

ASKS

Who do you allow to inspire you and how do you inspire others?

BELIEVES

Fashion is how we use our knowledge and resources to express ourselves.

IS

[ZOOZOOM Fashion Magazine](#)

a fullscreen multimedia website

[ZOOZOOM Masthead and Blog](#)

our blog, open to comments

[The BUZZ](#)

a feed of our friends' 'tweets', in the magazine and index

[Fashion Wars](#)

an interactive image voting game

[Fashion Week Map](#)

an interactive Google map for NY Fashion Week

[The ZOO](#)

a site index

[ZOOZOOM Newsletter](#)

an HTML newsletter sent 1/2 times a week

ZOOZOOM combines the best of multimedia (text, images and video on the same canvas), blogs and web 2.0 to bring its audience an engaging interactive and glossy fashion experience.

INSPIRES

[Director of the Webbys in Design Week](#)

'It is the possibilities for interaction, video and moving imagery that fuel Web design opportunities. "They won't be able to replace the tactile reading experience, but you can watch a runway show," adds Davies, citing ... ZOOZOOM as a site that, even without a paper edition, has gained a sumptuous top-end magazine feeling.'

[Pierce Mattie PR Names the Top 20 Hottest Publications To Watch In 2008](#)

ZOOZOOM is alongside Vogue, Nylon, and O, The Oprah Magazine and is one of only two online-only publications.

[Fashion Marketers See Good-Looking Ad Options Online \[AdAge\]](#)

'Style sites' inventory makes advertisers rethink long-held allegiance to print... There's also competition from McEye Media's ZOOZOOM, which calls itself the "the original online glossy" and was the first fashion site to offer full-screen ads.'

[ZOOZOOM's Awards Include](#)

[Fashion Webby Winner 2007](#); [Official Webby Honoree 2007, Online Video](#); [Fashion Webby Winner 2002](#); [Fashion Webby Nomination 2005](#); [Time Magazine](#); [Top 50 Sites of 2005](#).

TAGLINE CLOUD

Niche fashion influencer. New York insiders' favorite. First to market [2000]. Fullscreen. Interactive. The Original Online Glossy. Magazine format. Multimedia. American fashion website. Edited. Exclusive and original. Tools not rules. Authentic. Producer.

CAPABILITIES

Brand (EXCLUSIVE | MAXIMUM IMPACT | REACH | CLICKTHROUGH)

Exclusive: no other brand can place. Maximum brand impact with brand integration throughout site visit or dedicated email. Maximum clickthrough and reach. Brand site buy includes aggregation of all advertising inventory. Brand integration negotiated to maximise value added.
US \$50K per month (sitewide buy) or US \$2.5K per email (newsletter buy).

Sponsorship and Display (EXCLUSIVE | IMPACT | REACH | CLICKTHROUGH)

Exclusive: no other brand can place. Brand impact with sponsorship message visible throughout site visit. Clickthrough and reach. Includes aggregation of all advertising inventory. US \$29K per month (sitewide buy).

Editorial Integration (TARGETED | IMPACT | REACH | CLICKTHROUGH)

Includes content placement, content layout and color amendments, fashion wars events. Unique, negotiated with each brand to maximize impact. For example: [Net-A-Porter Fashion Editorial Click-Through](#), [GMHC Portraits Event](#). Rates vary.

Sponsorship (IMPACT | REACH | CLICKTHROUGH)

Brand impact with sponsorship message visible throughout site visit and in newsletter. Clickthrough and reach. For example: L'Oreal New Vive Pro Site Sponsorship. Targeted packages can be built around specific events. US \$24K per month (sitewide buy).

Display (IMPACT | CLICKTHROUGH)

Brand impact and clickthrough. Can include: fullscreen display ad, video ad, leaderboard, rectangle or sponsored link in newsletter. Available as standard units sold on a CPM basis. For example: [Ralph Lauren \[Fullscreen\]](#). CPM and click-through vary for each unit and range from 27.7% - 0.4% | US \$150 - \$80 CPM.

Rates may vary based on current audience numbers. We support all third party servers, impression counts, unique counts, clickthrough counts, return on spend, pages per visit per click-through and brand study. We can serve the ad for you at no additional cost and can supply impression and clickthrough counts. Any additional requirements are easily accommodated.

ADVERTISERS HAVE INCLUDED

Ralph Lauren, Chanel Fashion, Chanel Fragrance and Beauty, The NY Times T Magazine, [net-a-porter.com](#), Redux Charles Chang-Lima, Kai Kuhne, Custo Barcelona, Sass and Bide, Diesel, L'Oreal Paris New Vive Pro, Neiman Marcus, Clinique Happy, CITIZEN:Citizen.

AUDIENCE

Demographics

18-44 female

72% female, 28% male

Female: 18-24: 28%, 25-34: 33%, 35-44: 6%.

Male: 18-24: 35%, 25-34: 45%, 35-44: 13%.

The US (42%), UK (6%), Brazil, Canada, Germany, Australia, China, France (3-5% each). The rest across another 154 countries.

Numbers

46,525 uniques per month

53,397 visits

329,919 page views

15,749 newsletter subscribers

RATES AND SPECIFICATIONS

Brand **(UNIQUE PLACEMENT THROUGHOUT SITE OR DEDICATED NEWSLETTER)**

Spec depends on contract, either run of site with special units, editorial integration and aggregation of all display units listed below if buying site placement, or dedicated email if buying newsletter placement, US \$150 CPM

Editorial Integration **(TARGETED EDITORIAL PLACEMENT IN SITE OR NEWSLETTER)**

Spec depends on contract, US \$450 CPM

Sponsorship **(STANDARD PLACEMENT THROUGHOUT SITE OR AROUND SPECIFIC CONTENT/EVENT)**

85x20, 40K + streaming, gif, jpeg, eps, swf, flv, mov, clickthrough 0.8%, US \$80 CPM

Display - Fullscreen **(NON INTRUSIVE RICH MEDIA FULLSCREEN PLACEMENT IN BETWEEN CONTENT PAGES IN SITE- INCLUDES VIDEO)**

1490x980, 300K + streaming, jpeg, eps, swf, flv, mov, clickthrough 4.0-27.7%, US \$150 CPM

Display - Leaderboard **(RICH MEDIA PLACEMENT ALONGSIDE CONTENT IN SITE OR NEWSLETTER- INCLUDES VIDEO)**

728x90, 40K + streaming, gif, jpeg, eps, swf, flv, mov, clickthrough 0.4-5.0%, US \$80 CPM

Display - Rectangle **(RICH MEDIA PLACEMENT ALONGSIDE CONTENT IN SITE - INCLUDES VIDEO)**

300x250, 40K + streaming, gif, jpeg, eps, swf, flv, mov, clickthrough 0.4-1.6%, US \$80 CPM

Display - Sponsored Link **(THUMBNAIL AND LINK PLACEMENT ALONGSIDE CONTENT IN NEWSLETTER)**

100x68, 10K, gif, jpeg, 10 word title and associated link, 20 word description of sale, the day, date, time and place of show with contact details and a Google Maps link, US \$100 Flat Rate per inclusion

MORE INFORMATION

Contact

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Links

[Press and Press Coverage](#)

[Advertisers Index](#)