

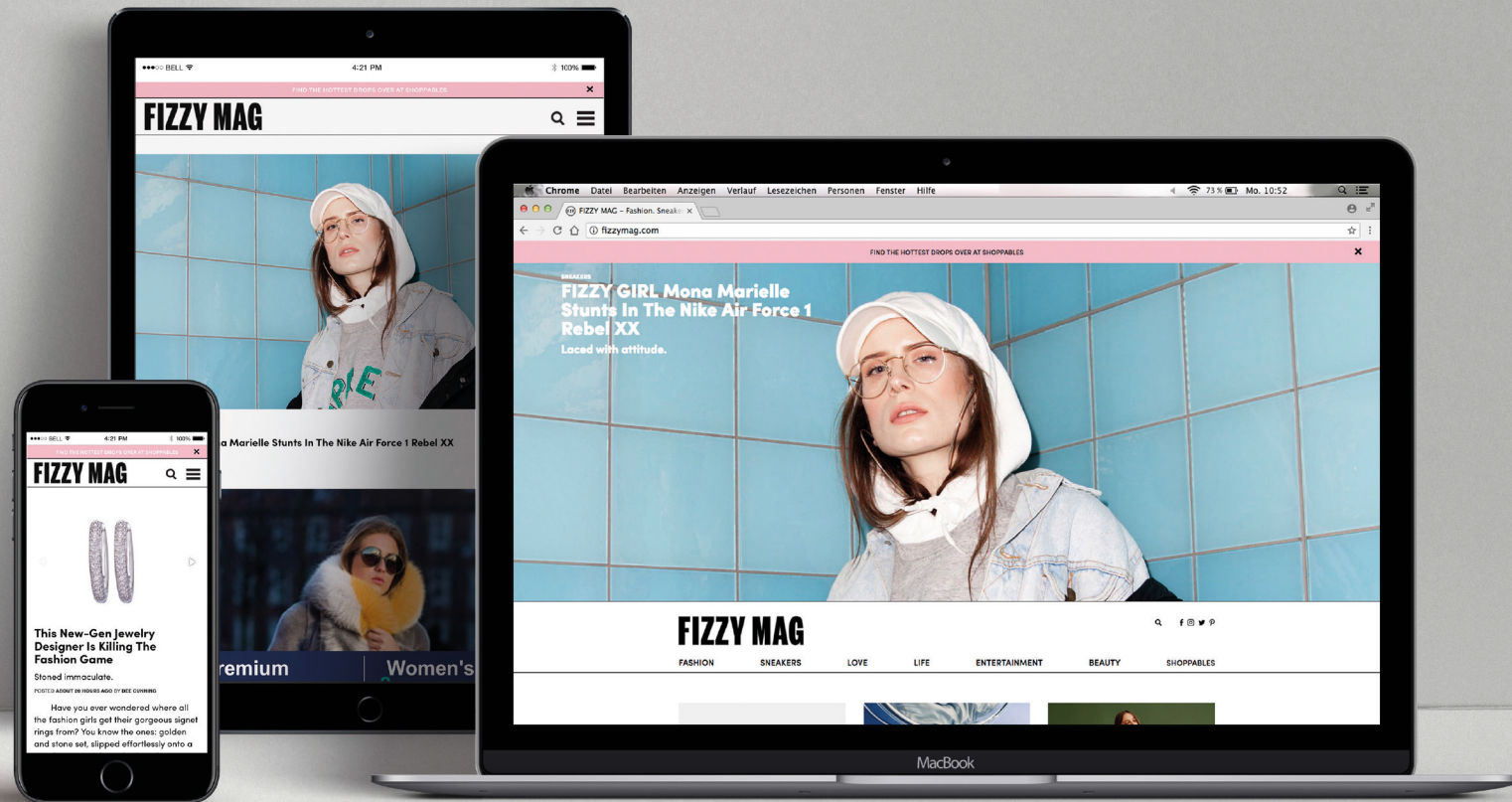
# FIZZY MAG

MEDIA KIT 2022





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.



16

FIZZY MAG

17

18



## 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

**f** **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**

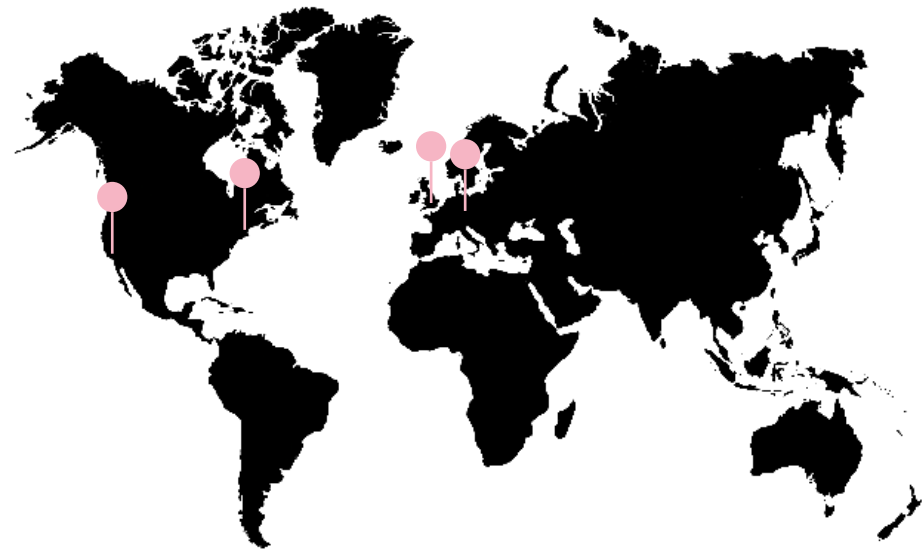
**50,000 Newsletter Subscribers**

**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**

**FIZZY MAG**



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



# OUR CLIENTS



FIZZY MAG



American  
Apparel™

VANS



DROP  
DEAD

Happy Socks®  
Est. 2008 Sweden



TOMS

G-SHOCK



Marshall



MONKI

MINKPINK

GCDS



BJÖRN BORG

NA-KD



ABSOLUT  
Country of Sweden  
VODKA

THE  
NORTH  
FACE





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.



# FIZZY MAG

Warschauer Straße 47  
10243 Berlin  
GERMANY

T +49 163 2443215

ADVERTISE@FIZZYMAG.COM

FIZZYMAG.COM

**FIZZY MAG**

