

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



THE BITE

FASHION & BEAUTY MAGAZINE - LONDON

www.thebitemag.com • info@thebitemag.com

+44 (0) 20 8441 1112

Don't miss a single issue!

OUT
NOW!

Marketing pack

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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.

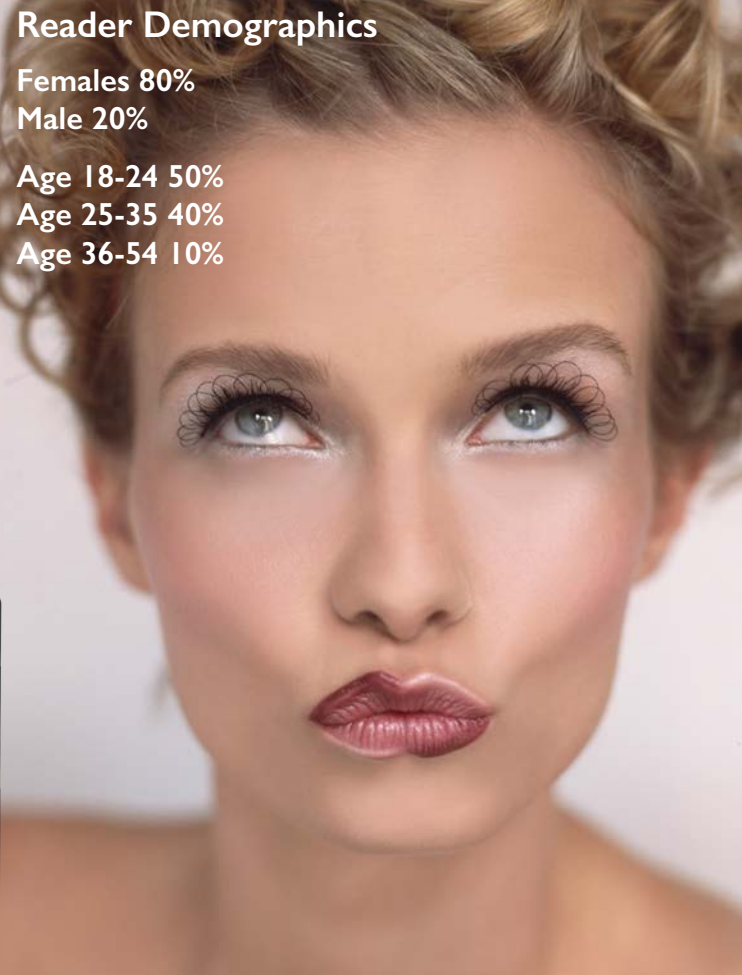
We provide the absolutes on hair and beauty tips, and every aspect of styling in the fashion industry, even in its simplest form, with years of experience within our team. We like to keep our readers informed on up-and-coming designers and make-up and hair stylist trends, as well as covering established fashion, music and film icons. We pride ourselves on featuring exotic holiday destinations and the best restaurant cuisine in the UK, as well as reviews on those high calibre cars you'd love to be seen driving, and 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. And at this time, our publication is free of charge, consisting of 300 pages of the latest fashion, beauty and lifestyle products from around the world.

The Bite Magazine is a quarterly published magazine which is available on dual platforms along with our printed collection editions.

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 an 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 all things inspirational as well as being a sophisticated and vibrant colourful magazine developed by a forward thinking team of creative individuals.

BITE



WHY ADVERTISE WITH US?

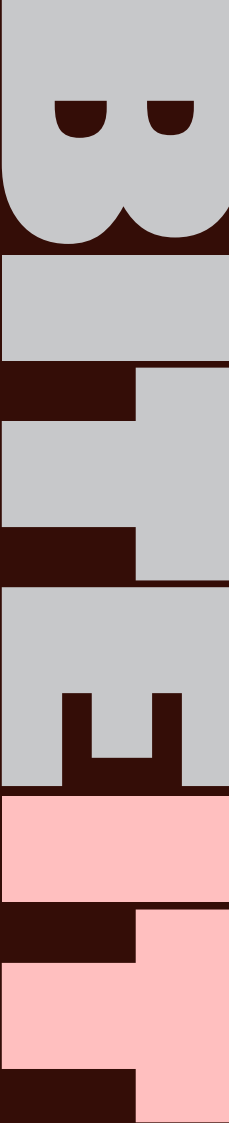
The Bite Magazine is distributed on a dual platform, so its printed and online and can be displayed on the latest tech, as well as Internet enabled mobile devices, so our readers will have the convenience of accessing our publication on the move.

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 develop your campaign, so we will always keep your best interest in mind when working on your advertising campaign.

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.

BITE MAGAZINE



CUTTING EDGE!

THE BITE MAGAZINE MARKETING FORECAST

The principal theme of the advertising market over the past few years has been the growth of internet advertising.

Important evolutions are already in place as far as marketing goes these are clearly visible today. Perhaps unsurprisingly, after such phenomenal success, internet advertising is now facing pushback from a number of industry experts who are questioning its value.

However, our research shows there has been no retreat in the pace of digital transformation. Advertisers continue to divert budgets to internet advertising; this is because advertisers have learned to use internet advertising effectively, and many brands were experimenting with internet advertising activities. And what tends to happen with experiments, many of these early campaigns failed.

But we know how digital marketing in a wider sense is contributing to brand growth, in particular the strength of website traffic and digital content.

Paid advertising is only a part of the story of digital transformation. Advertisers are ramping up their spending on technology, innovation and content, in particular and as part of our commitment of ensuring that we have media partnerships.

The Bite Magazine is available on dual platforms and this has increased our exposure.



THE COLLECTOR'S PRINT EDITIONS

The printed issues are made up of a collection of previously published online features that have been selected to represent the best features in the below categories, to create a luxury collector's printed edition.

Beauty & Make-Up - Collector's Edition:

The printed edition includes' a collection of Beauty 'Editorials' - Make-Up products - Beauty Product - Spa & Treatment reviews.

Men & Women's Fashion - Collector's Edition:

A collection of some of the established and developing Designer Profiles - Fashion Editorial Shoots and Fashion Accessories.

Catwalk Reports - Collector's Edition:

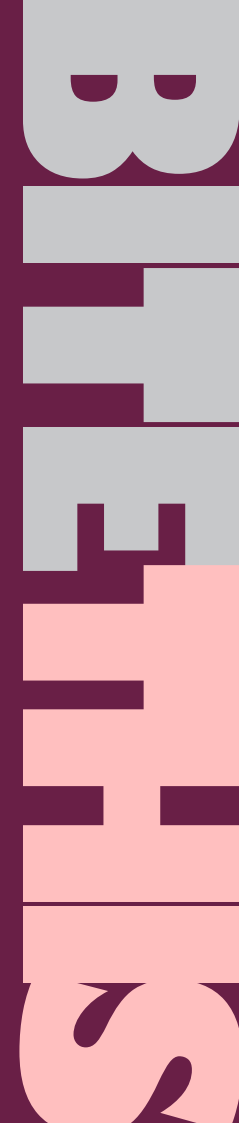
This printed edition will cover a collection of some of the amazing men & women's Catwalk Shows covered by the Bite Magazine team around the world. It will also include reviews on music, and film industries, and theatre.

Lifestyle Living - Collector's Edition:

This printed editon will be dedicated to Travel - Luxury Living - Art - Exhibitions - Theatre - Book Reviews and Men's Fashion - Products - Gadgets and Cars.

The printed limited collections give our clients the opportunity to obtain a tabletop high quality printed magazine containing the best features of the online publication. This promotes the quality and continuous development of the publication.

The printed magazine will be distributed in high profile luxury exhibitions and establishments.



THE BITE MAGAZINE VIDEO PRODUCTION

This will provide clients with the option of shooting proposed video ad campaigns.

We can produce a 2-3 minute video with a 30 second trailer for your ad campaign, that would be available on the actual page advert and for posting on our social media platforms, providing an added bonus to your advertising marketing campaign.

The video will also be displayed on the advertisers' homepage and 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 adverting campaign.



SPONSORSHIP & PRODUCT PROMOTIONAL CAMPAIGN

Quality comes at a price, and at the Bite Magazine, we have kept the price affordable in comparison to other media 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 Bite Magazine's ongoing development on social media interactive promotions with the latest tech.

The magazine has a growing collection of business associates that 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 has a continued shelf life.

The Bite Magazine contains active online links and videos embedded into page layouts of selected products and companies featured within our exciting fashion, beauty and lifestyle magazine.

Adverts or advertorials can be produced by the Bite and incorporated within the price of full page and double page adverts. This also includes the inside back pages and inside cover.



THE BITE MAGAZINE ADVERTISING RATES

Advertising rates to active top fashion magazine competitors:

The comparison between The Bite Magazine and our dual publication competitors
(Based on 35,000 distribution)

	Magazine Competitors	The Bite Online	The Bite Print Edition
DPS	£7150.00 - £7950.00	£ 3000.00	£ 5000.00
Full Page	£4290.00 - £5500.00	£ 2250.00	£ 3500.00
Half Page	£2970.00 - £3500.00	£ 950.00	£ 2500.00
Inside Back Cover	£5000.00 - £6950.00	£ 3500.00	£ 6000.00
Inside Front Cover	£7000.00 - £8000.00	£ 3500.00	£ 6000.00
Back Cover	£8000.00 - £10500.00	£ 3000.00	£ 7000.00

ADVERTORIAL FEATURES (Online publication)

DPS	£2800.00
Full Page	£2000.00

DIGITAL MEDIA ADVERTISING

BITE PRIME WEBSITE HOMEPAGE BANNERS (Limited advertising space)

860 x 90px	£2000.00pcm	£3000.00pq	£7000.00pa
299 x 299px	£3400.00pcm	£4000.00pq	£9200.00pa
169 x 600px	£3250.00pcm	£3400.00pq	£7700.00pa

Newsletters are sent to active subscribed readers on the publish of every issue.

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:

Are to be received 4 weeks before artwork deadline. If received after the 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 booked space issue of the magazine.

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

In-house productions:

Any shoot or film production advertising work undertaken by The Bite Magazine and not prepared to deadlines will have a full refund policy or extended advertising compensation policy.





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THE BITE MAGAZINE

THE BITE IS THE FUTURE OF DIGITAL MEDIA

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

Included within your campaigns are the following activity:

- 1) Newsletter distributions
- 2) Database posting to our readership
- 3) Online social media post on all our platforms

FEEL THE FORCE OF THE BITE?

For more information on becoming an advertiser or for associated sponsorship deal please contact us:

General Enquiries:

P: +44 (0) 20 8441 1112

M: +44 (0) 7718393932

tony@thebitemag.com

PR Marketing:

M: +44 (0) 7788 800247

leroi@thebitemag.com

www.thebitemag.com

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The future looks bright, with the Bite...

BITE