



half-soul
Created by models

Media Kit 2017

Who are we ?

We are the new generation of magazine models - also known as the „Nodels“ (No Models) of Instagram.

We are not necessarily super tall, or super thin, but we know exactly how to act in front of a camera.

And yeah, basically we are just ourselves.

Because we find beauty in authenticity... and in the little marks that define who we are.

We are wild and nostalgic, creative and free-spirited.

Our lives are based on well-being, individuality and the things that really matter, like... happiness.

At Baltisoul, we express ourselves and our opinions through beautiful imagery and creative writing.

Yes, we are models - and now we have a voice.

Come with us and explore the *Balti* in your *soul*.



What are we doing?

Baltisoul is the first fashion and art magazine that is only created by models from all around the world.

Germany-born and raised model and journalist Bianca Gerlach founded Baltisoul as a fashion blog in 2012. In March 2016, Baltisoul transformed into an online magazine, featuring everything girlculture, from personal stories over fashion and lifestyle photography to interviews with female designers, models and artists from the industry.

WHY *baltisoul* ?

„WHEN I DECIDED TO CREATE MY OWN BLOG, I WAS DESPERATELY SEARCHING FOR A CREATIVE NAME THAT WOULD REPRESENT EVERYTHING IT STANDS FOR. I HAVE ALWAYS HAD A STRONG CONNECTION TO THE BALTIC SEA. ONE DAY, I READ THE WORDS „BALTIC SOUL“ IN A MAGAZINE. I JUST RANDOMLY THOUGHT OF BALTISOUL AND KNEW THAT THIS WOULD BE THE PERFECT NAME FOR MY BLOG - AND NOW MAGAZINE. BALTI STILL REFLECTS THE FREEDOM, FORCE AND BEAUTY OF THE BALTIC SEA, WHILE THE SOUL REFERS TO EVERYTHING THAT LIVES DEEP WITHIN US. WE ALL AIM TO STAY AUTHENTIC, WHILE BEING CAPTIVATING - LIKE THE BEAUTY OF THE BALTIC SEA.“

- Bianca Gerlach

Baltisoul has become a global brand for all the free spirits, earth and fashion loving, creative minds, soon to launch its first printed issue „Young+Wild“, a bespoke movie, as well as a range of embroidered, 100% cotton tees and many more products in collaboration with brands, such as Karamoleon and ThePantsProject.

Baltisoul's first print & digital issue „Young+Wild“ is set to be sold worldwide in July 2017.



The Team

SYDNEY

Bianca Gerlach

Founder + Creative Director
+ Editor-In-Chief

LOS ANGELES

Weslee Kate Heilemann

Creative Director + Assistant
Editor

PHOENIX

Estephany Sanchez

Photographer + Model +
Contributing Writer

Writers + Models

USA + EUROPE

BERLIN

Katie Kuiper

COLOGNE

Anne Dahlmann

BOSTON

Alex Knies

LOS ANGELES

Alex Ride & Summir Wilson

NEW YORK

Ana Tess

ORGEON

Chelsea Nicolette

PENNSYLVANIA

Emily Clewell

AUSTRALIA

BRISBANE

Jacqui Hunt

MELBOURNE

Michelle Papathanasiu

SYDNEY

Kaily Emma Smith



Who we collaborate with...

+ Brands

Anabanana Swim

Azil Boutique

Bondi Born

Cloe Cassandro

ExMermaid

JYork

Karameleon Australia

MATE The Label

Milly & Wolf Vintage

Miguelina

Nine Lives Bazaar

Wolf&Rosie

+ Influencers

@_lilikoi 146k

@katiekuips 39.6k

@michellepapss @41.8k

@oliviabynature @36k

@abigailsummers @17.2k

@kailiemasmith 13k

@viennakendall 69.5k

@thehassard 23.5k

@lolotheblondie 33.3k

@thelittlelivv 17.6k

@valentiinabilbao 46.8k

@chelsea__nicollette 7.5k

+ Photographers

Maddy Welk

Bobby Vu

Estephany Sanchez

Grant Spanier

Alexander Tull

Christopher Quyen

Katie Borrazzo

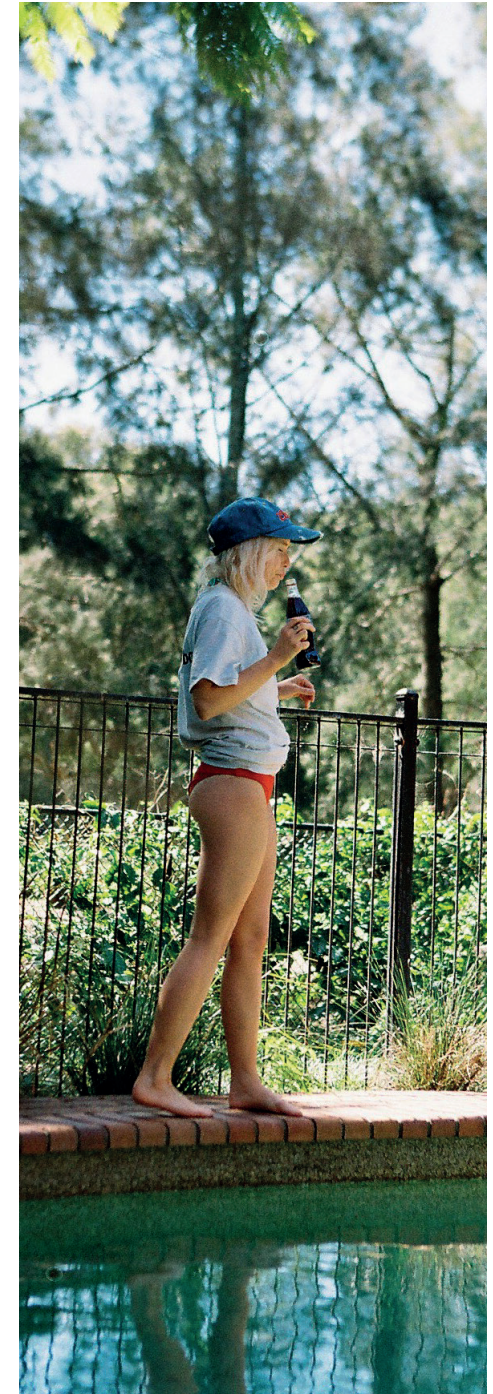
Krissy

David Feusse

Fro Rojas

Daphne Nguyen

Kyle Willis



Readership

+

Circulation

Readership

Gender:

55% Women
45% Men

Age:

40% - 18-24
35% - 25-34

Top Locations:

- United States
- United Kingdom
- Australia
- Germany
- Canada

Circulation

Online Magazine:

10.000 monthly views

Instagram Audience:

24k reach
700 likes per picture on average

Average of 3% increase each week
across social media outlets.

Magazine

Print+digital issue - sold online:

<http://baltisoul.com/store>

Initial print run: 500 copies



Advertise with us!!!

PRICES PRINT ISSUE:

1 A4 PAGE + 3 INSTAGRAM POSTS: 1000 US\$
2 A4 PAGES + 5 INSTAGRAM POSTS: 1800 US\$

PRICES DIGITAL ISSUE:

1 A4 PAGE + 3 INSTAGRAM POSTS: 500 US\$
2 A4 PAGES + 5 INSTAGRAM POSTS: 900 US\$

PRICES SOCIAL MEDIA:

1 INSTAGRAM POST: 50 US\$
3 INSTAGRAM POSTS: 145 US\$
5 INSTAGRAM POSTS: 225 US\$

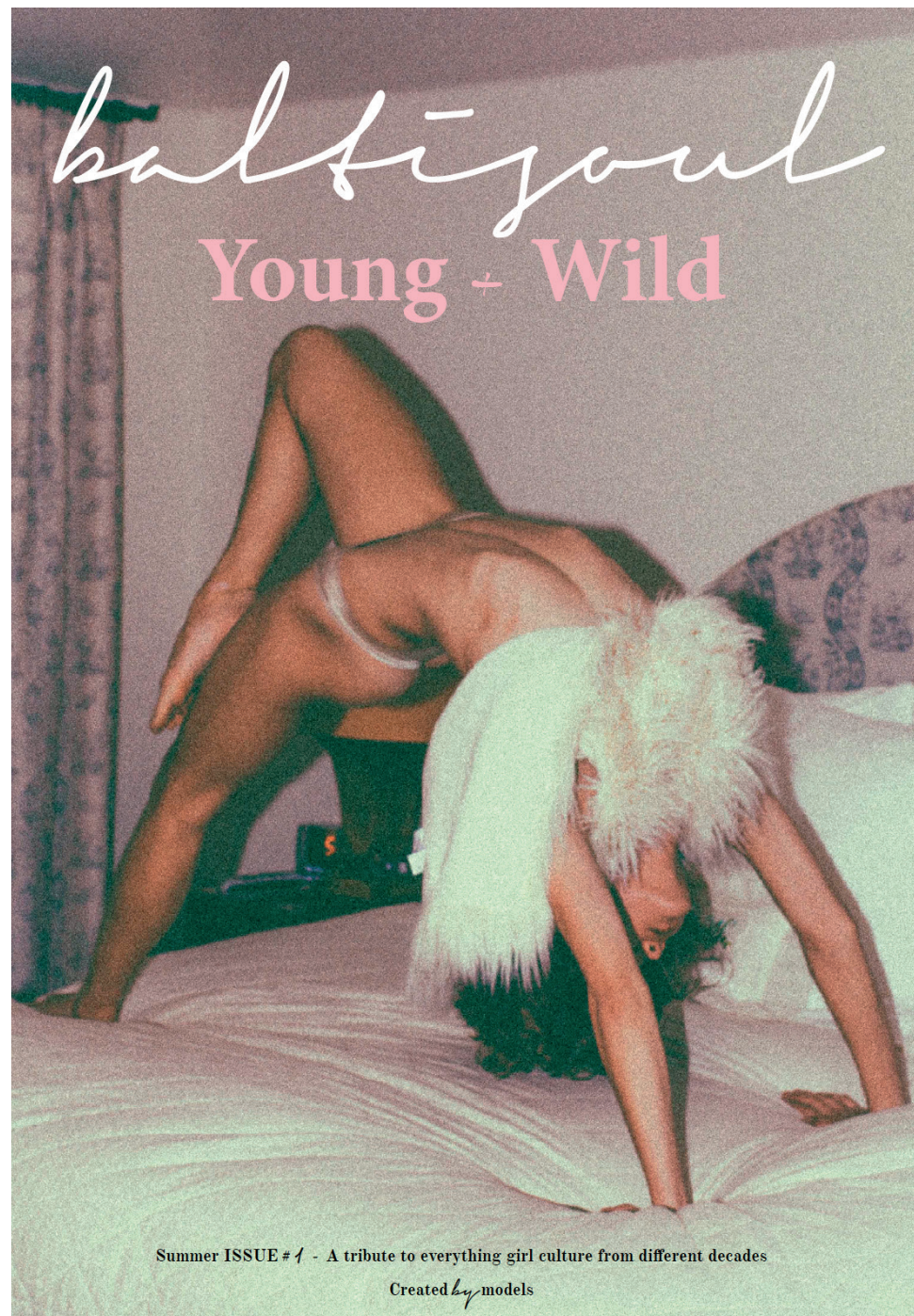
CAMPAIGN SHOOT*: 400 US\$

SOUNDS COOL?

TALK TO US:

INFO@BALTISOUL.COM

***NEED A NEW CAMPAIGN, LOOKBOOK PICTURES OR JUST SOME RAD IMAGES TO FEED YOUR INSTAGRAM?
WE CAN'T WAIT TO SET UP A SHOOT TO GET YOU SORTED!**



Contact ...

Sydney

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