LO'AMMI

Media Kit
2026

www.loammi.co
info@loammi.co



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 three years, yet we have expanded our reach 5x 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

2.85M
NET UNIQUE GLOBAL REACH (See Page 4)

60K
MONTHLY WEBSITE PAGE VIEWS

50K
TOTAL SOCIAL FOLLOWERS

5.5K
PRINT CIRCULATION (Per Issue - U.S. & Canada)

28
AVERAGE AGE

550K
AVERAGE MONTHLY ENGAGEMENT



CULTURAL INFLUENCE

LO'AMMI brings together influential voices across fashion, music, entertainment, beauty, and digital culture. From established industry figures to emerging tastemakers and globally recognized creators, our editorial talent reflects the personalities shaping conversations and defining what's next. For brand partners, this network represents meaningful cultural adjacency, access to highly engaged audiences, and the opportunity to connect with communities whose collective influence extends far beyond the pages of the magazine.

WHO'S IN LO'AMMI?



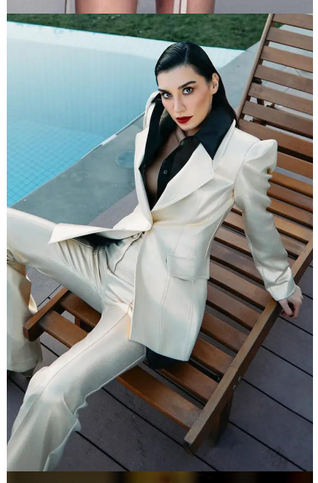
DUNCAN JOSEPH
10M+

An influential digital comedian, actor, and creator known for his exaggerated characters, viral sketches, and satirical interview series Are You Sure?. His comedy has become part of Gen Z's internet vocabulary, while his growing interests in fashion and entertainment position him as a crossover talent.



HANDE YENER
6.7M+

One of Turkish pop music's most recognizable and enduring performers, Hande Yener has shaped the country's musical and visual culture for more than two decades. Her evolving fashion identity and personal archive, now shared through STAR Gene, extend her cultural influence beyond music.



BURCU KIRATLI
5.7M+

The Turkish actress gained widespread recognition through acclaimed television productions including Diriliş: Ertuğrul and Aşk ve Mavi. Her international following reflects the global popularity of Turkish drama, particularly across Europe, the Middle East, and Latin America. Featured on LO'AMMI's special issue print.



SARAH DREW
4.7M+

Best known for her portrayal of Dr. April Kepner on Grey's Anatomy, Sarah Drew is an established television actress with a devoted international fanbase. Her continued work in romantic dramas and Mistletoe Murders connects her with mainstream and family-oriented entertainment audiences. Featured on LO'AMMI's November 2025 digital cover.



CASSIDY MONTALVO
3.91M+

Cassidy Montalvo is a fashion and lifestyle creator whose approachable styling, beauty tutorials, and DIY projects have built a highly engaged online community.



JEREMIAH BROWN
3.2M+

A breakout personality from Love Island USA Season 7 who has built a creator career extending beyond reality television into fashion, streaming, and BookTok. His emphasis on reading, personal growth, and community distinguishes him within the rapidly expanding reality-to-creator ecosystem. Featured on LO'AMMI's August 2026 digital cover.



MISSDARCEI
7.6M+

The Toronto-born beauty creator behind the viral Black Girl Tries series has become an influential voice in the global K-beauty industry. Her content challenges traditional beauty standards and has contributed to conversations about inclusive shade ranges and representation.



ALIYAH'S INTERLUDE
6.1M+

The musician, fashion entrepreneur, and creator popularized the #AliyahCore aesthetic and achieved a global breakout with IT GIRL. Through music, viral fashion, and her FABTOPIA brand, she has become a defining voice of maximalist Gen Z self-expression.



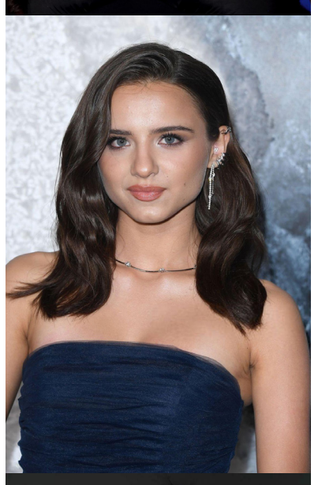
O'NEIL THOMAS
5.37M+

A comedian, actor, and emerging musician whose original sketch universe The Shady Family has attracted millions of viewers. His combination of character-driven comedy, bold fashion, and pop-cultural commentary has made him a recognizable figure in digital entertainment.



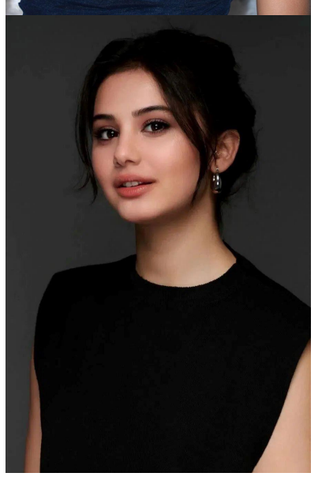
ASIA MONÉT RAY
4.0M+

A dancer, singer, and entertainer who first gained recognition through Abby's Ultimate Dance Competition and Dance Moms. She has developed her childhood television fame into an emerging adult career spanning music, dance, and fashion, and fronted LO'AMMI's July 2026 digital issue.



MADELEINE MCGRAW
3.4M+

A rising young Hollywood actress best known for her performance as Gwen in The Black Phone franchise. Her growing popularity among Gen Z moviegoers and her transition into fashion editorials made her a compelling cover choice for LO'AMMI's October 2025 print Issue No. 22.

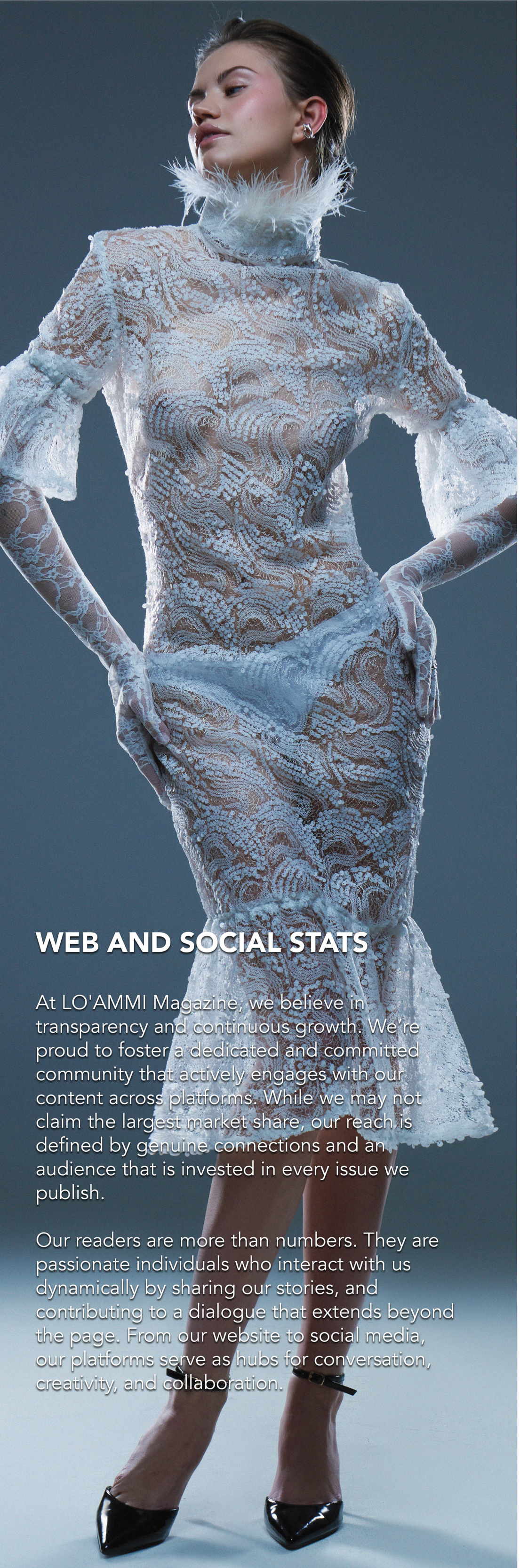


HELIN KANDEMIR
2.9M+

A Turkish actress recognized for her performances in films and television dramas, including Netflix's Paper Lives. Her international visibility reflects the growing reach of Turkish screen talent, particularly among younger streaming audiences. Featured in LO'AMMI's inaugural February 2023 digital issue.

Ranked by estimated combined social following and streaming audience where applicable.
Research updated October 20, 2026

LO'AMMI

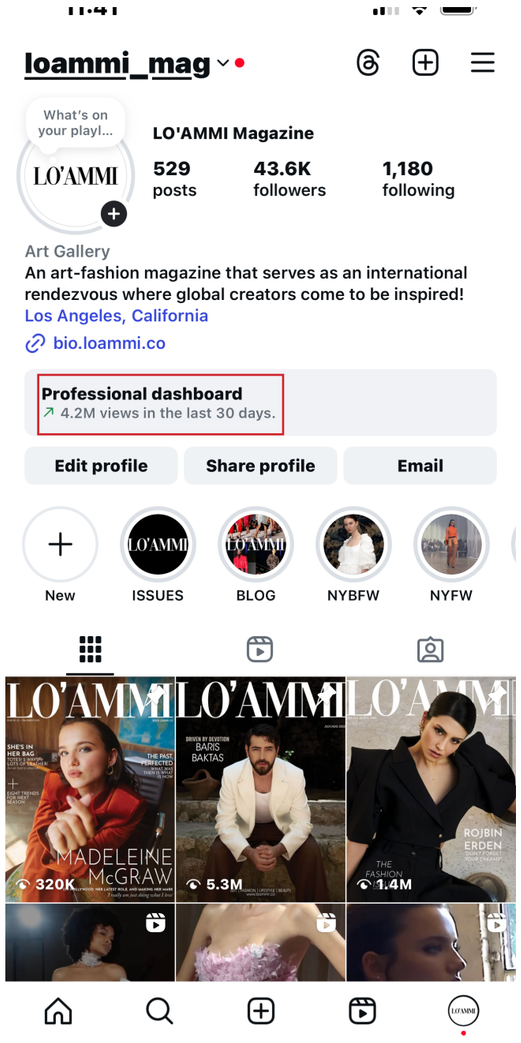


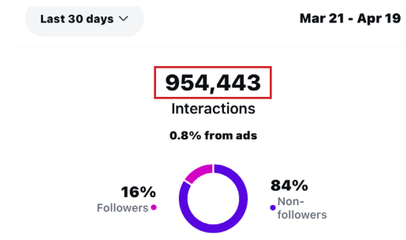
WEB AND SOCIAL STATS

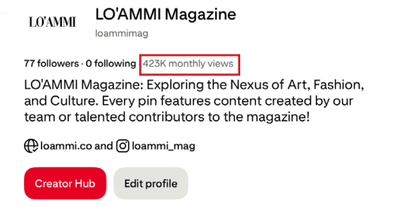
At LO'AMMI Magazine, we believe in transparency and continuous growth. We're proud to foster a dedicated and committed community that actively engages with our content across platforms. While we may not claim the largest market share, our reach is defined by genuine connections and an audience that is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

Our readers are more than numbers. They are passionate individuals who interact with us dynamically by 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.

SOCIAL MEDIA STATISTICS





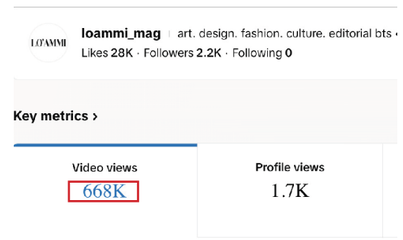


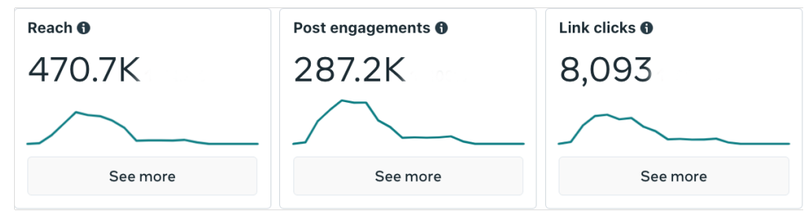
Accounts engaged	717,697

By interaction

Posts | Reels | Stories

Likes	537,983
Comments	7,400
Saves	1,804
Shares	124,465

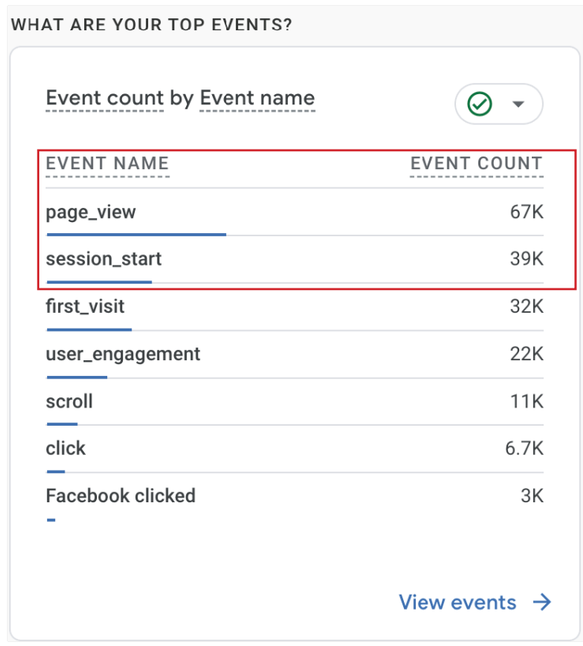




(AVG 30 DAYS)
INSTAGRAM REACH - 3M
FACEBOOK REACH - 450K
PINTEREST VIEWS - 130K
X (IMPRESSIONS - 7 DAYS) - 188K
TIKTOK VIDEO VIEWS - 600K MONTHLY
NET SOCIAL REACH - 4.37M

(SEE PAGE 4 FOR ADJUSTMENTS)

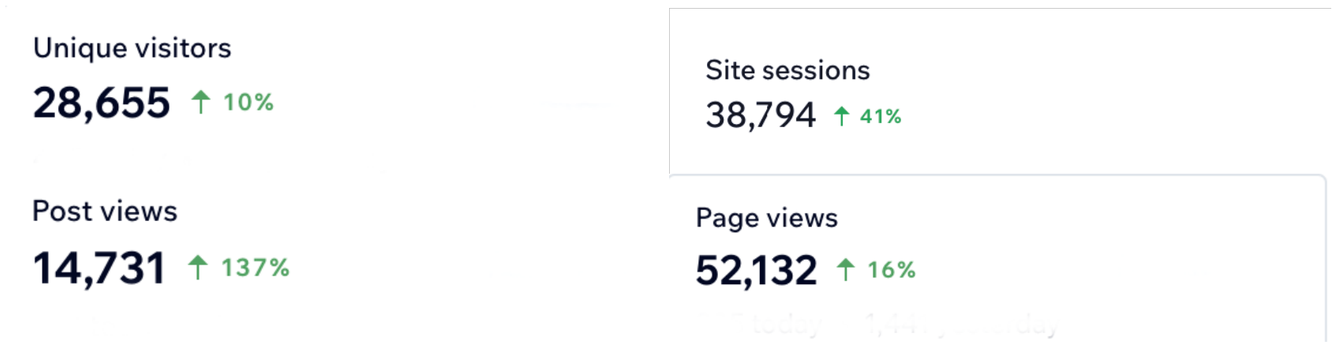
WEBSITE STATISTICS (GOOGLE ANALYTICS)



	Event name	Event count	Total users
	Total	186,297 100% of total	32,440 100% of total
1	page_view	66,946	31,458
2	session_start	39,054	32,385
3	first_visit	31,663	31,114
4	user_engagement	22,416	17,826
5	scroll	11,409	9,124
6	click	6,656	3,932
7	Facebook clicked	2,995	1,785
8	generate_lead	2,074	1,213
9	Instagram clicked	1,867	1,391
10	view_item	432	253

(AVG 30 DAYS)
TOTAL PAGE VIEWS - 67K PVS
PER VISITOR (AVG) - 2 UNIQUE
VISITORS (AVG) - 25K

WEBSITE STATISTICS (FROM WEBHOST)



(AVG 30 DAYS)
TOTAL PAGE VIEWS - 52K
ARTICLE/BLOG VIEWS - 15K
SITE SESSIONS - 38K
PAGE VIEWS - 52K

LO'AMMI



WEB AND SOCIAL STATS (CONT.)

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CALCULATIONS - NET UNIQUE GLOBAL REACH

Platform	Metric Type	Raw Numbers	Adjustment Applied	Estimated Net Reach
Instagram	Reach	3,000,000	–25% platform overlap	2,250,000
Facebook	Reach	450,000	–25% platform overlap	337,500
Pinterest	Views	130,000	–25% platform overlap	97,500
X (Twitter)	7-Day Impressions	188,000	–25% platform overlap	141,000
TikTok	Video Views	600,000	–25% platform overlap	450,000
Website	Monthly Visitors	60,000	No adjustment (monthly audience)	60,000
Print	Readers per Issue	5,500 × 3 = 16,500	Bi-monthly circulation (stable)	16,500
Subtotal (Net, Before Cross-Channel Overlap)	—	—	—	~3,352,500
Minus 15% Cross-Channel Overlap	—	—	Estimated audience duplication	~503,000
Final Net Global Reach (Monthly)	—	—	—	~2,850,000

LO'AMMI

TOTAL GLOBAL REACH

Connecting a fashion-forward audience through social media, online, and in print.

~4.44 Million

TOTAL GLOBAL REACH

SOCIAL MEDIA

Net Reach: **4,368,000**

** Adjusted for 25% platform-level audience overlap*

WEBSITE

Monthly Visitors: **60,000**

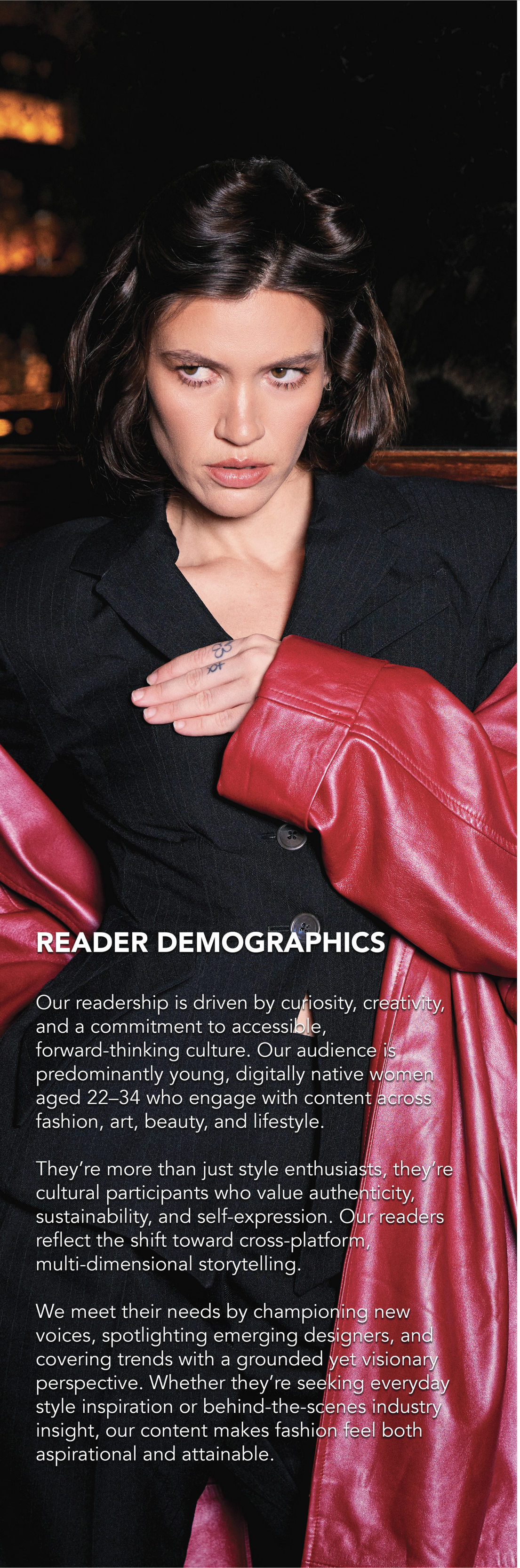
PRINT

Readers per Issue: **16,500**

* Stable bi-monthly circulation (3 × 5,500)

TOTAL REACH: ~4,444,500

A closer look at our fashion-forward, digitally native audience – driven by creativity



READER DEMOGRAPHICS

Our readership is driven by curiosity, creativity, and a commitment to accessible, forward-thinking culture. Our audience is predominantly young, digitally native women aged 22–34 who engage with content across fashion, art, beauty, and lifestyle.

They're more than just style enthusiasts, they're cultural participants who value authenticity, sustainability, and self-expression. Our readers reflect the shift toward cross-platform, multi-dimensional storytelling.

We meet their needs by championing new voices, spotlighting emerging designers, and covering trends with a grounded yet visionary perspective. Whether they're seeking everyday style inspiration or behind-the-scenes industry insight, our content makes fashion feel both aspirational and attainable.

LO'AMMI

A closer look at our fashion-forward, digitally native audience – driven by creativity, authenticity, and accessible fashion culture.

CONSUMER BEHAVIOR AND PREFERENCES

72% never purchase physical magazines

88% get fashion news from social media

MORE OPPORTUNITIES FOR NEW OFFERINGS

80% want more content on emerging fashion, beauty, and lifestyle

SATISFACTION AND MARKET GAPS

3
Mean satisfaction score

DEMOGRAPHIC INSIGHTS

Young adults (18-24) **58%** show diverse media preferencees

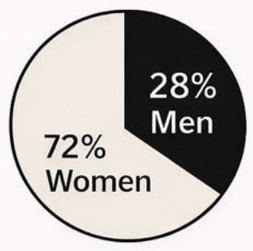
ABOUT OUR READERSHIP

Demographic insights into our fashionable and engaged audience

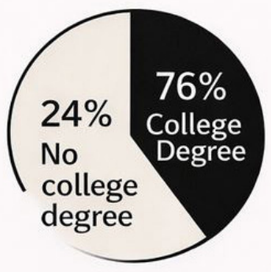
Age



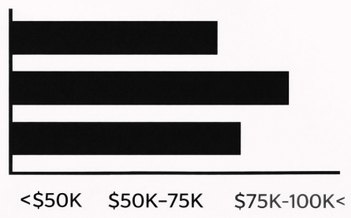
Gender



Education



Income



A closer look at our fashion-forward, digitally native audience – driven by creativity



LO'AMMI TIKTOK!

We’re on TikTok now! After months of audience demand and internal conversation, we’ve finally launched our TikTok. This furthers our aim of personalizing the magazine, bringing viewers behind-the-scenes content, styling guides, and other content our readers will find interesting.

EXPANDING OUR PR PARTNERSHIPS

LO'AMMI is expanding its PR partners to include prominent international brand agencies, as well as domestic talent here in the US and Canada, to showcase collaborations that celebrate diversity on a global platform.

NATIONAL AND INTERNATIONAL DISTRIBUTION

LO'AMMI has accomplished a modernized distribution strategy, from retail in large bookstores and retailers in the US and Canada to distributed printing around the globe, because readers do not exist in a silo like they used to. Our Digital issues have featured international talent, so that readers around the world can experience LO’AMMI, furthering our global reach by 32%.

LO'AMMI MUSIC

In 2026, LO'AMMI plans to expand its coverage strategy to attract a more diverse range of figures in entertainment. Now, we are seeking an indie music crowd with a discerning taste, ranging from pop to hip-hop to rock ' n ' roll.

Today, our platform consists of social media reach, our interactive website, and our print format; each serves as its own platform, offering 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. As the world becomes increasingly decentralized, we are thankful to be part of this exciting time in publishing.



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	$1600
Outside back cover	$1500
Inside back cover spread	$1250
Right hand page	$1200
Left hand page	$1165
Double page spread	$1425
DPS specified	$1600
Gatefold/French Door	Available on request
Outside front covver	Available on request

DIGITAL ISSUE RATE CARD	
Outside front covver	Available on request
Inside front cover spread	$740
Outside back cover	$620
Inside back cover spread	$300
Right hand page	$250
Left hand page	$200
Double page spread	$480

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



LO'AMMI

WEBSITE AND SOCIAL MEDIA RATE CARD

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DIGITAL AD VARIATIONS	RATE (USD)
Display Ads	
Leaderboard (728x90)	$840
Skyscraper (160x600)	$660
Square (250x250)	$375
Rectangle (300x250)	$300
Interstitial Ads (full-screen ads between pages)	$1200
Sidebar Ads	$390
Footer Ads	$150
Sponsored Content	
Sponsored Articles (branded content articles)	$200
Sponsored Videos (branded video content)	$400
Product Reviews	$300
Social Media Ads	
Social only campaign	$800
Digital content with client-produced content	$950
Newsletter Ads	
Banner Ads (within the newsletter content)	$150
Sponsored Sections	$250
Special Digital Formats	
Animated Ads (GIFs or HTML5 ads)	$1200
Expandable Ads	$400
Native Ads	$300

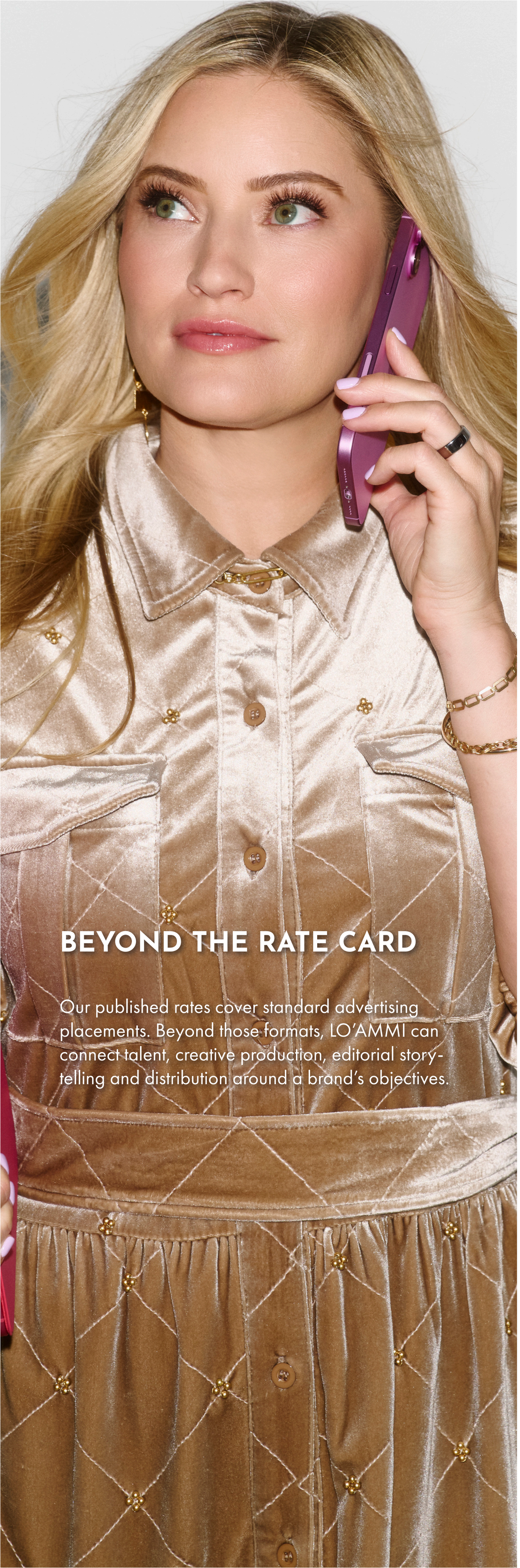
Standard Credit Terms
Payment due within 30 days of invoice date.
Late payments will incur a fee of 1.5% per month.

Placement Policies
Ad placement is subject to availability.
Special requests for placement will incur an additional fee.

Mechanical Requirements for Printing Ads
File format: JPEG, PNG, or WEBP
Resolution: 300 DPI
Color format: RBG
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

LO'AMMI



BEYOND THE RATE CARD

Our published rates cover standard advertising placements. Beyond those formats, LO'AMMI can connect talent, creative production, editorial storytelling and distribution around a brand's objectives.

WE OFFER
MORE THAN MEDIA SPACE

TALENT & CREATORS

Creator, model and public-figure partnerships ranging from UGC and micro-creator activations to selected talent-led work.

CREATIVE PRODUCTION

Concepts, photography, short-form video, art direction, styling and post-production, with or without aneditorial placement.

EDITORIAL & DISTRIBUTION

Integrated website, digital issue, print and social storytelling, with primary placements and extra channel activity clearly scoped.

LAUNCHES & ACTIVATIONS

Collection launches, events, product storytelling and culturally relevant brand introductions, including U.S.-focused campaigns.

HOW THE DETAILS ARE AGREED

SOCIAL DISTRIBUTION

Instagram-led placements may also appear through linked Facebook and Pinterest channels. Dedicated TikTok, YouTube, LinkedIn or other activations are specified separately.

SPONSORED WEBSITE CONTENT

Relevant brand links can be discussed. Their destinations, quantity, positioning and any additional promotional placements are defined within the agreed scope.

VISIBILITY & USAGE

Website content may remain available in LO'AMMI archives. Social post duration, promotional commitments and asset-use permissions depend on the agreed terms.

LET'S DISCUSS THE BRIEF

partnerships@loammi.co

Custom production, talent, paid media, usage rights and additional distribution are quoted separately where applicable.

LO'AMMI