



LO'AMMI

Media Kit
2024

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 without altering their voices. We publish stories not only from our local Los Angeles but from all over the world. Both fresh and seasoned international content creators are confident that LO'AMMI can be their vehicle to communicate to the rest of the world, no longer as separate and siloed but as one collective.

Today, our platform consists of social media reach, our interactive website, and our print format; each serves as its own platform, with each medium providing its unique content. We have been pushing further into the realm of PR to bridge creators and interested artists with the events, shows, and icons they care most about. With the world becoming increasingly decentralized, we are thankful to be a part of this exciting time in publishing.

PEPPER BAI, EDITORIAL DIRECTOR, LO'AMMI MAGAZINE

800K

GLOBAL REACH
(PRINT/WEB/SOCIAL)

227K

MONTHLY UNIQUE
VISITORS

37K

SOCIAL FOLLOWERS

4.2K

PRINT READERSHIP

28

AVERAGE AGE

550K

AVERAGE MONTHLY
IMPRESSIONS

18.1K

AVERAGE MONTHLY
ENGAGEMENT

LO'AMMI



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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

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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 RATE CARD	RATE (USD)
Inside front cover spread	\$750
Outside back cover	\$600
Inside back cover spread	\$300
Right hand page	\$250
Left hand page	\$200
Double page spread	\$530
DPS specified	\$550
Gatefold	Available on request
Outside front cover	Available on request

DIGITAL RATE CARD	RATE (USD)
Outside front cover	Available on request
Inside front cover spread	\$150
Outside back cover	\$120
Inside back cover spread	\$60
Right hand page	\$50
Left hand page	\$40
Double page spread	\$100

SOCIAL/WEB RATE CARD	RATE (USD)
Social only campaign	\$120
Digital content with client-produced content	\$150
Newsletter sponsorship	\$55

* If you need any other format or a personalized format, please feel free to send an inquiry to info@loiammi.co.

** All placements include social media and website campaigns

CANCELLATIONS - must be received in writing three weeks prior to booking deadline.

LO'AMMI