

blindfold



magazine

www.blindfoldmag.com



MEDIA KIT

BLINDFOLDMAG.COM
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As I walk along the path blinded by what I am supposed to be, by what they tell me to be, by the lies that guide me. My body trembles in fear, my eyes water, and my soul screams to be free.

"The Unity of Freedom has never relied on uniformity of opinion", Martin Luther King

Let me step outside of myself

"He is able who thinks he is able", Buddha

Does the man with the most win?

"The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively", Bob Marley

I want to inspire the world

"A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history", Gandhi

This path is not the one I choose

"It always seems impossible until it's done", Nelson Mandela

Let me be free, let me be me,
let me see beyond the blindfold



EditorialStatement Blindfold Magazine is a socially conscious, independent, quarterly new lifestyle magazine.

Socially conscious can be defined as being aware of the problems that different societies and communities face on a day-to-day basis.

Blindfold unites audience interests in different fields, while showing that it is possible to be socially and environmentally aware without compromising beauty and soul. It's time to take off the proverbial blindfold that society creates and see beyond. Through pictures and words, Blindfold looks to inspire our readers to "take it off."

74
percentage of
people who say
owning a hybrid
car is important

EditorialCalendar

Conception

These are the people and places that inspired us to make this Blindfold thing happen

Take it OFF

Slave to the Man

Stories on breaking away from our dependence on fossil fuels and the child soldiers of Africa

More Than a Woman

We look at the women of the world who lead the charge to a new world consciousness

The Journey

Run, bike, swim, pull, push, jump, or do the funky chicken. We look at the athletic endeavors that happen outside in the beautiful sunshine.

It's Time to Celebrate

Festivals all over the world bring people together. These are the ones you need to put on your the bucket list.



LIMITED FIRST EDITION

FEATURE STORIES

- **Patricia Arquette** – Actor, True Romance, Medium
- **Tom Shadyac** – Film Director, Ace Ventura, Evan Almighty, Liar Liar, Activist
- **Ian Sommerhalder** – Actor, Lost, Vampire Diaries
- **Brandon Boyd** – Musician, Incubus
- **Tesla** – Car Company

Subjects that move our readers create a lasting impact for your advertising message.

REGULAR FEATURES

- News of people and companies giving back
- Sustainability
- Food
- Wildlife
- Art and culture
- Music
- Film
- Written word
- Fashion



PROFILE OF THE NEW SOCIALLY CONSCIOUS CONSUMER

- Female 64%, male 36%.
- Median age 35.
- Education – Master’s or Doctoral degree 38%.

ENTERTAINMENT AND CULTURE **INSPIRE** US

53% have seen an **independent film** in the past 6 months.

88% listen to **music** daily.

79% go to the **movies/theatre** 6 or more times a year.

73% have purchased a **book** in the last 6 months.

18; Average number of books purchased in the last year.

MEDIAN INCOME \$105,478 (vs. \$49,777 national average)
TOP 96% IN US.

OUR READERS HAVE STRONG MINDS

- Business owners, executives
- Community leaders
- Skilled Professionals i.e. Doctors, Lawyers, Accountants
- Out of the box creators: film, design, art, fashion, form, animation, new technology

People who **Care** to make a difference.

79% interested in companies operating consciously.

81% buy products from companies who align with their values.

80% pay a higher price for sustainable goods and services.

DISCRIMINATING TASTE OF THE NEW SOCIALLY CONSCIOUS

How and on what do our readers shop?

76% frequent shops and eat out daily.

89% prefer to shop locally.

87% eat organic food.

68% pay more for socially conscious products and services.

78% are more likely to give business to green companies for:

- FOOD**
- CLOTHING**
- SHOES**
- BUSINESS SERVICES**
- ENTERTAINMENT**
- TRAVEL**



PATRICIA
ARQUETTE
givelove.org

WHAT DRIVES THE SOCIALLY CONSCIOUS?

64% own at least one luxury car.

91% said their next car will utilize newer, cleaner technology.

74% belong to a club: country, golf or health.

88% entertain at home regularly.

Home worth is in upper 95% of US households.

29% own a second home.

Took an average of 4.8 vacations (3 days or more) last year.

87% are involved in Philanthropic Endeavors and **Give Back.**

WHERE WILL YOU FIND BLINDFOLD?

Bookstores/Newsstands/Retail Outlets

- Barnes and Noble
- Books A Million
- Indigo Bookstores of Canada
- Other major retailers in progressive cities across the nation

Home Delivery

Hotels

READERSHIP

89% Spend more than 90 minutes Reading Blindfold.

5.4 Average number of people who read one issue.

94% said they would read the next issue.

10.8 Average number of times each person reads their own copy.

67% Keep Blindfold for more than 6 months.

DISTRIBUTION – 45,000

MONTHLY NEWSLETTER

Timely news of the socially conscious.

Special promotions.

Future projects.

Fundraising and social events.

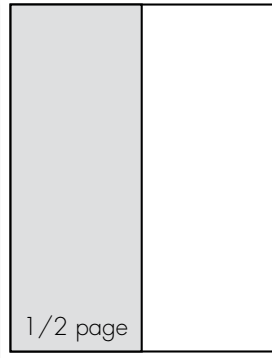
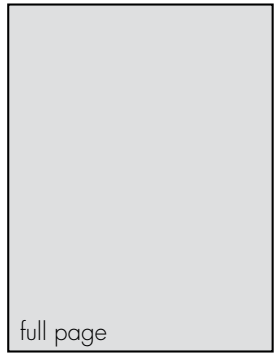
VALUE ADDED

Frequency discount (save 25% over 1x rates).

Camera ready discount of 15%.

DISTRIBUTION





AD SIZE	BLEED	LIVE/SAFETY	NON-BLEED	TRIM
Page	9.25" x 11.625"	8.25" x 10.625"	9" x 11.375"	9" x 11.375"
Spread	9.25" x 23"	8.25" x 22"	9" x 22.75"	9" x 22.75"
1/2 Page Vertical	4.75" x 11.625"	3.25" x 10.625"	4.5" x 11.375"	4.5" x 11.375"

Images

- All high-resolution images must be included. Do not embed OPI information in files.
- Images are required to be SWOP TR 005 compliant.
- CMYK or grayscale only. Convert any spot colors not intended to print into CMYK.
- Minimum resolution of 300 dpi.
- Apply image trapping as needed.
- Do not nest EPS files within other EPS files.
- Save images in TIFF or EPS format, with no ICC profiles embedded.

Fonts

- Only use Type 1 or TrueType fonts.
- Text containing thin lines, serifs, or small lettering should be restricted to one color.
- Reverse lettering: For CMYK advertisements should be spread with the dominant color used for letter shapes, while subordinate colors are to be spread slightly, to minimize registration issues.
- Surprinting/Overprinting: When type is intended to surprint/overprint, the background should be no heavier than 30% in any color and a total of no more than 90% in all four colors.

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- All rates are for full color ads.
- Order and material deadline is 30 days before publication
- All insertion orders are due at the submission of artwork.
- For ad agencies and clients with approved credit, 30 days prior to publication date. Late charges will apply.

In house art design charge \$500 +

Does not include custom or stock photography, films, copies, disks or any other expenses. Includes only one round of revision. A charge of \$100 will apply for minor changes to client/agency submitted material.

ASK ABOUT SECURING A PRIME SPOT FOR YOUR ADVERTISING MESSAGE.....
Contact Victoria von Ammon with any inquiry: victoria@blindfoldmag.com

