



# AMERICAN LOOKBOOK

FASHION SOURCEBOOK FOR MEN & WOMEN

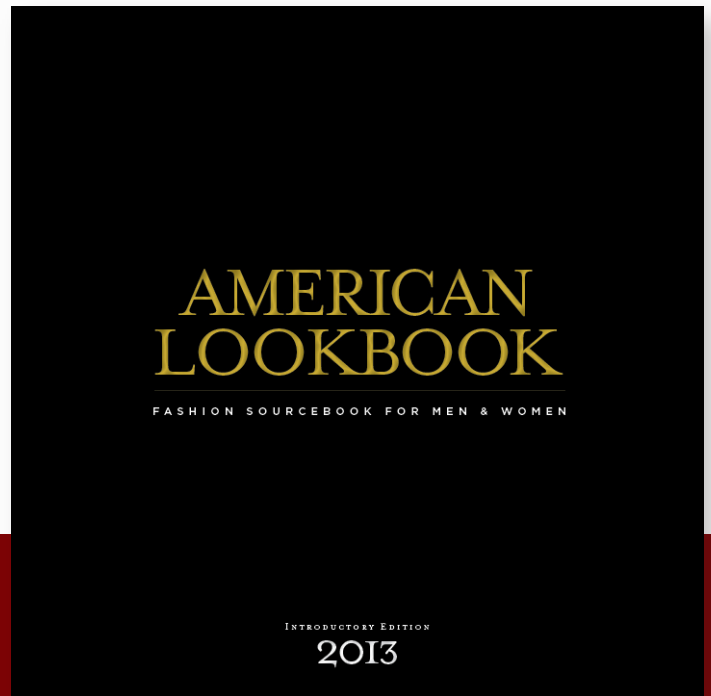
INTRODUCTORY EDITION

2013

To be a part of the introductory edition, call 1.877.219.2229 or email [contact@americanlookbook.com](mailto: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

Seh Kelly



43

AMERICAN  
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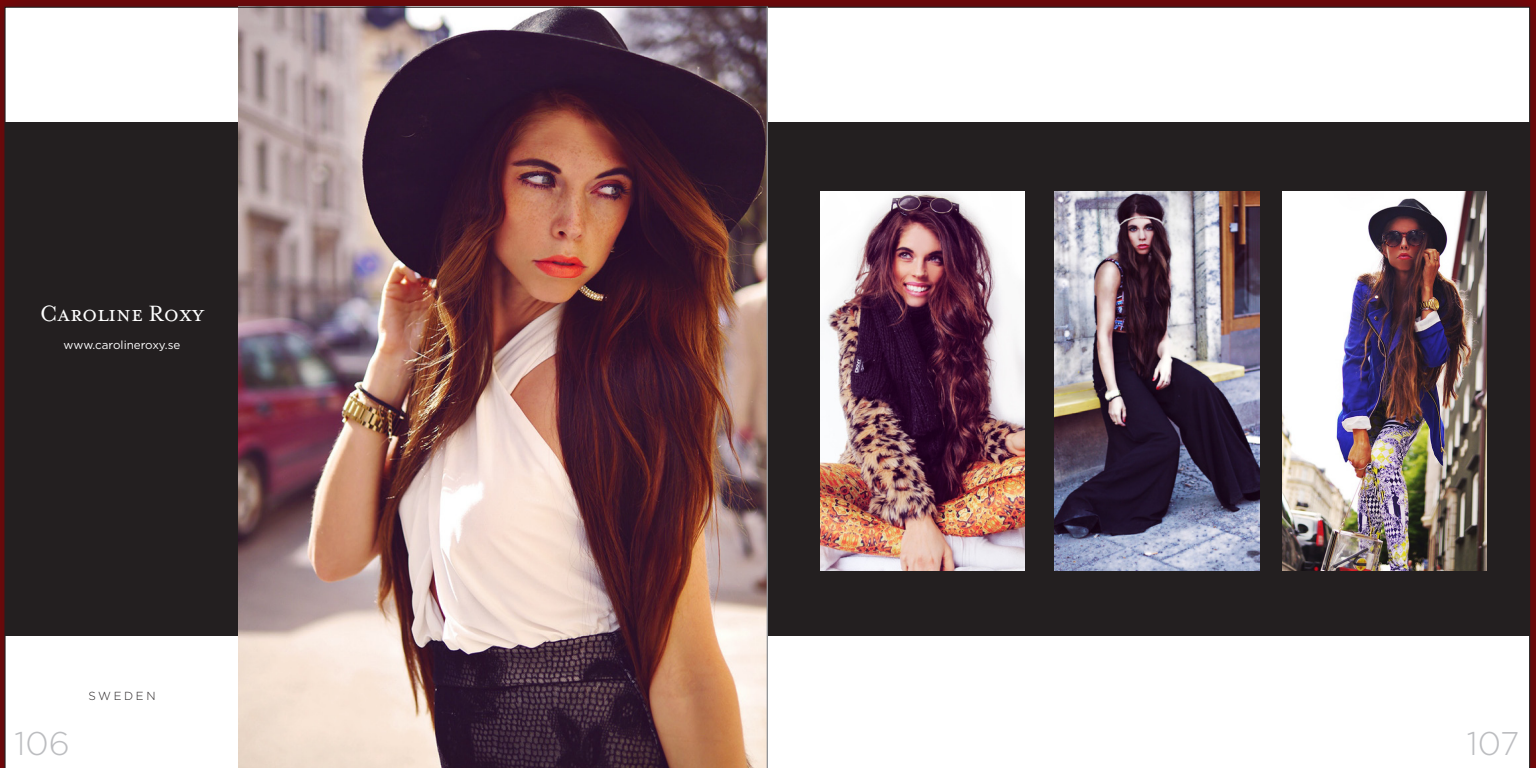
# CONTRIBUTOR

## 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



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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](mailto:contact@americanlookbook.com)  
for materials upload instructions.

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