

# CHIC today



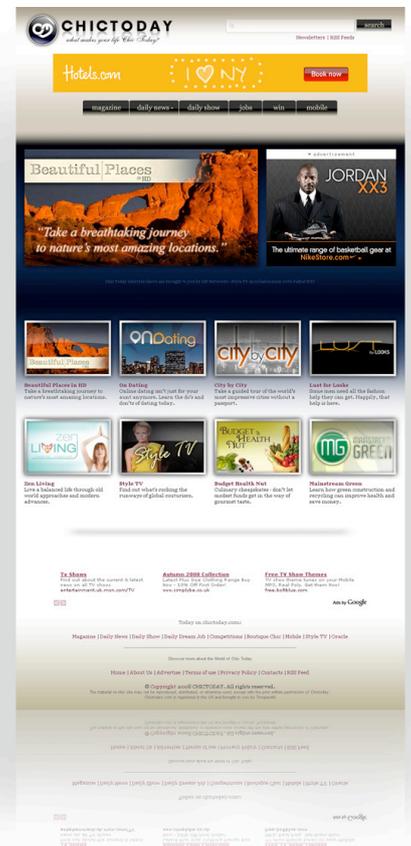
## Profile

You wake up in the morning and all of a sudden it is a beautiful day. You look all round and you are taken by surprise...how many of these tomorrows have already passed you by? All that has gone before has now been surpassed. In a world where communication leads the way, it makes a difference to last forever. Real dreams are based first and foremost on strong ideas. While trends are made to be forgotten, visions developed upon constructive concepts will accompany you for the rest of your life. "When you start taking yourself too seriously, the time for your imagination to die has come." We believe in entering the future without forgetting traditions, pioneering the magic of a bright and lucid vision, always keeping your feet on the ground.

Fusing elements of pop style, lavish content and cutting-edge design, Chictoday is an entertainment channel like no other, embracing a branded television platform and an interactive magazine (Chic Today). A truly unique product, tailor-made to the needs and whims of the modern urban warrior, Chictoday celebrates exclusivity whilst embracing global inclusiveness. Chictoday is a combination of stunning and elegant design coupled with innovative editorial and interactive up-to-date news, all beautifully packaged to offer a fully entertaining experience online.

**Chictoday provides a unique advertising platform, which reaches the visitor in a relaxed state of mind, integrating the interactive experience provided by the lavish environment.**

Discover the world of Chictoday. Challenge perspectives, liberate your imagination and redefine the boundaries of your inner chicness.



Spotlight™ by Adrienne Papp  
on Chictoday.com Daily Show

## Advertise on Chictoday.com and Chic Today

### Overview

Chictoday.com provides a unique advertising platform, which reaches the visitor in a relaxed state of mind, integrating the interactive experience provided by the lavish environment.

### Why market on Chictoday.com?

Chictoday.com attracts consumers looking for trend-setting and juicy fresh new content on lifestyle, fashion and beauty, entertainment, music, movies and cinema, books, health and wellbeing, travel and more. Our dynamic array of digital content, plus interactive and streaming features makes Chictoday.com one of the most popular entertaining websites online.

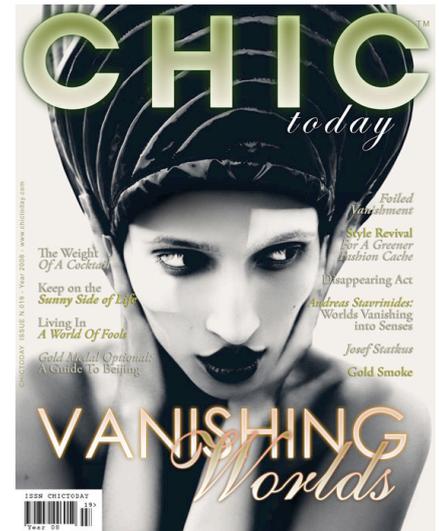
### We define it Entertainment:

Chictoday.com Daily: allows the audience to discover daily fresh and unique content type News on Lifestyle, Style and Entertainment. Here you will find information on what is new & cool based on a daily savvy editorial filtering choice of information internationally.

**Chic Today Magazine:** not only do we believe in the new digital revolution, but we also seek to pioneer this confident and arising new chic upheaval in style. An entertaining new way to flip-through compelling interactive contents, brilliant articles, outstanding images, dazzling visual design and captivating video, all combined to provide the audience with the best in the new Digital Magazines industry.

**Competitions & Promotions:** to be entertained is not enough anymore and our ever demanding audience is always on the look-out for something special. Partnering with only the finest brands in the consumer industry, we offer the best in online contests and exclusive promotions internationally.

**Online TV Channel:** we know you are eagerly awaiting for Chic Today TV...sit tight, and in the meanwhile let us entertain you with the ever-growing selection of valued internet television channels that partner with us to offer our audience an ever-growing demand of exclusive video contents.



## Demographic

The average Chictoday.com reader is 25-44 years old with a household income of \$80k. Nearly 70% of Chictoday.com's readers are women where 80% have a college education and 90% of them have purchased something online in the past 6 months.

### Median Age: 25-44

14% are 18-24

60% are 25-44

26% are 45 +

### Education

University Graduates 65%

Post Graduates 27%

Higher 23 %

### Male/Female

28% Male

72% Female

### Global Readership:

US 46%

UK 38%

Europe 7%

Asia 6%

### Household Income

\$80k is the average household income

Unique visits monthly: 87,000

Total Monthly average: 223,000

Monthly Pageviews: 1,250,000



## Advertising formats

Chictoday.com and Chic Today Magazine offer the unrivalled opportunity to target your audience through a careful consumer research. The Chictoday.com average visitor is 25-44 years-old with a particular interest for all things tasteful and chic, not exclusively luxurious nor pop. Our users are comfortable interacting online, and 90% of them have shopped on the web in the past 6 months.

Chictoday.com and Chic Today Magazine have already attracted some of the most exclusive brand advertisers internationally, such as Perfume Givenchy, Salvatore Ferragamo, Roberto Cavalli, Philips and (RED) amongst others.

Chictoday.com offers you wide ranging opportunities to reach selected consumers with dedicated solutions such as rich media interactive campaigns, video advertising, magazine spreads, magazine video advertising, custom-made competitions, tailor-made promotions, dedicated newsletter advertising and branded online channels. Our in-house design studio Troopworld Ltd offers the best strategic and creative solutions based on the best rate offers, tailor making the perfect solution to assist your business.

Atlantic Publicity, a sponsor of Chic Today and owner of Spotlight welcomes any requests for further details. For advertising campaigns please email to [Adrienne@AtlanticPublicity.com](mailto:Adrienne@AtlanticPublicity.com) or call (917) 678-4017.



# SPOTLIGHT™

*Walking the Walk*

by Adrienne Papp

*"Genius is to know how far to go too far"*, read Dustin Hoffman off a torn piece of paper he pulled out of his pocket on the Charlie Rose show. It was the year 2000, and we were ambiguously stepping into the new millennium utterly unprepared for the luminous chaos of the electronic evolution. The spotlight of the new century has turned to the concept of validating creation as an individual reality. What if thoughts do become things? What if we have the power to do better and be better? What if we can walk the walk instead of talking the talk?

*The truth is, we can. Adrienne puts the Spotlight on those who have a story to tell and the courage to care.*

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