



PLAID ZEBRA
AN UNCONVENTIONAL LIFESTYLE MAGAZINE

THEPLAIDZEBRA.COM



The Plaid Zebra is a free online 'Unconventional Lifestyle Magazine', with a mission to broaden the horizons of potential lifestyle choices by uplifting the autonomous with inspiration and example.

We do this by unveiling the unconventional lifestyle behind people, products, and ideas.



WE DO NOT COVER STORIES **WE UNCOVER THEM**

In a time where media has become sensationalized and predictable, The Plaid Zebra creates a discussion in the public sphere regarding The Unconventional Lifestyle.

The articles introduce and focus on the lifestyles behind independent musicians, filmmakers, artists, restaurant owner, journalists, traveling tattoo artists, sailors, craft brewers, comedians, festival owners, and much, much more.

The content is aimed at the curious and enquiring, those who forge new frontiers and breathe adventure, and those driven by social awareness, experience and autonomy.

This website is not for those who are happy working 9 to 5 for a paycheque

The website is for those who refuse to conform to a lifestyle that they don't believe in. It is for those who prefer the arcane to the mundane, for those more inclined to bend the rules than to bow to them.

The website is built on the belief that dreams are the currency of life and it takes an Unconventional Lifestyle to achieve them.



dare

to

be

different

Y(OUR) READERS

Youth are idealists by nature, not realists. We support that.

Our readers are 18-26, love new experiences, meeting new frontiers, and supporting or trying new products.

These curious and enquiring readers are socially aware, fashionably conscious, and can be a little anti-materialistic. Their brand choice highlights difference, supports the growth of new product categories, and selects content for intrinsic quality, favouring natural simplicity.

This publication targets an autonomous psychographic, for example but not necessarily limited to: Journalists, Explorers (travelers not tourists), Musicians, Street Artists, Foodies, Beer connoisseurs, Poets, Entrepreneurs, Innovators, etc.



LATEST ADVERTISING PLATFORM



At The Plaid Zebra we view advertising as more than just an ad. It's about making a connection. We believe that we are the ideal platform to expose your brand's message to like-minded and receptive consumers.



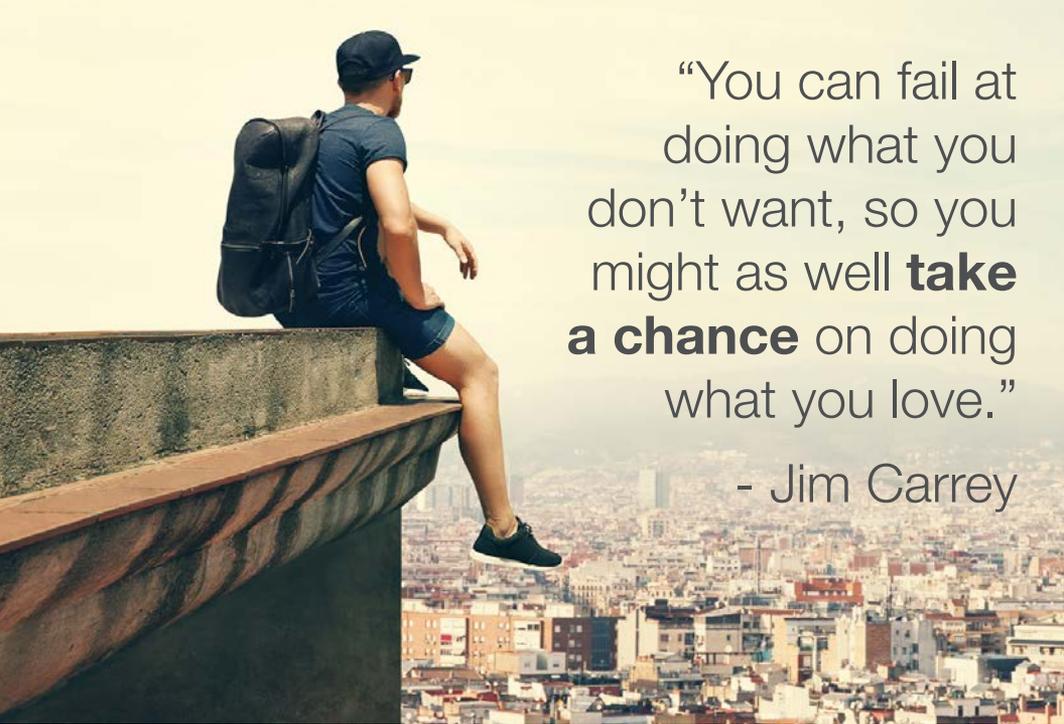
Being a part of The Plaid Zebra allows your company to align with, and to capitalize on, the growing psychographic trend we're devoted to.



Our articles are aimed at, and made for, readers that are open to new ideas, suggestions, and change. These open-minded and pre-engaged readers are the same readers that will view your ad.



A strong transparent message relevant to our readers can strengthen your brand positioning within this untapped market.



“You can fail at doing what you don’t want, so you might as well **take a chance** on doing what you love.”

- Jim Carrey



Paired with relevant articles, your ad will reach readers who are more receptive to your messaging.



Create awareness amongst potential consumers or reinforce your relationship with current brand loyalists by aligning your brand with ours.



We are the first “Unconventional Lifestyle Magazine”. Being an early part of this new concept will keep your brand top of mind amongst this untapped market. Aligning with The Plaid Zebra will demonstrate your brand’s receptiveness to current and modern ideology.



ADVERTISING WITH THE PLAID ZEBRA

Direct Gateway to Y(our) Target

First Unconventional Lifestyle Magazine

> *Strong way to connect with this sought after psychographic*

Unconventional Lifestyle Association

> *Strengthens your branding in this type of market*

Reach

We're not restricted to paper. Our articles are shared through various social media sites to readers worldwide.

> *The exposure of your ad on our site goes directly to the target and out to the rest of the World Wide Web. The types and amount of people that could see your ad are endless.*

Engagement

Our content is more than a quick glance

> *More time on our site means more time to be seen and acknowledged, increasing brand awareness*

As we have many sections under the same vein of thought, our readers are likely to see multiple sections and explore the site.

> *Multiple ad exposures for your company.*

Ad Space Customization

Advertisements can be located on any page, page location, or section of our site.

> *You can customize a package to optimize the exposure of your ad while staying within your budget. Build or enforce a campaign that you'd like to see for what you'd like to pay.*



Relevant Ad Placement

As this is a new platform to directly reach a specific target, you have the opportunity to develop tailored advertisements that connect people with your brand through relative ad placement.

> *More potential interest in your ad from readers, as it is relevant and conceptual to their current interests and what they are reading.*

Get Creative

We like new and innovative ways of advertising. We're open to new ideas that other sites might not want to be involved in. If you're a radio station, put a live stream on your ad. If you're a brewer, have a beer poured from a pitcher on the top banner poured into a pint glass on the side bar.

> *You have opportunity for experimentation and to let your voice be heard.*

Timing

It's the online era. In most cases, our lead time is very flexible. Any content we put on The Plaid Zebra is under our control and can be put up just as fast as it can come down.

> *If you have any last minute changes or last minute advertising, it can probably be dealt with instantaneously!*

Analytics

We know the time spent on articles or sections, demographics per page, world location and sections with the most impressions.

> *Besides knowing your impressions and click throughs, you now have demographic knowledge on your new potential consumers.*

THE TOPICS

Expression and Culture

Independent Musicians, Street Art, Spoken Word, Visual Artists

Global Stage

Environmentalism, Idea behind Politics, Activism and Visionaries

Entrepreneurs

Craft Brewers, Festival Creators, Unique Restaurant Owners

Body Vs Mind

Conquering your own Body, Extreme Sports, Meditation, Brain Exercises

Life without Borders

Extreme Lifestyles, Travelers Not Tourists, Journalists

Innovation

Green Tech, Useful Life Hacks, Self Sustaining Tech





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