Advertising with LARA

SNOW, theSNOWmag.com

United States / Europe

SNOW print

Four-colour placements

The media kit lists two-page spread, full page and third page. Premium positions include inside front cover with page 1, back cover, inside back cover and the contents position. SNOW also has a full digital magazine with live website links.

Full page and spread

Full page trim 8.375 × 10.875 in, bleed 8.625 × 11.125 in and live area 7.875 × 10.375 in. Spread trim 16.75 × 10.875 in and bleed 17 × 11.125 in.

Print production

Supply CMYK PDF/X-1a under SWOP guidelines, with no more than 300% ink coverage. Full-page and spread ads need a full-size contract-level digital proof with a colour bar. In-house design requests use 300 dpi imagery and preferably vector logos.

Website, email and creative

Native Advertising

Placement options include the article grid, article feed and article body.

Custom E Blast and Sponsored E Blast

Custom E Blast has 100% share of voice and can carry video, image galleries or native content. Sponsored E Blast is the only ad unit in an editorial newsletter.

SNOW Productions

Custom work includes fashion, lifestyle and destination photography, branded video production and VIP influencer content. Copywriting, graphic design and social marketing are also listed.

Ask LARA to confirm current availability and the final specification for your selected placement.

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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