



LAFM 2025 - 2026

MEDIA KIT

WWW.THELAFASHION.COM |
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NEW YORK | LOS ANGELES | KOREA | JAPAN | UK | MEXICO



BEAUTY, WELLNESS, AND CULTURE: THIS IS WHERE THE CONVERSATION STARTS.

THE LA FASHION (LAFM) Magazine isn't just a magazine, it's the pulse point for what's next in beauty, wellness, and trend culture. With a decade of authority and a serious upgrade in storytelling (shoutout to our rebrand), we're where editorial meets impact.

We're not here to chase trends, we set them.

WHO WE ARE

- Quarterly digital issues that blend beauty-forward visuals with substance
- Strategic features on founders, brands, and movements redefining wellness and aesthetics
- Social and digital reach designed for shareability and sales impact
- Your go-to plug for high-low culture coverage: indie disruptors, luxury launches, and the clinical pros making moves

Informed. Bold. Magnetic.

We speak fluently in skincare, content, and cultural nuance. Our tone?

Think: your PR bestie meets a credible beauty editor, with just the right amount of **edge**.

EDITORIAL POWER PLAYS

- (limited runs) Print circulation: 10-15K high-impact, luxe format issues
- Monthly digital impressions: 1M+
- Social media reach: 170K across Instagram + syndication
- Online unique readers: 802K per quarter
- Brand lift: 77% of featured brands report increased credibility and search traffic



OUR RELEASE CYCLE

We run on quarterly momentum with rolling coverage between drops:

WINTER RESET - Jan/Feb

SPRING REINVENTED - April

SUMMER HEAT INDEX - July

FALL BEAUTY ISSUE (PRINT + DIGITAL) - September

Plus newsletter releases, mini feature takeovers, and ongoing social placements and partnership.

OUR MOST REQUESTED SPOTS

**Production Included out of NYC*

PLACEMENT	WHAT YOU GET	RATE
Print + Digital Cover*	Interview, visuals, homepage promo, print feature	\$8,000
Digital Cover Only	Interview + full web feature social	\$4,000
1-Page Spotlight	Bio or product page + IG story	\$2,500
Product Highlight	Listing, 1 IG reel mention / Clean layout, review-style	\$750
Custom IG Carousel	3-slide branded post by LAFM team	\$550
Qrtly Feature Bundle	3-month placement + social + email	\$6,500
Custom Package	.Custom Made Kit	TBD



Need influencer collabs, creator co-features, or full PR support?

We got you, powered by our partner, The JKO Agency.

READY TO GET **SEEN, SHARED & SAVED?**

If your brand isn't on our radar yet... it should be.

We've showcased 100+ beauty, wellness, and trend-setting brands before the rest of the world caught on, many of which went on to land retail deals, celebrity partnerships, and viral moments.

We don't just cover the culture, we help shape it.

So if visibility, credibility, and scroll-stopping storytelling are on your 2025/2026 wish list, this is your sign.



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#BETHECONVERSATION | #LAFMBEAUTY