

IMPACT

M A G A Z I N E

EMPOWER. ENCOURAGE. EDUCATE.

ABOUT THE MAGAZINE

IMPACT Magazine's mission is to empower, encourage, and to educate our readers on ordinary people living extraordinary lives. We have had Malik Yoba, Angie Stone, Musiq Soulchild, Chrisette Michele, Karen Civil and others to grace our cover. The topics we speak on range from overcoming obstacles to living your vision.



IMPACT-Magazine
60,882 Impressions



@IMPACTMagazine
15.9K Followers

DIGITAL CONTENT DISTRIBUTION

- Published Quarterly On The World's Biggest Digital Content Platform, Issuu.
- 100K Monthly Views
- 28K Readers Per Week
- 16K Unique Visits Per Day

NOMINATED
10th Annual

AAMBC
2018
LITERARY AWARDS



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IMPACT

Winter 2018

Women of
IMPACT
ISSUE

The Wonder of
Aisha Hinds

“Ai Am That Ai Am”

Dominique Fishback

The Breakout Star Of HBO's
Hit Series, *The Deuce*

Featuring:

Torrei Hart
Ericka Pittman
Vanessa Simmons
Shanice Wilson
Olori Swank
Arnita Johnson-Hall
Ebony Porter-Ike
Khat Brim
Ashley Williams

IMPACT MAGAZINE

EMPOWER. ENCOURAGE. EDUCATE

MAGAZINE TARGET AUDIENCE

80%

FEMALE

75%

AGES 25 – 45

90%

UNITED STATES

10%

INTERNATIONAL

WEBSTIE STATISTICS

60,882

IMPRESSIONS

3,427

READS

20%

ORGANIC SEARCH

1,000

MONTHLY PAGE VIEWS

ADVERTISING INFORMATION

To Place An Advertisement With IMPACT Magazine, Email Info@TheIMPACTMagazine.com

ONE PAGE 8.75" x 11.25" BLEED SIZE 8.5" x 11" TRIM SIZE **\$800 per issue**

TWO PAGE SPREAD 8.75" x 11.25" BLEED SIZE (each pg.) 17" x 11" TRIM SIZE **\$1,500 per issue**

1/2 PAGE 5.75" x 8.75" BLEED SIZE 5.5" x 8.5" TRIM SIZE **\$525 per issue**

1/4 PAGE 5.75" x 4.5" BLEED SIZE 5.5" x 4.25" TRIM SIZE **\$375 per issue**

www.theimpactmagazine.com



Seeing the need in her community for positive imagery, Tunisha C. Brown, began the journey of bringing forth IMPACT Magazine. IMPACT Magazine is a lifestyle print and digital publication. whose mission is to empower, encourage, and to educate readers through the power of images and words.

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GENERAL GUIDELINES

Full-page bleed ads should be made to the trim size of the publication.

Add .125' bleed to all four sides of the ad when creating the file.

A safety margin of .25' must be taken into account when creating a bleed ad.

Do not put any live copy closer than .25' to the trim size.

PDFs must see PDF/X 1a standards with 300 dpi images. CMYK colors, and embedded fonts.

Export or "Save As" using the PDF/X 1a settings from Adobe InDesign (preferred), Photoshop, or Illustrator.

For quality-control purposes, advertisers who submit PDF files may be required to supply native files if the PDF is difficult.

UNACCEPTABLE FILE FORMATS

- Microsoft Publisher
- Microsoft Powerpoint

NEED YOUR AD DESIGNED?

GRAPHIC DESIGN SERVICES AVAILABLE FOR A FEE OF **\$150** PER AD.

Design templates provided upon request. Please email info@theimpactmagazine.com to start the process and mention Advertise W/IMPACT in the subject.

EDITORIAL CALENDAR

ADS DUE:

April 15, 2018	Issue: June 15, 2018
July 15, 2018	Issue: September 15, 2018
October 15, 2018	Issue: January 15, 2019