

2024

ECOLUXLUV MARKETING & COMMUNICATIONS



PUBLISHERS OF CURATED, CUSTOM
& SPONSORED CONTENT

PORTFOLIO.YVR BUSINESS & ENTREPRENEURS

FLIPPABLE & DIGITAL MARKETING / PROMOTION

Welcome!

Vancouver is a city bursting with adventure, an elevated lifestyle, beautiful skyline, and a location that consistently ranked tops in all the lists that matter. **We are a hub** for people and businesses that **innovate, create, and design**. We also have an incredible lifestyle as evidenced by beautiful homes, designer shopping, posh events and entertainment, divine spa experiences, Michelin-starred culinary, breathtaking speed machines, and so much more!

At **ELL Comms**, our **digital titles** celebrate and embrace all the pricey trappings of the west coast lifestyle but also place value on **the heart of a vibrant city** that is philanthropic, environmentally active, socially conscious, and health-oriented. Every story and image is tied to Vancouver, whether at home or abroad; all content leads to our city.







MARKETING VEHICLES, NOT MAGAZINES

The driving force behind our success is our **ad-free format** and a curated **CRM** that has been compiled over **10 years** to include over **35K+ persons and businesses** that are interested in and/or have a vested interest in lifestyle (mid-to-high) and the luxury market.



2023 MONTHLY REACH

AN AGGREGATE OF ALL ACCOUNTS MANAGED BY ELL COMMS - FOLIO.YVR / PORTFOLIO.YVR / ECOLUXLUV.YVR / ECOLUXLIFESTYLE.CO

	35,000+ VISITS/MONTH
	567K+ ACCOUNTS REACHED
	350K+ ACCOUNTS REACHED
	120K+ IMPRESSIONS
	147K+ IMPRESSIONS
	35,200+ IMPRESSIONS

AUDIENCE

Readers & Those Who Engage:

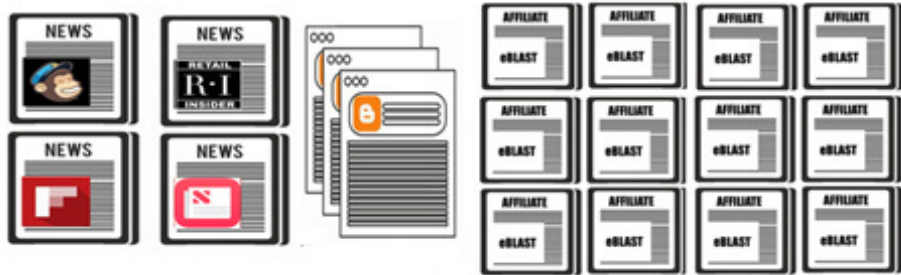
- 57% women and 43% men
- 25-75 years of age
- 79% from BC, 21% from Canada, 31% USA, 8% Mexico, & 5% Europe
- Enjoy the finer things in life!

REACHING YOUR AUDIENCE WHERE THEY 'LIVE DIGITALLY!'

Every issue/story we publish, has a robust digital marketing schedule that sees content promoted over 24-hours reaching people on the digital platforms they gravitate to. Each magazine is first pushed a single entity and then each story is broken out and promoted separately over 2 weeks with full social media posting on the 6 platforms - FB, IG/IG Stories, Tw, Pin, LI, TikTok - commonly used in Canada, USA, and abroad.



All Flippables are shared DTC via Direct Email to over 57K (ELL Comms of 35K+ 22K+ Retail-Insider.com), followed by 3x Weekly Newsletters to 35K, then 2-weeks later each story is repurposed and added to folioyvr.com and shared again through 3x Newsletters.



Every day of the week a new story is shared across 6 social media platforms, then shared across additional social media platforms that ELL Comms manages, and at the end of 1 month all content is added to auto-reposter for 12 months.



Our content is also shared via additional affiliates based on lifestyle niche, automatically shared to Flipboard, Yahoo News, and various other outlets which ELL Comms does not monitor.

PORTFOLIO.YVR BUSINESS & ENTREPRENEURS

1

flippable

2

digital

SCOOTERS
BG-ES-09-702-95



DAWN CHUBAI
JOSH RIMER
JULIA BURAKOVA
KIRSTEN LARSEN
HEATHER URQUHART
KRISTY O'LEARY
NATHAN MAHEY
DESIREE DUPUIS
JIMI BROCKETT
JILL SINCLAIR

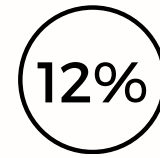
PORTFOLIO.YVR

BUSINESS & ENTREPRENEURS MAGAZINE
VOLUME 2 / ISSUE 4 / JUNE 2024

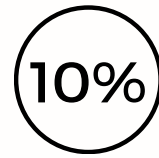
ISSUE #3 RECEIVED
12K+ FLIPS IN 72-HOURS WITH
3M+ SOCMED REACH!



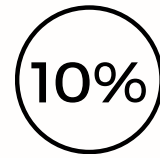
BC



Canada



USA



Int'l



WHY PORTFOLIO.YVR?

This **AD-FREE** publication shines a spotlight on the people who are innovating and bringing to market products, and services that desire attention.

Using **Their Own Words** to share the story of the journey behind the brand, Portofolio.YVR is a powerful hybrid marketing vehicle that replaces traditional media placements.

Format is ad-free, visually compelling, shareable, linkable, and provides inspiration to all that flip through it's 85+ pages.

Flippable Stories: \$2,500 (10-pages) & **\$1,500** (8-pages), **\$750** (2-pages) with **5% of sponsored content fee** is invested in marketing through FB/IG boosts for 7-days to audience of your choice and includes digital version on folioyvr.com website with no fee.

Solo Digital Stories: \$750/Story with 5% of sponsored content fee is invested in FB/IG boosts for 7-days to our audience.

RESERVE YOUR SPACE TODAY!
Helen Siwak EIC
778.847.3011 | helen@folioyvr.com

*"Since our story was published, the **visibility and credibility it has afforded us have been instrumental** in capturing the interest of **potential investors**. This exposure has not only broadened our network but has directly led to meaningful conversations regarding the long-term vision of Simple Strata Solutions Inc. and StrataPress. The highlight on our commitment to disrupting the strata management industry in British Columbia through StrataPress has resonated with many, culminating in a **potential six-figure investment** that could significantly accelerate our growth."*
~ Sean Jordan & Paul Vanderzee, StrataPress & SSSI

TOP PORTFOLIO.YVR #3 STORIES



DAWN CHUBAI, LIVE SELLING SCHOOL



KRISTY O'LEARY, DECADE IMPACT



DESIREE DUPUIS, VOES & CO



JOSH RIMER, CONTENT CREATOR & INFLUENCER



JULIA BURAKOVA, SILVER MOON PHOTOGRAPHY

PORTFOLIO.YVR - FLIPPABLE

THE 'JOURNEY' STORY MARKETING PACKAGE

\$2,500 for a base story of 10-pages: Ideal for individual or brand for use as reference point for media/interviewers, brand awareness in new markets, collaborations, investment. Additional pages \$500/2-pages.

WILL FAN: EMOBILY

Will Fan is a Vancouver-based multi-faceted entrepreneur fascinated with making the world more efficient and less reliant on outdated modes of energy and transportation.

Will is the founder of EMOBILY, a sustainable micro-electric vehicle business focused on micro-mobility and charging stations and a technical visionary with almost a decade of experience in private equity.

In 2022, he became a **Top 10** recipient of the Microsoft Founder Hub Program and a TEDx speaker speaking in the Science & Technology category on the future of mobility and sustainable energy in transportation.

In addition to his roster of EV ventures, Will is a **Global Strategic Advisor** to South Korea's **SG Entertainment Group**, which produces **K-pop** idols, performers, and creators. His background includes a decade of experience in K-pop market trend culture and designing entertainment marketing strategies. Will has studied the Arts, including **filmmaking and animation, choreography, and choir dancing**. He has a proven track record in bringing business, music, and art together, making him a valued player in the entertainment industry.

003



005

ORIGIN STORY

Will always has improved the world began at a young age. He grew up in a household where...
"The dream was a fighter in me, and I knew I had to do something meaningful with my life. In my early 20s, as a student, I met my first mentor, who inspired me to pursue my passion in a more practical way. The struggle was to find a way to make a difference in the world while still being a student. Because of these two incredible people, I knew no matter how far I went, I was dedicated to continuing their legacy."

007

IN HIS WORDS

"It felt like working in the...
"The dream was a fighter in me, and I knew I had to do something meaningful with my life. In my early 20s, as a student, I met my first mentor, who inspired me to pursue my passion in a more practical way. The struggle was to find a way to make a difference in the world while still being a student. Because of these two incredible people, I knew no matter how far I went, I was dedicated to continuing their legacy."

009

LEAD IN THE NEW GREEN

"Will is the founder of EMOBILY, a sustainable micro-electric vehicle business...
"The dream was a fighter in me, and I knew I had to do something meaningful with my life. In my early 20s, as a student, I met my first mentor, who inspired me to pursue my passion in a more practical way. The struggle was to find a way to make a difference in the world while still being a student. Because of these two incredible people, I knew no matter how far I went, I was dedicated to continuing their legacy."

011

LEAD IN THE NEW GREEN

"Will is the founder of EMOBILY, a sustainable micro-electric vehicle business...
"The dream was a fighter in me, and I knew I had to do something meaningful with my life. In my early 20s, as a student, I met my first mentor, who inspired me to pursue my passion in a more practical way. The struggle was to find a way to make a difference in the world while still being a student. Because of these two incredible people, I knew no matter how far I went, I was dedicated to continuing their legacy."

PORTFOLIO.YVR - FLIPPABLE

THE 'INTRO' STORY MARKETING PACKAGE

\$1,500 for 8-pages: Ideal for individual or brand for use as reference point for media/interviewers, brand awareness in new markets, collaborations, investment. Additional pages \$500/2-pages.



ZAHOOR HASSAN: WYTHYN BEAUTY

In Vancouver, **Zahoor Hassan** is leading a growing brand that values efficacy, safety, quality, and sustainability. The **Wythyn Beauty** brand believes in clean and gentle ingredients that nourish from the inside out because beauty starts from "Wythyn."
Zahoor, daughter of Somali immigrant parents, is a graduate of **Bianche Macdonald Centre**, an entrepreneur, and a certified plant-based formulation. **Wythyn Beauty** is the recipient of a placement in the coveted **2021 BC Business 50 Under 50 list**. Alongside others, like **Leanne Gilliespie** (House Concepts and House 50), **Melody Lim** (Mula the Brand), and **Ameer Mikhael** (DIVE Technologies), Zahoor is actively creating innovation as part of the beauty lesson.

047



ETHOS

During the process of building Wythyn, she realized the importance of switching to a more sustainable and plant-based beauty ritual is prioritized in a different way than switching to a **plant-based diet or vegan lifestyle**. Zahoor feels which is put on your body is just as important as what is put in it.
Zahoor also wants to change the narrative when it comes to **marketing beauty products**. She wants everyone to feel represented and to fall in love with their unique hair journey. She shares, "Wythyn foundation is built on the **importance of inclusivity**, not just the need for more representation with the clean beauty space, I'm happy now to see that representation. I didn't see growing up."
Zahoor's product goal is to ensure all formulations are **clean, vegan, cruelty-free, and free from** all products are formulated, designed and handmade locally. Raw ingredients are sourced from a **USDA organic-certified company** just five hours from Vancouver, and labels and design are made by a local screen-printer to reduce the carbon footprint. Wythyn products have a **20-ingredient list** and are produced in small batches to ensure the highest quality level and avoid unnecessary waste.
Currently, her team is also her family, which she counts as a positive thing. "I've had people in your corner who you know you can count on and have your back instead of heart. To move into the next phase for Wythyn, we will definitely keep it outdoors and have a couple of people to help with our busy but very rewarding day-to-day tasks."

049

IN HER WORDS

"My inspiration to create Wythyn can be traced to my upbringing. Being born and raised in Vancouver, BC, nature was a huge part of my childhood. We would spend winters up in the mountains and summers out by the lake. I understood at a very young age that the essence of Mother Nature was a strong yet fragile force that needed to be protected and treated with care.
"When it came to hair care, clean beauty was lacking transparency. About five years ago, I consciously chose to purchase only clean beauty products, but for some reason, nothing I used worked, and over time, my hair felt deprived of nutrients. With extensive research, I realized that about all products were made with filler ingredients that did little for the health of your hair.
"I decided to bridge the gap between science and nature, building a cleaner beauty brand, one formula at a time. Wythyn is here to simplify your search to a healthier hair ritual. I truly believe in the healing power of plants and in future of plant-based beauty being the norm."

"From building a beauty brand from scratch to working towards signing one of the largest international retailers and as a business born during the pandemic, I genuinely value the lessons I learned during those times. My parents have always been examples of **resilience and devotion** throughout my life. I'm grateful to have picked up those qualities and skills to help me throughout my journey of creating Wythyn.
"The beauty industry, for a very long time, has always been profit over people. A prime example is the recent recall of over 1 million hair products on the shelves of retail stores in Canada alone due to cancer-causing ingredients. Consumers need to be more ingredient conscious with what they are purchasing and remember a lot of beauty brands grow up when it comes to marketing. Unfortunately, **building a cleaner beauty brand** will always be more costly, and many more prominent brands are unwilling to take that route."

WYTHYN BEAUTY: HEALTHY HAIR FOR ALL.



051



BELIEF IN ELECTRIC VEHICLES
"Friends and associates and I were out of touch with reality, but I believed the electric vehicle industry would become the next billion-dollar industry. Apple and Microsoft Deep models, I knew that I had found something more meaningful and impactful to pursue.
"Therefore, before the pandemic, it was timely when I stumbled upon some exciting news in my network, quickly leading to a venture that would become my passion.
TAKING A RISK ON EV
"Embarking on this new path, with no related network or connections in the sustainability or EV industry, was daunting yet exhilarating. Finding everything from scratch, from the world to network with investors, and meeting CEOs of multi-billion dollar companies, private and listed on the Fortune 500, became a new way of life. I built this new venture into an international success in less than three years.
LINE IS THE NEW GREEN
"With the globally recognized Line & Blue, my company was one of a few in North America that knew how to reorganize, maintain and distribute. I secured a time-sensitive deal from a US contact and, essentially, many US Blue and electric vehicles landed in my warehouse.
"This was not to be a traditional buy and sell business model but one that excited people in getting by prices affordable. The electric motor program then underpins a standard like, and with whole prices, gas and insurance rising to mortgage rate levels, I knew I had to be the person to bring these to the city.
"There is one ideal for students, entrepreneurs, workers, anyone and everyone. They graduate, they graduate, and education makes them an available opportunity for my company. I'm ready to partner with the regional automotive legend, **Raymond**, bringing and launching Line & Blue in North America generated me an immediate reputation in repair, maintenance and distribution.
"In May 2022, when **Byline** for **Raymond** launched in electric sector, including the new **Raymond**, I generated over \$5 million in revenue over two weeks of the launch."

009

THE 'SNAPSHOT' STORY MARKETING PACKAGE

MARIANNE ZAKHOUR: ORDERBOT

A self-made entrepreneur, **Marianne Zakhour** started her journey as an immigrant from Lebanon. Her transition from corporate to entrepreneurship highlights her unwavering determination and business skills.
She has shown remarkable **resilience** in overcoming adversity. Over the decades, through her business strategy, Marianne has significantly impacted her community, leading to a ripple effect of success and growth.
Her story underscores the significance of **work-life balance** in achieving success and inspires those seeking to transform their **passion into profit**.
In her early twenties, Marianne started her career in the **Montreal** or **COI** as a financial and business analyst. She worked with executives, managed a **portfolio of millions of dollars**, did monthly financial analyses, and daily conversations were always about increasing revenue and lowering costs. What she learned in the corporate environment made her realize that she longed to do something more entrepreneurial.

A self-made entrepreneur, **Marianne Zakhour** started her journey as an immigrant from Lebanon. Her transition from corporate to entrepreneurship highlights her unwavering determination and business skills.
She has shown remarkable **resilience** in overcoming adversity. Over the decades, through her business strategy, Marianne has significantly impacted her community, leading to a ripple effect of success and growth.
Her story underscores the significance of **work-life balance** in achieving success and inspires those seeking to transform their **passion into profit**.
In her early twenties, Marianne started her career in the **Montreal** or **COI** as a financial and business analyst. She worked with executives, managed a **portfolio of millions of dollars**, did monthly financial analyses, and daily conversations were always about increasing revenue and lowering costs.

ORDERBOT SOFTWARE



\$750 for a 2-page Intro to Personality or Brand: The use of a single image with up to 300 words to bring subject front-of-mind. Includes social media/URL hyperlink. Approximately 4 available per issue.

06

013

PORTFOLIO.YVR - TESTIMONIALS

STRATAPRESS



"Since our story was published, the visibility and credibility it has afforded us have been instrumental in capturing the interest of potential investors. This exposure has not only broadened our network but has directly led to meaningful conversations regarding the long-term vision of Simple Strata Solutions Inc. and StrataPress. The highlight on our commitment to disrupting the strata management industry in British Columbia through StrataPress has resonated with many, culminating in a potential six-figure investment that could significantly accelerate our growth."

SEAN JORDAN & PAUL VANDERZEE

ALAN CALIMBAS



"Helen was an absolute pleasure to work with! Not only was she accommodating when it came to my time, but she was always genuine with ensuring that the narrative was one I was happy with for my spotlight piece. She truly cares about her publication, the businesses she highlights, and how we are portrayed to the public and I cannot thank her enough for taking the time to get it right! Her passion to spread the word of my story to the masses is inspiring and her dedication to her mission is admirable!! I am grateful to have been included amongst so many other great brands and I look forward to!"

VANCITY4SALE

NOOK



"I would like to express my deep appreciation for the incredible work of PORTFOLIO.YVR's Editor-in-Chief, Helen. Helen's patience throughout the entire process, from our initial discussions to the final publication, has been remarkable. She took the time to understand my story, vision, and values, ensuring that the feature truly captured the essence of my entrepreneurial journey. Her keen editorial eye and attention to detail have resulted in a beautifully crafted piece that I'm immensely proud of. Helen's expertise and commitment to her craft are evident in every aspect of the magazine, and I couldn't have asked for a better collaborator. Thank you, Helen, for your outstanding work and for making this feature such a memorable experience."

Jessica Liang, Issue #2

Will Fan, Emobily



"My experience with PORTFOLIO.YVR has been great. As an entrepreneur they have given me the confidence to showcase my work, as I'm usually a very private person just focusing on his projects. However it was great to have someone like Helen to guide me in a peer to peer conversation to explore my business more and more to perceive my story which is extremely hard for a Founder. Understanding the complex reality of success in my life - the vulnerability, but they were able to observe and describe me exactly who I am. Helen processes the storytelling for my friends, partners, audience and clients. They actually got to know me more as a person after reading about me, not just from my work but as a real person that is sharing his story truthfully. I would recommend it to anyone who wants to voice out their life story."

Issue #1

Wythyn Beauty



"Helen and her team at Portfolio YVR Magazine have been a pivotal part of fostering awareness of my brand from the very start. Their strategic marketing initiatives have proven to be pivotal in not only enhancing my brand's awareness and recognition within the local community but also in reaching a broader audience. The exposure generated through their platform has undeniably made a substantial contribution to the overall growth of my business. I have personally experienced their genuine care and appreciation in crafting and sharing my story, reflecting a level of dedication that goes beyond the ordinary. I recommend Helen and her team at Portfolio YVR Magazine to fellow entrepreneurs seeking a collaborative and impactful approach. The entire process has been exceptionally beneficial."

Zahoor Hassan, Issue #1

Zen Moment



"Without a doubt, PORTFOLIO.YVR is an exciting platform for digitally showcasing entrepreneurial journeys is a brilliant addition to Helen's other Luxury Lifestyle online publications. Her professionalism, expertise, and the value she provides to her clients are truly outstanding. As an emerging brand, it was an honour and unforgettable experience for our team to view the syndication report for the first time and realize the profound long-term implications of such positive and fitting international publicity."

Nelson Meggitt, Issue #2

Gregory-Burke Defenders



"Our experience with PORTFOLIO.YVR has been excellent from end to end. We're extremely proud to be featured alongside a number of inspiring entrepreneurs and visionaries. Our clients and wider audiences alike have appreciated the insight that this feature provides into our business, especially given the sleek way that PORTFOLIO.YVR delivered it. Helen and her team made the process of sharing our story a seamless one, and the team at Gregory-Burke Defenders is grateful to them all for the attentive support."

**Guy Gregory & James Burke
Issue #1**

Craig Patterson



"I find PORTFOLIO.YVR Business & Entrepreneurs to be a much-needed publication in that it offers a fresh new voice for business coverage in the Vancouver and Canada-wide markets. The no-advertising format allows for straightforward, uninterrupted, informative storytelling and humanizes entrepreneurs in a way not seen elsewhere. I thoroughly enjoyed the first issue and look forward to discovering and reading the stories of people I know will be on my radar for Retail Insider soon."

**Retail-Insider.com
Issue #2**

LOA Skin



"Working with Portfolio YVR has been a seamless experience right from the get-go. We wanted to expand our brand awareness within the local luxury sphere on the west coast and they were an obvious choice to work with. Helen and her team guided us through the process and made the content creation process a collaborative one where we could have input on our brand positioning. We look forward to continuing this relationship for years to come as we grow."

**Tyler Yang & Spencer Angeltvedt
Issue #1**

LIFESTYLE MAGAZINE
PUBLISHER



ECOLUXLUV MARKETING & COMMUNICATIONS PAYMENT GUIDELINE

When your content has been confirmed, PORTFOLIO.YVR will invoice and require full payment of the total amount by deadline and before publication. Payment is accepted by eTransfer, cheque, or cash.

PLEASE CONTACT:
HELEN SIWAK, EIC & PUBLISHER / ELL COMMS
EMAIL: HELEN@FOLIOYVR.COM
CELL: 778.847.3011



2024