

Media Kit

PRINT | DIGITAL | EVENT



THESLAYMAGAZINE.COM

About Us

SLAY MAGAZINE IS A GLOBAL LIFESTYLE AND EMPOWERMENT PUBLICATION THAT SLAYS EVERY AREA OF LIFE. SINCE 2015, OUR MISSION HAS BEEN TO PROVIDE A POSITIVE, POWERFUL, AND ALL-INCLUSIVE MEDIA PLATFORM THAT UPLIFTS OUR READERS WHILE CELEBRATING DIVERSITY ACROSS FASHION, BEAUTY, BUSINESS, ENTERTAINMENT, CULTURE, AND WELLNESS.

IN A WORLD THAT CAN OFTEN FEEL OVERWHELMING OR NEGATIVE, SLAY MAGAZINE STANDS FIRMLY AS A PLACE OF ENCOURAGEMENT, EMPOWERMENT, EDUCATION, AND ELEVATION.

WE AMPLIFY THE VOICES OF YOUTH, ADULTS, CREATIVES, ENTREPRENEURS, FAMILIES, CELEBRITIES, AND EVERYDAY LEADERS WHO ARE BOLDLY SLAYING THEIR JOURNEYS.

WE ARE PROUD TO BE A DISTINGUISHED MEDIA INFLUENCER FOR ALL AGES AND ETHNICITIES INSPIRING MILLIONS GLOBALLY.

DEMOGRAPHICS

RACE

AFRICAN AMERICAN/BLACK:	72%
HISPANIC:	15%
ASIAN:	7%
CAUCASIAN:	6%

EDUCATION

HIGH SCHOOL	0.3%
COLLEGE EDUCATED	52.8%
COLLEGE GRADUATE+	33.7%
POST GRADUATE STUDY	13.2%

DISTRIBUTION

70k

AUDIENCE

13M

MAGAZINE READERS

GENDER

FEMALE:	65%
MALE:	35%

AGE

13-17	0.3%
18-24	5.7%
25-34	25.8%
35-44	36.0%
45-54	22.7%
55-64	5.8%
65+	3.6%

MARITAL STATUS

SINGLE:	47.6%
MARRIED:	35.7%
DIVORCED/WIDOW:	16.7%

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

SLAY Magazine

ADVERTISING & MEDIA PACKAGES

STANDALONE DIGITAL PROMOTIONS

Sponsored Post — \$125
Sponsored Reel — \$150
Sponsored Story Set — \$60
Social Media Bundle (Post + Reel + Stories) — \$275

DIGITAL FEATURES

Submitted Article — \$299
Video Feature — \$399
Brand Spotlight Article — \$275

MAGAZINE PRINT RATES

Full Page — \$749
Half Page — \$619
Quarter Page — \$599
Coupon Size — \$399
Business Card — \$299
Inside Front Cover — \$949
Inside Back Cover — \$749

FEATURE SPREADS

1-Page Advertorial — \$399
Editorial Spread — \$499

PREMIUM BUNDLES

The SLAY Starter Package — \$375
Includes: Post, Story Set, Spotlight Feature, Email Blast

The Influence Package

Includes: Post, Reel, Story, Feature Article, Quarter Page Ad - \$650

The Brand Amplifier

Includes: Post, Reel, Story, Full Feature Article, Half Page Ad, Roundup Feature, 14-Day Website Feature - \$1,100

The Signature SLAY Package

Includes: 2 Posts, Reel, 2 Story Sets, Feature Article, Full Page Ad, Newsletter Feature, 30-Day Website Feature - \$1,600

The Ultimate SLAY Partnership

Includes: 4 Monthly Posts/Stories, Premium Reel, Full Feature, Full Page Ad, Homepage Banner, Event Access - \$2,500



CONTACT US

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Website: www.theslaymagazine.com

Digital File Guidelines

Photo

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

Video

1080 (Full HD), Ultra HD (4k / 2160p), 4K UHD (3840 x 2160)

Color

4-color process (CMYK)

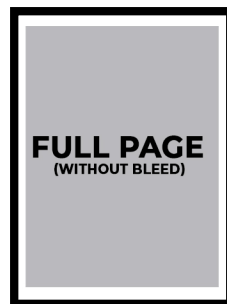
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(File may be converted to CMYK by Slay Magazine's graphic designer)



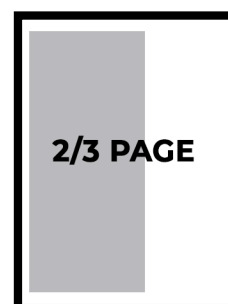
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8.75" x 11.25" (Bleed)



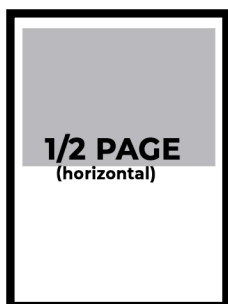
FULL PAGE
(WITHOUT BLEED)

7.5" x 10"



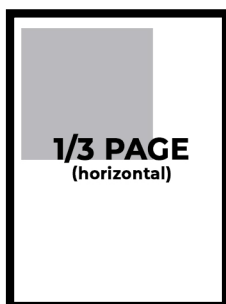
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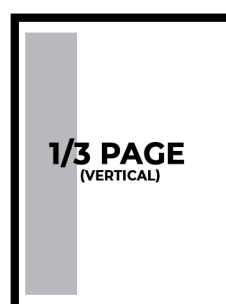
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1/3 PAGE
(horizontal)

4.78" x 4.78"



1/3 PAGE
(VERTICAL)

2.38" x 10"



1/8 PAGE
(BUSINESS CARD)

3.5" x 2"



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SLAY

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