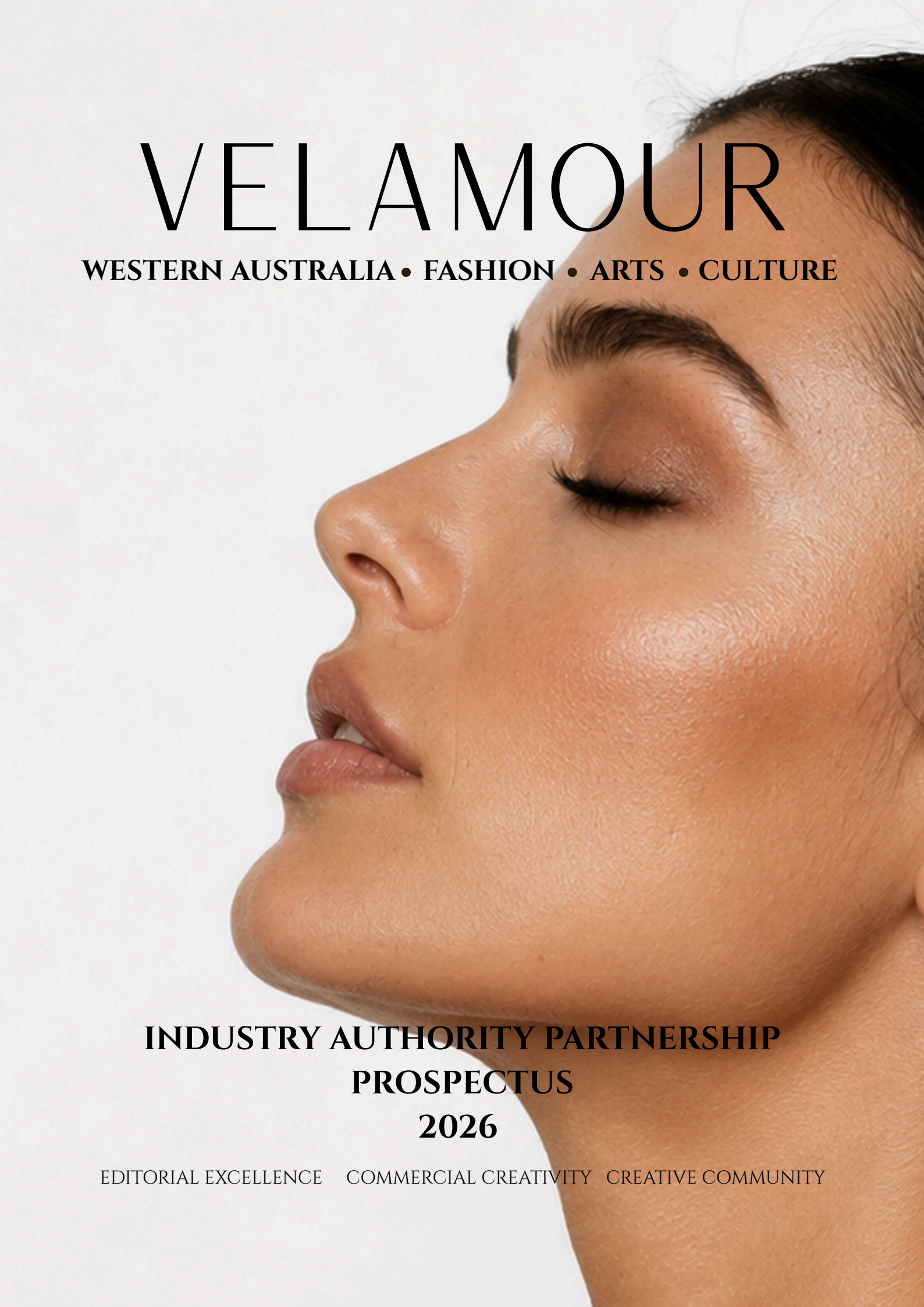


VELAMOUR

WESTERN AUSTRALIA • FASHION • ARTS • CULTURE

INDUSTRY AUTHORITY PARTNERSHIP PROSPECTUS 2026

EDITORIAL EXCELLENCE COMMERCIAL CREATIVITY CREATIVE COMMUNITY



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BRAND FOUNDATION

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VELAMOUR

FASHION, ARTS, CULTURE

VISION

Luxury Is Not Geography It Is Standard.

Velamour is founded on a structural redefinition of where cultural authority originates and how it is distributed. Creativity is not concentrated exclusively within global capitals. It exists wherever exceptional people produce meaningful work.

Western Australia represents one of the most compelling examples of this reality.

Despite producing internationally recognised fashion, design, photography, hospitality, architecture and cultural experiences, the State has historically lacked a dedicated editorial platform capable of documenting its creative output at scale. Velamour exists to correct that imbalance.

Our role is not simply to report on culture.

Our role is to create a permanent record of the people, businesses and institutions shaping contemporary Western Australia.

By operating at international editorial standards while maintaining a distinct Western Australian perspective, Velamour seeks to establish itself as both a regional authority and a globally relevant cultural publication.

Western Australia does not require external validation.
It requires consistent, high-calibre imagery.
Velamour exists to provide it.

> “Western Australia is not emerging. It is arriving.



MISSION

Three Pillars. One Purpose.



Velamour operates through three interconnected pillars that guide every editorial, commercial and community initiative.

01

Editorial Excellence

To produce journalism, photography, design and storytelling that meet international editorial standards.

Every article, feature and visual asset is developed with purpose, clarity and cultural relevance.

Quality is non-negotiable.

02

Commercial Creativity

To create meaningful commercial partnerships that respect editorial integrity while delivering measurable outcomes for brands.

Commercial participation is treated as collaboration, not interruption.

03

Creative Community

To actively support, connect and elevate Western Australia's creative industries through visibility, opportunity and collaboration.

Our success is measured not only by audience growth, but by industry impact.







WA ECONOMIC & CULTURAL OPPORTUNITY

Where Economic Strength Meets Cultural Influence

The most effective advertising environments exist where economic confidence and cultural relevance intersect.

Western Australia represents precisely that environment.

The State's economy remains among the strongest in Australia, supported by sustained investment, infrastructure development, population growth and entrepreneurial activity.

Alongside this economic strength, consumers are increasingly investing in experiences, wellness, travel, design, fashion, hospitality and premium services.

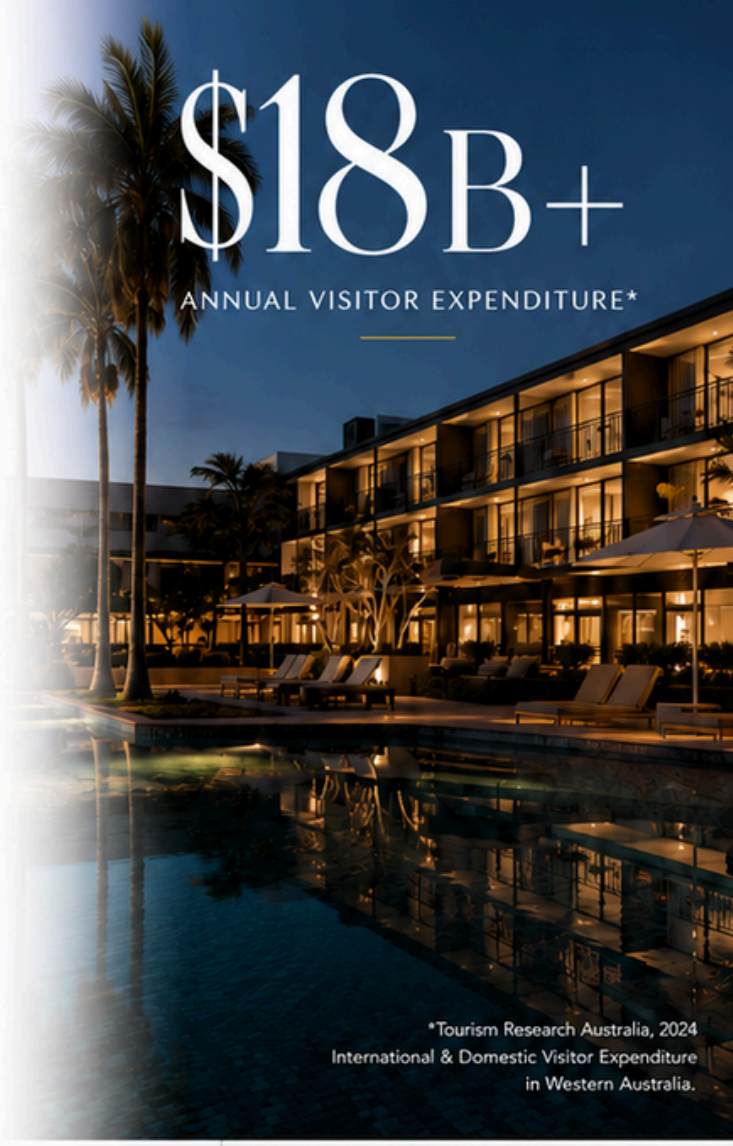
This creates an audience that is not merely spending.
It is curating its lifestyle.

For advertisers, the distinction is significant.

Lifestyle-driven purchasing behaviour is heavily influenced by trust, aspiration, identity and environment.

Brands that appear within high-quality editorial contexts benefit from enhanced credibility, stronger recall and greater emotional connection.

Velamour provides that environment.



$18B+

ANNUAL VISITOR EXPENDITURE*

*Tourism Research Australia, 2024
International & Domestic Visitor Expenditure in Western Australia.

COMMERCIAL OPPORTUNITY GRID

LUXURY & LIFESTYLE

- Fashion
- Beauty
- Jewellery
- Watches
- Automotive
- Interior Design

HOSPITALITY & TOURISM

- Hotels
- Resorts
- Restaurants
- Wineries
- Tourism Operators
- Destination Marketing

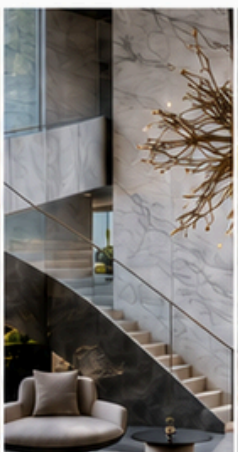
PROFESSIONAL SERVICES

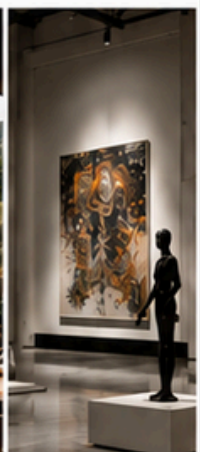
- Property
- Finance
- Legal
- Education
- Healthcare

CREATIVE ECONOMY

- Design
- Architecture
- Film
- Photography
- Arts Organisations







ADVERTISER INSIGHT

Why This Matters

Research consistently demonstrates that premium editorial environments outperform low-quality digital placements in:

- **Brand recall**
- **Consumer trust**
- **Purchase intent**
- **Audience engagement**
- **Long-term brand perception**

Velamour's objective is not simply to deliver impressions.

Our objective is to deliver context.

> "Consumers remember the environment in which they encounter a brand."

DEMOGRAPHICS

Who We Reach

Velamour's audience reflects a sophisticated cross-section of Western Australia's professional, creative and entrepreneurial communities.

While diverse in age and occupation, they share common values centred around quality, growth, personal development and cultural participation.



> The majority of our audience sits within Australia's highest-spending consumer categories.

DEMOGRAPHIC PROFILE

AGE

AGE GROUP	PERCENTAGE
25–34	18%
35–44	28%
45–54	27%
55–64	17%
65+	10%



GENDER

GENDER	PERCENTAGE
Female	68%
Male	30%
Other	2%



EDUCATION

QUALIFICATION	PERCENTAGE
University Degree	58%
Diploma / Advanced Diploma	21%
Professional Qualifications	14%
Other	7%



HOUSEHOLD INCOME

INCOME RANGE	PERCENTAGE
$100,000–$150,000	24%
$150,000–$250,000	31%
$250,000+	18%
Other	27%



OCCUPATIONS

- Business Owners
- Directors
- Entrepreneurs
- Executives
- Healthcare Professionals
- Legal Professionals
- Property Professionals
- Creative Professionals
- Educators
- Government Leaders

PRIMARY AUDIENCE

The Audiences We Serve Most Directly

Velamour's editorial focus naturally attracts audiences operating within industries closely connected to lifestyle, culture, creativity and premium experiences.

These sectors represent both our readership and many of our commercial partners.



"Velamour sits at the intersection of lifestyle, commerce and culture."

THE READER JOURNEY

From Discovery To Advocacy

Modern audience relationships are built over time.
Consumers rarely engage with a brand after a single interaction. Instead, they move through a series of touchpoints that progressively increase familiarity, trust and engagement.

Velamour has been intentionally designed to support every stage of this journey.

The audience journey begins with discovery and continues through engagement, participation and ultimately advocacy.

Understanding this progression allows brands to align their marketing investment with how people actually consume information and make purchasing decisions.

Velamour's ecosystem provides opportunities for participation at every stage of that process.

READER JOURNEY FRAMEWORK

01 DISCOVERY

WHERE IT HAPPENS
- Instagram
- TikTok
- Google Search
- Shared Articles
- Word of Mouth
- Media Coverage

AUDIENCE MINDSET
"I've just discovered this."

COMMERCIAL OPPORTUNITY
- Sponsored Posts
- Reels
- Digital Advertising
- Video Content

02 ENGAGEMENT

WHERE IT HAPPENS
- Website
- Editorial Features
- Social Channels
- Video Content
- Newsletter Signup

AUDIENCE MINDSET
"This is interesting."

COMMERCIAL OPPORTUNITY
- Sponsored Editorials
- Website Advertising
- Social Campaigns
- Feature Content

03 SUBSCRIPTION

WHERE IT HAPPENS
- Newsletter
- Magazine
- Events
- Regular Website Visits

AUDIENCE MINDSET
"I want more."

COMMERCIAL OPPORTUNITY
- Newsletter Sponsorship
- Magazine Advertising
- Editorial Partnerships
- Premium Content

04 PARTNERSHIP

WHERE IT HAPPENS
- Events
- Collaborations
- Campaign Participation
- Community Initiatives

AUDIENCE MINDSET
"I want to be involved."

COMMERCIAL OPPORTUNITY
- Sponsorship
- Activations
- Industry Partnerships
- Brand Collaborations

05 ADVOCACY

WHERE IT HAPPENS
- Social Sharing
- Recommendations
- Referrals
- Industry Recognition
- Repeat Engagement

AUDIENCE MINDSET
"I trust this and recommend it."

COMMERCIAL OPPORTUNITY
- Long-Term Partnerships
- Ambassador Relationships
- Community Programmes
- Strategic Alliances



A MOMENT OF DISCOVERY.



ENGAGING WITH CONTENT THAT INSPIRES.



DEEPER CONNECTION THROUGH SUBSCRIPTION.



PARTICIPATION CREATES STRONGER RELATIONSHIPS.



ADVOCACY BUILDS LONG-TERM VALUE.

THE VELAMOUR ADVANTAGE

Most media platforms operate at a single stage of the audience journey.

Velamour participates across all stages.

This enables advertisers to build awareness, engagement and trust through a connected ecosystem rather than isolated campaigns.

The result is stronger brand relationships and greater long-term value.

> *Trust is not built through exposure. It is built through repeated, meaningful interaction.*

EDITORIAL POSITIONING

Documenting The People, Ideas & Industries Shaping Western Australia

VELAMOUR EXISTS TO CREATE A PERMANENT RECORD OF CONTEMPORARY WESTERN AUSTRALIAN CULTURE THROUGH THOUGHTFUL JOURNALISM, VISUAL STORYTELLING AND INDUSTRY ANALYSIS.

Every publication makes decisions about what deserves attention. Those decisions ultimately define its influence.

Velamour focuses on documenting the people, businesses, institutions and movements contributing to Western Australia's cultural identity and creative economy.

Our editorial approach prioritises depth over speed, context over commentary and substance over sensationalism.

We are not a breaking news publication.

We are not an influencer platform.

We are not a celebrity gossip publication.

Instead, Velamour operates at the intersection of culture, creativity, commerce and community.

We seek to document the individuals and organisations creating meaningful impact while providing readers with a deeper understanding of the forces shaping contemporary Western Australian life.

By combining editorial integrity with exceptional visual standards, Velamour creates an asset where audiences can trust what they read and advertisers benefit from that trust.



WHAT WE ARE

A CULTURAL PUBLICATION
Examining the people and ideas shaping contemporary culture.

A FASHION PUBLICATION
Documenting fashion as both creative expression and economic activity.

A CREATIVE INDUSTRIES PUBLICATION
Highlighting the businesses, institutions and individuals driving innovation.

A TOURISM & LIFESTYLE PUBLICATION
Exploring destinations, experiences and place-making.

A BUSINESS PUBLICATION
Investigating entrepreneurship, leadership and industry development.

WHAT WE ARE NOT

- Clickbait
- Influencer-driven media
- Celebrity gossip
- Tabloid journalism
- Algorithm-led publishing
- Sensationalism



EDITORIAL PRINCIPLES

ACCURACY
Facts before opinions.

INDEPENDENCE
Editorial decisions remain independent.

QUALITY
Exceptional writing, photography and design.

REPRESENTATION
Reflecting the diversity of Western Australia.

LEGACY
Creating a permanent cultural archive.

> *"Our objective is not simply to publish content. It is to document a generation."*

EDITORIAL PILLARS

The Categories Defining Contemporary Western Australia

Velamour's editorial framework has been designed to provide comprehensive coverage of the industries, communities and cultural movements shaping Western Australia's future.

Each pillar contributes to a broader understanding of place, identity, creativity and economic growth.

> *Culture does not exist in categories. Editorial pillars allow us to understand how industries connect.*

PILLAR 01

FASHION



Coverage Includes:

Designers
Independent labels
Retail
Fashion business
Textile innovation
Sustainability
Fashion education
Luxury fashion

Commercial Alignment:

Fashion brands, retail, beauty, events.

PILLAR 02

BEAUTY



Coverage Includes:

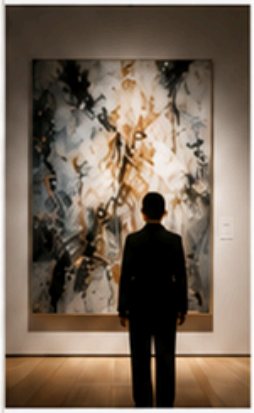
Skincare
Hair
Cosmetics
Wellness beauty
Healthy ageing
Cosmetic science
Aesthetic medicine

Commercial Alignment:

Clinics, salons, beauty brands, wellness.

PILLAR 03

ARTS



Coverage Includes:

Exhibitions
Galleries
Museums
Public art
Artists
Cultural institutions

Commercial Alignment:

Arts organisations, philanthropy, tourism.

PILLAR 04

BUSINESS



Coverage Includes:

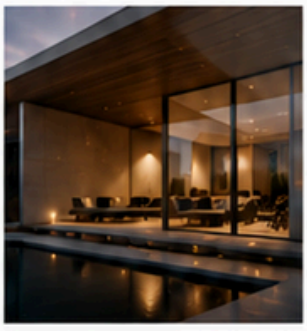
Entrepreneurship
Leadership
Innovation
Startups
Creative business
Industry profiles

Commercial Alignment:

Professional services, education, consulting.

PILLAR 05

ARCHITECTURE & DESIGN



Coverage Includes:

Residential design
Commercial architecture
Interior design
Urban development
Landscape architecture

Commercial Alignment:

Property, architecture, design firms.

PILLAR 06

TRAVEL & TOURISM



Coverage Includes:

Regional destinations
Luxury escapes
Cultural tourism
Weekend travel
Destination guides

Commercial Alignment:

Tourism operators, hotels, airlines.

PILLAR 07

PROPERTY



Coverage Includes:

Luxury homes
Development
Lifestyle property
Investment
Design-led living

Commercial Alignment:

Developers, agents, property services.

PILLAR 08

CREATIVE ECONOMY



Coverage Includes:

Freelance work
Creative careers
Industry development
Funding
Policy

Commercial Alignment:

Government, universities, industry bodies.

PILLAR 09

FIRST NATIONS



Coverage Includes:

Indigenous fashion
Indigenous art
Indigenous tourism
Cultural leadership
Indigenous business

Commercial Alignment:

Government, cultural institutions, tourism.

PILLAR 10

FOOD & WINE



Coverage Includes:

Restaurants
Cafés
Bars
Wineries
Producers
Culinary tourism

Commercial Alignment:

Hospitality, tourism, events.

PILLAR 11

FILM & MUSIC



Coverage Includes:

Film production
Independent cinema
Theatre
Festivals
Musicians
Creative exports

Commercial Alignment:

Entertainment, government, tourism.

PILLAR 12

WELLNESS & SPORT



Coverage Includes:

Running culture
Surf culture
Cycling
Recovery
Fitness
Performance psychology

Commercial Alignment:

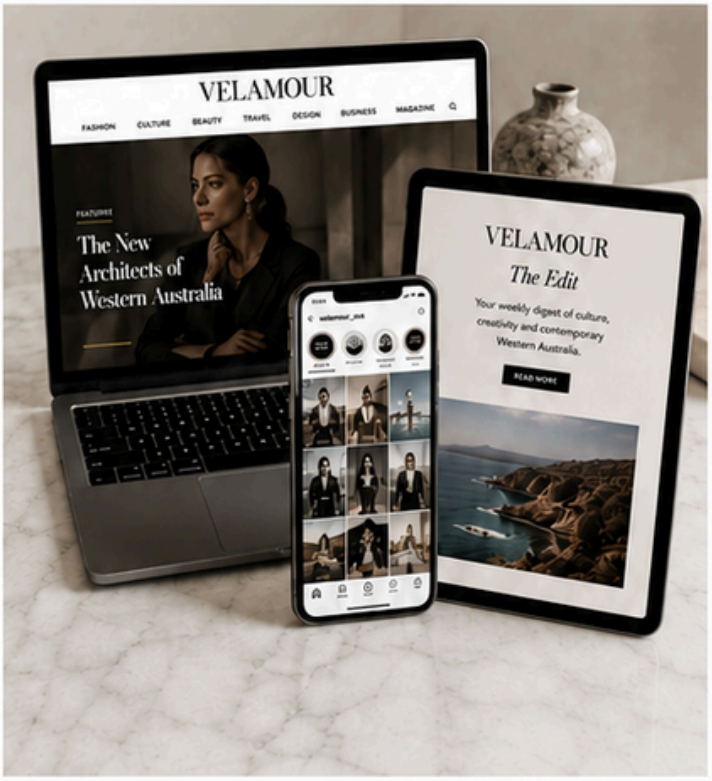
Health, wellness, fitness brands.

DIGITAL REACH

Connecting Audiences Across Every Platform

Velamour's digital ecosystem has been designed to support audience discovery, engagement, retention and advocacy through a combination of owned and social media channels.

Each platform serves a distinct strategic purpose while contributing to a unified audience experience.



Digital publishing is no longer defined by a single channel. Today's audiences move fluidly between websites, social platforms, newsletters, podcasts and video content.

Velamour's digital strategy recognises this behaviour and is structured to meet audiences where they already spend their time.

For advertisers and partners, this creates opportunities to engage readers through multiple touchpoints rather than isolated placements.

The result is greater reach, stronger frequency and more meaningful brand engagement.

WEBSITE
Editorial Authority & Search Visibility



Purpose
The website serves as Velamour's primary publishing platform and long-term content archive.

Content Types
- News
- Features
- Profiles
- Reviews
- Industry analysis
- Destination guides
- Sponsored content

Commercial Opportunities
- Homepage banners
- Category sponsorships
- Sponsored articles
- Brand integrations

NEWSLETTER
Direct Audience Access



Purpose
The newsletter creates a direct relationship with readers independent of social algorithms.

Content Types
- Editorial highlights
- Event announcements
- Partner content
- Industry updates

Commercial Opportunities
- Naming sponsorship
- Hero placements
- Sponsored features

SOCIAL MEDIA
Discovery & Engagement



Instagram
- Visual storytelling
- Editorial imagery
- Reels
- Stories

TikTok
- Audience growth
- Video-first content
- Behind-the-scenes
- Culture coverage

Facebook
- Community engagement
- Event promotion
- Regional reach

LinkedIn
- Professional audience
- Industry commentary
- Thought leadership
- Business visibility

Commercial Opportunities
- Sponsored posts
- Reels
- Stories
- Campaigns
- Thought leadership features

PODCAST
Authority Through Conversation



Purpose
Long-form discussions exploring culture, business, creativity and leadership.

Content Types
- Founder interviews
- Industry leaders
- Creative conversations
- Tourism discussions

Commercial Opportunities
- Episode sponsor
- Series sponsor
- Presenting sponsor

VIDEO
Premium Storytelling



Purpose
Video creates deeper emotional engagement through documentary-style storytelling.

Content Types
- Brand documentaries
- Destination features
- Event coverage
- Interviews
- Behind-the-scenes content

Commercial Opportunities
- Video sponsorship
- Branded content
- Feature series sponsorship

CURRENT AUDIENCE METRICS
Transparency & Growth



Velamour believes audience reporting should be accurate, transparent and verifiable.

Current audience statistics are provided upon request and updated regularly as the publication continues to expand.

We prioritise audience quality, engagement and relevance over inflated vanity metrics.

STRATEGIC MESSAGE

Why Multi-Channel Reach Matters

Research consistently demonstrates that audiences are more likely to remember, trust and engage with brands they encounter across multiple channels.

Velamour's integrated digital ecosystem allows advertisers to build frequency, familiarity and credibility through repeated exposure in trusted environments.



> *"The most valuable audience relationships are built through repetition, relevance and trust."*



EDITORIAL CONTRIBUTION PARTNERSHIP

Become Part of Western Australia's Cultural Record

The most valuable expertise often exists within businesses, creators and industry leaders whose work shapes Western Australia every day.

Velamour's Editorial Contribution Partnership provides selected organisations with an opportunity to contribute meaningful editorial content while gaining long-term visibility across the Velamour publishing ecosystem.

Rather than purchasing traditional advertising, participating partners contribute knowledge, insight and expertise that benefits our readership.

In return, Velamour provides premium promotional opportunities across print, digital and newsletter platforms.

> *"The strongest authority is earned by consistently contributing valuable knowledge—not simply by being seen."*



IDEAL FOR

- Professional Services
- Architects
- Interior Designers
- Property Developers
- Fashion Labels
- Beauty Clinics
- Tourism Operators
- Luxury Hospitality
- Artists
- Designers
- Universities
- Industry Associations
- Business Leaders

EDITORIAL CONTRIBUTIONS MAY INCLUDE

Partners may contribute material including:

- Educational articles
- Industry insights
- Thought leadership
- Business case studies
- Product launches
- Service features
- Seasonal collections
- Destination guides
- Interviews
- Behind-the-scenes production
- Creative process
- Innovation stories

All content is reviewed and edited by the Velamour editorial team to ensure it meets publication standards.











PARTNERSHIP BENEFITS

Build Authority Across Every Platform

Your expertise deserves more than a single advertisement.

As an Industry Authority Partner, your business gains ongoing visibility through an integrated publishing strategy that positions your organisation as a recognised leader within your industry.

INCLUDED BENEFITS

PRINT

- Full-page premium advertisement in Velamour Magazine
- Editorial contribution opportunities
- Product and service placement throughout editorial features (where appropriate)
- Consideration for future editorial coverage

WEBSITE

- Dedicated business profile
- Published editorial articles
- Search engine indexed content (SEO)
- Permanent online archive
- Direct website backlinks

DIGITAL

- Feature across Velamour social media
- Newsletter feature to subscribers
- Editorial promotion
- Product showcases
- Launch announcements
- Industry updates

BRAND AUTHORITY

By consistently contributing valuable knowledge, your business becomes recognised as more than a supplier. You become a trusted industry voice.

This long-form editorial presence builds:

- Credibility
- Consumer trust
- Brand recognition
- Search visibility
- Professional reputation
- Industry influence
- Long-term discoverability

Unlike traditional advertising, editorial content continues to deliver value long after publication through online search, social sharing and permanent digital archiving.

PARTNERSHIP RIGHTS

To maximise the reach of every contribution, Industry Authority Partners grant Velamour a non-exclusive licence to publish submitted material across the Velamour publishing ecosystem.

This includes:

- Velamour Magazine
- Website
- Digital Magazine
- Newsletter
- Social Media
- Promotional Campaigns
- Future Archive Collections
- Event Displays
- Marketing Material

Copyright remains with the contributor unless otherwise agreed.

RIGHTS & USAGE AGREEMENT

In exchange for participation, contributors grant Velamour:

- Non-exclusive worldwide publishing rights
- Print publication rights
- Digital publication rights
- Website publication rights
- Newsletter publication rights
- Social media publication rights
- Promotional rights for Velamour marketing
- Archive rights
- Rights to edit content for style, formatting and publication standards

Copyright remains with the contributor unless otherwise agreed.

The contributor warrants they own, or have permission to licence, all submitted material including photographs, video, graphics and written content.

More Than Advertising,
Become Part of Western Australia's Cultural Record.



EDITORIAL STANDARDS

Submission does not guarantee publication.

All material must:

- Meet Velamour editorial standards
- Be accurate
- Be factual
- Be professionally written
- Be free from excessive promotional language

Velamour reserves the right to edit, shorten, postpone or decline any submission.

ANNUAL PARTNERSHIP INCLUDES

DELIVERABLE	INCLUDED
Full-page magazine advertisement	✓
Website business profile	✓
Newsletter feature	✓
Editorial article consideration	✓
Social media promotion	✓
Long-term digital archive	✓
SEO publication	✓

A SHARED INVESTMENT IN INDUSTRY LEADERSHIP

The Velamour Industry Authority Partnership is available to a limited number of organisations each publication year to ensure every partner receives meaningful editorial attention and ongoing promotional support.

Applications are reviewed individually to ensure alignment with the quality, values and audience of Velamour.

APPLICATIONS ARE LIMITED.

Contact the Editorial Partnerships Team to discuss becoming an Industry Authority Partner.

Print Advertising Specifications

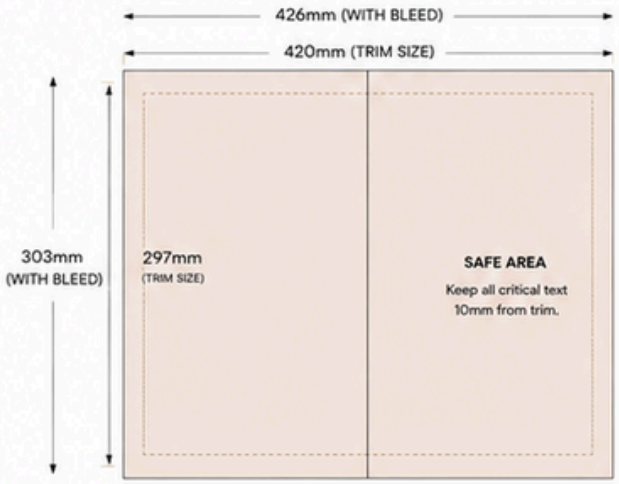
To ensure the highest possible reproduction quality, all advertising artwork must be supplied according to the following specifications.

Velamour is committed to maintaining premium production standards across every issue.

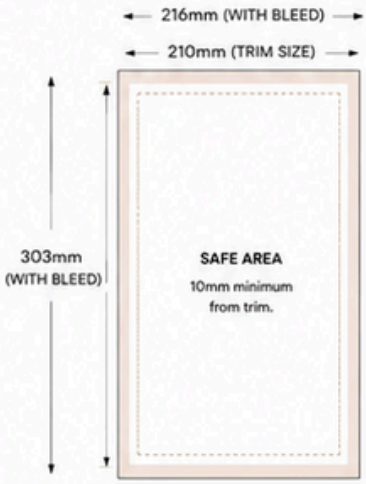


ADVERTISEMENT DIMENSIONS

DOUBLE PAGE SPREAD



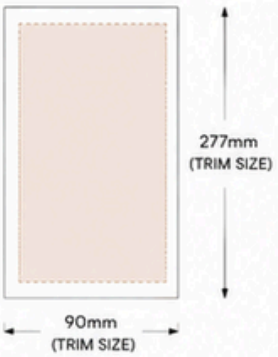
FULL PAGE



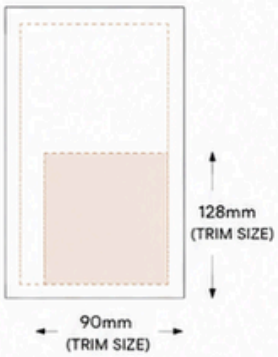
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



QUARTER PAGE



ADVERTISING DEADLINES

All Artwork
Due four weeks before publication.

Late artwork may incur additional production fees.

> *Exceptional production begins with exceptional files.*

MAGAZINE FORMAT

Publication Size
A4 Portrait
210mm × 297mm

PRINT REQUIREMENTS

Resolution
300 DPI Minimum

Colour Profile
CMYK

File Format
PDF/X-1a Preferred

Fonts
Embedded

Images
High Resolution
300 DPI Minimum

Bleed
5mm All Sides

ARTWORK REQUIREMENTS

ACCEPTED FILE TYPES

PDF/X-1a
Press-ready PDF

TIFF
TIFF

EPS
EPS

NOT ACCEPTED

- × Microsoft Word
- × PowerPoint
- × Canva Export (without print settings)
- × Low-resolution images

COLOUR MANAGEMENT

For best reproduction:

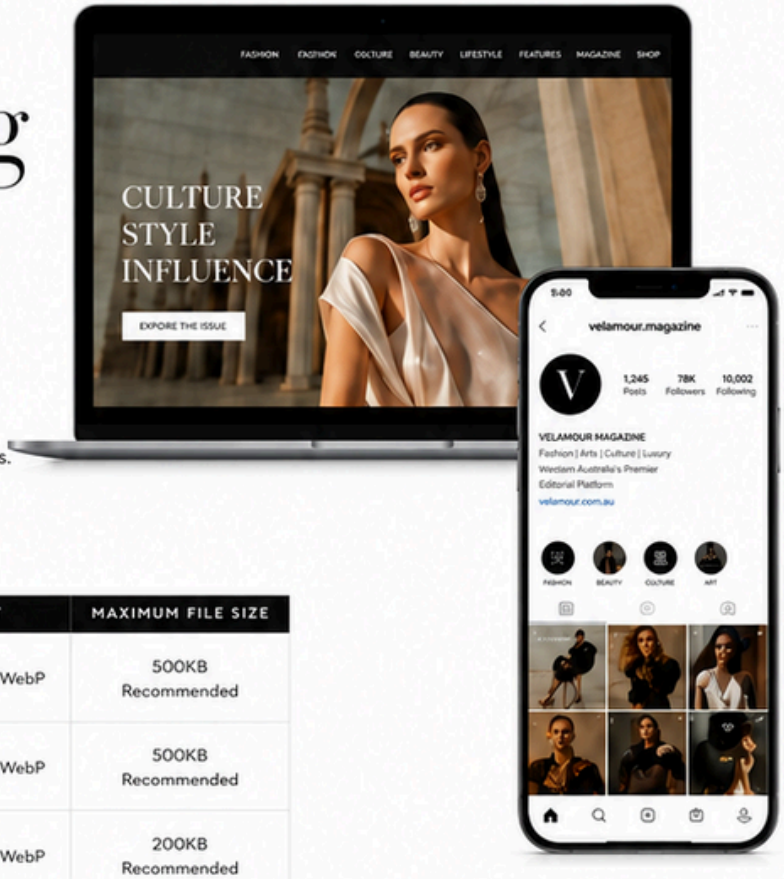
- Convert images to CMYK
- Avoid RGB artwork
- Embed ICC profiles where applicable
- Use high-quality source imagery

NEED CREATIVE ASSISTANCE?

Velamour's production team can develop advertising creative, editorial campaigns and photography specifically designed for publication.

Creative production services available upon request.

Digital Advertising Specifications



Velamour's digital ecosystem includes website advertising, social media, newsletter sponsorships, video content and podcast integrations.

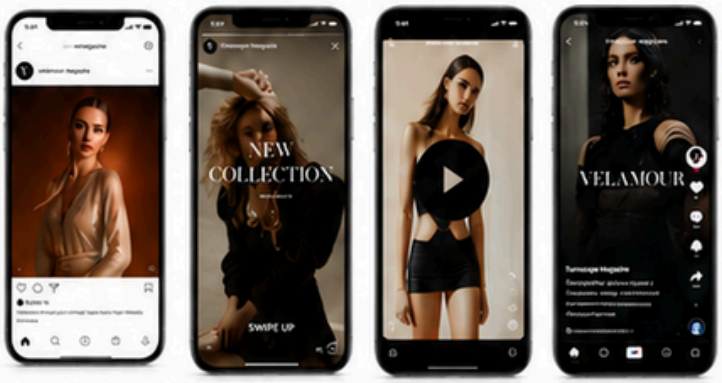
The following specifications ensure consistency across all digital environments.

WEBSITE ADVERTISING

PLACEMENT	DIMENSIONS	FORMAT	MAXIMUM FILE SIZE
Homepage Hero Banner	1920 × 800 px	JPG / PNG / WebP	500KB Recommended
Homepage Secondary Banner	1600 × 600 px	JPG / PNG / WebP	500KB Recommended
Sidebar Banner	300 × 600 px	JPG / PNG / WebP	200KB Recommended
Category Banner	1200 × 400 px	JPG / PNG / WebP	400KB Recommended

SOCIAL MEDIA SPECIFICATIONS

PLATFORM	DIMENSIONS	FORMAT	NOTES
Instagram Feed	1080 × 1350 px	JPG / PNG	Portrait preferred
Instagram Story	1080 × 1920 px	JPG / PNG	—
Instagram Reel	1080 × 1920 px	MP4	—
TikTok	1080 × 1920 px	MP4	—
Facebook Post	1080 × 1080 px	JPG / PNG	—
LinkedIn Post	1200 × 1200 px	JPG / PNG	Preferred



VIDEO SPECIFICATIONS

Formats
MP4 / MOV

Resolution
1080p Minimum
4K Preferred

Aspect Ratios
16:9 | 9:16 | 1:1

Audio
48kHz
WAV preferred

PODCAST SPECIFICATIONS

Audio Files
WAV / MP3

Quality
44.1kHz minimum
48kHz preferred

SUBMISSION DEADLINES

Digital Advertising
Minimum 10 business days before campaign launch.

Video Content
Minimum 15 business days before launch.

Podcast Sponsorship
Minimum 14 business days before publication.

PRODUCTION SUPPORT AVAILABLE

Clients without campaign-ready assets can engage Velamour Production House to create photography, video, design and promotional content.

> "Consistency across platforms strengthens brand recognition."

PREMIUM PLACEMENTS

MULTI-PLATFORM VISIBILITY

STRATEGIC AUDIENCE REACH

MEASURABLE RESULTS



CONTACT

Let's Create Something Meaningful

WHETHER YOU ARE SEEKING VISIBILITY, STORYTELLING, AUDIENCE ENGAGEMENT OR LONG-TERM PARTNERSHIP OPPORTUNITIES, VELAMOUR WELCOMES CONVERSATIONS WITH ORGANISATIONS COMMITTED TO QUALITY, CREATIVITY AND CULTURAL CONTRIBUTION.

Every partnership begins with a conversation.
We work closely with brands, businesses, institutions and organisations to develop campaigns that align with both commercial objectives and editorial integrity.

From single placements through to integrated partnerships, our focus remains the same:
Creating meaningful connections between audiences and organisations through trusted storytelling.

COMMERCIAL PARTNERSHIPS

ADVERTISING
- Print
- Digital
- Newsletter
- Social Media

EDITORIAL PARTNERSHIPS
- Founder Features
- Brand Stories
- Industry Reports
- Sponsored Content

SPONSORSHIP
- Events
- Video
- Podcast
- Annual Partnerships

CREATIVE PRODUCTION
- Photography
- Video
- Campaign Development
- Creative Direction

CONTACT DETAILS

VELAMOUR MAGAZINE

WEBSITE
www.velamour.com.au

EMAIL
admin@velamour.com.au

COMMERCIAL PARTNERSHIPS
partnerships@velamour.com.au

INSTAGRAM

LINKEDIN

CONNECT WITH US

SCAN TO ACCESS
- Media Kit Download Page
- Partnership Enquiry Form
- Advertising Information

Fashion. Art. Culture. With Purpose.

Velamour exists to document, celebrate and elevate the people, places and ideas shaping contemporary Western Australia.

We invite organisations who share that vision to join us.

"The brands that shape culture are the ones willing to participate in it."