

shameless



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AD KIT 2014

INTRODUCING *SHAMELESS*

Shameless magazine, the fresh alternative to typical teen media, has been covering issues that matter to young women and trans* youth for ten years! We are celebrating this amazing milestone with special ten-year anniversary ad rates, just for you.

At *Shameless*, we don't talk down to our readers: We provide content for youth who are often marginalized by mainstream media; among others: trans* youth, youth of colour, queer youth and youth with critical minds.

Our magazine is distributed in high schools and libraries, yielding a high readership-per-copy ratio. Our readers share their copies of the magazine with friends!

OUR CONTENT

Every issue of *Shameless* features several pages of book, music and website reviews; columns including sports, media literacy, the environment, arts, food, clothing, technology, careers and DIY.

Our anti-oppressive mandate is reflected in all our content, as is our commitment to working with young and emerging writers and artists. Our readers see themselves reflected in our pages and help to shape and create the content they want to read.

Every issue of *Shameless* has a central theme. Past themes have included critical takes on education, labour, politics, language and fashion.

“Publications like [Shameless] are so important and it’s great to see a magazine that so accurately represents the voices of young women and encourages and inspires them to speak up.”

***—Jane Deacon, Editor
Kingston Publications***

“[Shameless] deals with real issues — important stuff — not how to flirt... this is a magazine for real girls.”

***— Shannon, 14
Regina, Saskatchewan***

Your magazine is a true work of art and intellect.”

***— Ashling, 14
Cambridge, Ontario***

Thank you for creating such a life-altering magazine!”

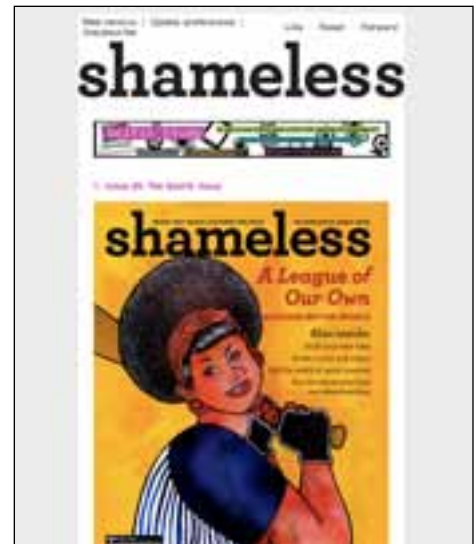
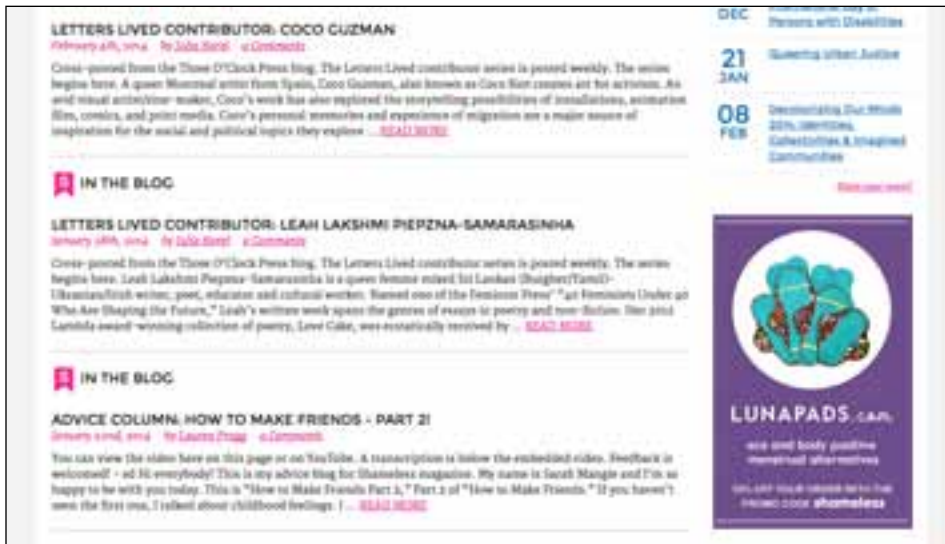
***— Esther, 15, Holyrood,
Newfoundland***

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SHAMELESS ONLINE

Each month *Shameless* gets over 13,000 unique visitors to our website. We've recently expanded our online offerings with youth-created blog content and behind-the-scenes looks at our work. We cover contemporary topics including electoral politics, media critiques, trans* rights, Indigenous sovereignty, and so much more.

Shameless maintains an active presence on Tumblr, Twitter, Facebook and Instagram, with a combined 7,000 followers and a high rate of engagement, re-tweets and shares. We offer social media packages in combination with other ads – check out our rate card. Regardless of format, it's clear that people are listening to *Shameless*!

SHAMELESS NEWSLETTER

In addition to our three print issues per year and our on-going online content, *Shameless* provides bi-monthly updates to our subscribers and supporters via a direct e-mail newsletter. Each newsletter is packed with exciting content from our most popular pieces, sneak peeks at upcoming issues, launch party and other event updates, and bonus content not found anywhere else. A maximum of two advertisers are accepted per newsletter, offering excellent exposure.

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Ten years of
TALKING BACK
SHAMELESSMAG.COM

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SHAMELESS READERS

Our readers' survey showed us a few things about *Shameless* readers that you might like to know:

***Shameless* readers are online!** 75% of our readers shop online, buying clothes, books, and shopping at independent craft stores (like Etsy).

***Shameless* readers are interested in pursuing education.** 80% of readers who filled out our survey are pursuing a post-secondary education. Many of them are already students. *Shameless* proudly maintains a high school audience, with many of our readers still finishing up secondary school.

***Shameless* readers are conscious consumers.** 43% of our readers live a vegan or vegetarian lifestyle.

***Shameless* readers work hard!** 51% of our readers are working full or part time. (Keeping in mind that many of our readers are students!)

***Shameless* readers love *Shameless*.** 70% of our readers who subscribe to the magazine save their issues when they've finished reading them.

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RATES

COLOUR

	SINGLE AD	2 ADS 10% DISCOUNT PRICE PER AD	3 ADS 15% DISCOUNT, PRICE PER AD
OUTSIDE BACK COVER	\$1,295	\$1,165	\$1,100
INSIDE FRONT COVER	\$990	\$891	\$841
INSIDE BACK COVER	\$865	\$778	\$735

BLACK AND WHITE

	SINGLE AD	2 ADS 10% DISCOUNT PRICE PER AD	3 ADS 15% DISCOUNT, PRICE PER AD
FULL PAGE	\$825	\$742	\$701
1/2 PAGE	\$475	\$427	\$403
1/3 PAGE	\$390	\$351	\$331
1/4 PAGE	\$345	\$310	\$293
MARKETPLACE	\$30	N/A	N/A

WEBSITE

	SINGLE BOX	DOUBLE BOX	TRIPLE BOX
WEB AD	\$100	\$175	\$225

OUTREACH

NEWSLETTER	\$200
SOCIAL MEDIA	\$100 (PER MONTH)

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AD SPECS	WIDTH	HEIGHT	RESOLUTION	COLOUR	BLEED
OUTSIDE BACK COVER	8.125"	10.875"	300ppi	CMYK	+ .25"
INSIDE FRONT COVER	7.2917"	9.5764"	300ppi	CMYK	N/A
INSIDE BACK COVER	7.2917"	9.5764"	300ppi	CMYK	N/A
FULL PAGE	7.2917"	9.5764"	300ppi	BW	N/A
1/2 PAGE	7.2917"	4.7083"	300ppi	BW	N/A
1/3 PAGE	2.3125"	9.5764"	300ppi	BW	N/A
1/4 PAGE	3.5625"	4.7083"	300ppi	BW	N/A
MARKETPLACE	2.3069"	2.9069"	300ppi	BW	N/A
NEWSLETTER	728 px	90 px	72ppi	RGB	N/A
WEB SINGLE BOX	193 px	101 px	72ppi	RGB	N/A
WEB DOUBLE BOX	193 px	202 px	72ppi	RGB	N/A
WEB TRIPLE BOX	193 px	303 px	72ppi	RGB	N/A

ACCEPTED FILE FORMATS: TIFF, PDF, JPEG

*The advertiser is responsible for the quality and contents of any supplied artwork. All prices are in Canadian dollars.
The Publisher reserves the right to refuse to publish any ad that is in contraction with the Shameless mandate*

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www.shamelessmag.com