

Seguro Mag

MEDIA KIT

A/W 2018

Mission Statement

Seguro Magazine is a platform dedicated to empowering the youth of the Latin community through their uniqueness and artistry.

Seguro Magazine highlights and supports the fashion, art, and life of the enigma that is the Latin American population that exists between Millennial and Generation 'Z'.

Target Audience

(demo/psychographics)

- Age - 18–30
- Income - \$70-100k
- Location - U.S,
 - Primary major cities:
San Francisco, Los Angeles, Miami, Chicago, New York City.
 - Secondary cities:
Austin, Denver, Oakland, Seattle, Dallas, Portland.
- Gender - Primary: Female.
 - Secondary: Neutral
- Ethnicity- Primary: Hispanic/Latinx.
 - Secondary: POC
- Education - Working toward BA to Master's degree
- Marital Status - Single
- Orientation - Neutral

- Great social media presence
- Pet Preference - Dog
- Health conscience but unopposed to experimenting with new/global foods.
- Urban.
- Reads fashion, tech, food, travel, lifestyle/culture blogs. Enjoys reading the Cut, Dazed digital, VICE outlets
- Interested in up-and-coming artists or underground artists. Genres include Latin pop/rock/hip hop/ reggae, indie pop/rock/hip hop/reggae, new wave, international artists, and others.
- Styling aspirations for streetwear brands or streetwear influenced brands: Ashish, MMM...
- Social life - After hours clubs, dive bars, jazz clubs, local bars, secret concerts, Street/Art fairs.

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(Mood Board)



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