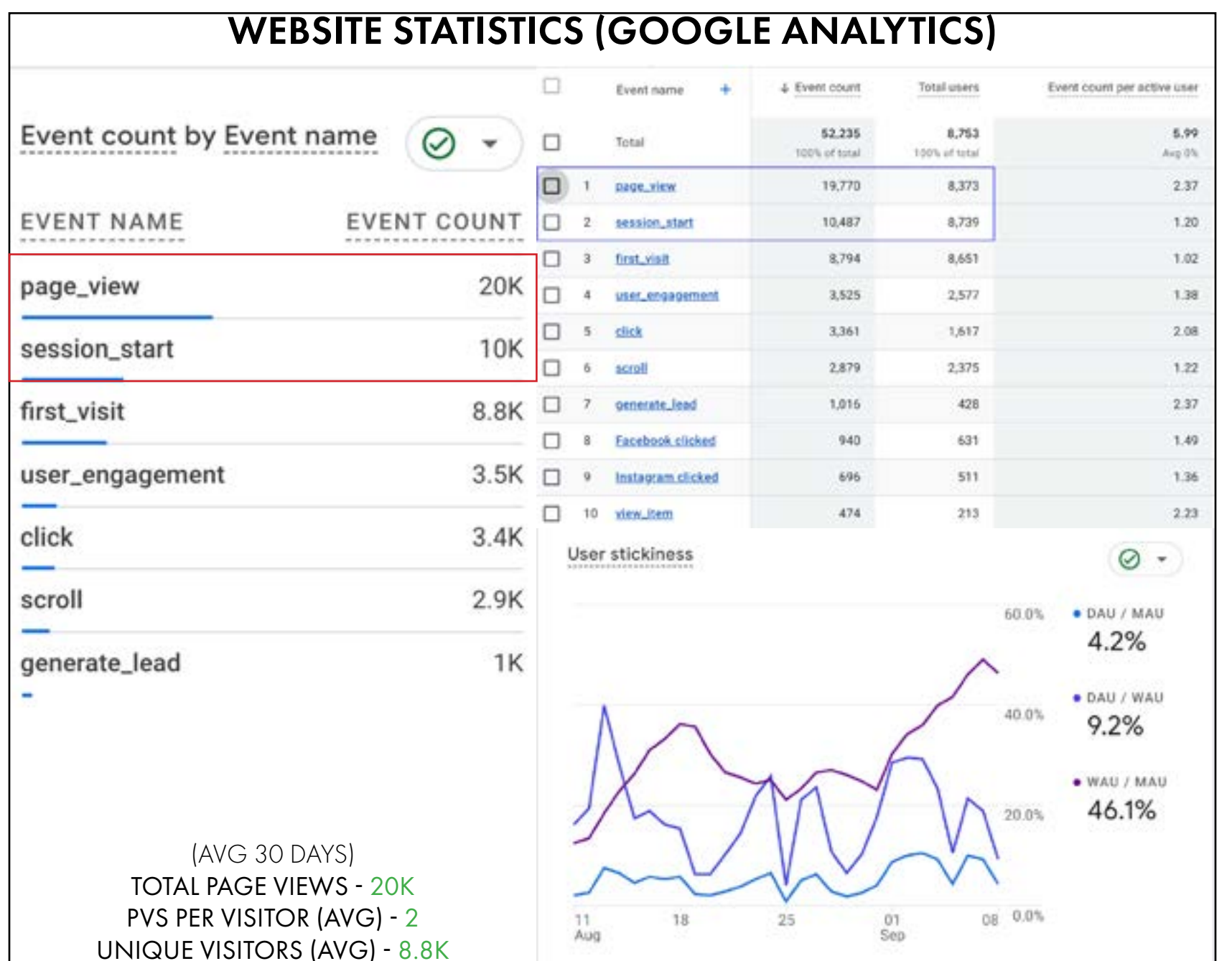
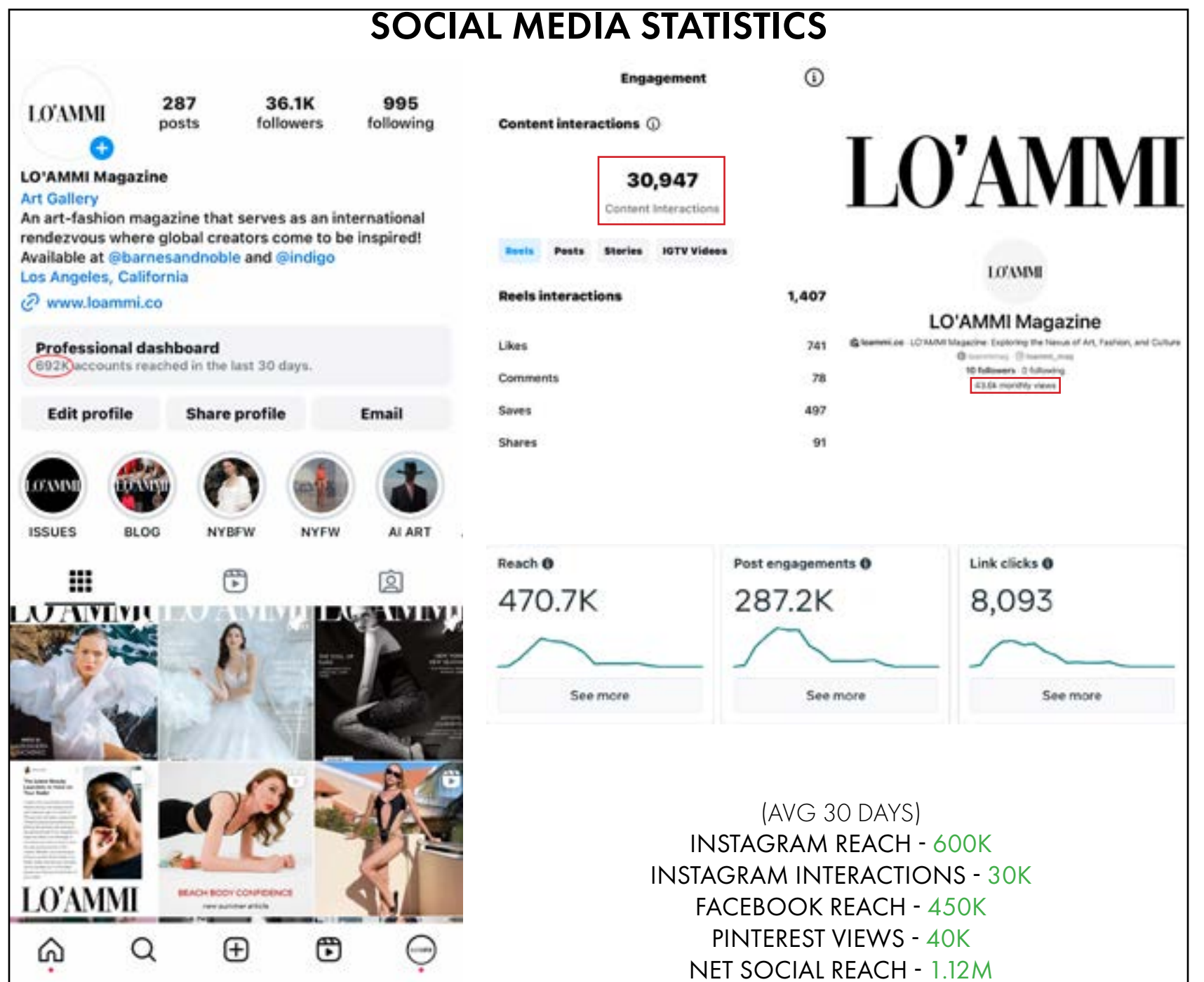
LO'AMMI

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WEB AND SOCIAL STATS

At LO'AMMI Magazine, we believe in transparency and continuous growth. We're proud to foster a dedicated and committed community that actively engages with our content across platforms. While we may not claim the largest market share, our reach is defined by genuine connections and an audience that is invested in every issue we publish.

Our readers are more than numbers—they are passionate individuals who interact with us dynamically, sharing our stories, and contributing to a dialogue that extends beyond the page. From our website to social media, our platforms serve as hubs for conversation, creativity, and collaboration.





LO'AMMI

BRAND HIGHLIGHTS

LO'AMMI BLOG

Our blog is now expanding its focus to highlight more artists in the fashion space. With this expansion, we aim to bring more attention to the talented artists creating stunning fashion pieces and provide our readers with a unique perspective on the fashion industry.

INTERNATIONAL FASHION COMMUNITY

LO'AMMI partners with prominent international agencies to showcase fashion collaborations that celebrate diversity on a global platform.

NATIONAL AND INTERNATIONAL DISTRIBUTION

LO'AMMI has accomplished mass printing and distribution partnerships to retail in large bookstores and retailers in US and Canada to start the year.

LO'AMMI VIDEO

In 2024, LO'AMMI plans to expand our video strategy to attract more viewers to our website and social media. We will also incorporate shoppable content in our videos, making it easier for our advertisers to showcase their products and for viewers to purchase directly from the site.

E-COMMERCE INITIATIVES

In 2024, LO'AMMI will explore new technologies such as artificial intelligence, augmented reality, and virtual reality to enhance the customer experience. We publish stories not only from our



LO'AMMI

PRINT AND DIGITAL RATE CARD

Our fashion magazine is the perfect platform to showcase your brand to our diverse and engaged audience. We offer a range of advertising options, including print and digital ad placements, sponsored posts, and social media promotion.

Please reach out to our sales team for a custom quote. We also offer package deals for long-term partnerships.

We pride ourselves on creating high-quality content that resonates with our readers, and we are committed to ensuring that our advertisers receive the same level of attention and care. We look forward to working with you to create a successful advertising campaign that meets your business needs.

PRINT ISSUE RATE CARD

	RATE (USD)
Inside front cover spread	\$605
Outside back cover	\$500
Inside back cover spread	\$250
Right hand page	\$200
Left hand page	\$165
Double page spread	\$425
DPS specified	\$600
Gatefold/French Door	Available on request
Outside front cover	Available on request

DIGITAL ISSUE RATE CARD

Outside front cover	Available on request
Inside front cover spread	\$185
Outside back cover	\$155
Inside back cover spread	\$75
Right hand page	\$65
Left hand page	\$50
Double page spread	\$120

Standard Credit Terms

Payment due within 30 days of invoice date.
Late payments will incur a fee of 1.5% per month.

Copy Deadlines

All ad materials must be submitted 45 days before the issue release date.

Any revisions must be submitted 30 days before the issue release date.

Placement Policies

Ad placement is subject to availability.

Premium placements (e.g., covers, right-hand pages) will be given priority to advertisers who book in advance.

Special requests for placement will incur an additional fee.

Mechanical Requirements for Printing Ads

File format: PDF, JPEG, PNG, or TIFF

Resolution: 300 DPI

Color format: CMYK

Full-page ads must include a 0.125-inch bleed on all sides.

All fonts and images must be embedded in the file.

Frequency Discounts

2 issues: 5% discount

3 issues: 10% discount

4 issues: 12% discount

5 issues: 15% discount

6 issues: 20% discount

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WEBSITE AND SOCIAL MEDIA RATE CARD

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DIGITAL AD VARIATIONS	RATE (USD)
Display Ads	
Leaderboard (728x90)	\$280
Skyscraper (160x600)	\$220
Square (250x250)	\$125
Rectangle (300x250)	\$135
Interstitial Ads (full-screen ads between pages)	\$400
Sidebar Ads	\$130
Footer Ads	\$50
Sponsored Content	
Sponsored Articles (branded content articles)	\$100
Sponsored Videos (branded video content)	\$225
Product Reviews	\$300
Social Media Ads	
Social only campaign	\$300
Digital content with client-produced content	\$350
Newsletter Ads	
Banner Ads (within the newsletter content)	\$75
Sponsored Sections	\$125
Special Digital Formats	
Animated Ads (GIFs or HTML5 ads)	\$300
Expandable Ads	\$250
Native Ads	\$200

Standard Credit Terms

Payment due within 30 days of invoice date.
Late payments will incur a fee of 1.5% per month.

Placement Policies

Ad placement is subject to availability.
Special requests for placement will incur an additional fee.
All website ads are paid monthly, articles and sponsored content is indefinite.

Mechanical Requirements for Printing Ads

File format: JPEG, PNG, or WEBP
Resolution: 300 DPI
Color format: RGB
All fonts and images must be embedded in the file.

Frequency Discounts

2 months: 5% discount
3 months: 10% discount
4 months: 12% discount
5 months: 15% discount
6+ months: 20% discount