

En Vie

www.en-vie-fashion.com



MEDIA KIT

2014

EnVie®

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LETTER FROM THE EDITOR

As an International digital fashion magazine, En Vie seeks to deliver the best of fashion to those who not only love fashion; they live and breathe it. Fashion lies in the fore front our lives.

At En Vie, we recognize that there are countless great fashion talents waiting to be discovered, that is why En Vie seeks to expose not only established fashion talents (designers, photographers, models, artists etc.) but also up and coming talents from all over the globe. With a diverse creative team comprised of over 1500 people from around the world, En Vie features high quality international fashion content ranging from the latest fashion news, happenings and interviews to what's hot in the world of fashion and lifestyle. What's more, En Vie is published in seven languages (Japanese, English, French, German, Spanish, Korean and Chinese) on a monthly basis.

En Vie readers are smart, fashion savvy females aged between 18 and 37 who perceive fashion as a big part of their lives and who enjoy keeping up with current trends. With a monthly readership of about 200,000, En Vie is equipped with active Twitter, Weibo and Facebook accounts updated regularly to make it easy for its readers to enjoy the latest and best of fashion free of charge. As En Vie is available to download via Android and Apple applications as well as online at www.en-vie-fashion.com, we truly are accessible to readers whenever and wherever they are.

Thank you for taking the time to check out En Vie, we hope that you enjoy En Vie as much as we have putting the issues together.

Gerd Kramer

Director & Editor in Chief
En Vie Magazine



READERS PROFILE

En Vie readers are modern, fashion lovers who enjoy spending their time and money on fashion, lifestyle and entertainment. They are fashionistas who love to be kept updated on the latest fashion news, tips and trends.

Target Audience: **female 18-37 yrs. old**

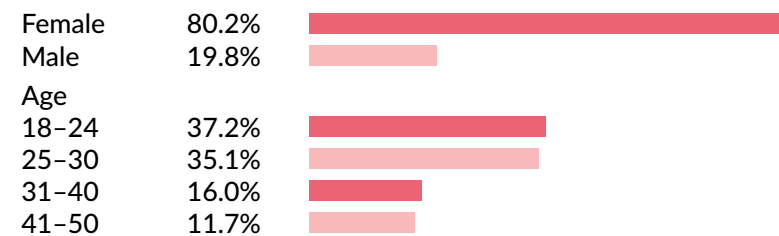
Socio Economic Status (SES): **A, B+, B**

Readership: **about 200,000**

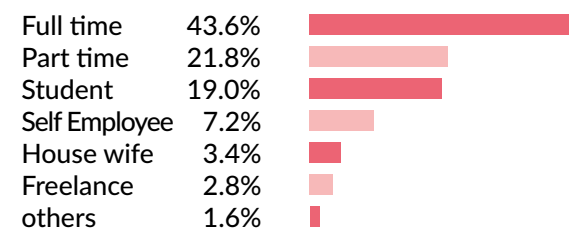
Topics covered: Fashion, Fashion related news, Accessories (bags, jewelry, watches), Make Up, design, Profiling (fashion talents), Photography, Horoscope, Recipes etc.

FACTS AND FIGURES

READERS



OCCUPATION





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CATEGORY SUMMARY

As a strictly digital fashion magazine, En Vie understood from the outset that fashion and technology goes hand in hand. While many print fashion magazines have just recently experimented with creating digital editions of their issues, En Vie has always been digital.

We recognize that technology is rapidly becoming globalized, so we felt it imperative to deliver fashion to all parts of the globe. As it is digital, En Vie is environmentally friendly and enables easy access for fashion lovers everywhere, no matter where they are located in the world.

En Vie has a diverse creative team comprising of over 1500 people from around the globe, we strive to feature various international fashion related content ranging from the latest fashion news, happenings, editorials, interviews and what's hot in the world of fashion and lifestyle. En Vie is available in seven languages and is free to download via the En Vie Fashion website or through the Apple and Android applications, En Vie's high quality contents are often compared by fashion enthusiasts to renowned fashion magazines.



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CONTACT US

Thank you for choosing En Vie, feel free to email any queries to:

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