



TANGENT

TANGENTMAG.COM

Media Kit

2010

A UNIQUE OPPORTUNITY

Tangent magazine is a quarterly online fashion magazine with an opulent underground aesthetic.

Our commitment is to provide a high quality publication with innovative design, that showcases high end fashion editorials, avant-garde images and exclusive content, targeted to people who appreciate fashion as art.

Tangent appeals both to readers who want to indulge in their creative identity and discover every secret corner of fashion first, and, to advertisers who want to connect with this valuable and hard to reach audience.

Fasten your seat belts and get ready to experience a new direction in fashion.



MISSION STATEMENT

Have you ever looked through the bottom of a glass and watched the world in distortion? It is Tangent's mission to take that glass and put it over the world of fashion for you. We carefully research and edit our content making sure it complies with Tangent's philosophy. Fashion that is inspiring and celebrates creativity.



*The fashion revolution
is online.*

EDITORIAL CONTENT

Tangent magazine features relevant, engaging, imaginative and provocative editorial content.

FASHION

Avant-garde fashion editorials featuring both Australian and International designers. Exclusive interviews with emerging and established figures from the fashion industry.

BEAUTY

Hair and makeup is irresistible. Even more when all the new hot products have their story to tell you. Each issue, Tangent will feature a themed article, beauty editorials and a product page.

MODELS

These are the models to watch and they are HOT! Find out more about these beautiful creatures who are making us dream enviously.

CULTURE

Tangent puts the spotlight on creative people who are shaping culture as we live in it. Each issue showcases international and emerging artists pushing boundaries.

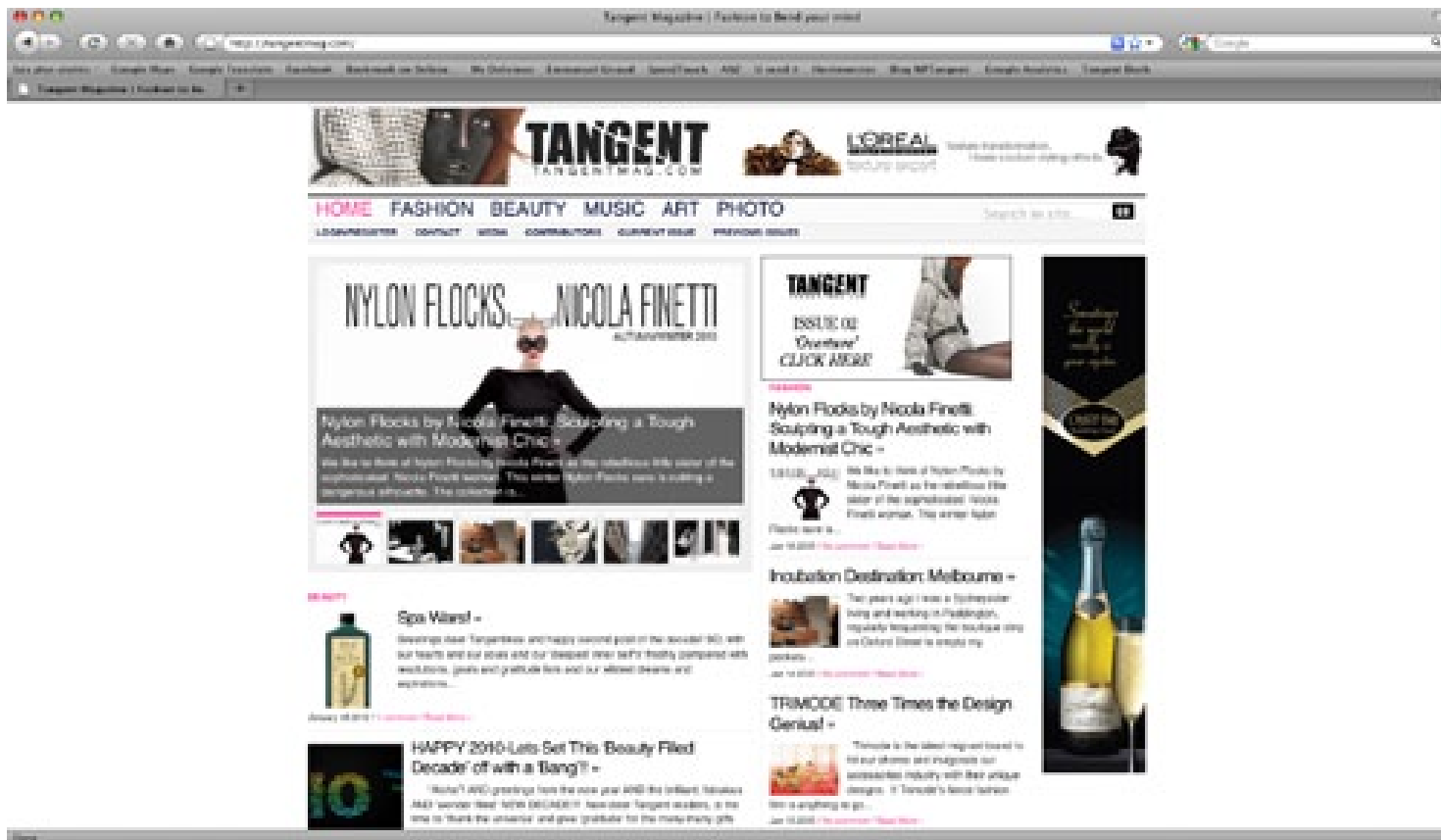
TANGENT YOURSELF

Best place to discover fashionistas as they are plucked from the street to share their visions through Tangent and show it to the world.

MUSIC

Tangent is showing you the journey of emerging music bands and artists. On stage, in studio or on the road.





TANGENT DIGITAL

The fashion revolution is online.

Tangent Digital is a fashion news based website. It is an interactive style melting pot, where our readers are kept updated daily with fashion, beauty, music and art.

With reporters stationed in Sydney, Melbourne, New York, Milan and London, Tangent Digital readers get inspired on a global level.

Advertisers are fully integrated within all pages of Tangent Digital with key positioned ad banners allowing animation or still image.



WHO ARE TANGENT READERS ?

UNIQUE Active, smart, confident, bold, sociable, image conscious and stylish. They live and breathe on fashion using it as a tool for personal expression.

TRENDSETTERS They are early adapters of trends with an individual approach always researching for the latest developments in fashion and related industries.

PASSIONATE They follow their passion and are not afraid to break the rules. They are constantly on the look out for challenges and new approaches to life.

INTENSIVE CONSUMERS They spend on quality and take pleasure in disposing their income on luxury goods, high street fashion and the beauty and entertainment worlds. They are avid consumers both in stores and online.

EDUCTATED On local and international fashion trends. They are interested in leisure scenes, travel, art and photography.

SOCIAL They are actively social, frequenting the trendiest bars, night clubs, restaurants and market. They also enjoy live performances.

ADVERTISING Rates

TANGENT MAGAZINE

GENERAL POSITION

Double Page Spread: **\$3,000**
Full Page: **\$2,000**

PREMIUM POSITION LOADING

First Third for DPS: + 10%
Facing Contents for FP: + 5%

*DPS - 1080 x 720 pxl
FP - 540 x 720 pxl
All at 72dpi*

TANGENT DIGITAL

ALL PAGES

A. 468 x 60 pxl - Top Premium
Banner **\$500**

HOMEPAGE

B. 120 x 600 pxl
Premium Tower **\$400**

C. 300 x 250 pxl - Lower Tower **\$350**

INSIDE WEBSITE

D. 250 x 250 pxl - Left Tower
Price included in C

E. 120 x 600 pxl - Right Tower
Price included in B

*Rates per month. 3 months minimum
required.*

TANGENT NEWSLETTER

FREQUENCY: WEEKLY

Premium Tower: **\$400**
Lower Tower: **\$300**

Rates per mail out.

TANGENT DIGITAL

Ad position

HOMEPAGE

A. 468 x 600 Top Premium Banner

B. 120 x 600 Premium Tower

C. 300 x 250 Lower Tower

The screenshot shows the homepage layout with a navigation bar at the top, a main content area with several article teasers, and a sidebar on the right. The ad positions are highlighted with green boxes: A is a large banner at the top right, B is a vertical tower on the right side, and C is a smaller vertical tower at the bottom right.

C. 300 x 250 Lower Tower

This block provides a detailed view of the lower tower ad position, showing a grid of article teasers. The ad is positioned at the bottom right of this grid, overlapping the bottom of several article cards.

INSIDE WEBSITE

D. 250 x 250 Left Tower

E. 120 x 600 Right Tower

The screenshot shows an article page with a main content area and a sidebar on the right. The ad positions are highlighted with green boxes: D is a square ad on the left side of the main content area, and E is a vertical tower on the right side of the page.

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