Advertising with LARA

Flanelle

Canada / Global

Flanelle print

Print options and dimensions

Options list a two-page Spread or Designer Spotlight, Inside First Page, Interview or Article, Alternate Cover, Main Cover with eight inside pages, and Advertorial with up to eight pages. For the perfect-bound issue, PDF size is 8.5 × 11 in, trim 8.25 × 10.75 in and safe area 7.75 × 10.25 in. Bleed is 0.125 in top and bottom, 0 in inside and 0.25 in outside.

Digital, social and directory

Digital Package and Social Media

Digital Package includes a Digital Cover, Instagram post and interview. Standalone options include an Editorial Advert, Interview or Article and Instagram options such as carousel, one-month pinned post, Story feature, Story takeover and giveaway. The kit calls for JPG images at a minimum of 96 dpi, with their original colour profile.

Brand Directory

Portfolio approval is required for the two annual membership levels. A listed brand can have a profile, direct website link and imagery. Editorial consideration and other benefits depend on the membership arrangement.

Integrated partnerships

Flanelle's public media page lists sponsored posts, lookbooks, contributions and social promotion, plus integrated work across print, web, digital editions and social.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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