



AMERICAN LOOKBOOK

FASHION SOURCEBOOK FOR MEN & WOMEN

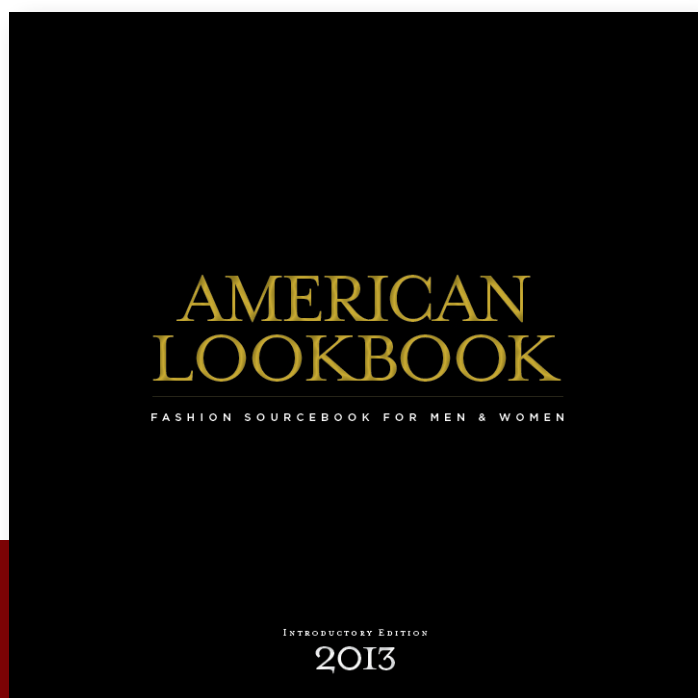
INTRODUCTORY EDITION

2013

To be a part of the introductory edition, call 1.877.219.2229 or email contact@americanlookbook.com.

AMERICAN LOOKBOOK

American Lookbook is a new image-heavy periodical launching its first introductory edition for this Fall/Winter Season. Because of the sheer size and magnitude of image content, this is not the typical biannual fashion periodical.



Quick Facts

Launching for **Fall/Winter 2013**

Featuring contributions by **20 industry experts**

Over **200 Photos** with no editorial features

Marketed as a **Salon Coffee Table Book**

Our initial advertising **audience: 742,000+**

Monthly Blog Impressions and **339,000+** Instagram Users

10" by 10", **192 pages**, Over an inch thick

Softcover distributed through **subscription mailing**

Hardcover sold at **retail locations**

Printed on high quality paper to ensure **long lifespan**

OUR READERS

GENDER

58.1% Female
41.9% Male



HOUSEHOLD INCOME

\$71,738

Median HHI

48.8%

HHI above \$75,000



MEDIAN AGE

37.7 years

ANY COLLEGE

67.9%

SINGLE

53.8%

*Estimates based on information gathered from industry-leading fashion magazines

ADVERTISING

SAMPLE SPREAD

Designer name
prominently
displayed on page

Each page
is 10" x 10"

1-4 photos from
every designer

Billy Kirk



42



43

Seh Kelly

AMERICAN
LOOKBOOK

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CONTRIBUTOR

SAMPLE SPREAD

20 Contributors
10 Male / 10 Female

Each Contributor
submits at least 4 outfits
creating an eclectic
aesthetic and audience

Contributors endorse
the product on their
website/blog and social
networking applications

CAROLINE ROXY
www.carolineroxy.se

SWEDEN

106



107

AMERICAN
LOOKBOOK

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INTRODUCTORY EDITION
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CIRCULATION

60,000

DISTRIBUTION

83.3% Softcover
through Direct Mailing

17.7% Hardcover
through Retail Outlets

AUDIENCE*

240,000

RATE BASE

50,000

*Based on estimate of 4 readers per copy

RATES

Single Page: \$3,574

Spread: \$7,148

ON-SALE

Oct-Dec 2013

MATERIAL DUE

August 2, 2013

Please email us at
contact@americanlookbook.com
for materials upload instructions.

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