

Model Contest 2018

Concept :

- For the 30th anniversary of Plus Magazine, the editors will select the 5 best models.
- Contest winners will have the opportunity to participate as a model at the shooting of a fashion advertorial to be published in Plus Magazine.
- The shooting and the realization of the advertorial will be coordinated by the editor-in-chief of Plus Magazine and her stylist. This first experience as a model will be maybe the beginning of a new career!



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Mechanism :

1. Annonces du concours:

Number anniversary of Plus Magazine (05/24/18): 2 pages in order to call readers to participate

- announcement of the Online contest on Plusmagazine.be & plusclub.be
- Contest announcement in newsletters (Plusmagazine and Plusclub) on 244,000 addresses
- Number of the 21/06/18: Reminder: 1 page of announcement of the contest

2. Selection:

The editors will select 5 winning models who will participate to Fashion shooting

3. Fashion Advertorial

On 09/20/18 or 11/22/18 in the magazine :3 double pages: publication of the fashion experience with the 5 selected models



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Sponsors

- Clothing
- Shoes
- Accessories
- Beauty products



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Benefits for the partner

- Visibility (quote and logo) during the promotion (print + web) A page in exchange in the Plus magazine (date of your choice)
- 2 weeks with classic format on Plusmagazine.be (date of your choice)
- Rating: +/- 12.280 €



Partner investment

- Offer 5 vouchers (500 € / voucher) + outfit from the show to each winner
 - Advert page in the magazine (date of your choice)
Value: 8100 €
- Budget to invest: +/- 10.600 €