

# Qlix



EMERGING. FASHION. FOUND.



**Tagline:** Emerging. Fashion. Found.

**Target Market:** The ever “evolving” student of fashion and style. Ideally, this individual is both female and male, within the age range of 18-27 years old, a creative, forward-thinking, fashion enthusiast with a heightened and constant fascination with knowing what is emerging in the fashion industry globally.

**Projected Release:** Winter 2010 (specific January/February 2010)

**Frequency:** semi-annual

**URL location:** [www.qlixmag.com](http://www.qlixmag.com)

**Qlix’s mission:** Qlix magazine celebrates ALL emerging talents and concepts globally within the fashion industry, while providing the reader a medium of receiving information in a unique format and providing an outlet of exposure for emerging talent and concepts that you typically don’t know about, but should.

**Qlix’s talent:** Qlix magazine contributors have been drawn from such talent as Rolling Stone, Trace Magazine, MetroPop magazine, DIFS magazine, and a host of other media publications.

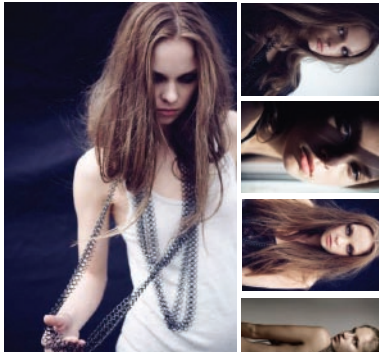




*Finished size is 6.5 X 9.5, no bleeds, gray color, b/w and 4-color throughout on the front.*

**Envelope**

Cover of the magazine. Holds the content.



# FANNIE SCHIAVONI

## **Bio & Interview**

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**Nothing else inspires me like...**Cras eleifend tortor.

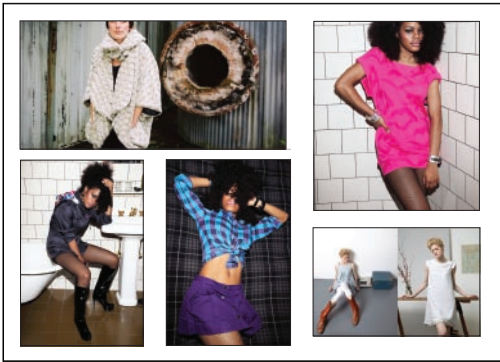
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**Fashion can sometimes...** In porttitor dui vitae urna gravida id sodales urna congue. Phasellus tellus quam, facilisis sit amet molestie nec, rutrum ac nisi. Ut mi justo, pulvinar at volutpat nec, placerat et odio.

*Finished size is 4.25 X 5.5 and 4-color throughout on front, b/w on back.*

## **Collectible Cards**

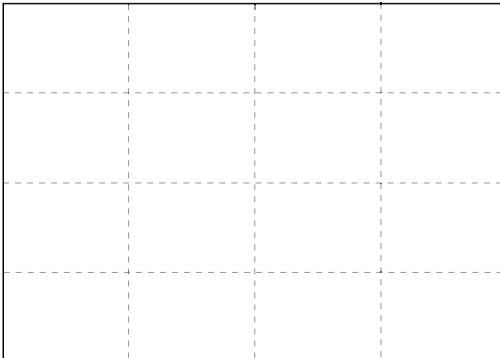
Interviews/profiles of emerging talents and concepts in the fashion industry will be designed as collectible cards. There will be four cards per issue covering various relevant sectors within emerging fashion (i.e. fashion designers, creative artists, fashion media, and fashion retail-online/storefront).



*Finished size is 16.5 X 23.25, 4 angle folds, bleeds, and 4-color throughout on front and back.*

### **Fashion Poster(s)**

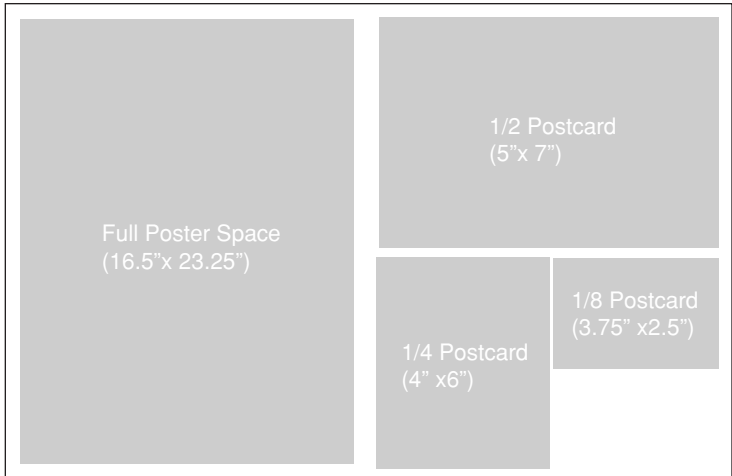
Fashion visual editorials (i.e. fashion stories, street fashion collages, fashion illustrations, etc.) will provide the content of the posters.



*Poster magazine finished size is 16.5 X 23.25, 4 angle folds, bleeds, and 4-color throughout on front and back.*

### **Poster Magazine**

Article features, columns and regular sections (FOB and BOB) will be laid out within the poster magazine. Poster magazine is image shown above.



**\*\* Contact Publisher for all ad rates.\*\***

### **Ad Rate Info:**

Qlix magazine prints 1,000 copies on Cougar text and cover recycled paper. Initial distribution will be via Qlix magazine website ([www.qlixmag.com](http://www.qlixmag.com)) in addition to various independent bookstores, galleries, and relevant fashion events within Chicago, London, and other cities within the US. Qlix offers advertisers the opportunity to promote their product innovatively as inserts in the format of postcards or full poster size ads. Because Qlix's envelope format, advertisers also have the advantage to reach a very specific reader through alternative "quirky" and attention-grabbing ways, such as samples/ vouchers, trinkets, etc.

# Emerging. Fashion. Found.

## **Editorial Departments of the Poster Magazine**

**Article features:** 500-800 word count + image(s)

**Guest Op-ed column:** 250-300 word count + image(s)

**Off to the Market:** 250-300 word count + image(s) (section showcases emerging concepts, designs, etc. in fashion)

**Pinboard:** 250-300 word count + images(s) (random musing relevant to fashion)

**Table of Contents:** No page numbers. Content identified by what section of magazine it is in (i.e. Fashion Poster(s), Collectible Cards, Poster Magazine)

**Editor's Letter**

**Contributor's Page**

**Masthead**



Inspired by the unconventional formatted publications in various global markets, such as South Africa (MK Bruce Lee), Spain (La Mas Bella), etc., Qlix's envelope format with multiple inserts and fold outs are not only designed to be highly portable and collectible, but to encourage the reader to interact with the content, to want to "know more". Thus, allowing a kinesthetic experience between the reader and the publication.



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