

WHY ADVERTISE ON FASHIONGATES.COM?

FashionGates.com is the ultimate business tool for everyone interested and involved in fashion, beauty and modeling. Covering significant aspects of the ever-evolving fashion industry and providing in-depth profiles of the top fashion professionals of the day, FashionGates.com offers advanced services for industry insiders and fans.

FashionGates.com possesses the best advertising potential within the fashion industry:

- fashion-related content attracting both industry professionals and lovers
- constantly expanding fashion community

AUDIENCE

Key figures (May 2005)

Monthly Readers/Visitors: **150,000**

Monthly Uniques: **100,000**

Monthly Page Views: **780,000**

Monthly Banner Impressions: **2,000,000**

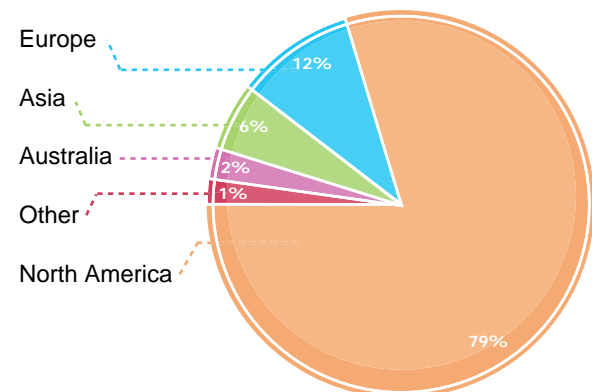
Top 5 countries

Country	%
USA	73.5%
Canada	5.3%
Great Britain	4.6%
Australia	1.8%
Germany	1.1%

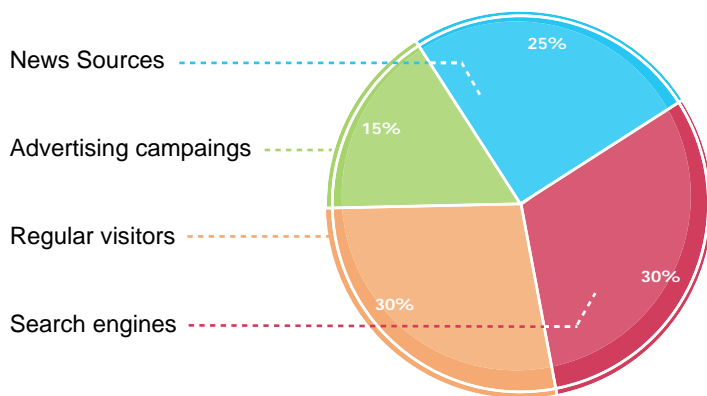
Users demographics

Gender	Age
Males 52%	13-18: 11%
Females 48%	18-35: 52%
	35-45: 25%
	45+ : 12%

Users by regions



Traffic sources



Users interests

- Beauty and Fragrances
- Flowers and Gifts
- Clothing and Shoes
- Travel and Leisure
- Accessories
- Health and Personal Care
- Jewelry and Watches
- Books, Magazines and Videos
- Shows, Events and Exhibitions

ADVERTISING OPPORTUNITIES

Banner ad

Format	Size
Large Rectangle	300x250
Leaderboard	728x90
Wide skyscraper	160x600
Skyscraper	120x600
Rectangle	180x150
Full banner	468x60
Vertical banner	120x240
Button 1	120x90
Button 2	120x60
Square Button	125x125

Rich Media

Format	Description
Floating Ad	An ad that plays within a limited area in a transparent layer over web page
Expandable Banner	Banners located in the middle of the page above the fold of a webpage and can be expanded through click, mouse-over or page loading.

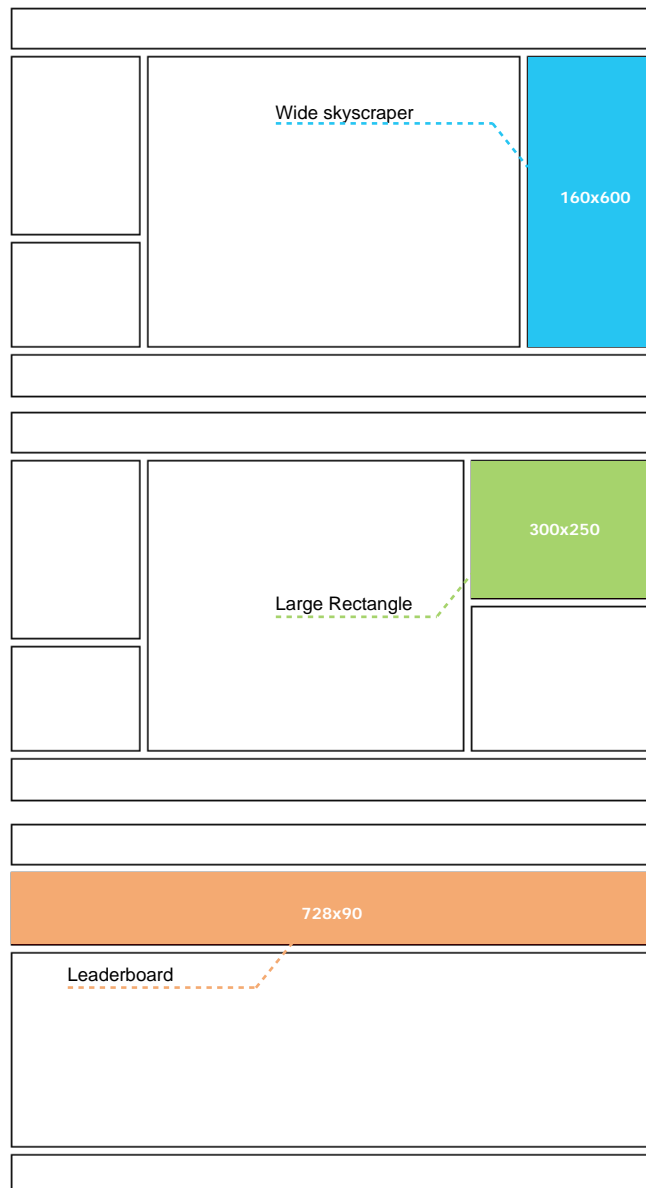
Text blocks, links

Format	Description
Text blocks	160x120, 120x120 fashion magazine: right-side, left-side
Links	Partner links and related content provided by advertiser and recommended by FashionGates.com

Sponsorship (packages)

Format	Description
Sponsorship of a thematic section or subsection of our portal	Logo+articles+banner impressions
Sponsorship of sweepstakes, polls and quizzes	Logo+polls+banner impressions
Sponsorship of modeling and beauty pageants carried out by FashionGates.com	Logo+banner impressions + mention in all promotion materials
Sponsored content	Articles + banner impressions or text links

ADVERTISING SPECIFICATIONS



Text blocks, links

Ad units	Ad Sizes	Max File Weight GIF, JPEG, PNG, HTML	SWF
Large Rectangle	300x250	30K	35K
Leaderboard	728x90	30K	35K
Wide Skyscraper	160x600	30K	30K
Skyscraper	120x600	20K	30K
Full Banner	468x60	15K	25K
Rectangle	180x150	15K	20K
Vertical banner	120x240	15K	20K
Button 1	120x60	10K	15K
Button 2	120x90	10K	15K
Square Button	125x125	10K	15K

Rich Media

Ad units	Max File Size	Animation
Floating Ad	Initial Load: 50k Expand: 100k	unlimited
Expandable Banner	Initial Load: 50k Expand: 100k	15 seconds must self-terminate

Text blocks, links

Google AdWords Ads	Header - limited to 25 characters
Advertising at affordable costs Visit & then see if right for you!	Body - 2 lines, up to 35 characters each
adwords.google.com	URL - up to 30 characters

RATE CARD

Basic card

Format	Description	CPM	CPC
Large Rectangle	300x250	\$15	\$2
Leaderboard	728x90	\$15	\$2
Wide skyscraper	160x600	\$15	\$1
Skyscraper	120x600	\$10	\$1
Rectangle	180x150	\$10	\$1
Full banner	468x60	\$7.5	\$0,5
Vertical banner	120x240	\$7.5	\$0,5
Button 1	120x90	\$5	\$0,5
Button 2	120x60	\$5	\$0,5
Floating Ad	-	\$25	\$2
Expandable banner	-	\$25	\$2
Text blocks, links	-	-	\$1

Additional services

Targeting	+20%
Banner design	\$50-500

Discounts

100 000 impressions	-10%
200 000 impressions	-15%
300 000 impressions	-20%
400 000 impressions	-25%
500 000 impressions	-30%

CONTACT

For any questions and suggestions regarding advertising, please feel free to contact FashionGates.com staff at:

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