

FTM MAGAZINE

media kit



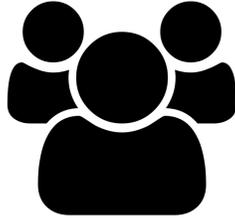
“Our readers are all part of a community that is both very large, and very small. We pride ourselves on providing them with resources they can count on, resources that actively value them in return.”

+ + +

Jason Robert Ballard | Editor In Chief

\\ **READERSHIP** //

The #1 Asked Question by Advertisers



WEBSITE

Average Daily Views | 1400

Subscribers | 94034

SOCIAL MEDIA

Instagram | 76100

Facebook | 31000

Twitter | 6940



PHYSICAL READERSHIP

Subscribers | 300

LGBT Centers | 23

Universities | 4

Healthcare Offices | 12

Average Views Per Copy

11-14 Residential

35-75 Commercial



TOTAL AUDIENCE

49125/MONTH

2019 Cover Price | \$12.99

2019 Subscription Price | \$5/M



EDITORIAL CALENDAR 2019

2019	THEME	EDI.DL	AD.DL
JANUARY	FITNESS ISSUE / CONFERENCE GUIDE	11/1	11/15
FEBRAURY	PARTNERS ISSUE / NSFW	12/1	12/15
MARCH	YOUTH ISSUE / TDOV	1/1	1/15
APRIL	SPRING FASHION / PRIDE GUIDE	2/1	2/15
MAY	FITNESS ISSUE / MENTAL HEALTH	3/1	3/15
JUNE	FATHERHOOD / PRIDE MONTH	4/1	4/15
JULY	SUMMER FASHION / CD RELEASE	5/1	5/15
AUGUST	THE ARTS ISSUE / FILM FESTIVALS	6/1	6/15
SEPTEMBER	INTERNATIONAL ISSUE / FALL FASHION	7/1	7/15
OCTOBER	FTM HISTORY ISSUE	8/1	8/15
NOVEMEBER	WINTER FASHION / ELECTIONS	9/1	9/15
DECEMBER	PRODUCT CATALOG / BEST OF AWARDS	10/1	10/15
BONUS	END OF YEAR CATALOG / CALENDAR	9/1	9/7

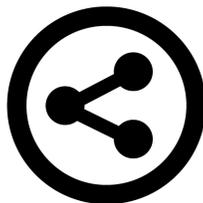


PRIME REAL ESTATE PLANS

Social Media Campaign
Full Sponsorship Campaign
Partnership



Editor-In-Chief | Jason Robert Ballard
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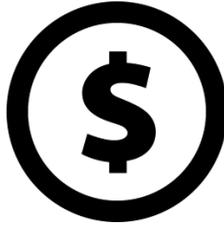


SOCIAL MEDIA CAMPAIGN

\$75/Month or \$35/Week

Profile Post + Linked Story Post / 7 Days
(Paid Ad Boost Available) x4
Professional Design = +\$35/hr

\\\ 115,000 Estimated Views ///



FULL SPONSORSHIP CAMPAIGN

\$100/Month

SOCIAL MEDIA

Profile Post + Linked Story Post / 7 Days

(Paid Ad Boost Available) x4

Professional Design = +\$35/hr

PRINT ISSUES

Full Spread in First 20% of Magazine

Promotional Page Editorial Blurb

WEBSITE

Rotational Graphic / Post Pages

Banner Graphic / Resource Page

\\\ 163,165 Estimated Views ///



PARTNERSHIP

TBD

A partnership is based on a mutually beneficial set of agreements.
There are many ways we can work together with others in the
community and those that help it.

SINGLE PROMOTIONS

All Full Sponsorships include a Full Year Subscription.

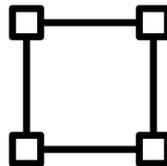
Single Page	\$35	-	\$35
Full Page Spread	\$65	-	\$65
Website Ad / Week	\$35	-	\$35
Instagram	\$0.50/1K	76k	\$38
Editorial	\$0.50/1K	93k	\$46
IG Story Link	\$15	-	\$15



INVOICING DETAILS

Payments can be made by PayPal, Credit Card, or Debit.
Payment is due upon Invoicing or at the 1st of each month.

Invoice will include any Hours of Design.



STYLE GUIDE

What follows are the details and guidelines for graphics and advertising positions.

We ask that you consider employing a Graphic Designer, or use one of our Professional Artists within the community (additional charges per hour may apply).

The appearance of your Brand to our readers is important to both you and us!

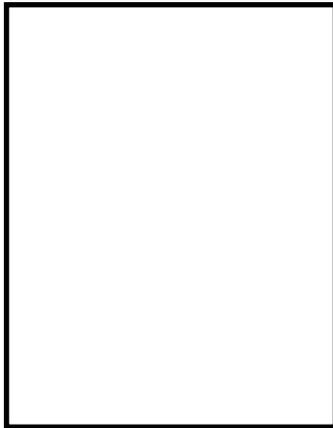
+ - - - STYLE GUIDE - - - +
*** Insert Design Language ***



WEBSITE AD SPACE

Size = 350x200px

Res = 72ppi



ONE PAGE PRINT AD

Size = 5.5" x 8.5"

Bleed = .125"

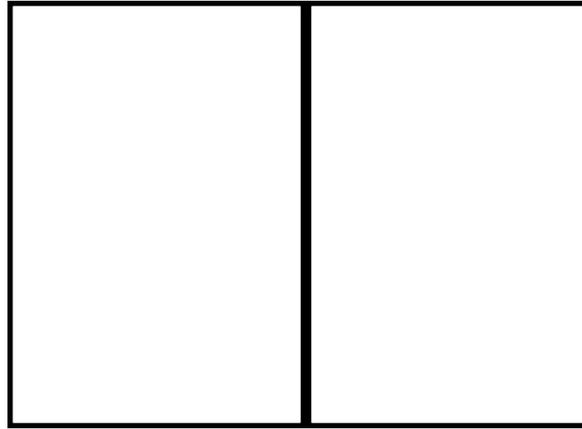
Margin = .5"

Color = CMYK

Res = 300ppi

(No crop lines, or print details needed)

.AI / .PDF / .JPG



FULL SPREAD AD SPACE

Size = 8.5" x 11"

Bleed = .125"

Margin = .5"

Color = CMYK

Res = 300ppi

(No crop lines, or print details needed)

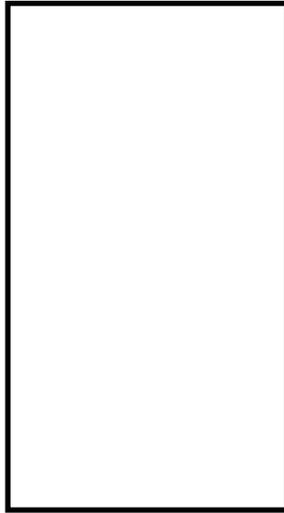
.AI / .PDF / .JPG



INSTAGRAM AD SPACE

Size = 550x550px

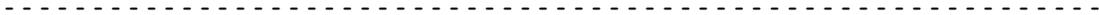
Res = 72ppi



INSTAGRAM STORY AD SPACE

Size = 750x1334px

Res = 150ppi



*** FULL SPONSORS NOTE ***

Please provide a .PNG of your company logo for Sponsor Listings.

If you're using one of our Professional Designers, please include a release of Logo and Branding Style Guide, if applicable, so that we can best serve and represent you and your company in design and production.



- 1ST DOUBLE PAGE SPREAD ... \$145.00
- 1ST LEFT HAND ... \$95.00
- 1ST RIGHT HAND ... \$110.00
- INSIDE BACK COVER ... \$145.00
- OUTSIDE BACK COVER ... \$500.00

POLICIES AND TERMS OF SERVICE

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First and foremost, thank you for your interest in connecting with FTM Magazine on a level that will help both of us sustain our community connections. We really do pride ourselves in being the bridge between resources and a small, wonderful community. - I've worked with and for this group of folks for the better part of my life (almost 15 years). As the community changes, we're right there at the forefront, and when the current Administration of politics comes for our rights, we provide both updates and the knowledge that we're not alone, we're a family.

While it may be beneficial on a ROI level for you to seek out advertising in huge mainstream readership, it does make an impact to see advertising in our independent publication. At rates as low as ours for the views as high as we have, it's a worthy investment to help us grow during our development years.

There are always a number of things that I'm personally doing to grow the publication to its highest potential. This is my passion. With a Masters in Graphics and Communication, and a deep love for the culture, I do my best to represent both your business, and my own. - I need your help in this, not just your funding.

Providing me with a contact within your company to touch base with, receive graphics from, and share the statistical growth with is a must. I never want to miss a deadline, or sponsored post, or ad placement due to not having the artwork on time. - Our first policy for advertising will prevent that from ever happening.

#1 - DEADLINES & REPEATS

Unless we have written agreements that we will be using our Professional Designers, Ad graphics are provided by you, the Advertiser. It is important for reaching the full potential views we promised to you to provide these on time. Above, in the Editorial Calendar, you'll see a column marked AD.DL, this stands for Advertising Deadline, and is typically the 15th of the month prior to publication. If for some reason, we don't receive your graphics to jason@ftmmagazine.com by the scheduled deadline, we can not guarantee that the promotion will be included in any print publications. As far as graphics for social media are concerned, we ask that you give us at least 48 hours before the desired publishing date and time.

If we don't receive your graphics before the deadline, we can not offer a reimbursement for the month, or publication, because we heavily rely on advertising and sponsors to continue to print and ship and run the organization. Your funding is crucial, and your business is important, so we do provide email warnings of upcoming deadlines so we don't run into this. However, please do your best to mark when things are due. We can not guarantee or promise any additional or substitute advertising for missed deadlines.

REPEATS - Since moving from a Quarterly publication to a Monthly publication, we are now requiring at least a four (4) month gap between repeated graphics in our printed issues, and at least a two (2) month gap in any digital graphics for social media posts. This means that you are able to create a minimum of four print ad space graphics, and 8 digital graphics per year to be cycled through, though we recommend having new and exciting and community-targeted ads throughout the year.

You are absolutely able to give us a folder of graphics for the entire year, or quarterly, so that deadlines are never missed. In order to swap a pre-given graphic for a new graphic for whatever reasons, please contact me, and provide the new graphic before the deadline in the above mentioned chart. (15th of the prior month).

#2 EDITORIALS & WRITTEN ENDORSEMENTS

With a Website readership of 93,000 an Editorial write-up is a great way to not only get that view-count, but become a staple of our website and resources. With tagging options through Wordpress, you'll be able to be hosted as a quality connection via SEO, and Website search options. All of our Full Sponsors and Partners have the option to be written about, either in reviews, or an editorial introduction to your company or service. It is important that we work together to supply the readers with the most thorough and informative article possible.

No one knows your business more than you, so a Press Please or written work about your company from you is best. We do have a number of Authors that can review products or services, if offered.

All editorials of print and web, may be, at our discretion, labeled as 'advertisement' to provide our audience with the knowledge that the information they're reading was collaborated on by someone who financially supported us as well.

#3 SOCIAL MEDIA CAMPAIGNS

It is helpful if we receive all of the information to post on our social media platforms about your business within 48 hours of the time we need to post. Typically, with a campaign with auto payments, we try to gather all the graphics that need to be posted in a one month stretch. If you have sudden or flash sales, or news that is breaking, we may be able to accommodate that, but make no promises.

Our Profile Posts / Story Campaign photos are typically published at the same time to build Brand recognition. Making them similar in Branding Styles will help to accomplish that.

We also offer 'Offers' and 'Events' listings on our Facebook platform to coincide with any marketing campaign you and your marketing representatives host.

#4 CURRENT PUBLICATION FREQUENCY

We are in the middle of a great change. Moving from a Quarterly publication to a Monthly. This will increase the number of eyes on the Magazine by... well, 12.

With this increase, we have an increase in costs. We published the March issue and have closed the gap between Quarterly and Monthly by an entire month the first month that we've attempted to. Once funding is stable, a monthly production of the print issues is guaranteed. I'll be able to delete this whole section! But for now, if a month we are every other month for a stretch of time, know that we value your Sponsorship and are doing everything we can to get to our goal.