

2023 MEDIA KIT

ISSUED

TRASC TOXIC
CULMINA

#ABOUTUS

Developed in 2020 as a passion project by Founder and Creative Director, Tina Vartanian as a new way to produce luxurious and interactive streamable editorial content via YouTube. Since our official inception in 2022, we have produced over 100 thought provoking fashion, beauty, and culture based articles. Providing our audience with industry knowledge first.

#ISSUEDBRANDMISSION

Inspiring, empowering, educating, and uplifting creativity at the forefront of where fashion, technology, and culture intersect. The forward thinking that makes editorial cool again.

#ISSUEDIMPACT

Issued Impact is our way of giving back to the community we have built by educating fashion industry individuals, fundraising for causes to better our community, and bringing awareness to important social issues. We host Fashion Talks the first Tuesday of every month on various fashion topics.

#ADVERTISEWITHISSUED

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WEBSITE: WWW.ISSUEDMAGAZINE.COM



7M 17S AVERAGE SESSION
DURATION

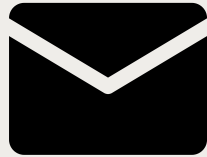
85% NEW
VISITORS

15% RETURNING
VISITORS

60.4% NEWSLETTER OPENING
RATE

STATISTICS 2023

**ISSUED
MAGAZINE**



DIGITAL RATE CARD

INSTAGRAM

- POST... \$50
- REEL... \$100
- STORY... \$75
- STORY HIGHLIGHT... \$100
- GUIDE... \$100
- LIVE... \$300
- FILTER... \$500
- FUNDRAISER SPONSORSHIP... \$300

TIKTOK

- 15S VIDEO... \$100
- 60S VIDEO... \$400
- 3M VIDEO... \$1,200
- STORY... \$75
- PHOTO MODE... \$200

YOUTUBE

- LONG FORM VIDEO... \$500
- SHORTS... \$400
- LIVE... \$300
- COMMUNITY POST... \$75

WEB + NEWSLETTER

- SPONSORED ARTICLES... \$200
- SPONSORED RUNWAY REVIEW... \$500
- SPONSORED NEWSLETTER... \$700

CREATIVE SERVICES

- PHOTOSHOOTS... \$650
- VIDEOGRAPHY... \$700
- WEBSITE DESIGN... \$850
- BRANDING... \$700
- CREATIVE DIRECTION... \$1,000
- STYLING... \$400

LINKEDIN + TWITTER

- SPONSORED TWEET... \$75
- SPONSORED POST... \$100

MAGAZINE

- SPONSORED ARTICLE... \$350
- SPONSORED PHOTOSHOOT... \$300
- ADVERTISEMENT... \$450



PRODUCTION SCHEDULE

ON SALE DATE BOOKING DEADLINE MATERIAL DEADLINE

APRIL 2023

20 MAR. 23 13 FEB. 23 20 FEB. 23

AUGUST 2023

24 JUL. 23 12 JUN. 23 19 JUN. 23

PRINT RATE CARD

2 PAGE SPREAD... \$200

FULL PAGE... \$100

CREATIVE SERVICES PER SPREAD... \$600

SPECIFICATIONS

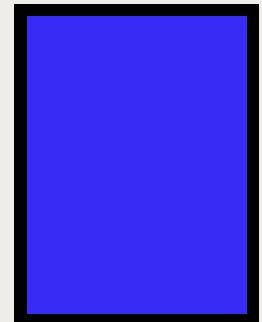
FULL PAGE

TRIM... 8.75" X 10.875"

BLEED... 9" X 11.125"



FULL PAGE TRIM



FULL PAGE BLEED

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