



PARTNERSHIP QUESTIONNAIRE

JOELLE

Magazine

BUILDING YOUR PARTNERSHIP

*A short questionnaire. Your answers shape a
proposal written for you.*

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HOW IT WORKS

THREE STEPS TO YOUR PROPOSAL

01

You answer

Seven short pages about your story, your customers, what you offer and your goals. About 15 minutes.

02

We study

Your answers, your brand and what the Joelle Magazine audience looks for.

03

We propose

A partnership plan, built on your story and your numbers.

There are no wrong answers. Skip anything you prefer to discuss live.

1 · YOUR STORY

YOUR STORY

Why did you create your brand?

What makes it different?

Your promise to a customer, in one sentence



TRAVEL · DESIGN · CULTURE ·
PEOPLE

WHO BUYS FROM YOU

Who are they? ☐ Homeowners ☐ Travelers ☐ Collectors ☐ Design professionals	Where are they from? ☐ United States ☐ Europe ☐ Latin America ☐ Other: _____	How do they buy? ☐ Online ☐ In store or showroom ☐ Through advisors
Typical age range _____	Average spend per customer (US\$) _____	

3 · WHAT YOU OFFER

YOUR PRODUCTS, PLACES OR SERVICES

Name	Price range (US\$)	Best season	Where to buy or book

Which one would you most like to introduce to our readers first?

HOW CUSTOMERS FIND YOU TODAY

Your sales channels

- ☐ Your website
- ☐ Instagram and social media
- ☐ Stores or showrooms
- ☐ Advisors and interior designers
- ☐ Online platforms
- ☐ Press and word of mouth

Where do most sales come from today?

Commission you pay partners or affiliates (%)

What has worked best so far? What has not?

5 · YOUR GOALS

YOUR NEXT YEAR IN NUMBERS

SALES target for the year	FROM THE US share of customers, %	ORDER VALUE average, US\$	MONTHS TO FILL your quieter season
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What would make next year a success for you?

WHAT READERS CAN SEE

DO YOU HAVE...	YES	NOT YET
Professional photos	☐	☐
Video	☐	☐
Customer reviews	☐	☐
Press coverage	☐	☐
Awards or certifications	☐	☐

Our readers trust real images. Please share any photos or video you have.



7 · YOUR INVESTMENT

BUDGET AND PARTNERSHIP MODEL

Marketing budget for the next year

- ☐ Under US\$2,000
- ☐ US\$2,000 – 5,000
- ☐ US\$5,000 – 10,000
- ☐ Over US\$10,000

The model you prefer

- ☐ Visibility: placements and stories
- ☐ Commission on sales
- ☐ Both

When would you like to start?

Your answers stay between us.

WHAT COMES NEXT

YOUR 6-MONTH PARTNERSHIP

MONTH 1

The Feature

Your story, told by Joelle

MONTH 2

The Fortnight

Cover, Column and Joelle News

MONTH 3

The Shop

Your page, linked to buy or book

MONTH 4

Social

Instagram and Pinterest

MONTH 5

The Fortnight

Before your peak season

MONTH 6

The Report

Results and the next season

Investment and commission: tailored to your answers.
A first outline. The final plan is built on what you tell us.



NEXT STEPS

LET'S BUILD IT TOGETHER

- 1 Send your answers to hello@joellemagazine.com
- 2 Receive your proposal within three working days
- 3 A 20-minute call to decide

hello@joellemagazine.com

Joelle Maslaton Oster, Founder and Editor