

# Media Kit

PRINT | DIGITAL | EVENT



# About Us

**Slay Magazine** is a lifestyle magazine that SLAYs all areas of life!

Since 2015, this international publication has continued to be a positive media platform in a world that can sometimes be extremely negative.

Published bi-annually; Slay Magazine has continued to be a distinguished media influencer for both youth and adults of all ethnicity while providing inspiration and information on the latest news, fashion, beauty, relationship, entertainment, business, wellness, technology, and much more.

DEMOGRAPHICS		MAGAZINE READERS	
<p><b>RACE</b></p> <p>AFRICAN AMERICAN/BLACK: 72%</p> <p>HISPANIC: 15%</p> <p>ASIAN: 7%</p> <p>CAUCASIAN: 6%</p>		<p><b>GENDER</b></p> <p>FEMALE: 65%</p> <p>MALE: 35%</p>	
<p><b>EDUCATION</b></p> <p>HIGH SCHOOL 0.3%</p> <p>COLLEGE EDUCATED 52.8%</p> <p>COLLEGE GRADUATE+ 33.7%</p> <p>POST GRADUATE STUDY 13.2%</p>		<p><b>AGE</b></p> <p>13-17 0.3%</p> <p>18-24 5.7%</p> <p>25-34 25.8%</p> <p>35-44 36.0%</p> <p>45-54 22.7%</p> <p>55-64 5.8%</p> <p>65+ 3.6%</p>	
DISTRIBUTION	AUDIENCE	<p><b>MARITAL STATUS</b></p> <p>SINGLE: 47.6%</p> <p>MARRIED: 35.7%</p> <p>DIVORCED/WIDOW: 16.7%</p>	
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## NEWS

The News section provides the latest world news. Readers can explore the current international events occurring in the world.

Section features:

- World News
- Politics
- Local News
- Technology

## FASHION

The Fashion section SLAYs the world of fashion. We SLAY every day, special occasions, and other areas of fashion.

Section features:

- Fashion on a budget
- Fashion trends
- Fashion quizzes
- Fashion features

## BEAUTY

The Beauty section gives SLAYnomenal information from a variety of Hair and Beauty Influencers around the world. Readers can explore the products on the market by both large and small businesses with step-by-step tutorials that everyone can use.

Section features:

- Hair & beauty quizzes
- Tutorials
- Editorial
- Beauty features

## LIFESTYLE + CULTURE

The Life and Culture section allows our readers to read current health, fitness, food, relationship, and other SLAYtastic areas of life.

Section features:

- Health & Fitness
- Recipes
- Wellness quizzes
- Lifestyle features
- Relationship
- Family
- Business

## ENTERTAINMENT + CELEBRITY

The Entertainment and Celebrity section allows our readers insight into those who have SLAYed with the ability to inspire and educate others on how to gain additional success. This area provides a platform for celebrity musicians, entertainers, actors, and others to motivate our SLAYers to continue to SLAY to reach their goals.

Section features:

- Entertainment
- Sports
- Movies
- Music
- Moguls
- Entrepreneurs

# Print



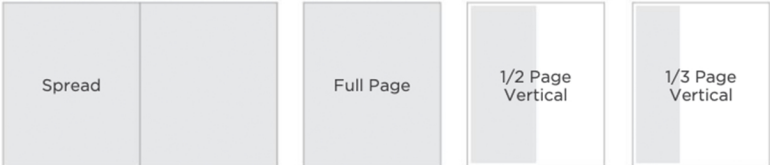
Add Size	1X	2X
Inside Front Cover	\$949.99	\$899.99
Inside Back Cover	\$749.99	\$699.99
Full Page	\$749.99	\$699.99
Spread	\$499.99	\$499.99
1/2 Page	\$619.99	\$519.99
1/3 Page	\$599.99	\$499.99
Business Card	\$299.99	\$199.99

**ACCEPTABLE FORMATS**

High resolution PDF, JPEG, JPG, or PNG | 300 dpi

THESE RATES ARE EFFECTIVE THROUGH DECEMBER 2021. WE OFFER COST EFFICIENT DESIGN LAYOUT FOR OUR ADVERTISING CLIENTS. ALL ADVERTISEMENTS MUST BE PAID IN FULL. PLEASE REFER TO OUR REFUND POLICY ON OUR WEBSITE.

FOR ADVERTISEMENT VISIT THE SLAYVERTISE PAGE ON OUR WEBSITE OR SUBMIT YOUR QUESTION VIA THE CONTACT PAGE ON OUR WEBSITE.



# Digital

**theslaymagazine.com**

is an extension of our publication.

## SOCIAL MEDIA PROMOTIONS

**Includes:** *Facebook, Instagram, Twitter, YouTube, and Tumblr*

Promotions		
Submitted Article (Feature)	\$299.99	
Video (Feature)	\$399.99	
Social Media (Per Post)	\$249.99	

## UNIQUE VISITORS

Slay Magazine has a monthly reach of over **9 million** SLAYers.

## SOCIAL MEDIA

OVER  
**8M+**  
per month

## WEBSITE

OVER  
**1M+**  
per month

## DIGITAL MAGAZINE SUBSCRIPTIONS

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\$9.99

DIGITAL ACCESS

SUBSCRIPTION

[theslaymagazine.com/slay-magazine-store](http://theslaymagazine.com/slay-magazine-store)

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**RATES FOR SOCIAL MEDIA PROMOTIONS ARE PER MONTH UNLESS NOTATED OTHERWISE.**



# SLAY

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MAGAZINE

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