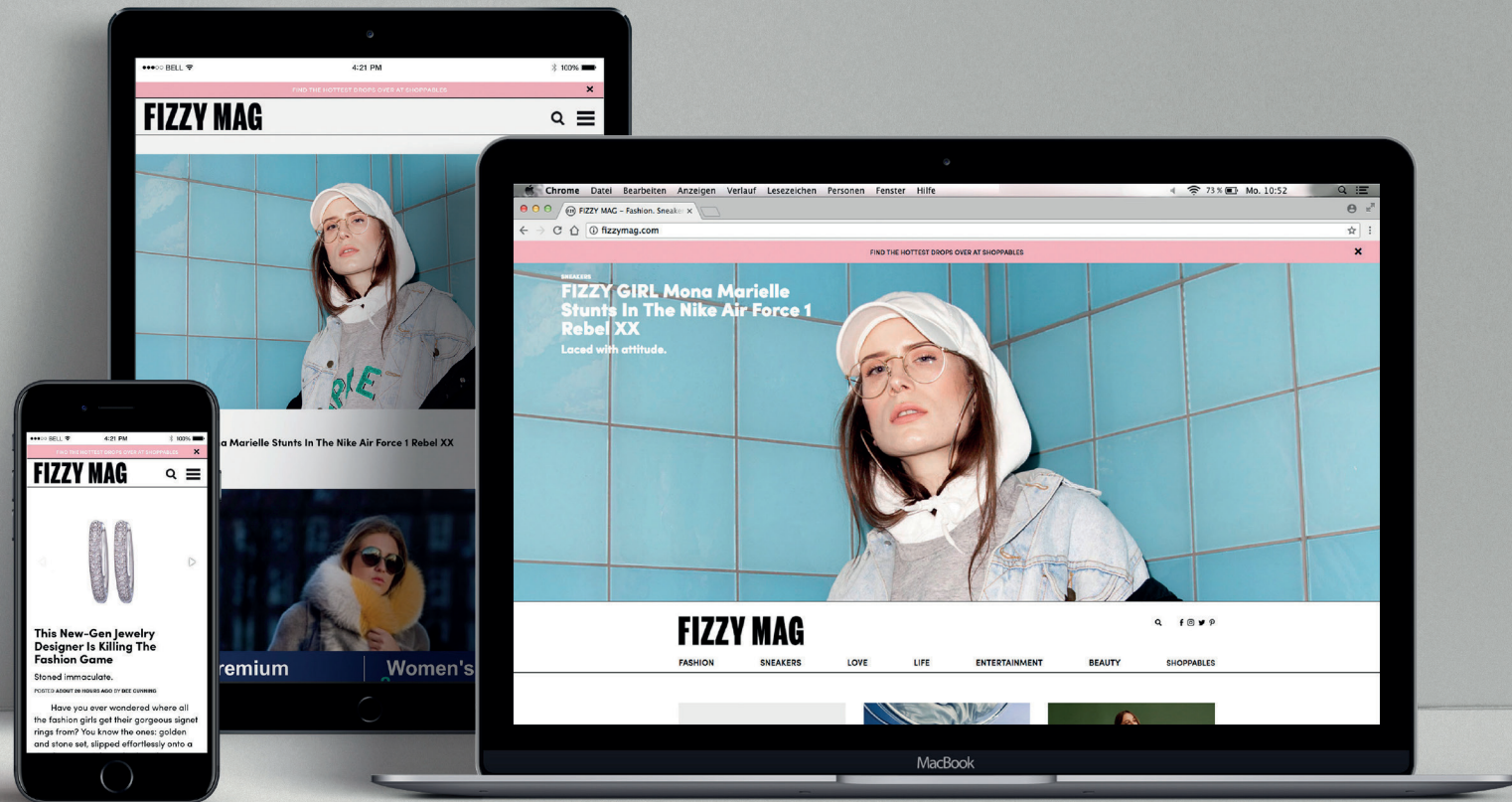


FIZZY MAG

MEDIA KIT 2021



REACHING OUR AUDIENCE
WHEREVER THEY ARE.



FIZZY MAG

FIZZY MAG is a global content platform that represents the best of the women's streetwear scene – from fashion to lifestyle. Putting our best sneaker forward, we inspire trendsetters and influencers with trailblazing, brand-focused content whilst establishing industry credibility.



FIZZYMAG.COM
FASHION | SNEAKERS | FEMALE EMPOWERMENT

FIZZY MAG

**SPEAKING TO THE MOVERS,
SHAKERS & CREATORS.**



FIZZY MAG

GLOBAL REACH

900,000/MONTH

UNIQUE USERS ACROSS ALL PLATFORMS
AND SOCIAL

150,000/MONTH

UNIQUE DOT-COM USERS PER MONTH

350,000/MONTH

DOT-COM PAGE VIEWS

650,000/MONTH

DOT-COM VISITS

100,000/MONTH

SOCIAL ENGAGEMENTS

FIZZY MAG



SOCIAL MEDIA

120,000+
COMBINED SOCIAL MEDIA
FOLLOWERS



100,000+
FACEBOOK FOLLOWERS



20,000+
INSTAGRAM FOLLOWERS



1,000+
TWITTER FOLLOWERS

FIZZY MAG



EXCLUSIVE ACCESS TO NEW-GEN CREATIVES

FIZZY MAG



TARGET GROUP

AGE

18-34 Years

GENDER

74% Female

EDUCATION

Attending college

Graduated college

OCCUPATION

Employed

HOUSEHOLD INCOME

\$50,000 - \$100,000

Median HHI: \$67,631

FIZZY MAG



OUR AUDIENCE

HIGH-LEVEL INFLUENCERS

FASHION/ STREETWEAR LOVERS

SNEAKERHEADS

CULTURE VULTURES

AFFLUENT CREATIVES

DIGITAL DWELLERS

PLATFORM OF CHOICE*



81%



64%



40%

*source: <http://www.pewinternet.org/fact-sheet/social-media/>

HIGH-ATTITUDE
EDITORIALS.



FIZZY MAG

FIZZY MAG DELIVERS
FRESH CONTENT
STRAIGHT TO THE
INBOX OF FANS AND
INDUSTRY EXECUTIVES.

FIZZY MAG



50,000 Newsletter Subscribers

TOP COUNTRIES:

USA
20,000

UK
12,500

GERMANY
11,400



TOP CITIES:

NY
9,500

LA
6,000

LONDON
7,100

BERLIN
3,700

**FIZZY MAG OFFERS A JAM-
PACKED CALENDAR OF EVENTS
AND OPPORTUNITIES TO HELP
YOUR BRAND INSPIRE AND
INFLUENCE THOUSANDS OF
HIGHLY ENGAGED WOMEN**



FIZZY MAG

MARKETING OPPORTUNITIES

We help our partners achieve their marketing goals by putting the customer at the center of the story. How? Powerful, effective content and excellent influencer know-how. Through our expertise, we provide a 360-degree branding experience, establishing brand reach, association and loyalty.



CONTENT PRODUCTION
LIKES / SHARES / COMMENTS



CREATIVE PRODUCTION
PHOTO PRODUCTION / VIDEO PRODUCTION



SOCIAL STRATEGY / CURATION / EXECUTION



**EVENT PRODUCTION / RELEASE PARTIES /
POP-UP SHOPS**



E-COMMERCE



GIVEAWAYS

A PASSIONATE TEAM OF WRITERS, STYLISTS, PHOTOGRAPHERS & ARTISTS.



OUR CLIENTS

FIZZY MAG



American
Apparel™

EVIL
TWIN



DROP
DEAD



everysize.

Superdry.

G-SHOCK



FILA

MONKI

MINKPINK

GCDS



BJÖRN BORG



ABSOLUT
VODKA

fritz-kola®

**FINGERS ON THE
INFLUENCER PULSE.**

FIZZY MAG

INFLUENCER SHOOT



Just a few of the influencers we have worked with:

@julesw @kickiyangz @sandrabulldock @aminatabelli

INFLUENCERS ARE EVERYTHING

And that's no overstatement. The most successful campaigns today are those that make the customer the hero of the story. That means identifying and leveraging the right influencers to not only expand your reach, but establish brand association and loyalty.

Representing the best of the women's streetwear scene, and its new-gen talents, we have our fingers firmly on the influencer pulse. We can identify the influencers that matter most to your campaign and deliver your brand to the heart of your desired customer base.

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FIZZY MAG

