### FASHION CAPITAL

MEDIA PACK 2023

### Social Media Pack

Launched in 2001 FashionCapital.co.uk supports the fashion industry as a onestop online resource with a dedicated team of industry experts to ensure users receive a unique, honest and comprehensive insight into the world of fashion, manufacturing and business.

Part of Fashion-Enter Ltd, the company is focused on two core aims; education ethical, Made the UK and in manufacturing. As a leading fashion portal for twenty-years over FashionCapital offers longestablished and experienced voice for the industry.



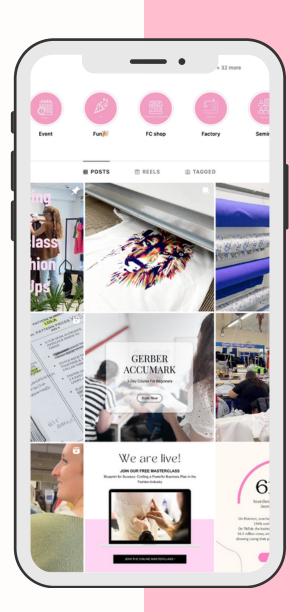
# Total social media outreach

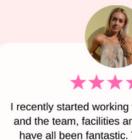
• Followers: 35.1K

Total Monthly Impressions: 47.2k

Monthly Website Users: 10.5k

 FTA (education) TikTok: 20.2k followers

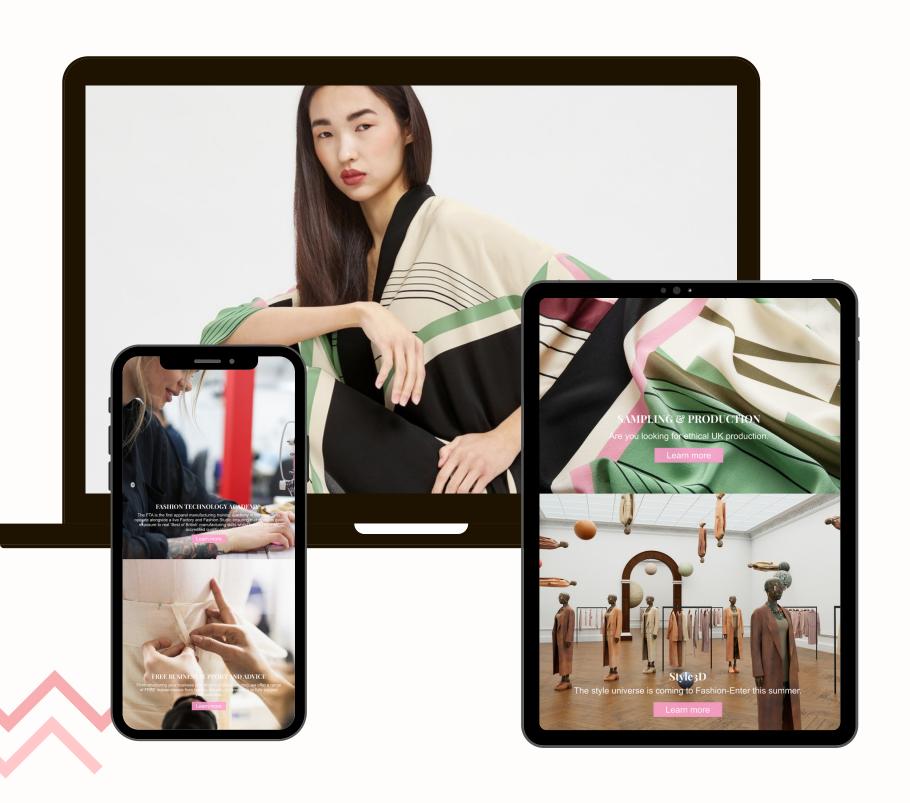




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## Advertising Opportunities

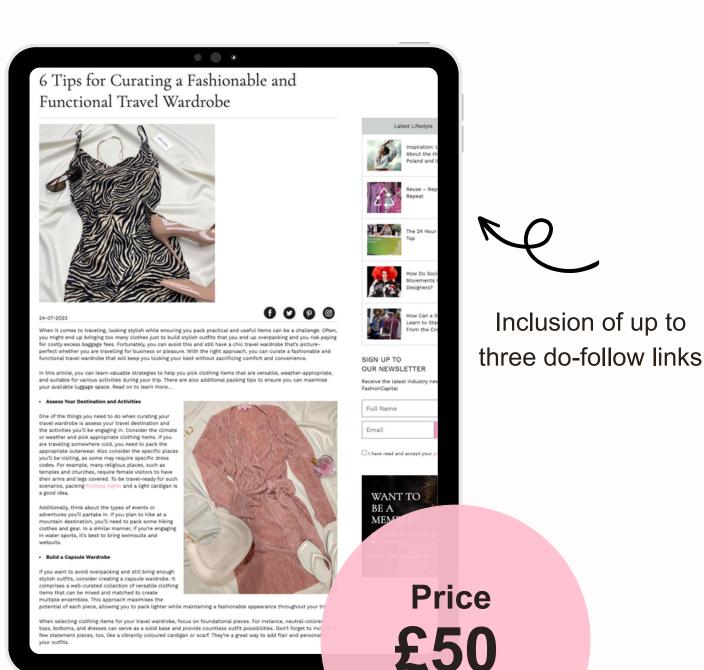


### Sponsored Post



Industry related article written by the client subject to Editor's approval. Approx word count 700 - 900, plus a selection of approved copyright free images

Article will not be credited as sponsored unless requested



### Newsletter Feature

Distributed every
Wednesday
afternoon to our
database of 10.5k

Ollie Proudlock Offers 30% off Inventory Planner





Get a sweet deal on one of his favourite business tool

We've proudly partnered with fashion entrepreneur and TV star Ollie Proudlock to help more e-commerce merchants access our advanced inventory planning tool.

Inventory Planner has been a game-changing tool for Ollie's jewelry brand Serge DeNimes, helping him to save huge amounts of time and money, while also boosting sales!

"We have used inventory Planner for a few years now and have saved tens of hours each week and boosted our sales potential by 20-30%. Couldn't recommend it enough!" – Ollie Proudlock, Founder of Serge DeNimes.

Ollie is such a fan of Inventory Planner he wants others to see the benefits too!

a limited time only, get 30% off an annual Inventory Planner subscription with Ollie's color OLLIE

The only catch? The exclusive deal ends on July 13th.

Client written feature can be up to 150 words and include one direct link Price £150

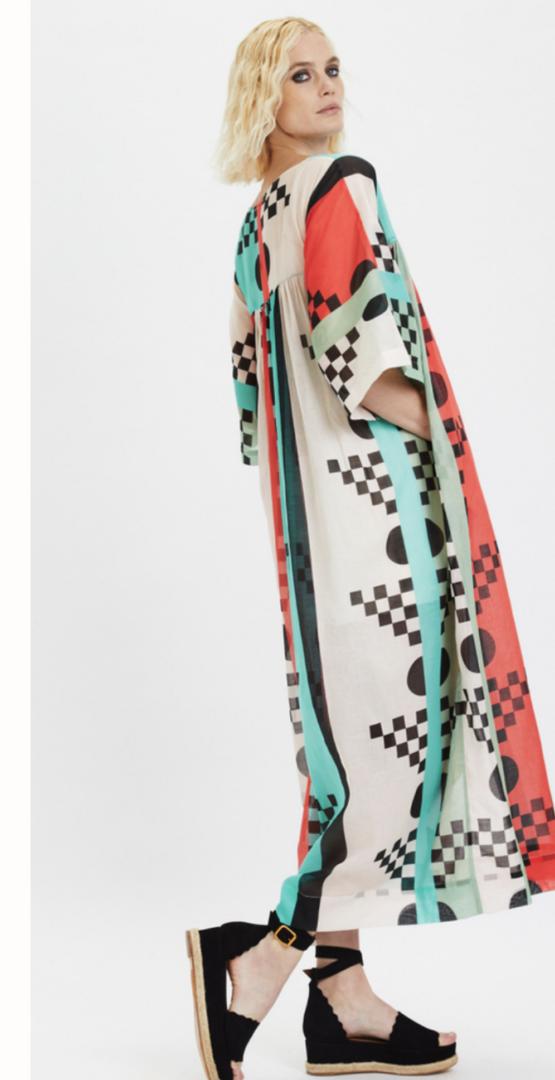
Logo or image of clients' choice can be included

#### Link Insert

Subject to Editor's approval a dofollow link can be added to an existing FashionCapital article

Please note FashionCapital is fashion industry specific, we do not accept links to gambling, vaping and adult content. Articles are published at the discretion of the Editor.

£35 per link





For all advertising enquiries please contact: editor@fashioncapital.co.uk

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