

MEDIA KIT

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MEDIA KIT

FASHION WEEKLY

Welcome to Fashion Weekly, your go-to destination for all things fashion, beauty, lifestyle, and modern trends.

With a highly engaged and style-savvy audience, we offer an array of services to help businesses connect with our readers through targeted and impactful promotional opportunities.

PARTNER

PARTNER WITH FASHION WEEKLY

Targeted Audience: Our readers are trendsetters and tastemakers, always on the lookout for the latest in fashion, beauty, and lifestyle.

Highly Engaged: With an active and engaged following, your brand will be positioned to reach the right people at the right time.

Custom Solutions: We tailor each offering to your brand's unique goals and provide flexible packages to ensure maximum impact.



VISION & MISSION

VISION STATEMENT

VISION

To be Australia's leading source of inspiration, education, and empowerment for women, fostering inclusivity and self-respect, and celebrating individuality to help every woman express her best self through fashion and lifestyle.

MISSION

MISSION STATEMENT

Fashion Weekly is committed to inspiring and empowering Australian women through content that is inclusive, insightful, and respectful of every individual's journey.

We champion modern trends while promoting self-respect, personal growth, and sustainable, conscious lifestyle choices. Our mission is to create a platform that connects and uplifts all women, encouraging them to embrace their unique style and confidently celebrate who they are with dignity and inclusivity.



FREE

EMERGING BRANDS & NOT-FOR-PROFITS

Supporting emerging brands and not-for-profits with free exposure, authentic storytelling, and event visibility

FREE EXPOSURE

FREE

UPCLOSE AI INTERVIEWS

Feature your brand or not-for-profit in an authentic, AI-powered interview promoted across our website

Benefits: Share your brand or organisation's story, showcase offerings, and connect with our engaged audience.

FREE EVENT LISTINGS

List your brand launches, pop-ups, workshops, or not-for-profit events for free and reach our fashion, beauty, and lifestyle audience.

Benefits: Boost event visibility, attract attendees, and gain media exposure.

POSTING



GUEST POSTS

Share your expertise and build your brand authority

POSTING

GUESTS POSTS

Guest Posts: Contribute articles aligned with the latest in fashion, beauty, and lifestyle.

Benefits: Build authority, enhance SEO, and drive long-term organic traffic with high-quality follow backlinks.

Options

Single Guest Post

Premium Single GuestPost

Monthly Guest Posting Package

POSTING

INCLUSIONS

Standard Single Guest (without promotion)

Includes: *1 follow back-link, hosted on Fashion Weekly for minimum of 1 year*

Premium Guest Post

Includes: *1 follow backlink, hosted on Fashion Weekly for minimum of 1 year featured for one week on home page, and promotion on social media channels*

POSTING



SPONSORED POSTS

Give your brand a voice with tailored content that resonates with our audience

POSTING

SPONSORED POSTS

Sponsored Posts: Promote your brand with tailored content that aligns seamlessly with our fashion, beauty, and lifestyle audience.

Benefits: Boost your brand's visibility and credibility through tailored promotional content without impacting search rankings.

Options

Single Sponsored Post

Premium Single Sponsored Post

Monthly sponsored posting package

POSTING

INCLUSIONS

Standard Single Sponsored Post (without promotion)

Includes: *1 no-follow back-link, hosted on Fashion Weekly for minimum of 1 year*

Premium Sponsored Post

Includes: *1 no-follow backlink, hosted on Fashion Weekly for minimum of 1 year featured for one week on homepage, and promotion on social media channels*

POSTING

SPONSORED POSTS

Premium Inclusions

- **Featured Placement:** Get your post highlighted on our homepage for maximum visibility
- **Editors Picks:** Your post will be promoted in our monthly Editors Picks EDM
- **Social Media Promotion:** Get your post highlighted on our homepage for maximum visibility

BANNER ADS



BANNER ADS

Showcase your brand with high-visibility banner ads across Fashion Weekly.

BANNER ADS

HOME PAGE BANNER

Prime real estate on our home page: Grab the attention of every visitor.

Options

Top of page

Sidebar or footer placement

Sizes: 970 x 250, 300 x 250, or custom options available.

BANNER ADS

IN-CONTENT BANNERS

Reaching readers at key moments: Strategically placed within our editorial content

Options

Standard Placement

Premium Contextual Placement

Run-of-Category (ROC) Placement

BANNER ADS

DETAILS

Standard Placement

Appears in 5 articles/month across the site.

- ✓ Matched to trending or evergreen articles in your selected category
- ✓ Ideal for consistent visibility and brand awareness

BANNER ADS

STANDARD PLACEMENT

- **Display Frequency:** Appears in 5 articles per month across the site
- **Relevance:** Matched with top-performing articles in your chosen category (e.g., fashion, beauty, lifestyle)
- **Ideal For:** Brand awareness and visibility across a broad audience.

BANNER ADS

DETAILS

Premium Contextual Placement

Displayed in 10 hand-picked articles/month directly related to your product or service.

- ✓ High editorial relevance ensures better engagement.
- ✓ Perfect for boosting credibility and clicks in a targeted niche.

BANNER ADS

RUN-OF-CATEGORY (ROC) PLACEMENT

- **Display Frequency:** Rotates across all articles within a chosen category (e.g., all fashion articles).
- **Relevance:** Broad category match ensures ads reach niche audiences.
- **Ideal For:** Brands seeking extended reach within a specific vertical.

BANNER ADS

DETAILS

Run-of-Category (ROC) Placement

Rotating banners across all articles within a selected category (e.g. Fashion, Beauty, Lifestyle).

- ✓ Wide coverage with niche targeting
- ✓ Great for brands looking for category dominance.



PRODUCT REVIEWS

PRODUCT REVIEWS

Build brand trust with honest, editorial-style product features written by our expert team.

PRODUCT GIVEAWAY

SPONSORED PRODUCT REVIEWS

Our team will review your product in a detailed, authentic feature that includes high-quality imagery and links.

Benefits: Gain exposure through authentic storytelling, aligning your product with our trusted editorial voice.

PRODUCT REVIEWS

DETAILS

Sponsored Product Review

Includes: In-depth review with high-quality images, links to purchase, and social media shoutouts.

PRODUCT GIVEAWAYS



PRODUCT GIVEAWAYS

Drive engagement and excitement by offering our audience the chance to win your product

PRODUCT GIVEAWAY

PRODUCT GIVEAWAY CAMPAIGNS

Engage our readers with exciting giveaways that highlight your brand.

Promotion Channels:
Banner ads
Dedicated articles
Social media shoutouts

PRODUCT GIVEAWAYS

DETAILS

Product Giveaway Campaign

Includes:
Social media promotion
banner ad
newsletter
article feature



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