

MINC Magazine

Media Kit

2015



WHO ARE WE?

MINC Magazine is owned and operated by us, Bree and Morgan Ferguson.

Yes, we are sisters. After a late night skype call while living on opposite sides of the country, we decided to put what we each had learnt from jobs, internships and general life to good use.

MINC Magazine was born.

We think that understanding each others strengths and weaknesses has paved the structure and success of this business. We have a common goal that was built on our passion and drive, and this has allowed for MINC Magazine to grow and develop into the established publication it is today.

After months of preparation, we launched Issue #1 in January 2013. Since then, we have had the opportunity to collaborate with many talented individuals from all around the world.

The first year of MINC Magazine, we were based on both sides of Australia, Sydney and Perth. This enabled us to form great relationships with designers, event managers, and also to build incredibly talented teams on both coasts.

As a business, we have an audience that is increasing 6.3% each week. Our readership for each issue is continuing to increase reaching on average over 150,000 page views within the week of release. This first year focused on determining MINC as a brand and developing our strategy and market positioning, of which we have now established.

Moving forward, we are very excited to be working with incredible creatives that we admire and building MINC Magazine globally.

Stay tuned...

"It's all happening"





MINC MAGAZINE || ISSUE #9
Photographer: Dave Wheeler
Model: Olivia Arezzolo
MUA: Joanna Luhrs
Creative Director: Morgan Ferguson
Thanks to Tom Thorburn for his Harley.

Morgan Ferguson

CEO // Director

I attended Newtown School of the Performing Arts, so I jumped head first into the creative scene of Sydney, Australia from the age of 16. When I finished up, I did a little travelling through south east Asia. Once that chapter closed and I moved back to Sydney. Here I am.

As the Director, I oversee the entire operational side of MINC. I focus on new business development, marketing, accounts and everything inbetween. I also navigate our future business direction, advertising and sales.

My love for the creative side blossomed when MINC first began. I have managed and created the content within the magazine ever since.

MINC Shop allowed me to become the first publication where my customers are able to purchase clothing directly from the pages of the magazine.

MINC MGMT was an exciting venture that was made as a creative platform putting high followed social media personalities in contact with their complementing lifestyle brands.

I look after everything from attending designer launches, scheduling, styling and directing photo shoots, recruiting team members for individual projects, styling projects, meeting new creatives... the list goes on.

Outside of MINC... Well I guess I try and focus on getting rid of the dark circles under my eyes. It's a catch 22.



MINC MAGAZINE || ISSUE #5

Product: ROC Eyewear

Creative Director / Stylist: Morgan Ferguson

Model: Tayla Lynette

HMUA: Sanny Lav Vi Rae



MINC MAGAZINE || ISSUE #15
Photographer : Matt Solomon

CONTRIBUTORS

MINC Magazine operates through the collaboration with various creative minds who enjoy working together to create the exhibitions published in MINC Magazine.

Through building solid relationships with contributors and establishing common work values and goals, the Creative team work together to combine skills and talents to create the photo shoots published each Issue.

We also have a great team of writers who pitch their own ideas and concepts to MINC Magazine, and some have become permanent team members.

Our permanent contributors at MINC Magazine is made up of a team including:

- Hair and Makeup Artists
- Photographers
- Models
- Writers
- Videographers

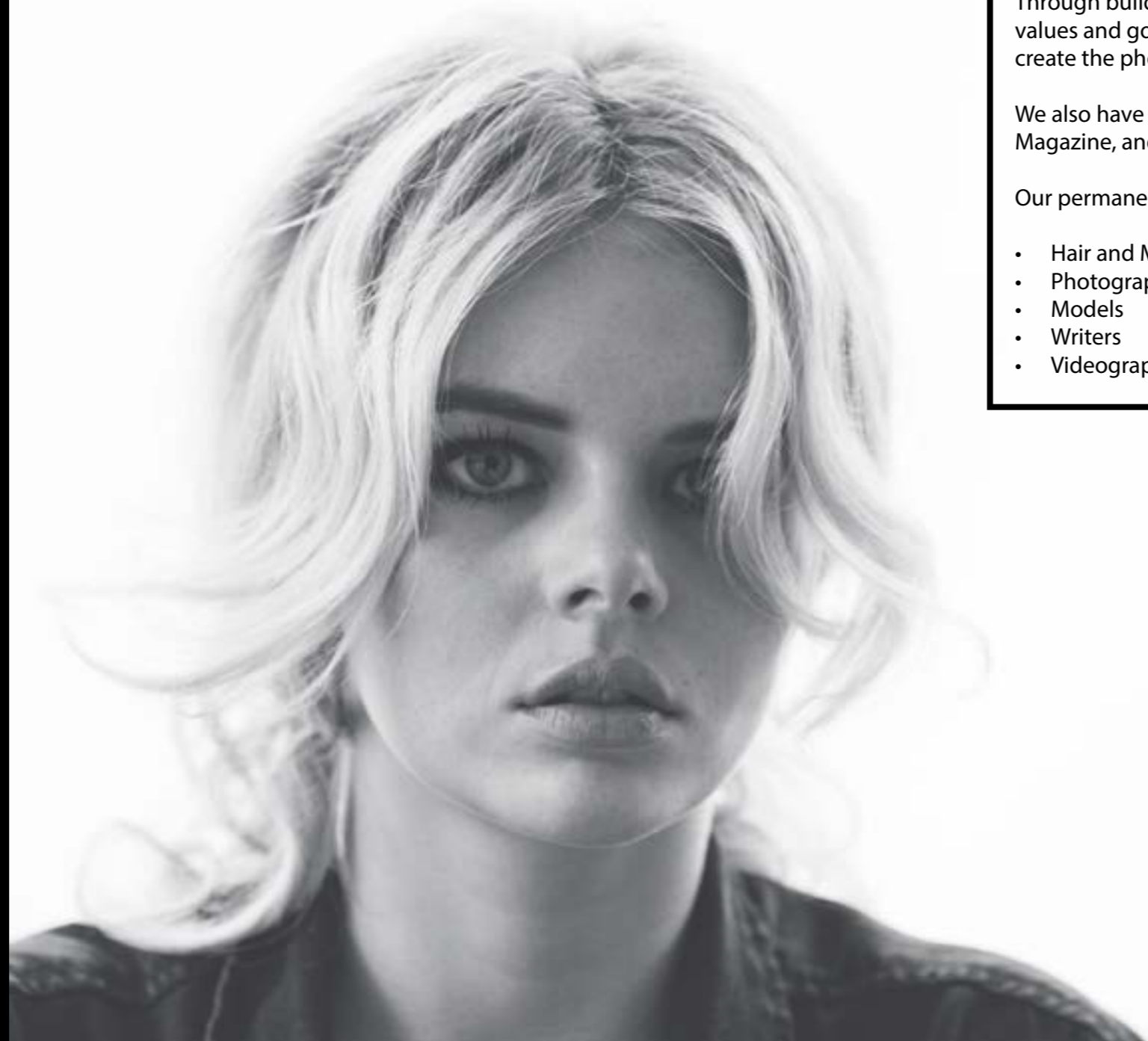
MINC MAGAZINE || ISSUE #8

Model: Samara Weaving

Hair & MUA: Joanna Luhrs & Charlotte Dam Neilsen

Photographer: Si Kirk

Creative Director: Morgan Ferguson



MINC MAGAZINE || ISSUE #15

Model: Sjana Elise Earp

Hair & MUA: Joanna Luhrs

Videographer: Si Kirk

Creative Director: Morgan Ferguson



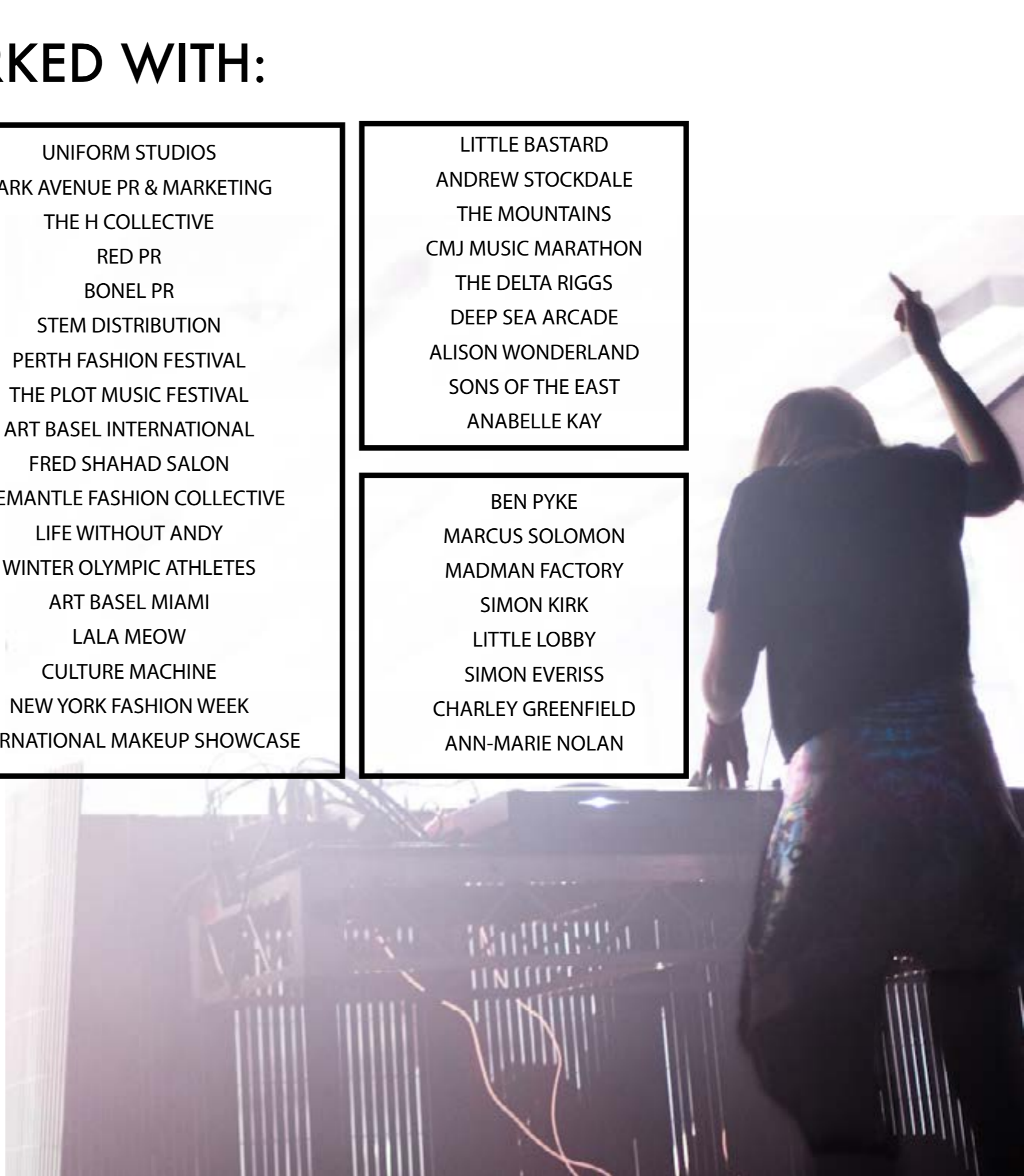
WHO WE HAVE WORKED WITH:

ZANEROBE
DR. DENIM JEANMAKERS
MLM LABEL
STORY BY TANG
COMMONERS
STOLEN GIRLFRIENDS CLUB
LAZY OAF
CHRISTIE NICOLE
SABO SKIRT
SCOTCH & SODA
OSO BY JACK & TOM
HANSEN & GRETEL
WINSTON WOLFE
ROC EYEWEAR
MONSTER ALPHABETS
TWICE SHY THE LABEL
TUESDAY VINTAGE
SKYE & STAGHORN

UNIFORM STUDIOS
PARK AVENUE PR & MARKETING
THE H COLLECTIVE
RED PR
BONEL PR
STEM DISTRIBUTION
PERTH FASHION FESTIVAL
THE PLOT MUSIC FESTIVAL
ART BASEL INTERNATIONAL
FRED SHAHAD SALON
FREMANTLE FASHION COLLECTIVE
LIFE WITHOUT ANDY
WINTER OLYMPIC ATHLETES
ART BASEL MIAMI
LALA MEOW
CULTURE MACHINE
NEW YORK FASHION WEEK
INTERNATIONAL MAKEUP SHOWCASE

LITTLE BASTARD
ANDREW STOCKDALE
THE MOUNTAINS
CMJ MUSIC MARATHON
THE DELTA RIGGS
DEEP SEA ARCADE
ALISON WONDERLAND
SONS OF THE EAST
ANABELLE KAY

BEN PYKE
MARCUS SOLOMON
MADMAN FACTORY
SIMON KIRK
LITTLE LOBBY
SIMON EVERISS
CHARLEY GREENFIELD
ANN-MARIE NOLAN



MINC MAGAZINE || ISSUE #15

Product: General Pants Co & Heidi Klum Intimates

Creative Direction/Stylist : Morgan Ferguson

HMUA: Joanna Luhrs

Model: Sjana Elise Earp

Photographer : MINC

Videographer: Simon Kirk



READERSHIP & CIRCULATION

308k reach across
Facebook audience

6500+ Facebook
audience members
(as Jan 2015)

Top locations:

Australia
United States
United Kingdom
Greece
Canada
France

Average 8000 interactions
per post across
social media

16,500 + followers across
all social media outlets
(Facebook, Instagram, Twitter)

Average of 6.8%
increase each week
across social
media outlets.

150k + average
page views per each
release week.

46% - Female
54% - Male

44% | 18-24 years
29% | 25-34 years



MINC SHOP

MINC Magazine was built on the concept of collaboration, something that we have wanted to maintain no matter where business takes us. We have developed a complimentary business for MINC Magazine, whereby the designers we work with can stock their items in MINC Shop.

We have enabled the technology to make MINC Magazine completely interactive with the MINC Shop, meaning that readers are able to purchase items directly from the pages of each issue released.

Information for designers wanting to be involved:

- We administer all administration including uploading of items and processing the orders.
- We send through a purchase order to the designer and then the item is shipped to the customer.
- All orders are subject to the individual designers returns and exchange policy, making the whole process easy for all involved.
- A 20% fee will be charged only on each individual item sold. There is no additional costs involved.
- We also provide a one page advertising opportunity in the most current issue of the magazine along with advertising across our social media networks.

For more information about how to get involved with MINC Shop please contact us at info@mincmagazine.com

MINC MAGAZINE || ISSUE #11

Photographer: Jimmy Ev

Lauren D

Creative Director / Stylist: Morgan Ferguson

Creative Assistant: Kate Ford

Photographers assistant : Tristian Jensen

Hair / Makeup: Joanna Luhrs

ADVERTISING

At MINC Magazine we understand how important it is to have your brand represented in the best possibly way. We also understand that it is important to be ahead of the pack and be innovative.

We have developed advertising options that do exactly this! We are able to provide you with advertising space that you can use for images or video, or both!

We love integrating videos into MINC Magazine, and we hope that our advertisers share the same passion! Advertising rates are based on page views and circulation statistics.

	CASUAL	6 MONTH	12 MONTH
SPS	2280	2152	2036
DPS	2600	2440	2296
Premium	3000	2800	2620

REQUIREMENTS

Double Page Spread:
Full Page 460 x 285 mm
Boarder 440 x 265 mm
Bleed included 466 x 291 mm

Single Page Spread:
Full Page 230 x 285 mm
Border 210 x 265 mm
Bleed included 236 x 291 mm

Image options:
PNG, JPEG, JPG, PDF or GIF
300dpi
CMYK.

Video options:
Preloaded onto youtube / vimeo
Provide link and any additional images
Any sound credits you wish to include

MINC MAGAZINE || ISSUE #15

Photographer: Si Kirk

Model: Sjana Elise Earp

HMUA: Joanna Luhrs

Product: Heidi Klum Intimates // General

Pants Co.

Creative Director: Morgan Ferguson



MINC MGMT

Since launching Issue #1 of MINC Magazine in January 2013 we have had the opportunity to collaborate with many talented individuals from all around the world. As a business we have an audience that is increasing 5% each week and our readership for each issue is continuing to increase with an average of 53,000 page views within the week of each release. Moving into our second year, we are focused on maintaining MINC as a brand, developing our strategy and market positioning, and continuing to work with talented professionals internationally.

SO WHAT'S NEXT WITH MINC?

Here at MINC we are always looking for our next venture and how to collaborate with designers, brands, creatives and all round tastemakers. We are very excited to be launching MINC Management. A sole business dedicated to connecting influential social media personalities with their complementing lifestyle brands whilst respecting the integrity of both parties.

WHAT WE ARE PROPOSING:

We want to continue working with designers and bloggers, whilst expanding our network collaborating with social media personalities. MINC Management is a representation of talent, assisting brands in connecting with the influential tastemakers of today.

We assist brands in utilising a current and effective way of reaching their consumers, along with creating successful and long-standing relationships for both parties. As online activity becomes ever more prominent, so does the engagement between social media personalities and their fast growing audiences. These individuals play a major part in creating and sharing current trends, whilst drawing attention to all aspects of their lifestyles and the brands they align themselves with. MINC Management recognises the vast potential in collaboration between both brands and social media personalities. It is important that the right creative individuals are connected with their complementing brand, whilst building an effective business relationship.

MINC Management specialises in the creation and supervision of these relationships, ensuring that the common goals and values of both parties are being held and respected.

WHAT IS INCLUDED:

As we wish to respect the integrity of both parties, rates will be disclosed upon request. Rates will be negotiated based on each individual's level of social media engagement along with the specific requests outlined by the brand.

Here at MINC we are very excited to be entering into our latest chapter, and look forward to sharing our journey with you. Should you have any questions at all, please do not hesitate to contact us directly.





CONTACT

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