



LA  
FM

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BUILDING LASTING IMPRESSIONS



# ABOUT

## THE COMPANY

THE LA FASHION MAGAZINE (LAFM) IS A LOCAL AUTHORITY WITH GLOBAL REACH. WITH A FINGER ON THE PULSE OF THE FASHION ZEITGEIST, THE LA FASHION MAGAZINE HAS AN AUTHENTIC, RELATABLE BRAND VOICE THAT RESONATES WITH READERS AS THE SOURCE FOR THE MOST CURRENT LIFESTYLE AND FASHION TRENDS.

## THE MAGAZINE

WHETHER IT'S RIVETING NEWS COVERAGE, FIRST-LOOK EDITORIALS, INTERVIEWS WITH THE HOTTEST FASHIONISTAS OR STYLE HACKS; IT IS A COMPLETE SOURCE FOR TODAY'S BUSY FASHIONISTA. AVAILABLE TO READERS IN A QUARTERLY PRINT MAGAZINE, A WEBSITE, A NEWSLETTER AND VIA SOCIAL MEDIA—LAFM MAKES IT EASY FOR READERS TO ACCESS THE FASHION AND LIFESTYLE CONTENT THEY WANT, WHEN AND HOW THEY WANT IT.

## OUR READER

THE LAFM READER IS SMART, BOLD, AND USES FASHION AS A WAY TO CONVEY TO THE WORLD WHO SHE IS AND WHERE SHE IS GOING. SHE IS THE ONE TO LEAD THE PACK AND MAKE HER NAME BE REMEMBERED.

## EVENTS & ACTIVATIONS

WE PRODUCE HIGH PROFILE EVENTS & PROMOTIONS THAT TARGET DEMOGRAPHICS THAT ALIGN DIRECTLY WITH OUR BRAND PARTNERS.







# CIRCULATION

TOTAL CIRCULATION

1,987,533 MONTHLY  
DISTRO

PRINT CIRCULATION

10/15K ONE ISSUE  
A YEAR (FALL)

ONLINE UNIQUE USERS

802K

SOCIAL MEDIA

208K

SOCIAL MEDIA

WEB

IN-HOUSE DESIGN

MAGAZINE

STATISTICS

# PORTFOLIO





JAN	07
FEB	11
MAR	11
APR	08
MAY	06
JUN	10
JUL	08
AUG	12
SEP	09*
OCT	07
NOV	11
DEC	09

\* print and web

# CALENDAR

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#BETHECONVERSATION