

Klein's

JOURNAL





**Style.
Character.
Insights.
Culture.**





HOME OF INDEPENDENT BRANDS & STYLE

Klein's Journal is a men's lifestyle destination championing independent brands and style. Our editorial focuses on fashion, travel, storytelling, art, culture, business, and more. It's a place where one can stay connected beyond borders by the things that inspire us. The stories, people, brands, and experiences we feature are curated with the belief that all men have a story to tell.

OUR STORY

Founded in 2021, we had the desire to bring together a community of distinctive readers. Feeling the need to shed the boys club mentality of traditional men's lifestyle publications, our philosophy is based on good character, good taste, and exclusivity. We prefer to be small and niche rather than big and bland.

WEBSITE STATISTICS

4.5K

monthly unique
visitors

6K

monthly
page views

550

email
subscribers



Ad Partner

KLEIN'S JOURNAL
MEDIA KIT
2022

1.3M MONTHLY
VIEWERS

800K TOTAL
AUDIENCE

12K ENGAGED
AUDIENCE

13.5K OUTBOUND
CLICKS

TOP BOARDS

FASHION
TRAVEL

FOOD + DRINK
MOTORS

**FEATURED
ARTICLE**

**OPTIMIZED
PINTEREST
CAMPAIGN**

**DEDICATED
EMAIL**

SOCIAL MEDIA

**WEBSITE AD
BANNER**

PLUS

**COMPLIMENTARY
COPYWRITING &
GRAPHIC DESIGN**

ADVERTISING THAT WORKS



Recent Case Study

KLEIN'S JOURNAL
MEDIA KIT
2022

330.09k
Impressions

296
Saves

2.09k
Outbound clicks



INSIDE MEXICO CITY'S IGNACIA GUESTHOUSE

For Ignacia Guesthouse in Mexico City, we wrote a detailed featured article which yielded over 300k impressions over a 2-week period. The client received complimentary graphic design and copywriting services for the campaign.

IGNACIA GUESTHOUSE



Recent Case Study

KLEIN'S JOURNAL
MEDIA KIT
2022

Inside Mexico City's Ignacia Guesthouse

Built in 1913, the award-winning bed-and-breakfast takes inspiration from its family housekeeper.

BY EVAN KLEIN
JUNE 22, 2021

243 SHARES    



Photography courtesy of Ignacia Guesthouse

In Roma Norte, there's a special place on Jalapa among colonial treasures. Once home to a local Mexican family, Ignacia Guesthouse is a century-old conversion offering a peaceful oasis in one of Mexico City's most bustling districts. At first glance, it may seem like a hotspot for the traveling elite, but with a closer look you'll discover that the heart of Ignacia Guesthouse is much more ingenious, and even more personal.

IGNACIA GUESTHOUSE



Other Recent Campaigns

KLEIN'S JOURNAL
MEDIA KIT
2022

Top Pins



Impressions
330.09k

Outbound clicks
2.09k

Saves
296



Impressions
296.07k

Outbound clicks
484

Saves
58



Impressions
139.97k

Outbound clicks
94

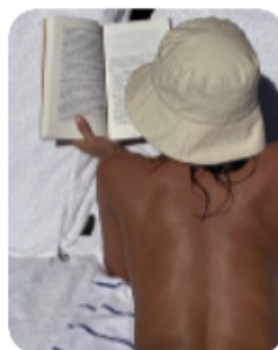
Saves
36



Impressions
92.66k

Outbound clicks
134

Saves
3



A FEW FROM LAST MONTH

**Let's work
together.**



**For rates and
packages,
please contact
us.**

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