



# MEDIA KIT

EDITORIAL EDITION

PRESENTING

# VELAMOUR

MAGAZINE

CELEBRATING WEST  
AUSTRALIAN CREATIVE  
COMMUNITY

VELAMOUR  
PRODUCTION & TALENT AGENCY

# VELAMOUR

## ABOUT

The Best of Western Australia — Celebrated, Captured, and Shared.

Velamour Magazine is a bold, creative voice born in Western Australia — a celebration of our vibrant and visionary local talent. From art, fashion, music, and editorial, to culture, business, and beauty, we shine a spotlight on the people and stories shaping our creative community.

Published monthly, Velamour Magazine serves as a stylish and soulful guide to what's trending and what's next. We feature exclusive interviews, stunning editorials, event coverage, and high-impact visuals from WA's most innovative models, artists, photographers, designers, and performers — emerging and established alike.

More than just a magazine, Velamour is a platform. A movement. A home for authenticity, diversity, and creative freedom. We represent the people. We champion originality. We collaborate, we uplift, and we inspire.

Join us as we share the beauty, brilliance, and boldness of WA with the world — one unforgettable issue at a time.

Velamour Magazine – Where Western Australia's Creativity Comes to Life.

## AUDIENCE

Velamour Magazine proudly celebrates the creative visions of Western Australia, while captivating readers across Australia and beyond.

Our audience is made up of passionate creatives, forward-thinking professionals, and culture lovers who crave authentic storytelling, bold visuals, and powerful representation.

From emerging talent to industry veterans, from independent designers to creative entrepreneurs, our readers seek connection, inspiration, and celebration of all things fashion, art, beauty, entertainment, and culture — uniquely shaped by the spirit of Western Australia.

Velamour speaks to those who value diversity, innovation, and individuality, and who believe in the power of creativity to move, unite, and elevate communities.

# VELAMOUR

## CALLS FOR SUBMISSIONS

Are you a professional photographer, writer, makeup artist, stylist, designer, event promoter, or business looking to showcase your work? Whether you're a model, creative, or business owner, Velamour Magazine wants YOU to be part of our next issue!

This is your chance to be featured in a publication that celebrates the vibrant world of fashion, beauty, art, editorial, and the dynamic creative culture of Western Australia and beyond.

We're currently accepting fashion, art and creative submissions for:

- Photography (Fashion, Beauty, Creative, Editorial)
- Event Promotions (Feature your upcoming events or launches)
- Business Promotions (Get your brand and business seen)
- Written Articles (Share your expertise, stories, or passion projects, must be related to the creative and fashion industry)
- Makeup Artists & Stylists (Showcase your looks and styling)
- Models & Designers (Join the creative community)

Whether you're an emerging talent or an established professional, Velamour Magazine is the place for you. Your work could be featured in our print edition or spotlighted on our website for maximum exposure.

# VELAMOUR

## CALLS FOR SUBMISSIONS

### HOW TO SUBMIT:

All submissions must be sent to: [admin@velamour.com.au](mailto:admin@velamour.com.au)

### **EDITORIAL SUBMISSION GUIDELINES:**

- Submit a minimum of 4 cohesive images from the same shoot (Our typical spread is 4–12 images).
- We prefer exclusives, but non-exclusive work may still be accepted — exclusives will be prioritised.
- If accepted, we'll require full team credits and Instagram handles before final deadline. (Post-publish changes incur a \$15 admin fee.)
- Submit high-resolution edited images sized to 8.5x11 inches at 300 dpi.

### **CLOTHING, BEAUTY & TEAM CREDITS:**

- Include a title for your editorial.
- List team members with agencies (e.g., Photographer: Jane Doe @ Agency X).
- Include clothing/beauty credits per image filename (e.g., IMG\_123: Dress by XYZ, Makeup by Brand A).
- We are not responsible for inaccurate credits; please double-check before submitting.

### **WRITTEN EDITORIAL SUBMISSIONS – GUIDELINES**

We welcome original editorial submissions for Velamour Magazine. To ensure your work meets our standards, please follow these guidelines:

- Title: Include a clear and descriptive title for your editorial.
- Format: Submit your editorial as a Word document or Google Doc.
- References and Credits: Include all relevant references and credits for any external sources, works, or individuals involved.
- Team Members: List the names and agencies of all team members involved in the creation of the editorial. For example:
  - Photographer: Jane Doe @ Agency X
  - Writer: John Smith @ Agency Y
  - Stylist: Emily Lee @ Agency Z

# VELAMOUR

## CALLS FOR SUBMISSIONS

### HOW TO SUBMIT:

- **Plagiarism:** Ensure that all work is original and not plagiarized. We do not accept any editorial that infringes upon copyright laws.
- **Genre:** Clearly state the genre of your submission (e.g., Fashion, Beauty, Lifestyle, Culture, etc.).
- **Warranties:** By submitting, you warrant that your work:
  - Is an original creation.
  - Does not infringe on any copyright.
  - Contains nothing obscene, indecent, or libellous.
  - You are the sole owner of the copyright for the work.
  -

Please double-check all credits for accuracy, as Velamour Magazine is not responsible for incorrect attributions.

### **EVENT PROMOTION SUBMISSIONS – GUIDELINES**

We're excited to showcase your events and past event highlights in Velamour Magazine! To ensure your submission is featured, please follow these guidelines:

- **Event Listing:**
  - Include the title of your event.
  - Provide the date(s), location, and time.
  - Include a short description of the event (100-150 words) explaining what makes it unique or noteworthy.
  - List ticket information (if applicable) and RSVP details.
  - Mention any key guests, performers, or sponsors involved.

# VELAMOUR

## CALLS FOR SUBMISSIONS

### HOW TO SUBMIT:

- **Images from Past Events:**

- Submit high-quality images from your event (minimum 300dpi).
- Include a short caption for each image describing the scene or key moment.
- Ensure credits for all photographers and image contributors are clearly listed (e.g., Photographer: Jane Doe @ Agency X).

- **Team Credits:**

- If applicable, provide team members who worked on the event (e.g., Event Planner: John Smith @ Agency Y, Makeup Artist: Emily Lee @ Agency Z).

- **Event Genre:** Clearly state the genre of the event (e.g., Fashion Show, Art Exhibit, Music Festival, Corporate Event, etc.).

- **Accuracy:** Ensure that all event details and image credits are accurate. Velamour Magazine is not responsible for inaccurate information or credits.

### **PURCHASE & TEAR SHEETS:**

- Issues are released via MagCloud. Print and digital copies will be available for purchase.
- Tear sheets are sent 7–21 days post-release.
- Priority JPEG tear sheets within 24 hours: \$10 AUD.

### **PAYMENT & CANCELLATION:**

- Submissions are free, but cover features fall under a paid plan (unless selected as a monthly winner by the editorial board).
- Once accepted, payments are non-refundable.
- Cancellation after release incurs a \$60 fee (covers reformatting the issue).

# VELAMOUR

## **SELECTION & APPROVAL TIMELINE:**

- Due to volume, expect up to 1 month for a response.
- Only successful applicants will be contacted.

By submitting, you grant Velamour Magazine the right to publish your content across print, website, and social platforms (Instagram, Facebook, Kavyar, etc.).

## **REASONS FOR REJECTION MAY INCLUDE:**

- Guidelines not followed.
- Low-quality or poorly edited images.
- Content does not fit current issue or aesthetic.
- Page count has been reached.
- Plagiarism

Velamour reserves the right to pull content at any stage if it no longer meets our standards. The editor's decision is final.

## **WE LOVE:**

- Bold, creative, high-fashion concepts
- Excellent editing & skin retouching
- Variety in poses, expressions, and composition
- High-end styling & pro makeup
- Sharp imagery for potential covers

## **WE AVOID:**

- Watermarked images
- Over-edited or AI-processed skin
- Repetitive posing or styling
- Poor lighting, noisy or blurry shots

## **WANT THE COVER?**

Covers are paid features, BUT each month we select 3 standout editorials for FREE cover features. Exclusives with originality and polish stand the best chance!

Interested in advertising in our magazine or on our website? Request our Media Kit at [admin@velamour.com.au](mailto:admin@velamour.com.au).

We can't wait to see what you've created. Let's spotlight the best of Western Australian talent — together.

Team Velamour

# VELAMOUR

## CONTACT

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