

# COVET

CRAVE.DESIRE.INDULGE.

**MEDIA KIT 2012**



# WHAT IS COVET?

COVET is essentially an online fashion magazine, which predominately features fashion, celebrity and beauty content. COVET showcases emerging designers, collection reviews, editorials, recent and upcoming fashion trends, and beauty looks.

COVET is aware of the growing culture of online consumerism in today's society, therefore COVET is designed to accommodate the needs of our audience.

COVET Magazine is an effective solution to maintain relevance in today's society. It is easily accessible, and provides readers with instant access to fashion related information, and products.



# FASHION

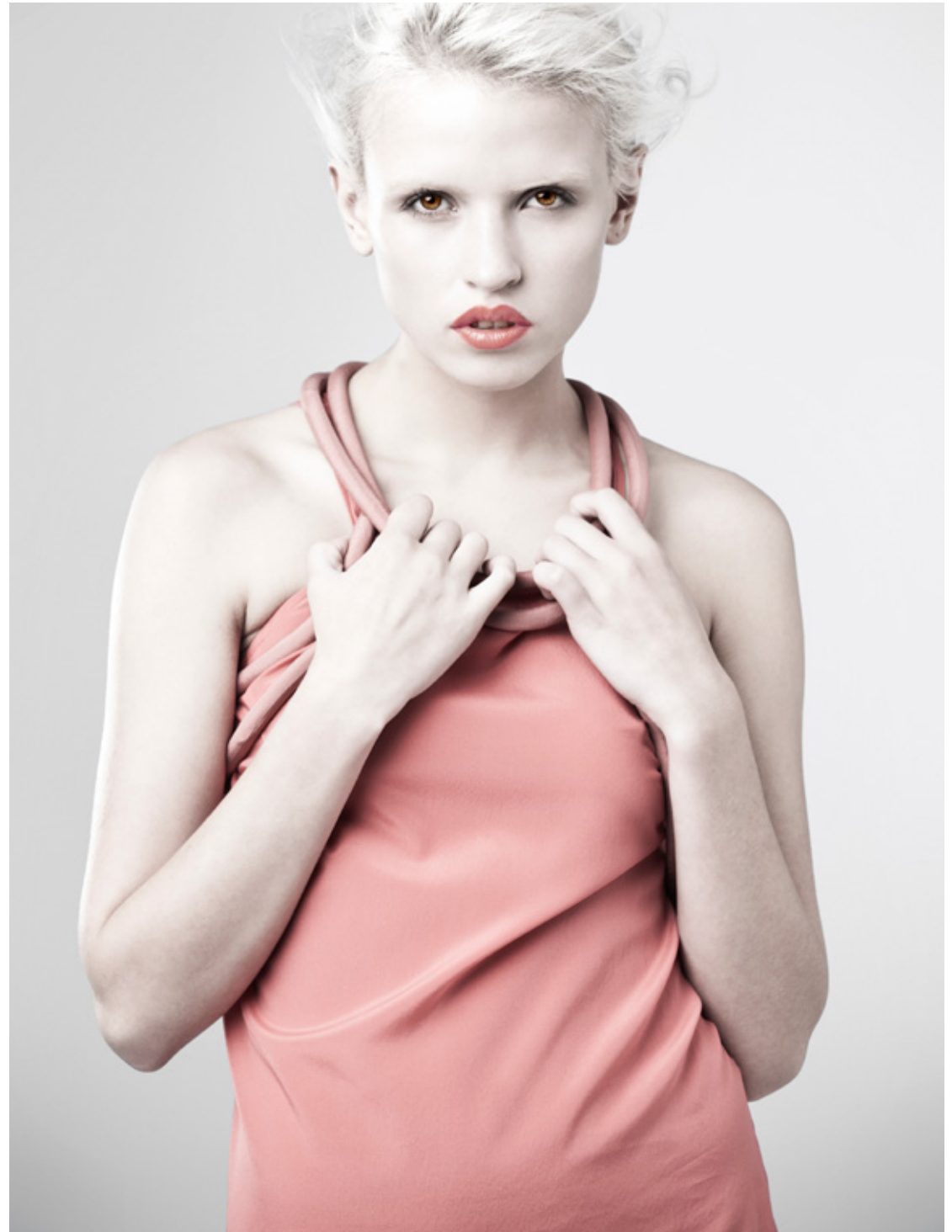
Fashion is the backbone of COVET Magazine; therefore we are committed to providing our audience with the latest fashion, news, trends and looks. With designer interviews, fashion forward photo shoots, reviews, and event coverage, COVET can supply our audience with an instant solution to their fashion wants and desires.

# BEAUTY

Beauty is an integral element in COVET, as it is an essential component in the fashion industry. We produce spa/salon reviews, feature new products, and interview industry moguls. Reviews, and trend reports, ensure that we update readers with the latest beauty trends and information.

# CELEBS

COVET is proactive in producing celebrity feature articles, interviews, and style reviews for our audience. Each edition features at least two interviews' with celebrities', which essentially helps to create exposure for the magazine.





## TARGET MARKET

COVET is designed to accommodate the fashion forward individual, with a high-end focus and budget. COVET'S target audience is individuals between the ages of 18 to 32, who are interested and highly involved in current fashion culture and trends.

Research indicates that our current target market falls into the category of Generation Y. Generation Y is essentially perceived as a demographic, which thrives on instantly attaining items of want. Therefore we ensure that we provide our audience with immediate access to the latest accessories, clothing, and products. COVET utilizes POPULAR social networking sites and forums to maintain exposure and promotions. These mediums also ensure that as a business we maintain relevance in current society.

## TARGET AUDIENCE:

69.5 % Female

30.5 % Male

52.7 % Ages 18 - 24

32.7 % Ages 25 - 34

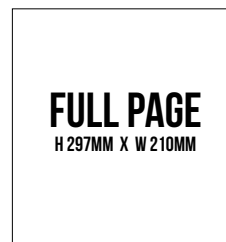
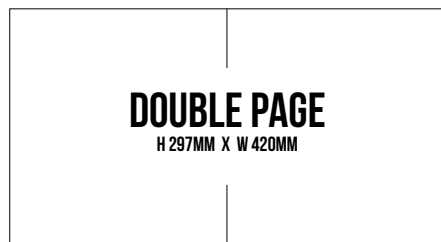
14.6 % Ages 35 - 44

# ADVERTISE WITH US!

COVET is released bi-monthly, in order to maximize depth and coverage. As a result, advertising space is limited and in high demand. Advertisers featured in the magazine may possess the ability to maintain a high level of market interest and popularity. Featuring in COVET may benefit your business by increasing traffic on your website, generating higher levels of market interest, and sales of your product.

Within the magazine, advertisers are able to purchase a half-page ad, a full-page ad, or a double spread for maximum exposure. There are opportunities to advertise on banners featured on the main page. Advertising options are available via utilization of COVET TV. Online advertising is effective and is a relevant way to ensure longevity of your business.

Via social networking sites such as Facebook, Twitter, Google, and tools such as mass messaging through EDM, COVET has the ability to reach out to an unlimited audience. To acquire a specific advertising solution contact [anthony@covetmagazine.com.au](mailto:anthony@covetmagazine.com.au)



**[WWW.COVETMAGAZINE.COM.AU](http://WWW.COVETMAGAZINE.COM.AU)**