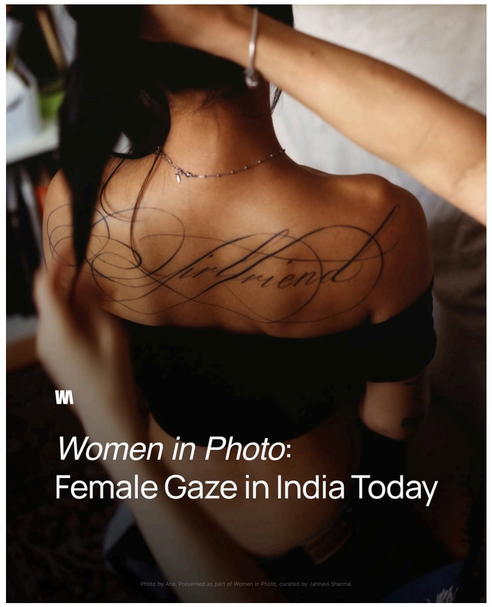
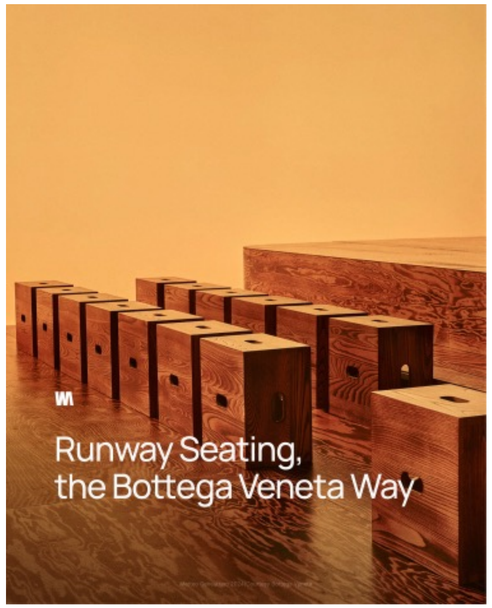
WeDirectory Media Kit 2026

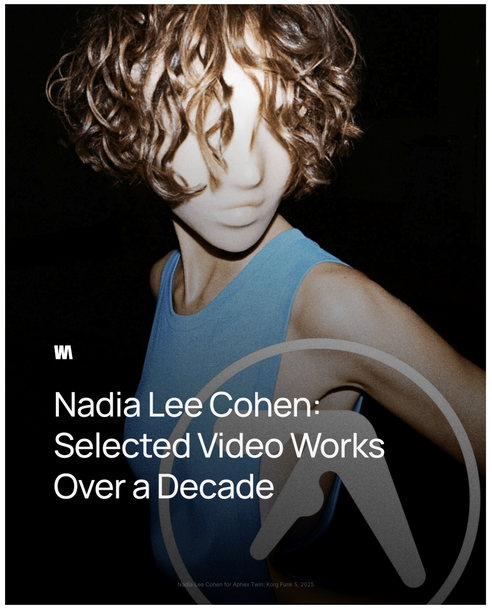
Everything your brand needs to reach and engage the right audience across WeDirectory's channels.











“Doing business without advertising
is like winking at a girl in the dark.
You know what you are doing,
but nobody else does.”

Steuart Henderson Britt

Professor of Marketing & Advertising,
Northwestern University, 1956





Magazine

1.3M+ Monthly Views
940K+ Readership
DIGITAL

ARCHITECTURE & SPATIAL DESIGN ART & ILLUSTR



WRITING & PUBLISHING

10 Essential Books: TASCHEN's Limited Offer

Discover 10 essential TASCHEN books spanning photography, fashion, architecture, and design. From Wolfgang Tillmans to Helmut Newton, explore curated visual histories at special prices.

[Read]

Issey Miyake

Issey Miyake's design philosophy resists simple categorization: it's simultaneously rooted in traditional Japanese thinking and aggressively experimental with synthetic materials. This definitive history, overseen by **Midori Kitamura** (who worked alongside Miyake for over 45 years), treats his work as a form of material inquiry. Rather than organizing by season or collection, it traces his innovations through concepts (A Piece of Cloth, the Body Series, the Pleats) approaching clothing as a problem to be solved. Miyake's ambition was to reconcile poetry with practicality, to create garments that moved with the body. The photographs capture his clothes in everyday use, avoiding the artificiality of runway presentation. This book functions as both design history and technical manual, valuable equally to practitioners and to anyone curious about how innovation actually happens in fashion.

PR ARTICLE

Original Content

$400 / article

$700 / 3 days in TOP

Directory Journal Award Promotion

Joseph Awuah-Darko and the Art of Dying Online

Ghana in Accra, Awuah-Darko sought to create a platform for emerging African artists to gain visibility in the global art scene. In a complex, volatile market, purpose-driven initiatives like Noldor or Sorondo Project, which foreground marginalized and historically overlooked artists, are crucial to revitalizing collector interest and creative production. Yet his career is marred by controversy; while praised by the likes of *Art Basel*, *The New York Times*, and *Artnet*, he also stands accused of exploiting resident artists – raising questions about leadership and accountability.

ADVERTISEMENT



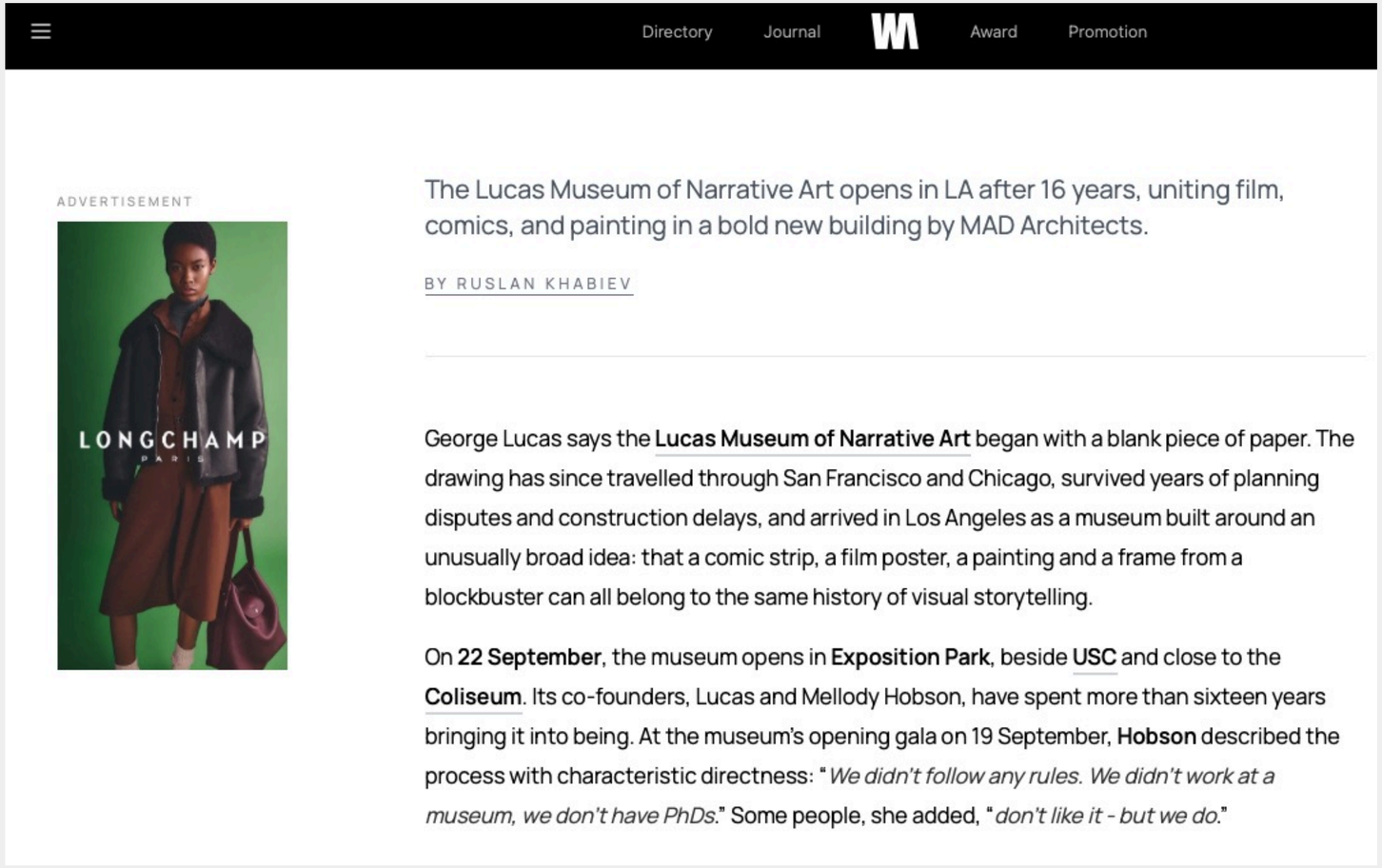
The primary lawsuit was launched by Foster Sakyiamah who claimed to be owed upwards of $260,000, as well as having been kept in the dark about additional sales of artwork outside of the terms of his contract with JAD Advisory, by Awuah-Darko personally. The public allegations, which escalated into a lawsuit, coincided with the time at which Awuah-Darko announced his decision to pursue MAiD in December 2024. Although the court case is still

Magazine: Billboard

BILLBOARD

1920x560 I horizontal

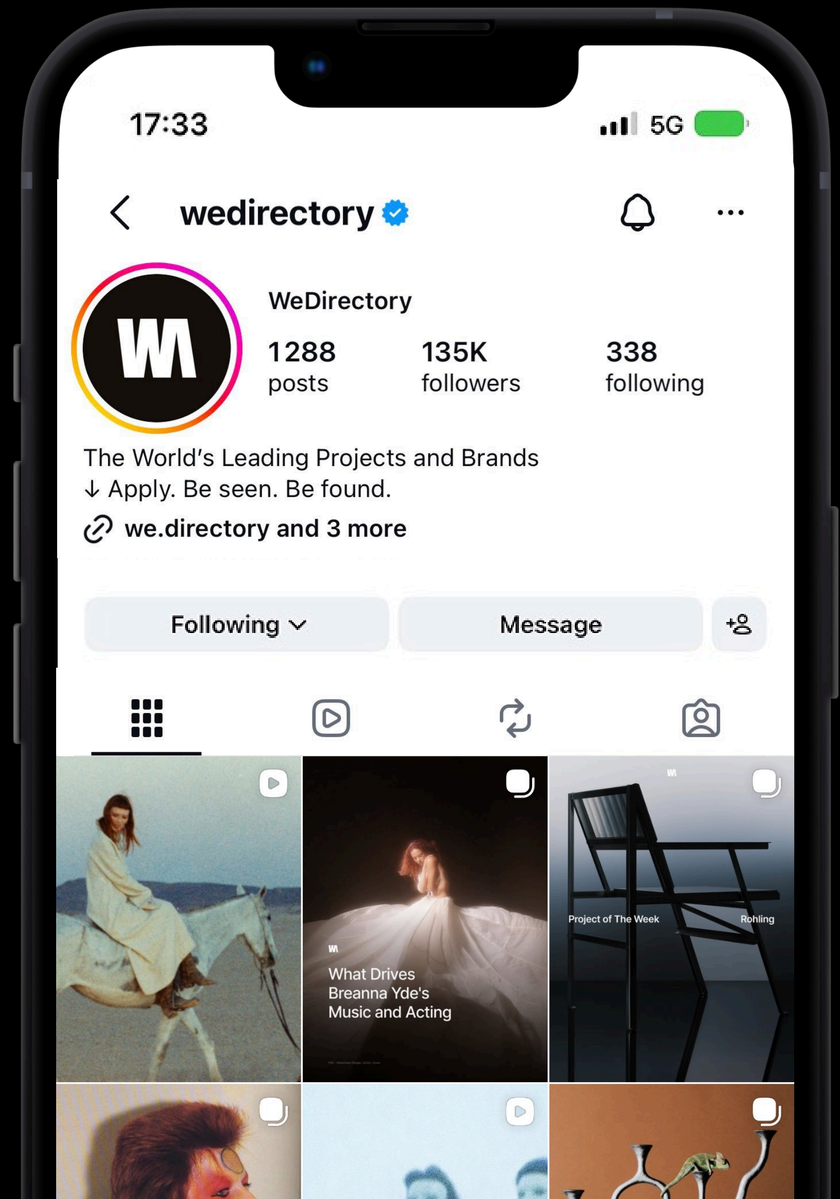
$500 / 30 days



BILLBOARD

530x1036 | vertical

$350 / 30 days

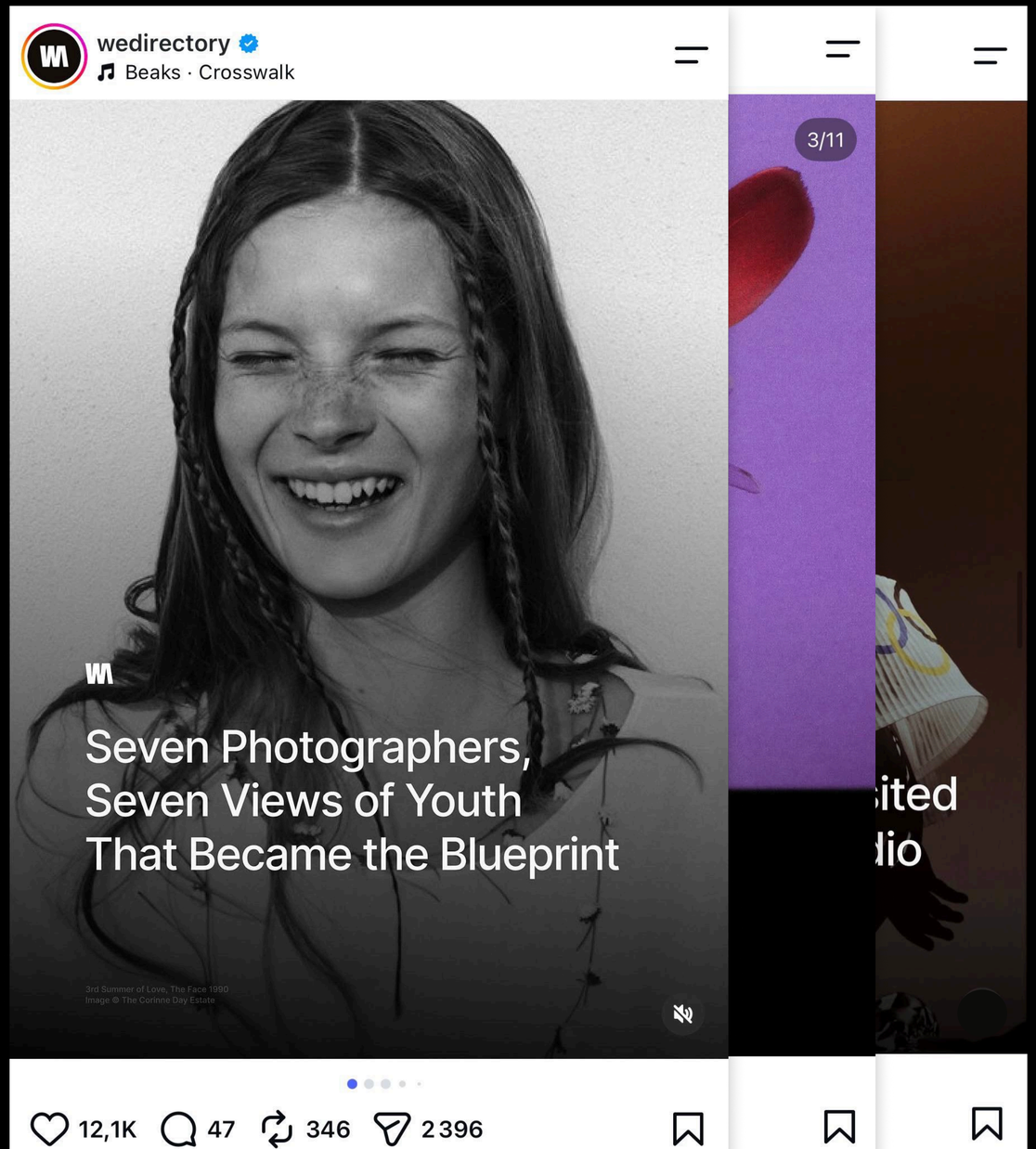


Instagram

@wedirectory

135K+ followers

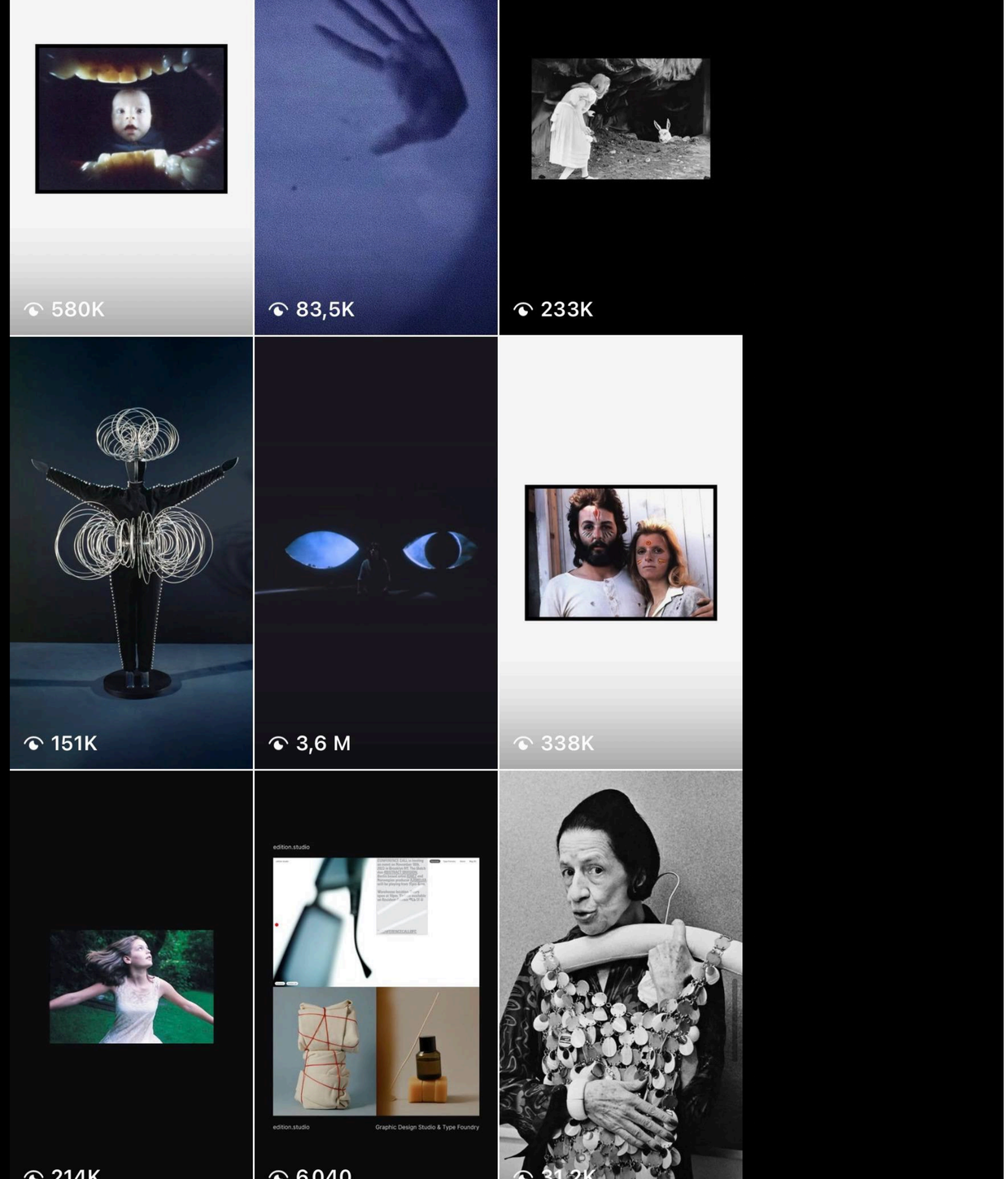
3.2M+ Monthly Instagram Views



FEED POST

@wedirectory

$450 / post

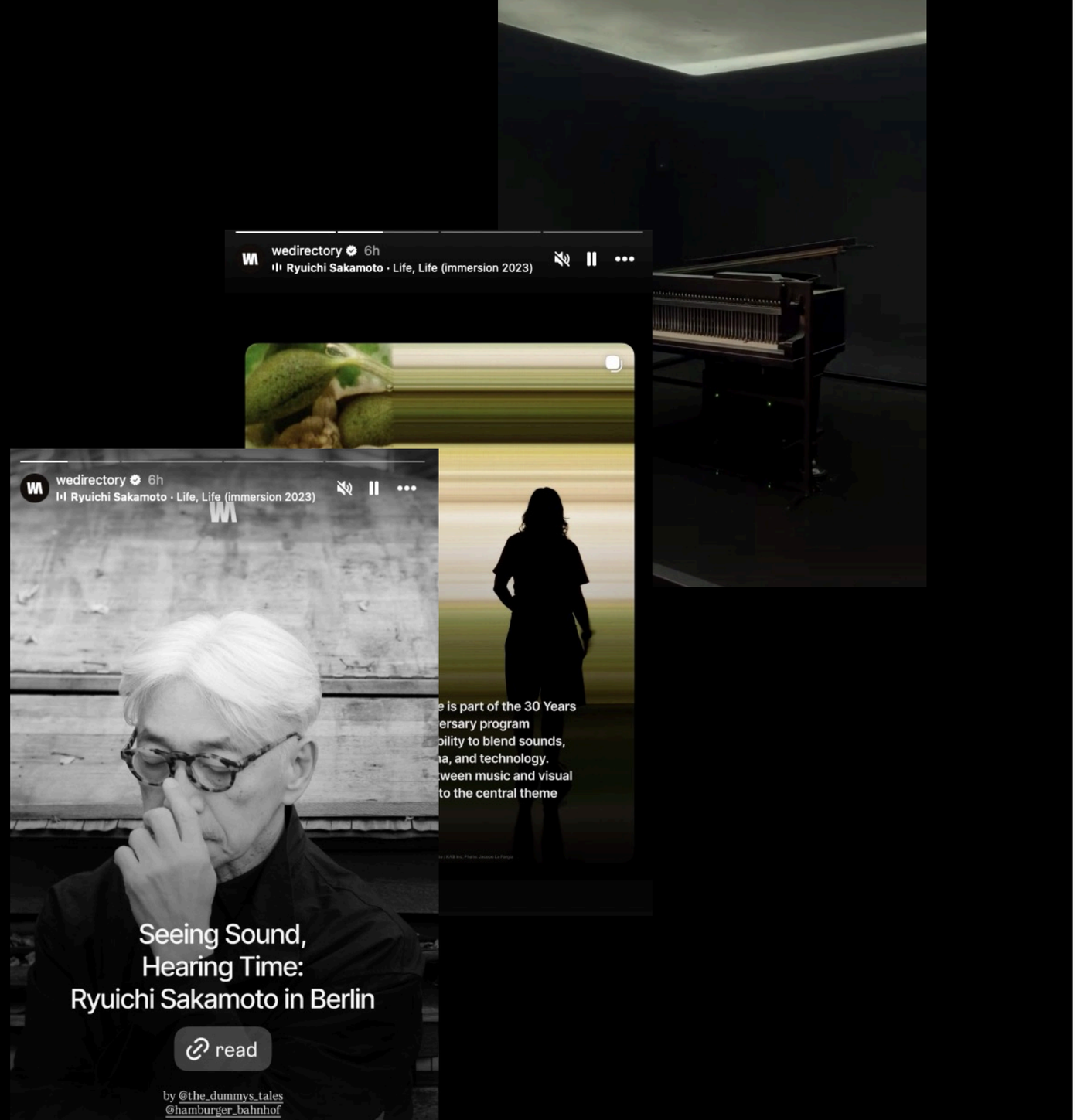


Instagram: Reel

REEL

@wedirectory

$700 / reel



Instagram: Story

STORIES

@wedirectory

$250 / 3 stories

INSTAGRAM PACKAGE

@wedirectory
135K+ followers
3.2M+ Monthly Instagram Views

IG POST
IG STORIES (3)
REEL

Total campaign fee: $980 (~~$1.400~~)

MAGAZINE + INSTAGRAM PACKAGE

1.3M+ Monthly Views
940K+ Readership
DIGITAL

PR ARTICLE standart
BILLBOARD vertical (1 week)
IG POST
IG STORIES (3)
REEL
+ EMAIL NEWSLETTER

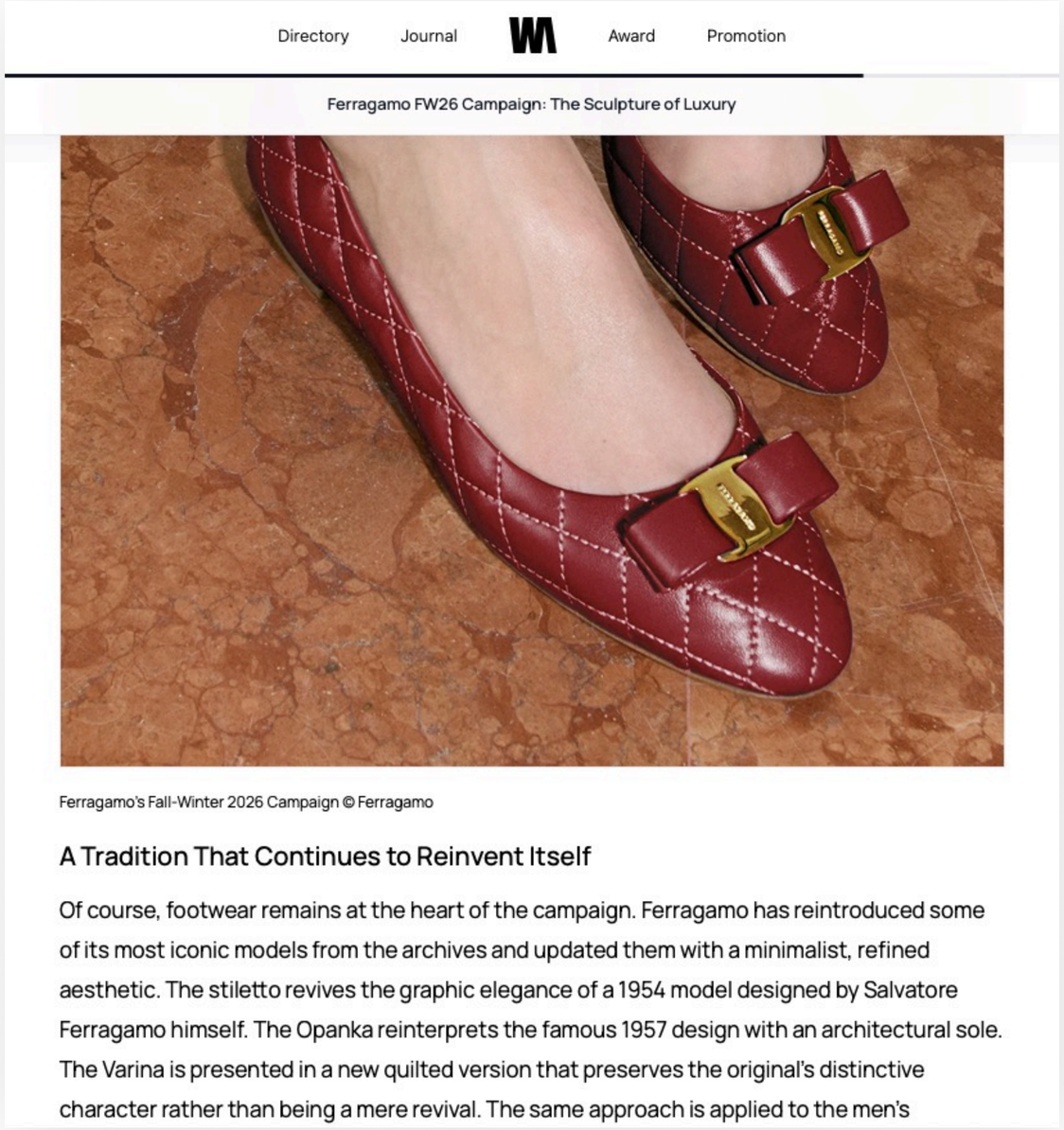
Total campaign fee: $1.700 (~~$2.150~~)



CASE

Georgio Armani
Magazine I Instagram I Newsletter

Final total reach: 1.360.327
Final total impressions: 1.491.348



CASE

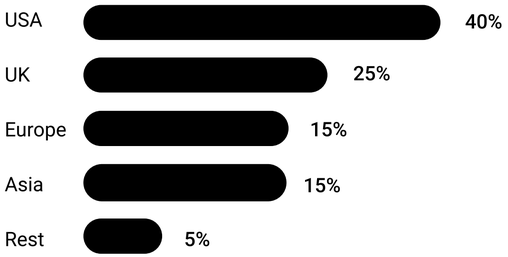
FERRAGAMO
Magazine I Instagram I Newsletter

Final total reach: 979.385
Final total impressions: 1.102.288

Audience & Key Metrics

11.2M+	135K+	1M+	3.2M+
Global Organic Reach	Following	Monthly Readers	IG Monthly Views

DISTRIBUTION



AGE



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