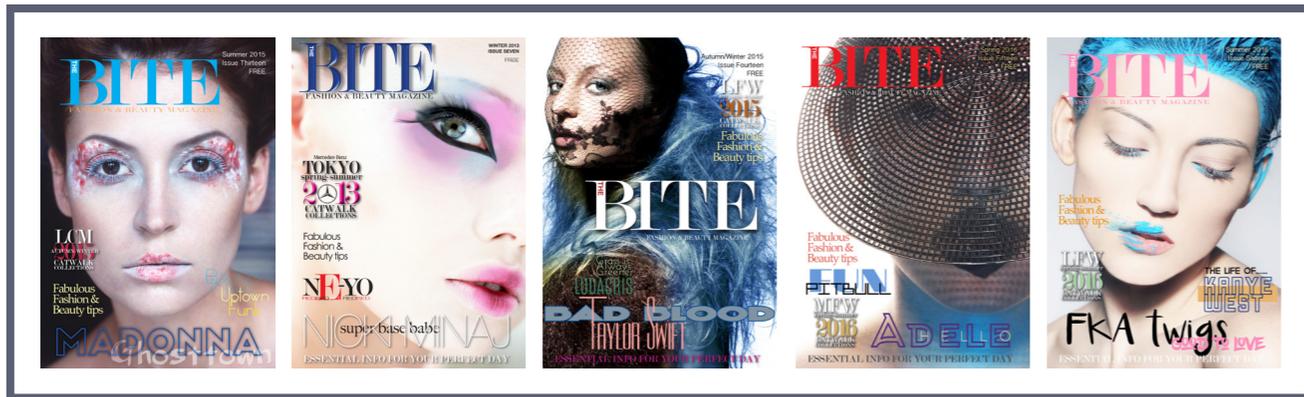


“Take a Bite and discover why The Bite Magazine is essential for you.”



# THE BITE

FASHION & BEAUTY MAGAZINE - LONDON

[www.thebitemag.com](http://www.thebitemag.com) • [info@thebitemag.com](mailto:info@thebitemag.com)  
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## Don't miss a single issue!

# OUT NOW!

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## WHAT IS THE BITE?

The Bite Magazine caters for the confident and stylish woman who knows exactly what she wants in fashion and beauty. It's designed to take the reader on a visionary journey of self-discovery in a fresh and unique fusion of styling through amazing and exciting pictures, rich editorial content and catwalk experiences.

We provide the absolutes on hair and beauty tips, and every aspect of styling in the fashion industry, even in its simplest form, with years of experience within our team. We like to keep our readers informed on up-and-coming designers and make-up and hair stylist trends, as well as covering established fashion, music and film icons. We pride ourselves on featuring exotic holiday destinations and the best restaurant cuisine, as well as reviews on high calibre cars you'd love to be seen driving. We also include the latest on artists and their inspirational work.

The Bite is an independent magazine with no outside influence directing the creative fashion, beauty and luxury item policy. Our publication is free of charge online, consisting of 300+ pages of the latest fashion, beauty and lifestyle products whilst the printed issue is charged at market price.

The Bite Magazine is a quarterly published magazine which is available on dual platforms.

Online Readership & Circulation: 30-50,000 per issue  
Available: Dual Platform - Printed and Online electronic devices.





### Reader Demographics

Females 80%  
Male 20%

Age 18-24 50%  
Age 25-35 40%  
Age 36-54 10%



## THE BITE READERSHIP

**Our target readers are stylish and based in the UK and major fashion cities around the world.**

The readers are fashion conscious and intelligent professionals, with disposable income, a love for luxury living, and a high awareness of new and developing fashion brands.

The aim is to target affluent readership of individuals who will be influenced to complete their wardrobe and change their lifestyle with items and features seen in the Bite Magazine.

Our readers will identify with the luxury content of the magazine, and appreciate beautiful styling and photography complimented by relevant information and interesting stories of a lifestyle that they are looking to become associated with.

The Bite will also be seen as a style guide to new professionals in the industry. It's aimed at a high percentage of women readers between the ages of 18-45 and comes packed with fresh perspective of design and all things inspirational, as well as being a sophisticated and vibrant colourful magazine developed by a forward thinking team of creative individuals.

BITE  
MAGAZINE



## WHY ADVERTISE WITH US?

The Bite Magazine is distributed on a dual platform, so its printed and online and can be displayed on the latest tech, as well as Internet enabled mobile devices, so our readers will have the convenience of accessing our publication on the move.

A high percentage of our magazine is dedicated to the fashion, beauty and luxury lifestyle aspects of the industry, so your adverts will be available to a growing worldwide audience in the most suitable placement category for your product.

We also pay close attention to the needs of the public by providing them with everyday luxury stories and relevant current music and film information. We have incorporated a selection of lifestyle interests such as travel destinations, high performance cars and exciting bars and restaurants in our magazine pages.

Our rich content and interesting reviews on books, art and exhibitions will keep our readers coming back for more whilst giving them the opportunity to have a more informative read on trendsetting events and stories.

The Bite Magazine truly believe quality images are the key element to selling products. The team at the Bite Magazine not only has decades of skill and experience but also a passion and love for fashion and beauty products, which is very evident in our published online and printed collector's editions.





## THE BITE IS ALWAYS LOOKING TO PRESENT NEW CONCEPTS

**PREPARED ARTWORK OR TAILOR-MADE ADVERTISING!**

Regardless of your budget, we endeavour to give you the best results for your money. From start to finish, all the details of your advert are managed in-house.

We can accept pre-prepared adverts for the publication and this would enable us to take the time to understand your business. We are more than happy to assist you in developing public awareness for the campaign within the Bite Magazine. We can also provide assistants to help shoot your campaign, so we will always keep your best interest in mind when working on your advert.

With a design team of creative expertise at hand, we can provide the right tailor-made campaign for your product. Whether it's a fashion/beauty film or a still product shoot, we can deliver the perfect high-resolution image or HD video to create an original ad campaign.

Quality control is what really makes The Bite Magazine stand out from the rest. All images are checked to ensure customer satisfaction and all post production is done in-house so any amendments or last minute changes can be managed before the campaign goes live.



## CUTTING EDGE!

### THE BITE MAGAZINE CIRCULATION

**As part of our commitment of ensuring that The Bite Magazine is available on dual platforms, we will be taking this further with another method. The Bite Magazine has a growing online presence and with the addition of a printed publication entitled 'The Collector's Edition' this will allow the public to buy the printed version containing the best features published over a set magazine published period.**

**The Bite Magazine's printed categories will represent several past online issues of the publication that are designed to target a specific audience interest. Along with the best content from the past issues, there will also be selected brand adverts to compliment the four categories selected to be printed and published by the magazine.**

**Distribution: Magazine Editions and Promotional Material Located in central London.**

**Media Partnership - Exhibitions and Events**

**Established: High profile restaurants and bistros in central London**

**Established: Group hotels, trendy nightclubs and stylish bars**

**Also established high profile hair and beauty salons**

**Art & creative institutions with media partnership at exhibitions**



## THE COLLECTOR'S PRINT EDITION

Online previously published categories for collector's print run:

### **A. Beauty & Make-Up:**

Beauty 'Editorials' - Make-Up & Beauty Products - Spa Reviews.

### **B. Women's Fashion:**

Designer Profiles - Fashion Editorial Shoots - Accessories.

### **C. Regular Reviews:**

Men & Women's Catwalk Shows - Music Artist - Film Actors.

### **D. Lifestyle Living:**

Travel - Luxury Living - Art - Exhibitions - Book Reviews.

We will also include men's features:

Cars - Men's Fashion & Products - Gadgets

This will now allow our clients the opportunity to obtain a tabletop printed magazine containing the best features of a given time period within the published online publications and a continuous promotion of the clients' advertised product.

## THE BITE MAGAZINE VIDEO PRODUCTION

This can provide clients with the option of filming proposed ad campaigns.

We can produce a 2-3 minute video with a 30 second trailer for your ad campaign, due to our association with Canon UK, that would be available to be posted on our social media sites, providing an added bonus to your advertising campaign.

The video can also be displayed on the advertisers' page or within the Bite film section also accessible on the home page. This will provide clients with a usable marketing addition to their campaign and a commercial video product.

The video production will run in conjunction with the proposed magazine's advertising campaign.



## SPONSORSHIP & PROMOTION

Quality comes at a price, and at the Bite Magazine, we have kept the price affordable in comparison to other publications and provided you with the opportunity to get good value for your money.

The Bite proposes company sponsors to involve their brand in collaboration with the magazine's ongoing events and promotions.

The magazine having a growing collection of business associates allow us to create web initiatives, launch parties incorporating page supplements of forthcoming product launches, and promotional events.

With the ever-changing media advertising, we have by-passed the traditional channels of newspapers/magazine selling at a local shop, by providing a worldwide growing electronic media exposure and a sustainable printed collector's edition, allowing an ongoing presence of the publication, as The Collector's Edition does not have an expiry date and a continued shelf life.

The Bite Magazine contains active online links and videos of all the products and companies featured within our exciting fashion, beauty and lifestyle pages.

Adverts or advertorials can be produced by the Bite and incorporated within the price of single, double page adverts and back and inside of the cover only.



## THE BITE ADVERTISING RATES

Compare our advertising rates to active top fashion magazine competitors:

This is the comparison between The Bite Magazine and our dual publication competitors (35,000 print distribution)

	Magazine Competitors	The Bite Online	The Bite Print Edition
DPS	£7150.00 - £7950.00	£ 2000.00	£ 4000.00
Full Page	£4290.00 - £5500.00	£ 1250.00	£ 2500.00
Half Page	£2970.00 - £3500.00	£ 750.00	£ 1500.00
Quarter Page	£1600.00 - £2100.00	£ 400.00	£ 800.00
Eighth Page	£1075.00 - £1300.00	£ 225.00	£ 450.00
Inside Back Cover	£5000.00 - £6950.00	£ 2500.00	£ 5000.00
Inside Front Cover	£7000.00 - £8000.00	£ 2500.00	£ 5000.00
Back Cover	£8000.00 - £10500.00	£ 3000.00	£ 6000.00

### ADVERTORIAL FEATURES (Online only)

DPS	£ 1800.00
Full Page	£ 1000.00

### DIGITAL MEDIA ADVERTISING

BITE PRIME WEBSITE BANNERS (Limited advertising space)

860 x 90px	£1000.00pcm	£2000.00pq	£6000.00pa
299 x 299px	£1400.00pcm	£3000.00pq	£8200.00pa
169 x 600px	£1250.00pcm	£2400.00pq	£6700.00pa

Newsletter insertions are emailed to active readers.



## ADVERTISING PROCEDURE

### Terms and conditions

Payment terms: 50% deposit on advertising space booked and a signed advertising insertion order form. This will guarantee insertion in the Bite Magazine and be the agreement between both parties.

All payment balances to be received 14 days after the electronic online publication goes live on the internet.

### Cancellations:

To be received 4 weeks before artwork deadline. If received after 4 weeks, the client will be liable to pay the advert in full.

If space is booked but the artwork provided by the client is not usable, or does not reach our artwork publishing team by a specified time, we will not be held responsible for your advert not being placed in the coming issue of the magazine.

Any deposits will be held as payments for the booked space and will not be reimbursed to the advertiser outside of our terms and conditions.

Any shoots or filming production advertising work undertaken by The Bite Magazine will have a full refund or extended advertising compensation policy.





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## THE BITE MAGAZINE

### THE BITE'S FUTURE

With every online and print run we harness our creative talent from the unique multitude of culture living in London, Paris, Milan and New York.

Included within your campaign are the following promotional activity:

- 1) Newsletter distributions to professionals
- 2) Database posting to our ever growing readership
- 3) Online social media post - consisting of any new product developments or general news posting, on all our platforms during your advertising period.

### FEEL THE FORCE OF THE BITE?

For more information on becoming an advertiser or arranging a given term sponsorship deal please contact us at:

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Alston Road  
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