



WHERE RESISTANCE
MEETS FABULOUSNESS

IRResistible Magazine

MEDIA KIT 2025

IRResistible

the magazine

Where
Resistance
Meets
Fabulousness

WHO WE ARE

Founded by two women who are passionate about getting the most out of life and leaving the planet in better shape than they found it. Nancy Hromin and Catherine de Clare have between them layers of experience across the media and organisations, travel and government, the arts and science.

WHAT WE DO

We're digital, with an annual physical copy. We have in-depth long-form articles and easy to digest clips and reviews. Find a destination, a cause, a totally trustworthy horoscope, and a must- see artist all in one place. Making a difference through the lens of what brings people joy.

WHY IT MATTERS

Created for women and men who are; thinking about the future, prepared to courageously enjoy the present, and trying to learn from the best and the worst of the past. We're committed to contributing to progress in the arenas of the environment and the protection of animals, the future of journalism and democracy, equality, First Nations empowerment, economics, and the intersections of technology and society.

AUDIENCE AND REACH

Purposefully reaching across global demographic groupings organically.

Anti-algorithmic, trusted, and deeply connected to influential taste makers, cultural leaders, arts organisations, festivals and those working for social good.

We are able to fill the gap between compromised legacy-media and compromising influencers.

While having fun.

Projected readership numbers expected to surpass 100K monthly visitors with 200K page views with an above average time spent on the site. Subscribers projected at least 50K within two years.

Social Media Presence on Instagram. Rollout of other social media accounts over next 12 months. Email newsletter sent out two Saturdays per month.

division
ecoterrorism
the gender pay gap
not finding your passion
plastic
the patriarchy
dodgy politicians
non-irresistibleness



FOUNDATION PARTNERSHIPS

Joining the Irresistible Magazine founding family will positively align you to our brand, provide kudos, and help you support the pioneers you believe in. You will be given exclusivity in your category for 12 months and, at your discretion, be acknowledged on the website with your logo as a founding partner.

There will be a founders party in Q2.

You will have one feature per quarter likely to include:

- A profile piece of your leader or someone that embodies the company ethos that you wish to harness and project.
- 1 features of your work/ projects/ consumables, or associations with our 'best of' type articles, and a banner advertisement.
- 1 feature of a progressive person/ organisation/ product/ festival/ artform that you already support or want to promote, or all articles can be about others you wish to bring prominence to.

ADVERTISING OPPORTUNITIES

Ad formats and rates are bespoke and have options. Banner ads and newsletter inclusion is already available. Particular preference will be given to organisations and brands that align with our mission.

**THERE ARE 14 TILES
THAT MAKE UP
IRRESISTIBLE**

FIND YOURS

ir•re•sist•ible mag•a•zine
read•er *noun*
one who reads,
participates, is inspired,
entertained and engaged,
while being fabulous at all
times





TREATMENTS
SPAS & WELLNESS
PRODUCTS
BEAUTY



LISTENING PLATFORMS
SUSTAINABLE CLOTHING
BOOK PUBLISHERS
ARTWORKS & DESIGN
PODCASTS
HOME FURNISHINGS



FOOD & BEVERAGES
TOURISM BOARDS
SUSTAINABLE PLACES
HOTELS & VENUES & BARS
TRAVEL COMPANIES
TRANSPORT



ANIMAL CARE
SERVICES & PRODUCTS
SUSTAINABLE TOURISM THAT
PROTECTS WILDLIFE
SUSTAINABLE FOOD
CRUELTY FREE
PRODUCTS & PRODUCE
ANIMAL JUSTICE ACTIVATIONS



TECH & PRODUCTIVITY ASSISTANTS

ETHICAL & IMPACT INVESTING

BANKING

CREDIT CARDS

WORK SPACES

SUPERS & VENTURE CAPITAL

SUSTAINABLE END OF LIFE SERVICES

AUCTION HOUSES

VINTAGE SHOPPING & COLLECTIBLES

RECORD STORES

MEMORY MAKING & KEEPING

TRIBUTE ACTS

RETREATS

SELF HELP BOOKS & APPS

CAREERS GUIDANCE

COUNSELLING

LEGAL SERVICES

PODCASTS



ACTIVISTS & THOUGHT LEADERS

DEMOCRACY ACTIVATIONS

SUSTAINABLE PRODUCTS & ENERGY

CITIZEN SCIENCE TOURISM

EDUCATION

PHILANTHROPY & PRIZES



VISUAL ARTISTS & DESIGNERS

FASHION

JEWELLERY

MUSEUMS & GALLERIES

INTERIORS & GARDENS

BODY ART



FESTIVAL PROMOTIONS

EXPERIENTIAL TOURISM

SPORTS EVENTS & CLOTHING

FESTIVAL FASHION

F & B ACTIVATIONS

VITAMINS



THEATRICAL RELEASES

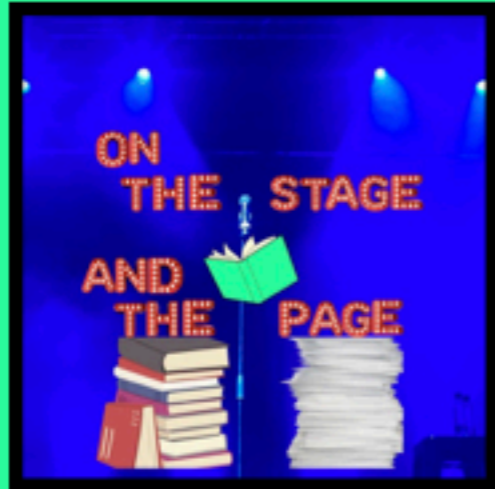
FILM FESTIVALS

STREAMING PLATFORMS

LOCATION SERVICES

SCRIPT SERVICES

GAMING



MUSIC PROMOTERS

STAGE PRODUCTIONS

THEATRE COMPANIES

FAIRS AND FESTIVALS

LITERARY AGENTS AND PUBLISHERS

CONSUMER PLATFORMS



COMPUTERS & SOFTWARE

CAMERAS AND VIDEO

EDUCATION AND CONFERENCES

WRITING MATERIALS

DEMOCRACY ACTIVATIONS

WRITING RETREATS



DATING

WEDDINGS

SUSTAINABLE SEX

ROMANTIC SCREEN, STAGE AND PAGE

SEPARATION SERVICES

ROMANTIC F&B/ TOURISM

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