

SUMMARY



SUMMARY



IS NOT AN ORDINARY FASHION MAGAZINE
IT'S A CREATIVE PLAYGROUND WHERE WE SET OUR OWN RULES.

IT'S A PLACE WHERE ARTISTS COME TOGETHER,
FREE FROM RESTRAINT, TO PRODUCE INNOVATIVE AND DYNAMIC MASTERPIECES.
INSPIRED SIMPLY BY THEIR MUTUAL LOVE OF FASHION AND FILM.

SUMMARY

BASED BETWEEN TWO OF THE MOST INFLUENTIAL CITIES IN THE WORLD,
SUMMARY TAKES THE BEST OF FASHION FROM LONDON AND CINEMA FROM LOS ANGELES.
PRIDING ITSELF ON BEING THE FIRST PUBLICATION OF ITS KIND, SUMMARY BRIDGES THE GAP BETWEEN
THESE TWO EXHILARATING MEDIUMS AND BRING YOU THE LIFE BEYOND THE SILVER SCREEN.

SUMMARY

IS THE BRAINCHILD OF CREATIVE DIRECTOR ALEXANDER SUM,
OWNER OF THE GLOBALLY SUCCESSFUL ADVERTISING AND BRANDING AGENCY, SUMCREATIVE, INC.
SUMMARY IS THE FIRST PUBLICATION TO BE LAUNCHED BY THE SUMCREATIVE GROUP.

PUBLISHED ON A BI-ANNUAL BASIS AND INSPIRING A DAILY NEWSFEED AND BLOG.
SUMMARY IS AVAILABLE EXCLUSIVELY AT WWW.SUMMARYMAGAZINE.COM AND ON THE IPAD.

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THE READER

THE SUMMARY READER DOES NOT NEED ANOTHER FASHION MAGAZINE. THEY ARE LOOKING FOR SOMETHING MORE ...
AND HAVE FOUND IT.

THEY ARE UNISEX, YOUNG (OR YOUNG AT HEART), CONFIDENT AND SUCCESSFUL.
THEY ARE PASSIONATE ABOUT THE ARTS AND ARE AS INTERESTED IN NEW WAVE CINEMA ,
AS THEY ARE IN THE LATEST FASHIONS. THEY WANT TO SEE INNOVATIVE AND
GROUNDBREAKING FASHION PHOTOGRAPHY. THEY WANT TO WATCH INTERESTING FASHION FILMS WITH A STORYLINE.
THEY WANT TO BE INTRODUCED TO NEW CINEMA. THEY WANT TO READ ARTICLES WHICH INFORM, EXCITE AND QUESTION.
THEY WANT TO VIEW BEAUTIFUL ARTWORK AND ILLUSTRATIONS. THEY WANT TO BE CHALLENGED AND ENTERTAINED.

THEY READ SUMMARY BECAUSE SUMMARY SETS HER OWN AGENDA. THEY READ SUMMARY BECAUSE THEY DO TOO.

SUMMARY



THE READER DEMOGRAPHICS

DUAL AUDIENCE	MALE	36.6%
	FEMALE	63.4%
YOUNG YRS	CORE AGE RANGE	18-40
	MEDIAN AGE	29
	AGE 13 - 17	1.2%
	AGE 18 - 24	19.2%
	AGE 25 - 34	51.5%
	AGE 35 - 44	13.8%
	AGE 45 - 54	6%
	AGE 55 - 64	3%
	AGE 65+	3.6%
AFFLUENT	MEDIAN HHI	\$75,200
EDUCATED	COLLEGE EDUCATED	73%
	POST GRADUATE	17%
INFLUENTIAL	EMPLOYED	73%
	OWNER/PARTNER/PRESIDENT/CEO	12%
	PROFESSIONAL/MANAGERIAL	14%
	CREATIVE/ENTERTAINMENT	47%
INDEPENDENT	SINGLE	63%

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CURRENT ADVERTISERS

BEAUTY

LEILA LOU BY ROSIE JANE (byrosiejane.com)

KAPLAN MD (kaplanmd.com)

BEVERLY HILLS LASHES (beverlyhillslashes.com)

NYX COSMETICS (nyxcosmetics.com)

FASHION

MISS ME® JEANS (missme.com)

MM COUTURE BY MISS ME® (missme.com)

ROCK REVIVAL® (rockrevival.com)

JEROME. C. ROUSSEAU (jeromecrousseau.com)

LOLLI SWIMWEAR (ilovelolli.com)

ART/PR

ENTERTAINMENT FUSION GROUP (efgpr.com)

LE BOOK (lebook.com)

LGA (lgalondon.com)

SUMMARY

ADVERTISING

RATES

Please call our advertising department on + 1 310 652 6574 or email advertising@summarymagazine.com for more information.

FILES

We accept artwork on CD/DVD or via email (with correct naming - see below) to advertising@summarymagazine.com

SPECIFICATIONS

Online Edition

Leader Board (Top panel in Home page) Size: 728 pixel width x 90 pixel height Color mode: RGB (Please save for online & device format & Maximum of 38K)
Column Board (Side panel in Notebook section) Size: 300 pixel width x 250 pixel height Color mode: RGB (Please save for online & device format & Maximum of 38K)

iPAD Edition

Images need to be submitted in BOTH landscape & portrait formats.
(Landscape) 1024 pixel width x 768 pixel height Color mode: RGB (Minimum of 72 dpi)
(Portrait) 768 pixel width x 1024 pixel height Color mode: RGB (Minimum of 72 dpi)

SUMMARY

ADVERTISING (Cont.)

ADDITIONAL REQUIREMENTS FOR BOTH ONLINE AND IPAD ADVERTISING

Animated advertisements should be no more than 15 seconds long and a maximum of 3 loops. Animated flash banners should be accompanied by a still version. Make sure all artwork is saved for web/device. Include a call of action (i.e. dot com address)

NAMING YOUR FILES

Please name your files using the following format:

Name of company + issue + summarymagazine

Example: missmead.springsummer.summarymagazine

SEND PACKAGES TO

By post:

SUMMARY MAGAZINE

8609 West Knoll Drive, Unit A, Los Angeles, CA 90069 USA

.Attn: Advertising Department

By email:

advertising@summarymagazine.com

SUMMARYMAGAZINE.COM

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