

ALLEGRA MAGAZINE

A New Era in Authentic Living

WHO WE ARE

Allegra is more than a magazine. It's a movement toward intentional living — rooted in gratitude, grounded in beauty, and alive to the small joys that make life worth savoring.

In a world of constant noise, *Allegra* offers space to breathe. We invite readers to slow down, seek inspiration, and rediscover what truly matters — whether through travel, wellness, personal style, culture, or community.

With thoughtfully curated stories, luminous photography, and timeless design, *Allegra* speaks to the reader who values quality over quantity, depth over speed, and soul over surface.

OUR MISSION

To inspire a quieter, more beautiful way of being — where elegance is mindful, joy is deliberate, and authenticity is the new aspiration.

OUR READERS

- Curious, creative, and deeply intentional
 - Women 70%; men 30%. Adults 35-65
 - Strong interest in **travel, wellness, personal growth, home decor, philanthropy, and slow living**
 - College-educated professionals, entrepreneurs, and creatives
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EDITORIAL PILLARS

1. Travel & Place

Hidden gems, soulful getaways, and destination guides grounded in culture, community, and presence.

2. Style & Design

Profiles of thoughtful designers, fashion with intention, timeless interiors, and craftsmanship that tells a story.

3. Wellness & Spirit

Rituals, reflections, holistic practices, and real-life journeys toward healing and vitality.

4. People & Profiles

Visionaries, artists, and changemakers who live with purpose and shape the world around them.

EDITORIAL PILLARS (cont'd)

5. Food & Gathering

Connecting over the table whether it be at home enjoying the latest wines or at a new restaurant. Top chef interviews sharing their latest cooking tips.

6. The Allegra Life

Columns, essays, and personal reflections — the heartbeat of our mission.

OUR PLATFORMS

DIGITAL EDITION

A seamless flipbook experience available on desktop and mobile, enhanced with interactive links, video, and audio.

WEBSITE

Updated weekly with original stories, seasonal guides, contributor essays, and curated content.

SOCIAL MEDIA

Facebook: @allegramagazine

Instagram: @yourallegramag

ADVERTISING & PARTNERSHIPS

We partner with brands and individuals who align with our values: intentionality, elegance, purpose, and timelessness.

Digital Packages Include:

- Full-page and half-page ads in Flipside. Display ads on Website
- Destination & lifestyle advertorials

Custom Opportunities:

- Branded travel itineraries
- Retreat and event collaborations
- Gift guides, seasonal campaigns, and book club tie-ins

ISSUE THEMES

2025

- Volume 2/Fall 2025: The Art of Escape
- Volume 3/Winter 2025: Grace & Gratitude

2026

- Volume 4/Spring 2026: Beginnings & Beauty
 - Volume 5/Summer 2026: Sunlight & Spirit
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CONTACT US

Advertising Inquiries/Partnership Opportunities/General Inquiries

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LET'S CREATE SOMETHING MEANINGFUL

At *Allegra*, we believe the best stories linger. The best partnerships uplift. And the best brands speak not just to trends — but to truth. Let's build something beautiful... together.