

alei





ALEI JOURNAL

Alei journal is a biannually published magazine that mixes *raw fashion, personal photography, interviews and portfolios of artists and intimate essays.*

Our aim is to explore fashion with a sentimental and personal perspective by *creating fantasy in the already existing.* We focus on themes such as *intimacy, individuality and body relationship* through the prism of a complete *natural identity of light, colors and vocabulary.*

Alei strongly believes that *absence of filters and retouch is essential* to reveal personalities, and artists of which *practices are strong and raw.* Our content must be *true, unprocessed, and non-idealized.*



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ALEI READERS

88 000 readers

Women	60%
Men	40%
16—30	58%
30—48	30%
39—48	10%
49+	12%

France	60%
Europe	15%
North America	10%
Asia	15%

Alei journal is present in bookstores, concept stores and museums in the following countries:

- France
- Italy
- The United Kingdom
- Germany
- Portugal
- Belgium
- The Netherlands
- United States
- Russia
- Japan
- South Korea
- Singapore
- Taiwan
- Australia

Alei journal reaches an eclectic readership from a broad range of ages, in the **fashion, artistic and creative sphere.**

The audience is people with a trendy vision, a high interest in the latest and original visual contents, and beauty. Passionate about photography, art and poetry and eager to get involved in new experiences.

- **Stylists**
- **Tastesmakers**
- **Influencers**
- **Creative industries**
- **Designers**
- **Photographers**
- **Curators**



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ALEI FOLLOWERS

31 100 followers

[@aleijournal](#)

Tranche d'âge

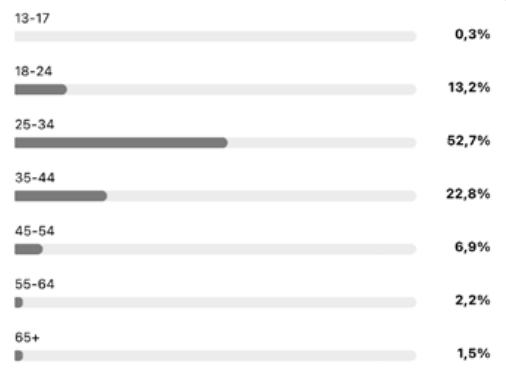
de vos followers

Tout Hommes Femmes

58,4%
Femmes ●



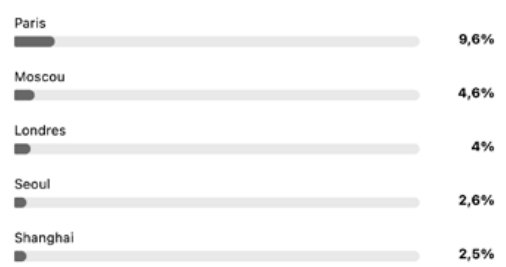
41,5%
● Hommes



Lieux principaux

de vos followers

Villes Pays





ALEI CONTRIBUTORS

- | | | |
|--------------------------|--------------------|----------------------|
| Hugo Comte | Georgia Pendlebury | Laure Prouvost |
| Paul Kooiker | Samia Giobellina | Neil Beloufa |
| Tim Elkaim | Natacha Voranger | Theo Mercier |
| Nobuyoshi Araki | Irina Lakicevic | David Douard |
| Tanya & Zhenya Posternak | Benjamin Kirchhoff | Shannon Lucy Cartier |
| Winter Vandenbrink | Monika Tatalovic | Adam Alessi |
| Richard Kern | Andrej Skok | Will Benedict |
| Ari Marcopoulos | Tess Yopp | Daiga Grantina |
| Matthew Tammaro | Franziska Bachoven | Benoit Maire |
| Estelle Hanania | Marion Jolivet | Hanae Wilke |
| JH Engström | Théopile Hermand | Bianca Bondi |
| Kyoji Takahashi | Viviane Haustein | Autumn Ramsey |
| Thomas Cristiani | Hamish Wirgam | Natasha Donzé |
| Thomas Hauser | Fatima Monjas | Apolinaria Broche |
| Lee Wei Swee | Eline Hoyois | Yu Nishumera |
| Sarah Blais | Winnie Mo Rielly | Thomas Ballouhey |
| Vitali Gelwich | Laura Wulff | Hugo Avigo |
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| Priscillia Saada | Demi Demu | Loucia Carlier |
| Rita Lino | | Alicia Adamerovich |
| Hedvig Jennings | | |
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| Bruna Kazinoti | | Regina Demina |
| Masha Mel | | Cristine Brache |
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| Luna Conte | | Chris Kontos |
| Piczo | | Salomé Burstein |
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| Emmie America | | Rémi Baille |
| Stas Kalashnikov | | Sylvia Mae Gorelick |
| Tealia Ellis Ritter | | Sasha Sperling |
| Anatheine | | |



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ALEI INFORMATIONS

Published twice yearly

Issue 11 release

November 2023

Deadline

October 2023

Cancelation date

6 weeks prior to printing

Price

25 € / 25 £

/ 28 \$

Publication

based in Paris

21 Rue Basfroi

75011 Paris France

15 000 Copies

**Worldwide
distribution**

KD Presse

IPS

Issue 12 release

May 2024

Deadline

April 2024

Language

English

French

Production

Printed in Italy

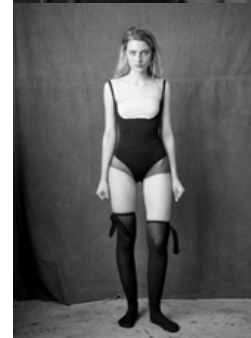
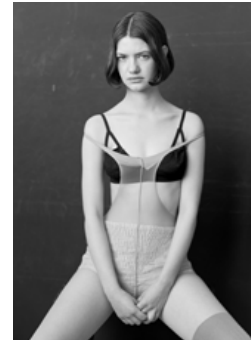
by Grafiche Veneziane

280 pages

310 × 230 mm

Natural paper /

Shiny varnished cover





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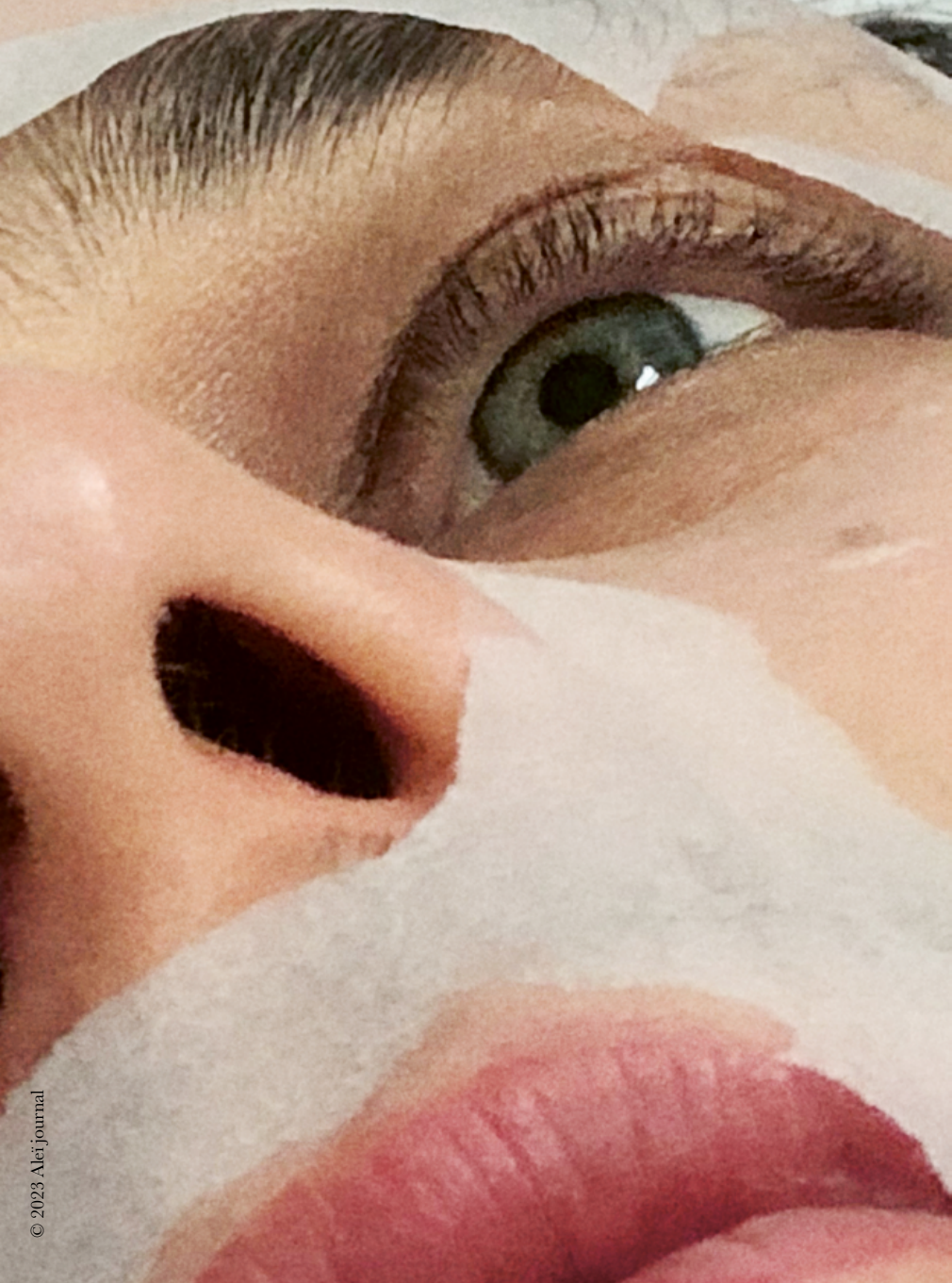
ALECI STOCKISTS

- | | |
|------------------|--|
| Paris | Palais de Tokyo
Yvon Lambert
Galerie Perrotin
The Broken Arm
Drugstore Publicis
Wh Smith
Ofr Librairie
Cahier Central |
| London | Tate Modern
Magma Books
Ti Pi Tin
Charlotte St News
Magalleria
Creative Review Wardour Street
Sodabooks
Do you read me |
| Berlin | Athenaum Boekhandel |
| Amsterdam | Papercut |
| Sweden | Mondadori Bookshop Duomo Milan |
| Italy | Armani Books Milan
Fashion Room Florence |
| Russia | KM-20
Lebigmag St-Petersburg |
| USA | Canal Iconic Magazine New York
Bouwerie Iconic Mags New York
Iconic Magazine New York
Moca Bookstore Los Angeles
Artbook @Hauser & Wirth Los Angeles |
| Japon | Daikanyama T-site Tokyo
Bonjour Records Tokyo |









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Tanya & Zhenya Posternak story for
Alei journal issue 8



An oil painting depicting two hands holding a small white card. The card has the words "Fooled Again" written on it in a black, serif font. The hands are rendered with soft, visible brushstrokes, showing the texture of the skin and the fingernails. The background is a solid, muted green color. The overall style is realistic but with a painterly, textured quality.

Fooled
Again

ALEI ADVERTISING CHANNELS

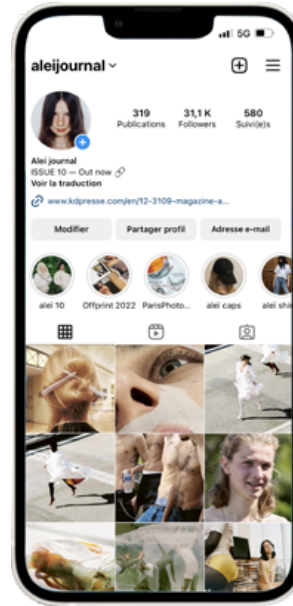
PRINT

Biannual magazine
Circulation: 15 000 copies
11th issue in production



INSTAGRAM

[@aleijournal](#)
31,1k followers
Posts & stories



WEBSITE

www.aleijournal.com
Video / Photography / interviews
Launching in September 2023





ALEI ADVERTISORS

CHANEL 

DIOR

JACQUEMUS

ALAÏA

HELMUT LANG

NODALETO

IRIÉ

LEMAIRE

AIGLE

MOON BOOT

CAREL

MAISON LEJABY
PARIS

PERVERZE

Adererror



On running

MARYAM
NASSIR
ZADEH

PHILIPPE AUDIBERT
PARIS

LdS



FOO+FOO


ANTON BELINSKY

soduk



**VANESSA
SCHINDLER**

Matthew Tammaro & Samia Giobellina special NODALETO
in Alei journal issue 10

BRAND PROVIDED — ADVERTISING & CONTENT

We offer classic advertising at the beginning of the magazine that includes shooting organically pieces of your brand in our mixed fashion stories with our highly selected contributors.

RATES

First double page spread	16.000 euros
Double page spread	12.000 euros
Single page	7.000 euros
Double inside back cover	10.000 euros
Outside Back Cover	15.000 euros
Inside back cover	5.000 euros
Outside back cover :	18.000 euros

BRAND SPECIAL PRODUCED BY ALEI — PRINT ADVERTORIAL

We offer to create an advertorial tailor-made for your brand, art directed by our team and shot by one of our contributors, with Alei aesthetic's and identity. The advertorial will allow a high exposure of your brand to our alei community.

RATES TO BE DEFINED ACCORDING TO THE PROJECT

WHAT IT INCLUDES

- A series inside the magazine ranging from **10 to 20 pages**.
- **Minimum 10 images** showing the pieces.
- A cover in option.
- The possibilities to use the images for your brand on your social medias.

The brand advertorial rate includes the following digital integration:

- **Minimum 3 feed posts** with the pictures on Alei instagram.
- **A full insta story** presenting the collaboration and all the images.

INDIVIDUAL CONTENT

1 insta feed post & story with content delivered by your brand	1.000 euros
1 insta feed post & story with content created by Alei	2.500 euros
1 newsletter with content delivered by your brand	1.500 euros
1 newsletter with content created by Alei (Focus, interview, report pictures...)	3.000 euros

SOCIAL MEDIA PACK

3 insta feed posts & 3 stories

Content delivered by your brand	3.000 euros
Content created by Alei	6.000 euros

SOCIAL MEDIA + NEWSLETTER PACK

3 insta feed posts & stories including 1 sponsored post 1 newsletter

Content delivered by your brand	7.000 euros
Content created by Alei	8.500 euros

WEBSITE ADVERTORIAL CONTENT

Alei website's homepage with alei created content project for your brand
+ Newsletter
+ 3 insta feed posts & stories including 1 sponsored post

RATES TO BE DEFINED ACCORDING TO THE PROJECT

Editorial for your brand created by Alei
Video for your brand created by Alei
+ Optional print space advertising

*Any brand content posts will be posted upon the alei grid, according to the planned feed.
Brand posts won't be serial but mixed with alei's own content, keeping it's balanced esthetic.*

ALEI x NODALETO SPECIAL (PRINT)



Matthew Tammaro & Samia Giobellina in Alei journal issue 10



ALEI x HELMUT LANG SPECIAL (PRINT)

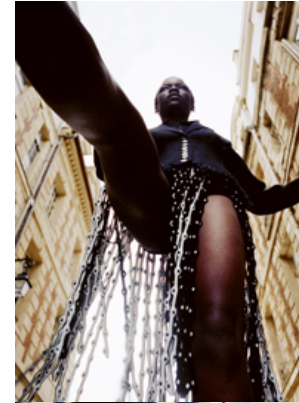




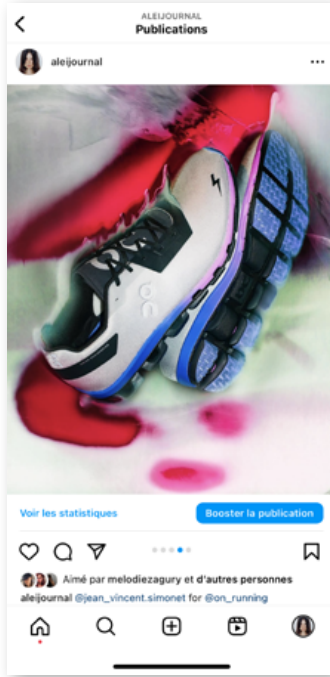
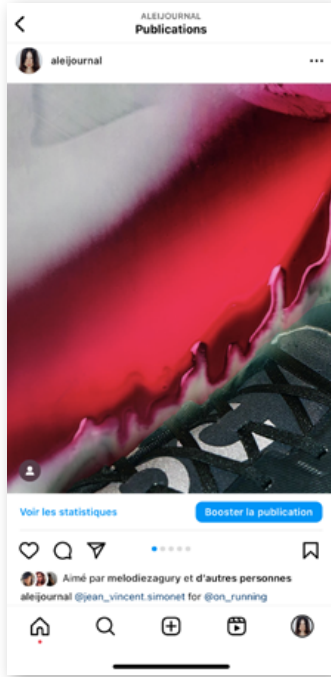
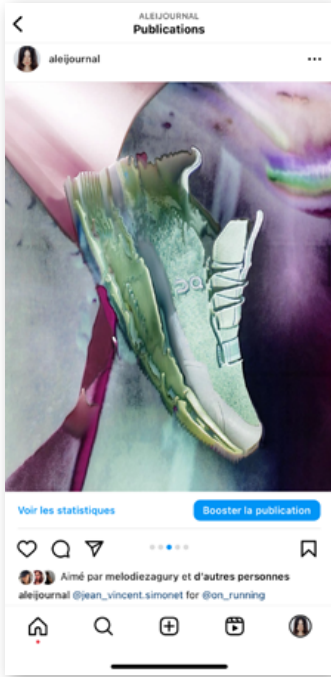
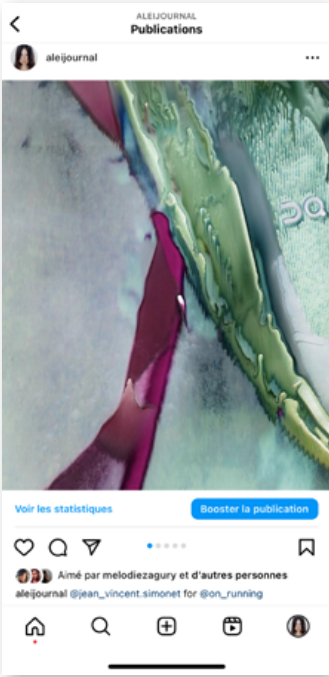
ALEI x MOON BOOT SPECIAL (PRINT)



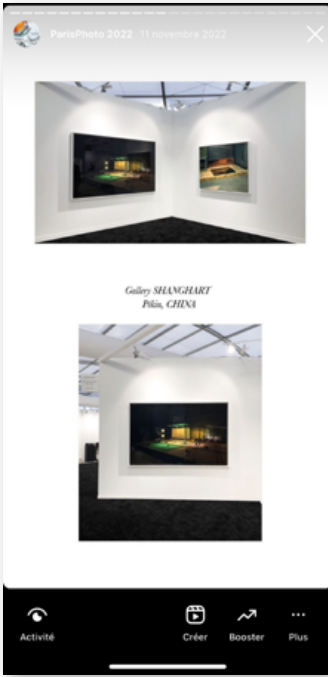
ALEI x ALAIA SPECIAL (PRINT)



ALEÏ x ON RUNNING (DIGITAL) — INSTAGRAM FEED POST



ALEI x PARIS PHOTO (DIGITAL) — INSTAGRAM STORY





ALEÏ EVENTS

In order to extend the visual and artistic experience of its published content, Aleï journal organizes its own events along with sponsored events as well to create a close relationship with our community.

Launch

Each new issue of Aleï journal is the subject of a launch party and an exhibition in central Paris. Our events are open to public and bring around 500 people, from the art and fashion community.

Est Galerie (2023) , Kogan Galerie (2022 -2021), Lab project space (2019-2018), Lafayette anticipations (2017)...

Art Fairs

To asserts its presence during major events related to contemporary creations, Aleï journal is involved as a media partner. The magazine is thus physically present in the bookshop spaces of fairs and exhibitions, with a dedicated stand: Paris Photo, Liste Art Fair Basel, Off Print Paris...

Perspectives for 2024 : Art Paris Art Fair, FIAC, Paris Photo, Off Print Londres

Special events:

In connection with the interest of its community and its inspirations, Aleï journal occasionally organizes cultural events to extend the aesthetic experience that drives it:

Pamela club launch party, with Sene, Nathan Melja, Tagobago

Le petit Prince launch party, with Savvy Club, Helen

Alcova Milan design week, talk invited by Federico Nicolao

Feÿ Arts éditions 1 & 2, curation of the edition space, talks with philosophers, magazines collectors and micro-editions creators to speak of independent edition.

Sacré, participation to the showcase of an event exposing Ukrainian and Russians artists.

Perspective for 2024: Aleï will curate an exhibition at 1014 Gallery in London.

太平洋酒家



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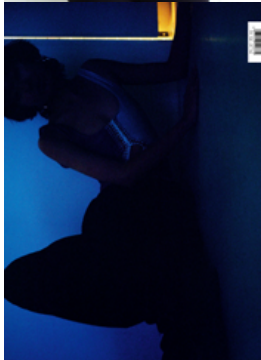
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