

MODIC



Modic Adventures
Feeric Fashion Week
Jiang Meng Jie

ISSN 2784-1707



6 142741 614634 501

MODIC

[Facebook](#)
[Instagram](#)
[Website](#)

MODIC

NO.2 / SS 2021



Paperboy
Minimalism - pandemic trend
Vegan beauty products

MODIC

**What's easy is going with the flow.
It takes a lot of work to be intentional.**

We, the team of Modic, intent to bring you the latest news, trends and innovations in terms of fashion and sustainability, being focused on the fashion industry in all its aspects and details, but we also aim to put under highlight the sustainability in this field, by promoting sustainable technics, brands that are using them and any movement related to it.

The question is not if we are going to change as a society, but how we are going to change.

Landiana Yolo

Editor in Chief



MODIC

Our Values

Modic Magazine is a #feericteam project, alongside [Feeric Fashion Week](#) and other fashion related projects, all driven by the same goals: supporting the independent and emerging designers while encouraging others to approach fashion in a sustainable way.



MODIC

Sustainability

We consider a healthy future for the industry, so we are publishing all the news connected to sustainable technics & technology and definitely ban the real fur collection launchings and other related actions. We encourage our collaborators to use more overlong technics and to be aware of the necessity to act eco-friendly and responsible.

Internationality

We get inspired by creatives worldwide and we aim for our content to conquer all borders.

Collaborators

We work with individual photographers, brands, stylists, any creative of the industry as long as it fits and follows our art direction.



MODIC

#ModicAdventures

A section encouraging sustainable travelling, promoting luxurious destinations, particular experiences and hidden gems while highlighting the most beautiful locations, resorts, hotels and restaurants around the world.



MODIC

#ModicEditorials

Creatives worldwide submit their work for a chance to get featured either in our printed issue or on

www.modicmag.com

We also produce our own editorials In Milan, Paris, Malta, Croatia; where we support emerging designers and talents from all around the world.



MODIC

#ModicInterviews

A section dedicated to bring in the spotlight stories with an impact on the industry, the society & environment. Voices of Giovanni Ottonello- art director of IED, Patrick Duffy - founder of Global Fashion Exchange, Anthony Chasset - International make-up artist Guerlain, Matteo Ward - co-founder Wrad Living , Bram Jaspers - Head of Fashion Department School of Arts Gent, Rocio Sanchez - Head of International Area BIAAF Bilbao, Andrea Marchesi - Vice Director IED Barcelona, Joana Jorje – ModaLisboa Project Director, Jordana Guimaraes – Co-founder Fashioninnovation, Paperboy, Luis Sanchis and many others are to be found in our pages.



MODIC

#ModicReviews

A section where we share everything there is to be known from the most important fashion weeks worldwide.

Our editors cover some of the most important fashion shows in the world and so we have the opportunity to share reviews live from fashion weeks such as London, Milan, Paris, New York, but also from Madrid, Buenos Aires, Krakow, Malta, Sibiu and others.

Details that make a difference, street styles that catches our eye, everything you need to see and know, following... of course, our sustainable spirit.



MODIC

#ModicNews

Due to our collaborations with platforms such as Kavyar, Imaxtree; constantly being invited at events such as The Fashion Awards, Moncler Genius, Met Costume Institute press conference, Alta Roma, shows and backstage of brands such as Jacquemus, Koché, Issey Miyake, Vivienne Westwood, Blumarine, Iceberg, Rahul Mishra, Marine Serre, we bring the latest news & images AND we do not stop here as we constantly seek content related to travel, health, beauty, lifestyle.



MODIC

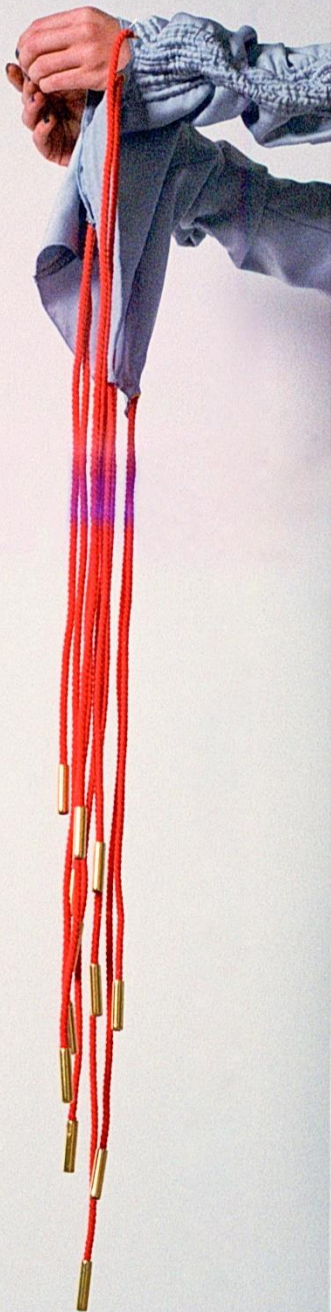
Our numbers

33.900 Instagram Followers with 2000 accounts reached per post

1.408 Facebook fans

To be found also on Twitter, LinkedIn, Vero, with social reaching up to 50.000 across networks.

Distributed in Florence and Palais de Tokyo in Paris.



MODIC

Technical specifications

Full Page: 230 x 285

Booking Spaces: 50 days before the release date
Materials delivery: 30 days before the release date. Material required: high resolution images
Resolution 300 dpi.

The publisher takes no responsibility for materials that do not follow specifications.

3000 issues distributed through APOLDIST e-commerce as bonus for each order and to [Feeric Fashion Week's](#) worldwide guests.



MODIC

Rate Card

- | | |
|-------------------------------|----------|
| • Full page | 300 Euro |
| • Inside front cover and page | 700 Euro |
| • Double page | 550 Euro |
| • Back cover | 700 Euro |
| • Inside back cover and page | 600 Euro |
| • Website article | 200 Euro |
| • Social media post/channel | 100 Euro |

Bespoke

- Cover – available on request
- Events / Fashion Shows - available on request
- Advertising campaign - available on request
- Advertorial - available on request
- Event sponsorship - available on request
- Video opportunities - available on request

SPECIAL OPPORTUNITIES

- **All In – 199eur/month** (min. 1 year)

- 20 pages Campaign/Editorial
- All Campaigns in www.modicmag.com
- 8 Instagram + 8 Facebook + 20 stories
- 6 pages interviews/articles
- 10 printed issues for free
- opportunity for cover
- Listed in APOLDIST e-commerce

- **Silver Package – 599eur**

- 4 pages Campaign/Editorial in the printed issue
- Campaign/Editorial in www.modicmag.com
- 1 Instagram + 1 Facebook + 3 stories

- **Gold Package – 799eur**

- 6 pages Campaign/Editorial in the printed issue
- Campaign/Editorial in www.modicmag.com
- 2 Instagram + 2 Facebook + 5 stories
- 1 page interview printed issue + online
- 1 printed issue for free

- **Platinum Package -999eur**

- 7 pages Campaign/Editorial in the printed issue
- Campaign/Editorial in www.modicmag.com
- 3 Instagram + 3 Facebook + 9 stories
- 2 page interview printed issue + online
- 3 printed issue for free
- opportunity for cover
- opportunity to sell through APOLDIST e-commerce



MODIC

Contact Us

info@modicmag.com

landiana@modicmag.com

www.modicmag.com

Follow Us

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[Vero](#)

[Twitter](#)