



ANON
MEDIA KIT 2021

WE ARE ANON

Fashion and lifestyle go beyond clothing which has evolved in the last few years. Masculine, feminine, or kids, there is no limit for the fashionistas to inspire people by creating jaw-dropping looks. Every model, influencer, and blogger relies on fashion magazines and blogs to understand the latest style trends. In this ever-changing industry, one of the most promising names is Anon Fashion magazine which is spreading its wings across the globe. Catering to different sections of people like men, women, and kids, the magazine brings fashion from all over the world together thus showcasing rich traditions of the different nations.

Known for its spectacular and detailed content about fashion and style, Anon Fashion Magazine made its foray into the industry in May 2019. Since then, it has created a rage and has become the first choice of every fashion lover. ANON Fashion magazine in a year has given opportunities to various talents like photographers, makeup artists, designers, and models from all over the world showcase their talent.

This unique yet informative magazine has been showing some quirky fashion and has been topping the name on a global level. Besides using the best high-fashion editorials, the magazine has given an ample number of opportunities to talented artists, art directors, and many others from the world. The best thing about this publication is its strategy of having different editions for men, women, and kids.

Whether it is style tips, fashion interviews, blogs or style, and beauty hacks; Anon Fashion Magazine has got everything covered for people of all age groups. our website www.AnonFashionMag.com has got all things about fashion and we would not mind to call it a fashion encyclopedia for all the fashion lovers. To tell about its achievements, Anon Fashion Magazine has become the fastest-growing name in Europe and one of the best kids' magazines in Asia, Russia, the USA, Ukraine, India, and Europe. Apart from its online availability, the team's major focus is to develop an exclusive app for iOS and Android devices soon.





Anon Fashion Magazine
sets a bar by bringing the world fashion culture in one book

The idea of coming up with Anon Fashion magazine is to put all the beautiful Artistic work together from all over the globe on a fashion magazine platform.

We provide online and print both the spaces to all our skillful Photographer, Fashion Stylist's and Makeup Artist who submit their work to our magazine. We are serving the fashion industry for the past 10 years. So we will try to keep you updated with our latest fashion stories and events.

Stay tuned with
“ANON FASHION MAGAZINE”

- Editor-in-Chief, Dee





It's been 2 years how we started the journey of Anon Fashion Magazine and since then I love the part I play and I enjoy every day working on my creative and artistic seat.

Every moment growing magazine gives me the chance and opportunity to learn every moment of my life.

The team of our magazine is wonderful and so dedicated. The content that we present is very picky and selected, so we can keep up best of the best for our readers.

Stay Safe

Stay Tuned

with Anon Fashion Magazine

- Deputy Editor, Kseniya



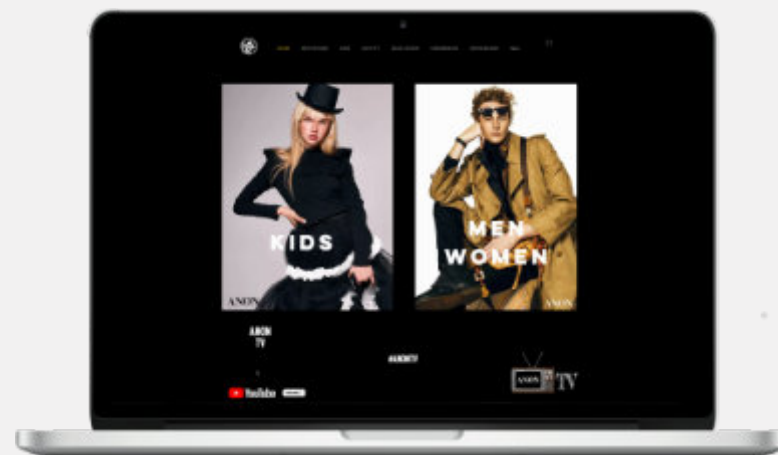
AVAILABLE ON



PRINT

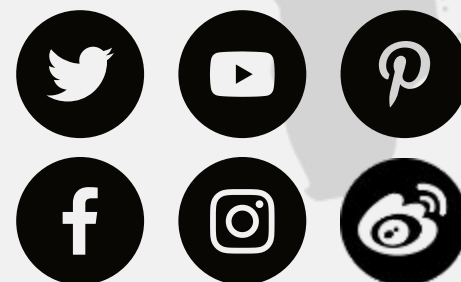


WEB



anonfashionmag.com

ANON SOCIAL REACH



MOBILE



ANON READERS

Anon readers are the originals in the creative community. The people who belongs to media, they look to Anon for creative inspiration. Our readers are intelligent, literate, well groomed individuals. Who understands our content and follows the fashion

In Dec 2020 according to the Anon Fashion magazine survey we found about our audience:

Woman- **63%**

Man- **37%**

Age Range - **18 to 35 yo**

Website clicks - **150000 -165000/month**

Instagram Profile Visit - **520000 -535000**

Anon Readers are:

21% of Creative influencers read Anon Fashion Magazine for personal pleasure

45% Reads Anon Fashion Magazine for professional reasons and








34% are employed in the creative industry.

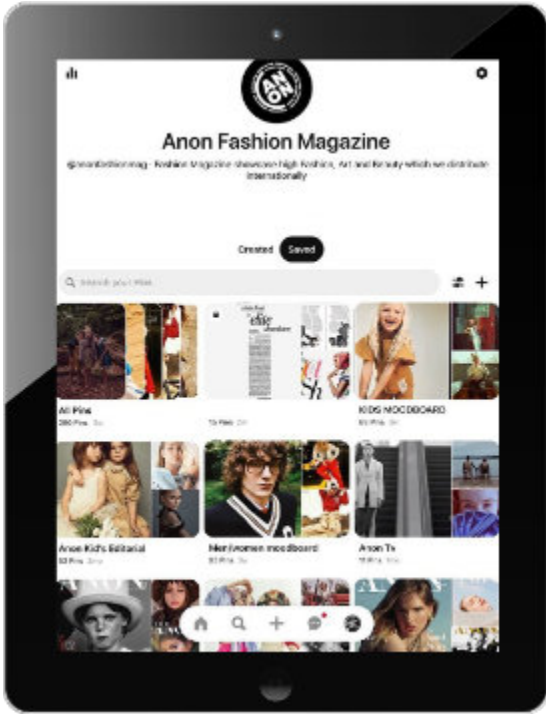
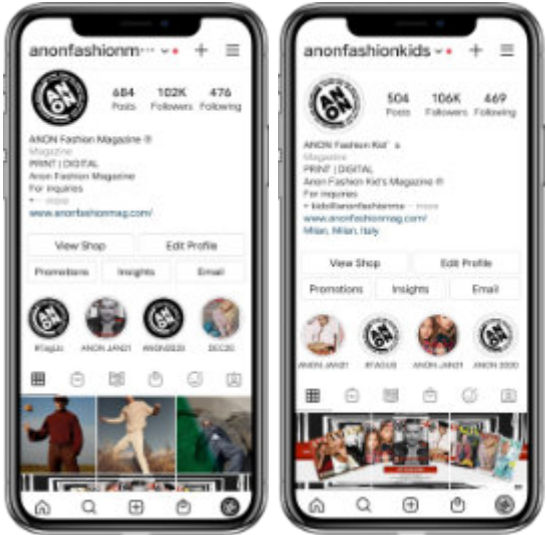
Sources. Online survey 2020 December & Google Analytics





REACH US OUT

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-  @anonfashionmag
-  @anonfashionmag
-  @anonfashionkids
-  @anonfashionmag
-  @anonfashion
-  @anonfashionmagazine



FACES OF ANON

ANON Covers 2019/2021



Photographed by
ELENA KIPA
Model **CHLOE**



Photographed by
GRETCHEN EASTON
Models
CLEMENTS AVA & LEAH



Model **JOELE ROVERS**
Represented by
IMAGE MGMT
Producer **STUDIOFEY**



STYLE ICON
COCO PRINCESS



Lensed by **ALENA KUNDA**
Model **ANNA PAVAGA**



Photographed by
ANTON PUHOV
Model represented by
"PREMIER ART
MODEL MANAGEMENT"



Photographed by
CAT BELAYA
Model **WYAO**



Photographed by
CARMEN ROSE
Model **SOPHIA BARRETT**



Photographed by
ROWAN DALY
Talent **JACKIE R. JACOBSON**



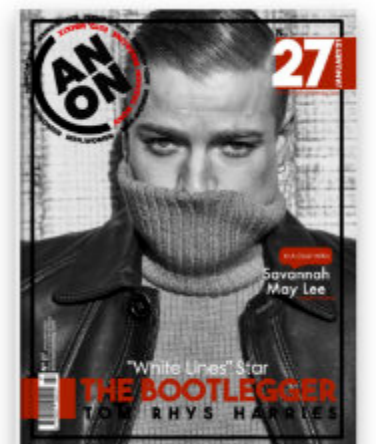
Photographed by
ELUVIER ACOSTA
model **AVA REILLY**



Photographed by
JAY CHROHM
Model **AIDCAN**



Photographed by
ZHANG YAO
Model **LUNA**



Photographed by
LEE STRICKLAND
Talent
TOM RHYS HARRIES



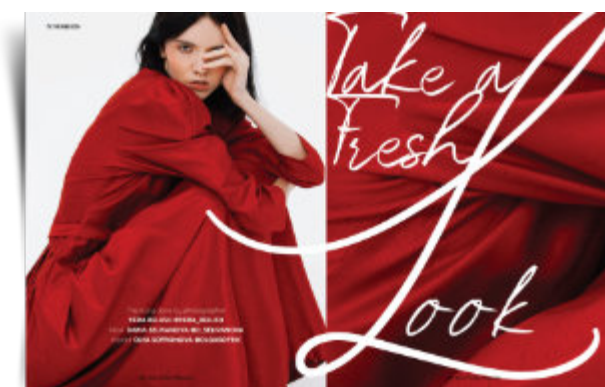
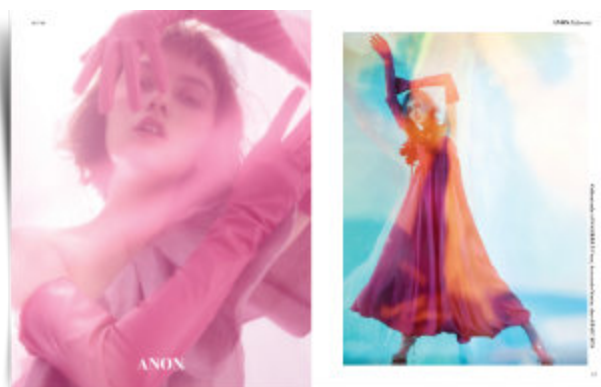
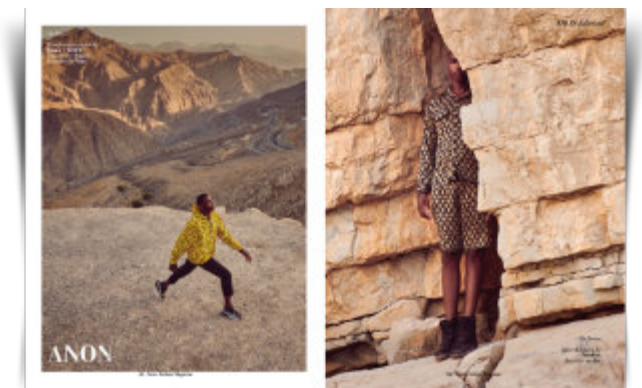
Photographed by
UNDALOVA
Model
ANASTASIA PATERYUKHINA



EDITORIAL OVERVIEW

ANON MEN / WOMEN

Anon editorials Created by our experienced editors with the beautiful artistic work from our valuable contributors



EDITORIAL OVERVIEW

ANON INTERVIEW

Few talented artists interviewed by anon team

JAN21



DEC20



SEP19



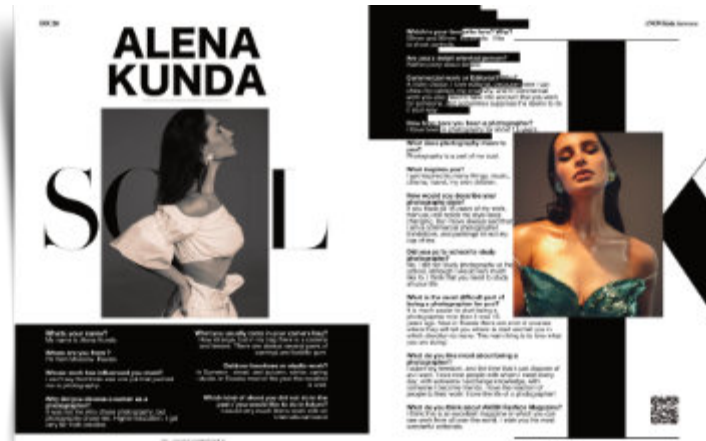
JAN21



JAN20



DEC20



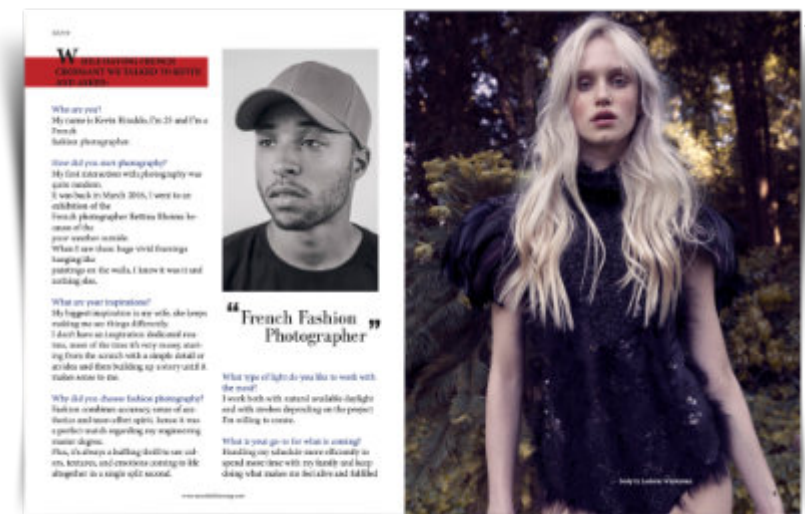
DEC20



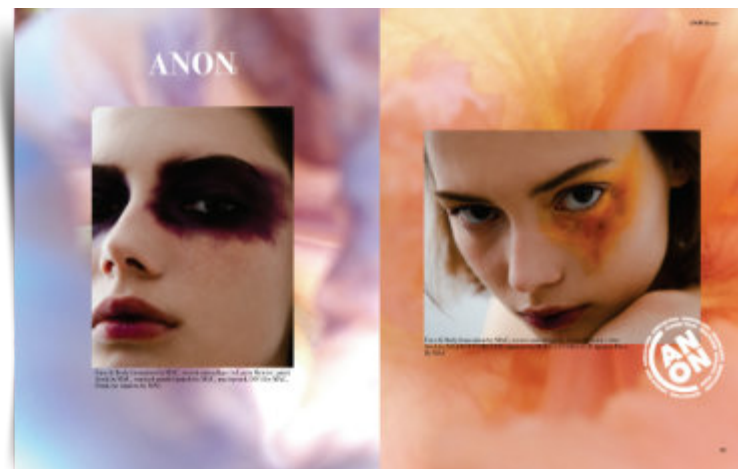
MAR20



JUL19



EDITORIAL OVERVIEW

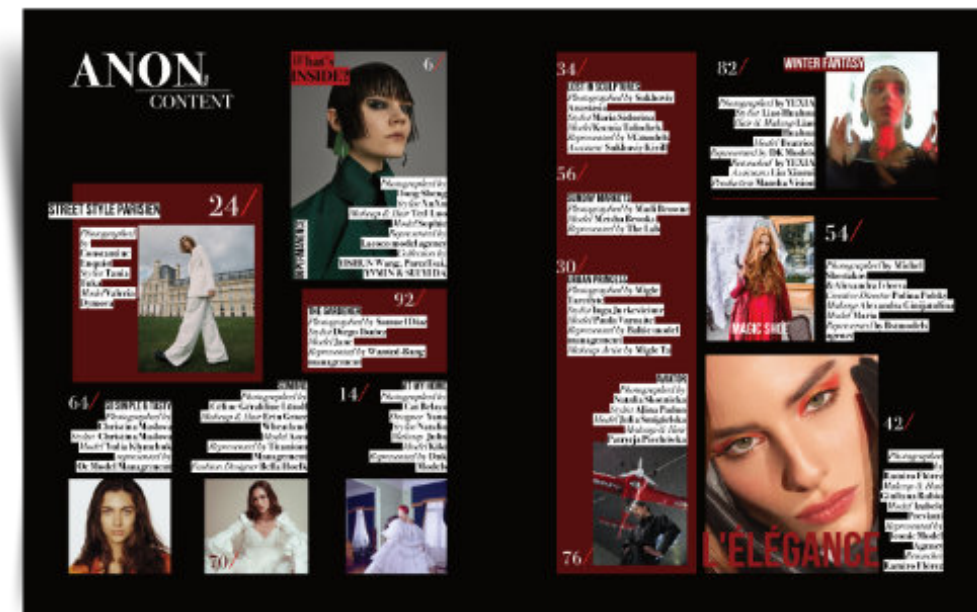
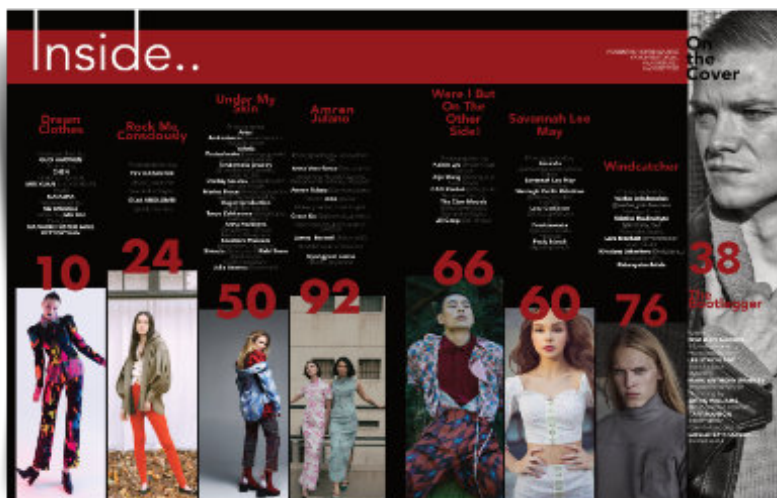
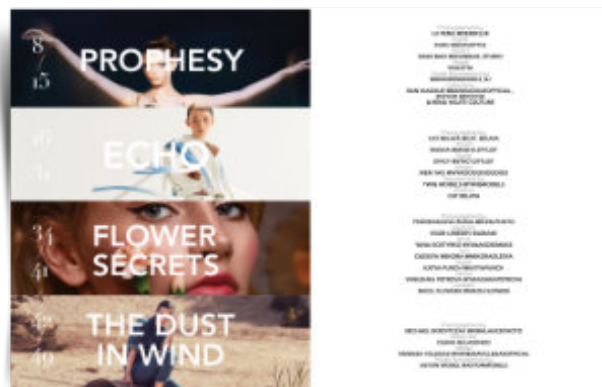


ANON BEAUTY

The beauty editorial category was created to give chance to the artists from all around the globe to showcase their exquisite talent in our beauty editorials



EDITORIAL OVERVIEW



ANON CONTENT



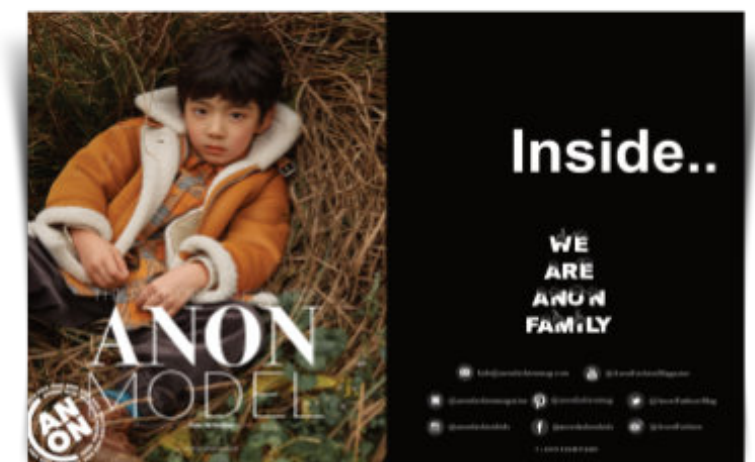
EDITORIAL OVERVIEW



ANON KIDS



We have an eye for quirk. We are also kid's fashion, but we value whimsy over tradition. Playful childhood is more important to us. we believe life is beautiful, life is valuable, and life changes when you see it through the eyes of a child. we seek to transcend skin color, language, and zip codes and bring out the real, wild, magical creativity inherent in every child.



EDITORIAL OVERVIEW

ANON STYLE

DECEMBER 10

TOP 10 FASHION TRENDS FROM SPRING/SUMMER 2021 FASHION WEEKS

ANON Sty 4

1 Oversized Shoulderpad Boyfriend Jackets
Create a long line silhouette and give your wardrobe a boost with oversized boyfriend jackets. With the help of shoulder pads, the oversized silhouette is your best friend for a long time. The oversized boyfriend jacket is a perfect way to show off your shoulders and give your wardrobe a boost. The oversized boyfriend jacket is a perfect way to show off your shoulders and give your wardrobe a boost.

2 Sorbet Pastel Tones
Aesthetically pleasing pastel tones have been trending for a while now. These pastel tones are the perfect way to show off your shoulders and give your wardrobe a boost. The pastel tones are a perfect way to show off your shoulders and give your wardrobe a boost.

3 Black Face Masks
When it comes to protecting yourself, you can't go wrong with a black face mask. The black face mask is a perfect way to show off your shoulders and give your wardrobe a boost. The black face mask is a perfect way to show off your shoulders and give your wardrobe a boost.

4 Yellow Bags
This season, yellow bags have taken over the fashion world. The yellow bag is a perfect way to show off your shoulders and give your wardrobe a boost. The yellow bag is a perfect way to show off your shoulders and give your wardrobe a boost.

5 Yellow and Camel Color Blocking
Keep it simple with yellow and camel color blocking. The yellow and camel color blocking is a perfect way to show off your shoulders and give your wardrobe a boost. The yellow and camel color blocking is a perfect way to show off your shoulders and give your wardrobe a boost.

6 Fringing on the Bags
When it comes to fringing on the bags, you can't go wrong with a fringed bag. The fringed bag is a perfect way to show off your shoulders and give your wardrobe a boost. The fringed bag is a perfect way to show off your shoulders and give your wardrobe a boost.

7 Folk Inspired Coats
This season, folk inspired coats have taken over the fashion world. The folk inspired coat is a perfect way to show off your shoulders and give your wardrobe a boost. The folk inspired coat is a perfect way to show off your shoulders and give your wardrobe a boost.

8 Head Scarfs
Taking inspiration from the 90s and the 2000s, head scarfs have taken over the fashion world. The head scarf is a perfect way to show off your shoulders and give your wardrobe a boost. The head scarf is a perfect way to show off your shoulders and give your wardrobe a boost.

9 Pop Blue Accessories
Why blend in when you were born to stand out? Pop blue accessories are the perfect way to show off your shoulders and give your wardrobe a boost. The pop blue accessories are a perfect way to show off your shoulders and give your wardrobe a boost.

10 White Knee High Boots
Going back to the '80s with this classic style, white knee high boots are the perfect way to show off your shoulders and give your wardrobe a boost. The white knee high boots are a perfect way to show off your shoulders and give your wardrobe a boost.

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REVIEW

5 Fashion rules to be broken this summer

by Lyndia Tridman, Fashion Stylist

Rule to Break #1: Cartoon t-shirts are for kids only
The t-shirt evolved from undergarments worn by men in 1913, and so a working class garment turned into a handy item of clothing. John T. Kennedy made a splash not only in the world of politics, but fashion as well. He became one of the first people to wear a t-shirt as an independent piece of casual clothing. The t-shirt was rejected from a house for wearing a t-shirt in 1960.

Rule to Break #2: You can't wear cycling shorts outside the gym
Because why would you want to look like you just popped out of the gym? No one could have ever imagined a few years ago that cycling shorts would be a top fashion trend nowadays. Check out Princess Diana's photo and you'll realize that she was the one to break the rule of keeping the shorts cycling only for the physical activity time. She was combining elegance and leggings with runner sneakers and we all loved her for it.

Rule to Break #3: Men's clothing is for men only
Let's face it, boys aren't happy with the fact that they have to share their clothing with someone. From Hermès to Dior, utility trend is designers' favorite this season. Cargo trousers, patch pockets and khaki and cotton dress are comfortable and cool. Day and night time outfits can look effortless and wear more styles even if they let out a little bit of the secret dress. Style it with a feminine touch. Square toed high boots are good to go.

Rule to Break #4: You can't wear leather in summer
Leather and faux leather everything - head to toe leather or just one piece of clothing. It is more than an outdoor today. The old summer evening, put on a leather dress or skirt paired with a cream puff shoulder bag. Complete the look by adding point sandals and a wider handbag. If you are more into pants, style them with breezy shorts.

Rule to Break #5: Pregnant women can shop only in maternity clothes stores
When it comes to moms to be, it is absolutely absurd to limit your shopping experience within specific shops or sections when there is a wide selection of everyday clothing. Fashion rules are changing along with women's role in society. This summer is all about reinventing yourself. Blending what fits with what suits and adding a little bit of "new spirit". The contrasting trends continue in cycling shorts, cargo pants, oversized clothing, utility and leather. Bring out your charming single best features and then show it with some really thoughtful. Ditch the boring march of fabrics and dare to create your very own blending art textures.

19

1983

7 Trends From Milan Fashion Week Spring

ANON Sty 4

1 Sheer Lures
Sheer lures are a perfect way to show off your shoulders and give your wardrobe a boost. The sheer lures are a perfect way to show off your shoulders and give your wardrobe a boost.

2 Bra Out
Bra out is a perfect way to show off your shoulders and give your wardrobe a boost. The bra out is a perfect way to show off your shoulders and give your wardrobe a boost.

3 High Volume
High volume is a perfect way to show off your shoulders and give your wardrobe a boost. The high volume is a perfect way to show off your shoulders and give your wardrobe a boost.

4 Color Clash
Color clash is a perfect way to show off your shoulders and give your wardrobe a boost. The color clash is a perfect way to show off your shoulders and give your wardrobe a boost.

5 Desert Lures
Desert lures are a perfect way to show off your shoulders and give your wardrobe a boost. The desert lures are a perfect way to show off your shoulders and give your wardrobe a boost.

6 Crochet
Crochet is a perfect way to show off your shoulders and give your wardrobe a boost. The crochet is a perfect way to show off your shoulders and give your wardrobe a boost.

7 About To Take Off
About to take off is a perfect way to show off your shoulders and give your wardrobe a boost. The about to take off is a perfect way to show off your shoulders and give your wardrobe a boost.

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2021

TOP 6 FASHION CAMPAIGNS FOR FALL 2020

ANON Sty 4

Louis Vuitton
Photographer: Nicolas Ghesbriere
Model: Louisa Cash

Burberry
Photographer: Dennis Nuytten
Model: Houdini & Son Choi

Etnia Barcelona
Photographer: Pablo Jarama
Model: Mia gironzoli

Michael Kors
Photographer: Mikael Larsson
Model: Bella Hadid

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2021

Kids Fashion Trends You Should Be Following in 2021

ANON Sty 4

Trendy colors
Kids' fashion trends are all about color. The trendy colors are a perfect way to show off your shoulders and give your wardrobe a boost. The trendy colors are a perfect way to show off your shoulders and give your wardrobe a boost.

Trendy Girl Clothes
Trendy girl clothes are a perfect way to show off your shoulders and give your wardrobe a boost. The trendy girl clothes are a perfect way to show off your shoulders and give your wardrobe a boost.

Conclusion
Kids' fashion trends are all about color. The trendy colors are a perfect way to show off your shoulders and give your wardrobe a boost. The trendy colors are a perfect way to show off your shoulders and give your wardrobe a boost.

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ANON SOCIAL POWER

ANON began life as a digital publication and developed into print due to popular demand. We therefore have an advantage in the digital arena and realised the importance of its impact early on. The cross-media digital platform brings together daily editorial content covering fashion, art and, beauty, as well as video channels. Thanks to the strength of the ANON social media networks, an increasing amount of readers access our web content.

543,372 page views per month

221,300 monthly uniques from 164 countries

3850 daily home page impressions

72% new visits

84% returning readers

Our digital campaign clients include brands such as,

H&M, ZARA, Massimo Dutti, MANGO, MANGO Kids, Stradivarius, Cotton, Molo, Air Fish, Maomo, J.Crew, Sneakers Museum, CAP, Sintezia, Rzyoryuan



ADVERTISING RATECARD 2021

PRINT

COVER PAGE AND BACK PAGE	\$2500
COVER PAGE	\$1999
1st DPS	\$1100
INSIDE COVER PAGE	\$699
SINGLE PAGE	\$199
DPS	\$599
CLOSING DPS	\$899
INSIDE BACK COVER	\$699
OUTSIDE BACK COVER	\$999

LOOSE INSERTS / TIP ONS

Costs are based on media space taken and quantity.
Accepted by arrangement only. For more information please
Contact advertise@anonfashionmag.com

BRANDED CONTENT

Costs are made up of a space rate as above plus a net
production charge from 500\$ per page for a ANON shoot or
300\$ per page with supplied assets. Special terms and
conditions apply.
For individual costings and creative ideas, please contact
ANON Team media@anonfashionmag.com

ONLINE

INSTAGRAM STORY 1 STORY	39\$
STORY 2	50\$
INSTAGRAM FEED 1 POST	89\$
FEED 2 POST	119\$
3 INSTAGRAM LINE FEED	250\$
IGTV	149\$

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THANK YOU!

