

KATE STRASSMAN

AD UNITS, MICROSITES, BRAND GRAPHIC WORK

<http://www.k8isgr8.com>

NYLON + PUMA
we looking for the next...



**style
all-star**

show us your signature street style - win a trip to new york city to style a PUMA photoshoot for NYLON!

Grand Prize winner will receive:

- Exclusive trip to New York City with round trip airfare and hotel accommodations
- VIP pass to the NYLON all-star
- Chance to participate personally to style a PUMA + NYLON photoshoot
- Selection of our favorite PUMA products

Submit a photo of you making your favorite street style look and be entered to win a VIP trip to New York City to style an exclusive PUMA photoshoot that will run in the pages of NYLON magazine!

To enter, @NYLON + PUMA and send it over with your complete name, date of birth, mailing address, phone number and a picture to: styleallstar@nylon.com with the subject line "The Next Style All-Star!"

Contest ends 10/31/11. Winner must be 18 or older at time of entry. Void where prohibited. © 2011 PUMA. All rights reserved. We reserve the right to change the rules at any time without notice.

[click here for \[www.puma.com\]\(http://www.puma.com\)](#)

check out [Fashion Success!](#)



NYLON + PUMA campaign

created 728x90 and 300x250 ad units
 built microsite
 sent out e-Blast to subscribers
 maintained and ran the all-star contest. in-charge of approving the photos users uploaded.

NYLON + PUMA

**style
all-star**

rock your signature street look → style a PUMA photoshoot for NYLON!



[click here for \[www.puma.com\]\(http://www.puma.com\)](#)

style a PUMA photoshoot for NYLON in NYC!



[click for details](#)



music tour
2012

Neon Trees, NYLON,
and Starbucks are
rockin' America this
summer, one city at
a time.



NYLON + Starbucks Summer Music Tour

Built Microsite

Created 728x90, 300x250, 300x600 ad units

Wrote copy for blog post



photos

check out photos of the bands and see how the tour



behind the tour

check to see what the Neon Trees and the band's tour



get tickets

the tickets for the NYLON Music Tour



meet the band

Meet the band and see how they



nylon tv

the band's tour and see how they





NYLON + Project newsletter

designed a newsletter from the information our market editor gave me from Las Vegas Project to send out to our readers.



NYLON x CALVIN KLIEN
SITE WIDE TAKEOVER MOCK UP
POWERPOINT

Homepage takeover – Expanded 728x90 Leaderboard

ck OF THE CALVIN_KLEIN_

GET IN THE CKONE BOX >>RECORD AND UPLOAD YOUR VIDEO AT CKONE.COM #CKONE7

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NYLON™

(search) and destroy...

FASHION BEAUTY RADAR PHOTOS BLOG THE MAGAZINE NYLON MALL NYLON GUYS NYLON TV

Andy Warhol andy warhol x incase 2

DRESS YOUR GADGETS UP IN POP ART OUTFITS!

first look: andy warhol x incase 2

NYLON best dressed

music
FREE MUSIC: CONVERSE
Soulja Boy, Andrew W.K., Matt & Kim, and one really awesome song. more

nylon tv
MICHAEL DUENAS X GOT2B
Celebrity stylist Michael Duenas gets Ali and Hallie ready for the Ellie Goulding show in NYC.


art
FIRST LOOK: ANDY WARHOL X INCASE 2
Dress your gadgets up in pop art outfits!

music
MUSIC VIDEO: LADY GAGA
Will someone please explain what this means?

ck one _CALVIN_KLEIN_

WANT TO SEE MORE? CLICK TO SEE EVERYTHING

Homepage takeover – Expanded 728x90 Leaderboard



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CLOSE


Andy Warhol


andy warhol x incase 2

DRESS YOUR GADGETS UP IN POP ART OUTFITS!

first look: andy warhol x incase 2


NYLON
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ck
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_CALVIN_KLEIN_

_WANT TO SEE MORE?
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Homepage takeover – Streaming 300x600 Half Page Unit

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SOULJA BOY, ANDREW W.K., MATT & KIM, AND ONE REALLY AWESOME SONG.

free music: converse

NYLON best dressed


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FREE MUSIC: CONVERSE
Soulja Boy, Andrew W.K., Matt & Kim, and one really awesome song. [more](#)

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Site-wide Rotation



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party monster street style reader art world exposure fashion week






NYLON BLOG

- FASHIONABLY LOUD**
weekend warrior >>
- WE SCREEN**
happy birthday, mila kunis! >>
- FASHIONABLY LOUD**
weapon of choice >>
- NYLONIA**
song + site of the day >>
- FASHIONABLY LOUD**
a fine t-shirt >>

NYLON best dressed

party monster
denim issue party
Olivia Wilde and Volcom get the blues at the Mondrian LA.



Site-wide Rotation

The screenshot shows the NYLON website homepage with a site-wide rotation for Erika M. Anderson's band CRUSH. The rotation features a large teal and purple background image of Erika M. Anderson with the text "band crush/ ema" and "MUSIC SO HYPNOTIC, WE'VE FALLEN UNDER ERIKA M. ANDERSON'S SPELL." Below this, there are three smaller article teasers: "NYLON best dressed", "BAND CRUSH: EMA Music so hypnotic, we've fallen under...", "GOOD LISTENER Our five favorite songs of the week!", and "SONIC YOUTH Enough free mixtapes to last you all summer". To the right, there is a "band crush/ ema" section with a photo of the band and a "NYLON TV" section with a photo of Erika M. Anderson and the text "BEAUTY MARK + MORE NYLON TV". The top of the page features a navigation bar with categories like FASHION, BEAUTY, RADAR, PHOTOS, BLOG, THE MAGAZINE, NYLON MALL, NYLON GUYS, and NYLON TV. There is also a search bar and a "subscribe to NYLON magazine" section.

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books music film art ourspace

band crush/ ema

MUSIC SO HYPNOTIC, WE'VE FALLEN UNDER ERIKA M. ANDERSON'S SPELL.

band crush: ema

NYLON best dressed

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SONIC YOUTH
Enough free mixtapes to last you all summer

BEAUTY MARK + MORE
NYLON TV

Dedicated Email Blast – 8/16/11

From: NYLON Magazine <newsletter@nylonnewsletter.com> (sent by NYLON Magazine <newsletter=nylonnewsletter.com@mail41.us2.mcsv.net>)
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