

td.

ADVERTISING & PARTNERSHIPS

TWO EDITIONS / ONE KIT

Indie YesPls.

Independent style. Shared curiosity.

Aesthetics, creative culture and the people behind distinctive brands.

01 / ENGLISH-LANGUAGE

IndieYesPls

Aesthetics, independent design and
culture-led inspiration.

indieyespls.com

02 / BRAZILIAN

Brasil

Independent Brazilian brands, personal
style and discovery.

indieyespls.com.br

TWO EDITORIAL CONTEXTS. A CONSIDERED BRAND FIT.

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Marketing managed by TheoryDigital, Inc. • Florida

For people who notice the details.

IndieYesPls brings together aesthetic exploration and independent creative discovery. The English-language site highlights independent designers, makers and cultural influences. IndieYesPls Brasil centres independent Brazilian brands across fashion, beauty, lifestyle and discovery.

THE CONNECTING THREADS

Aesthetics

Visual identities, personal expression and the cultural influences behind a distinctive look.

Independence

Designers, makers, labels and creative projects with an individual point of view.

Discovery

Editorial stories and guides that help readers explore brands, objects and ideas.

THE BRAND OPPORTUNITY

Connect your offer to a point of view—not just a product category.

The two editions have distinct content and language contexts. This kit does not claim a measured combined audience or identical readership.



IndieYesPls.

indieyespls.com

The English-language edition describes its focus as independent designers and craftspeople and their aesthetics. Its coverage connects style with creative inspiration, subcultures, music and self-expression.

FROM THE EDITORIAL ARCHIVE

AESTHETIC CULTURE

Embracing the Baddie Trend: A Cultural Exploration of Women Finding Their Voice

Style as a lens for identity and cultural expression.

MUSIC & SUBCULTURES

Disco Fever: A Look at Subcultures and Its Influence on Music and Beyond

Connections between music, fashion and creative culture.

ART & STYLE

Capturing the Soulful R&B; Aesthetic in Art & Fashion

Visual inspiration at the intersection of music and personal style.

RELEVANT CONVERSATIONS

Independent fashion · Accessories · Creative makers · Aesthetic inspiration · Culture-led brands

IndieYesPls Brasil.

indieyespls.com.br

A digital magazine about independent Brazilian brands—for people who like aesthetics, not necessarily fashion. Its editorial sections span fashion, beauty, lifestyle and guides, with a directory organised around brand discovery.

“Para quem gosta de estética, não necessariamente de moda.”

FASHION & CREATIVE GEOGRAPHY

O streetwear brasileiro mais interessante não está em São Paulo

A perspective on Brazilian streetwear beyond the best-known centre.

CURATED DISCOVERY

Guia: 12 presentes de marca independente que não parecem...

A gift-guide entry point to independent Brazilian brands.

BEAUTY & PERSONAL STYLE

Beauty, nail aesthetics and minimalist styling

Editorial themes connecting visual taste with everyday expression.

RELEVANT CONVERSATIONS

Brazilian independent labels · Beauty · Makers · Design objects · Brand discovery

Find your editorial fit.

Start with your brand, its story and the edition that best matches your campaign. Enquiries can cover one publication or a proposed approach across both; availability and scope are discussed directly.

01 Designers, labels & makers

Fashion, jewellery, accessories and creative businesses with a distinct identity.

02 Beauty, home & lifestyle

Products and projects that connect to personal taste, visual expression and everyday life.

03 Culture & discovery

Independent projects, creative experiences and relevant editorial-led brand stories.

A TAILORED CONVERSATION

Contact us to discuss the relevant edition, suitable formats, timing, campaign scope and a proposal. No fixed packages, prices or performance guarantees are stated in this kit.

No unverified traffic or audience-size figures are included.



Advertise with IndieYesPls.

Tell us what you're building and what you want the campaign to achieve. Specify IndieYesPls, IndieYesPls Brasil or both, so we can discuss the most relevant context.

IN YOUR ENQUIRY

Include your brand or project name, website, product or service, preferred edition and language, campaign objective, timing and an indicative budget if available.

ADVERTISING & MARKETING ENQUIRIES

orders@tdou.dev

MARKETING MANAGEMENT

Marketing on IndieYesPls.com and IndieYesPls.com.br is managed by TheoryDigital, Inc., in Florida.

TheoryDigital website

theorydigi.com

indieyespls.com / indieyespls.com.br