

disfunktional / MAGAZINE



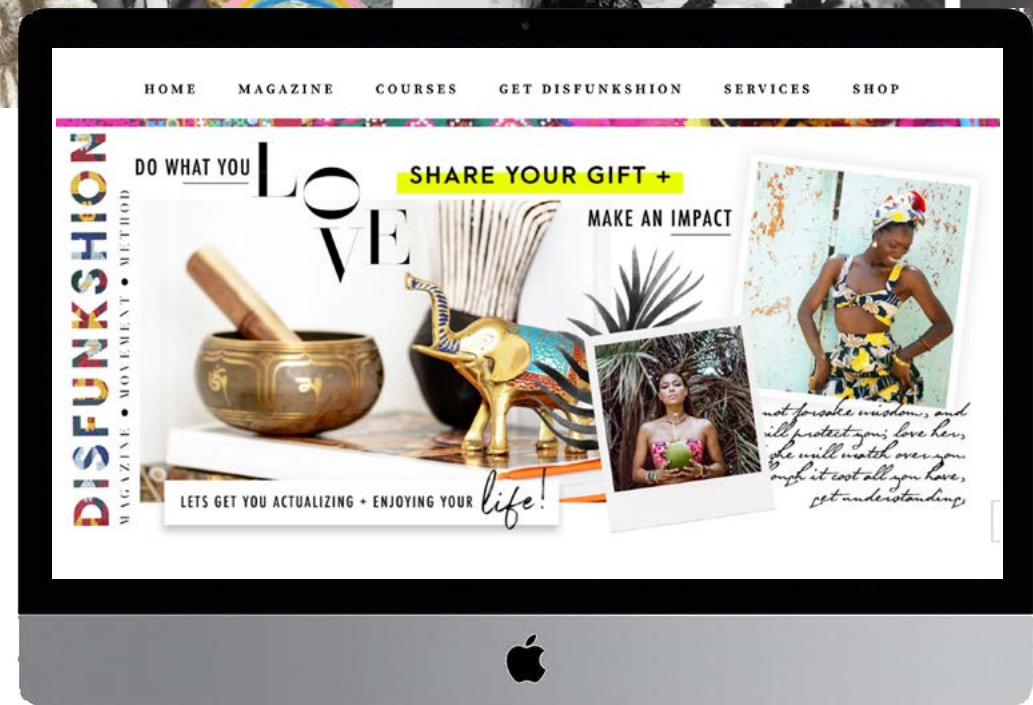
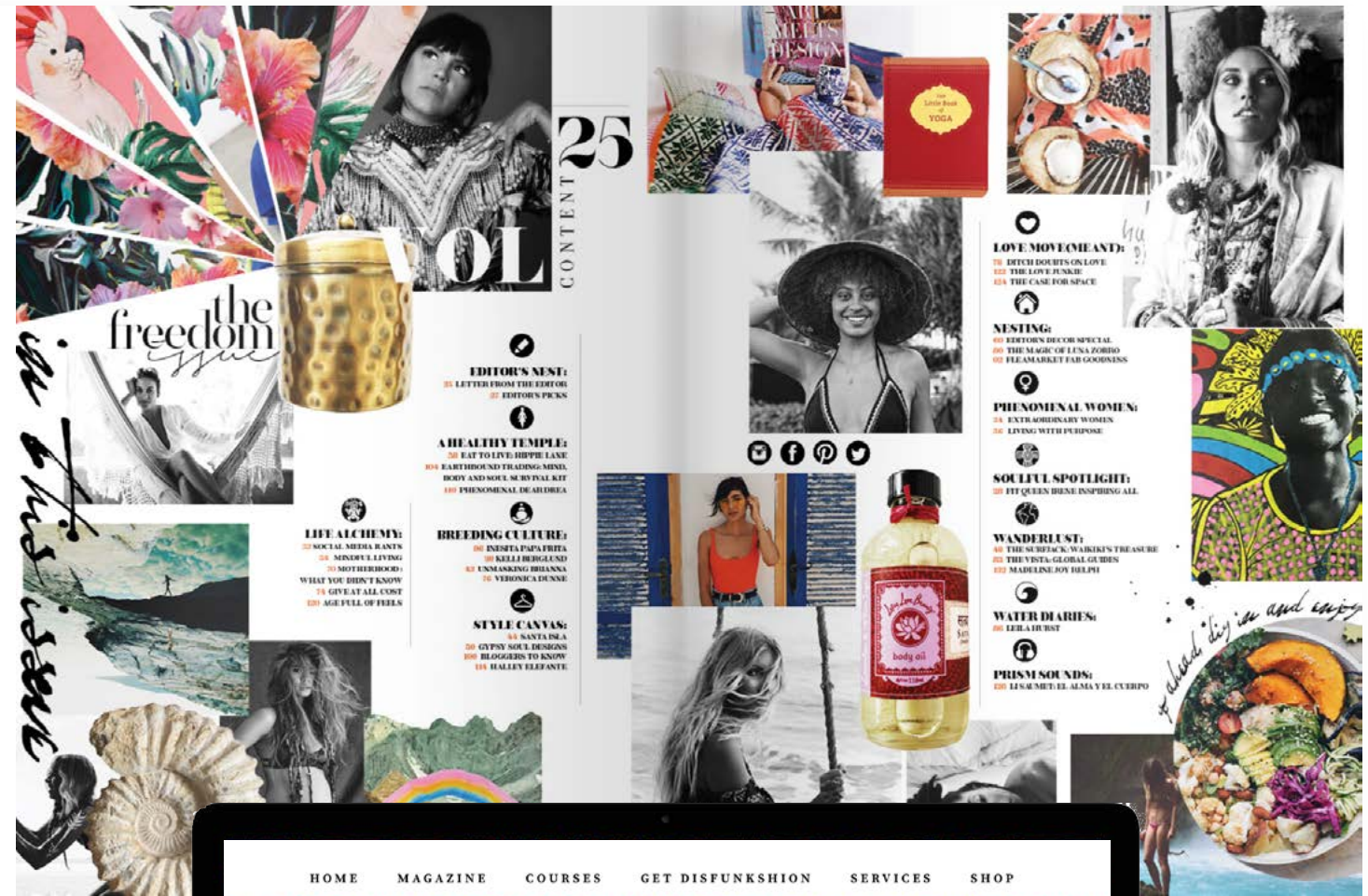
MEDIA KIT



ENJOY A DELICIOUS + RADICAL LIFE *IN SPITE* OF CIRCUMSTANCES

About Us

You're in the right place if you're looking for a multi-genre lifestyle magazine that embraces imperfection and takes a holistic approach to conscious living in the nooks of wellness, personal development, art, style, culture, business and spirituality.



The Disfunkshion woman is inquisitive at the core. She's conscious of the reaction to her every action, but is light-hearted simultaeously. She believes in the deeper world, and is in constant search of the connection between who we are individually and collectively. Basically, she loves business *and* wellness, spirituality *and* hard facts, ancient traditions *and* pop culture.



Oh yeah!
she loves a
lot of color
too!

About OUR Stats

Disfunkshion is a national U.S. print yearly magazine with a distribution in *Barnes & Noble* and most mass book retailers in the states. With one yummy coffee table-esque issue per year, our girl awaits and collects her print book. Our digital element doesn't fall behind with a faithful following (we're talking the line-at-the-Apple-store-on-iphone-release day kinda faithful).

Readership



DEMOGRAPHIC:

99% women between the ages of 18-47 years old.



ONLINE:

Weekly articles published and an average of 23K visitors per week.

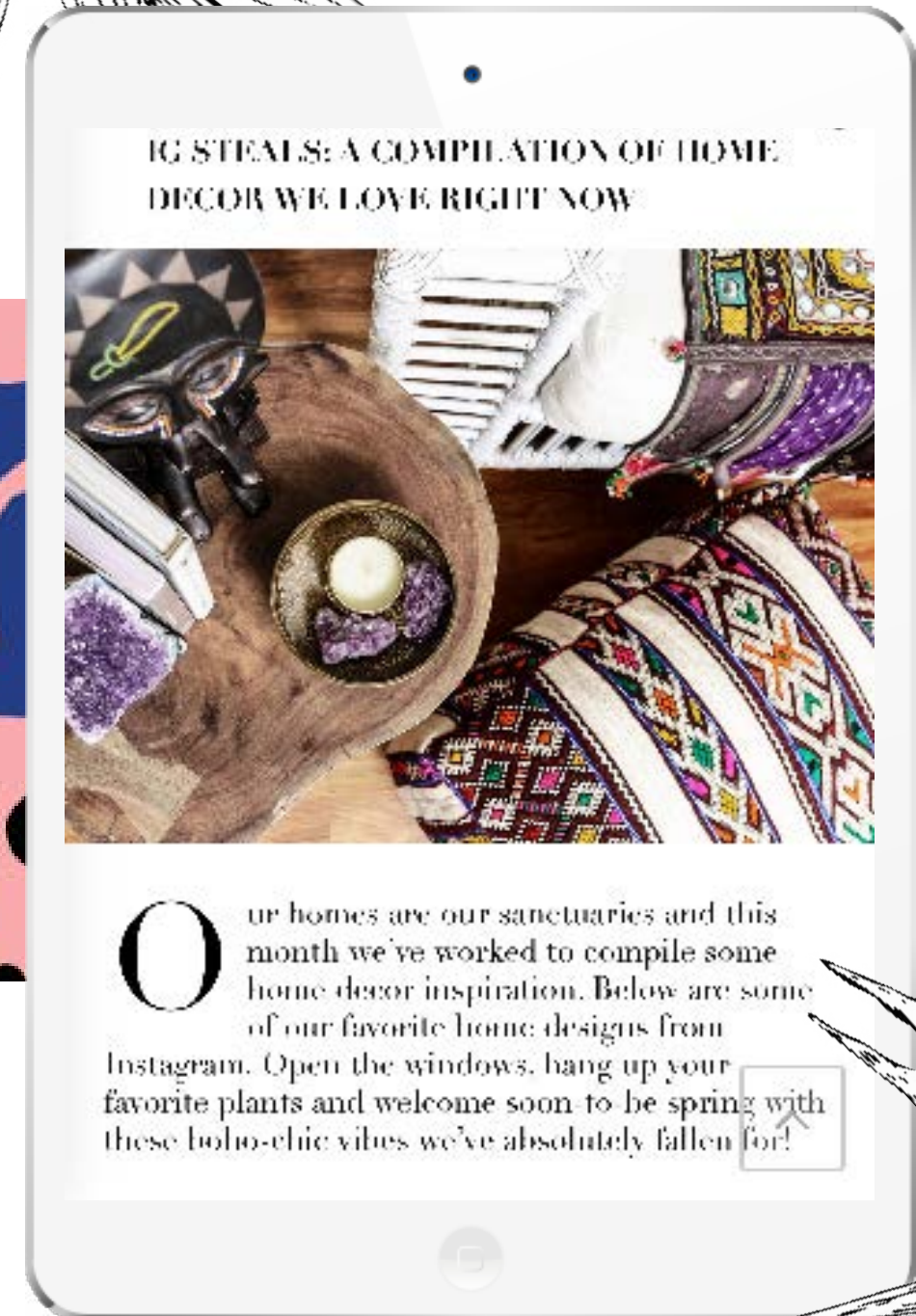


NEWSLETTER:

2 monthly emails published and an average of 22K+ subscribers.

Our Numbers

- 2-3 pieces of original content weekly
- Over 80K page views monthly
- 58% are returning visitors
- Top markets (U.S): Florida, New York, California, Texas, Hawaii, Atlanta, Arizona
- Top markets (International): Australia, Mexico, Brazil, Colombia



Some MORE Stats



22,000+
Newsletter subscribers



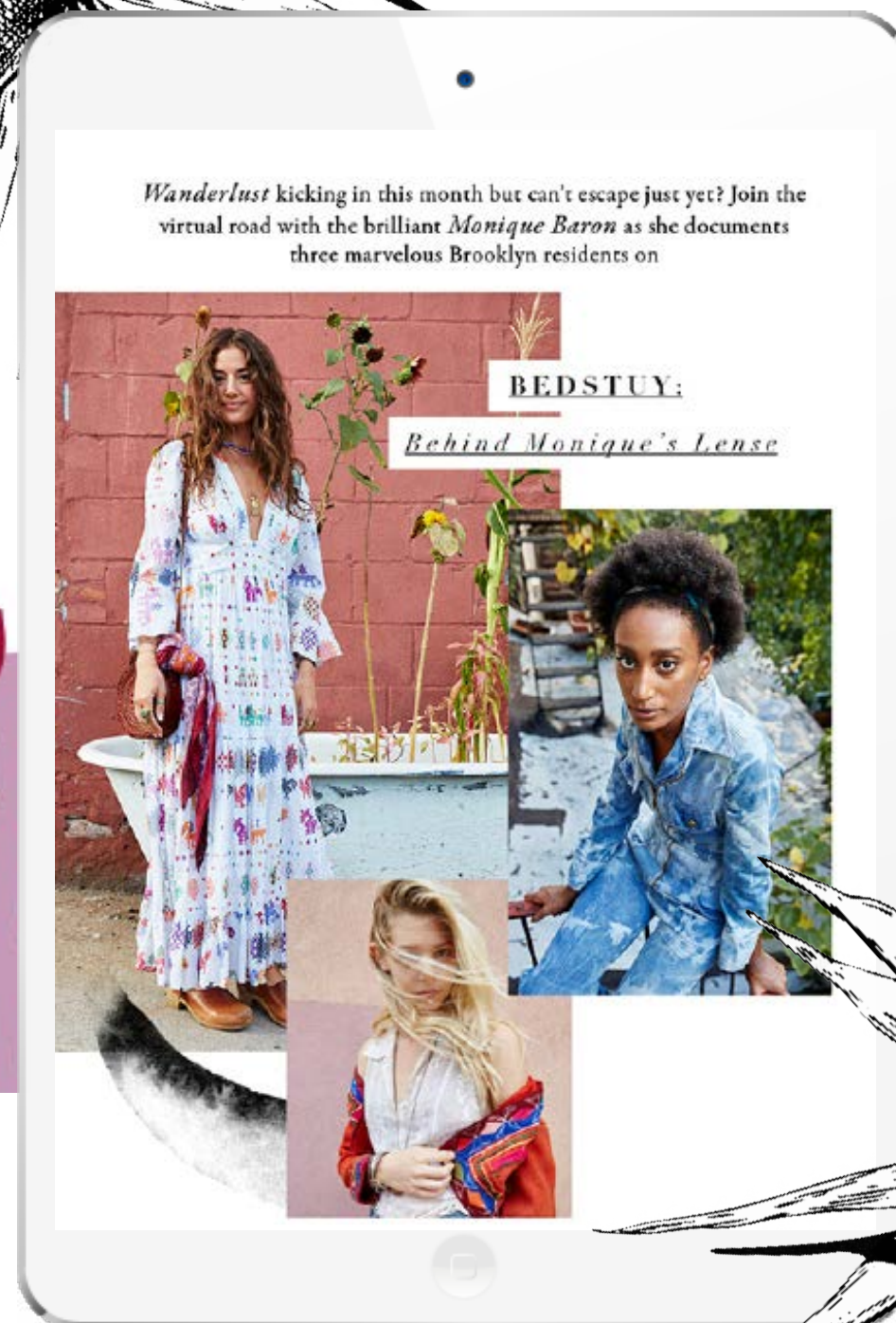
34%
Newsletter open rate



166K+
Instagram followers



6K+
Average IG story views





Partner *Ship*

OPPORTUNITIES

\$2,500

INVESTMENT

- On magazine homepage
- Highly visible webpage feature
- Clickable item directs to site
- Limited spots per month
- 60% click through rate

MONTHLY Editor's Picks



\$4,000

INVESTMENT

- Full online article / editorial
- Includes images + special characters
- Directs to desired website
- Limited spots per month
- 62% click through rate
- 600 - 1,000 words

SPONSORED
— **Article** *feature*

FEELIN' YOURSELF? 5 ROADS LEADING TO
SELF LOVE



With the new year upon us, it's fitting to stretch ourselves into a few new practices. Twenty six can surprise

12-MONTH PARTNERSHIP

\$700

PER MONTH

6-MONTH PARTNERSHIP

\$850

PER MONTH

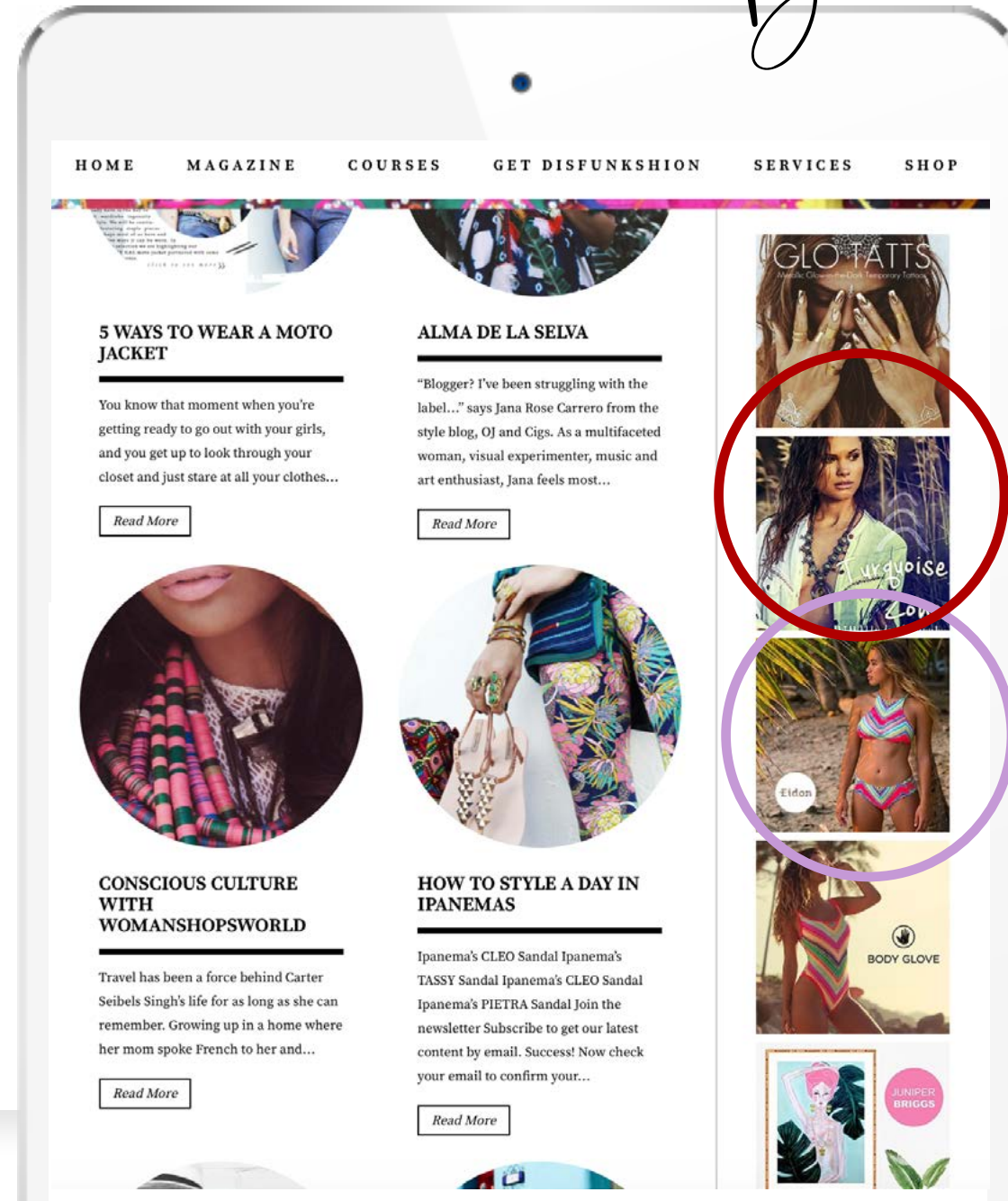
3-MONTH PARTNERSHIP

\$1,000

PER MONTH

SPONSORED

— **Website** *banner*



DEDICATED *News* Letter

\$3,000

INVESTMENT

- One fully co-branded newsletter to entire list of 25,000 faithful readers
- Includes custom design and written content
- Direct link to website or promo material
- Relevant language and organic marketing



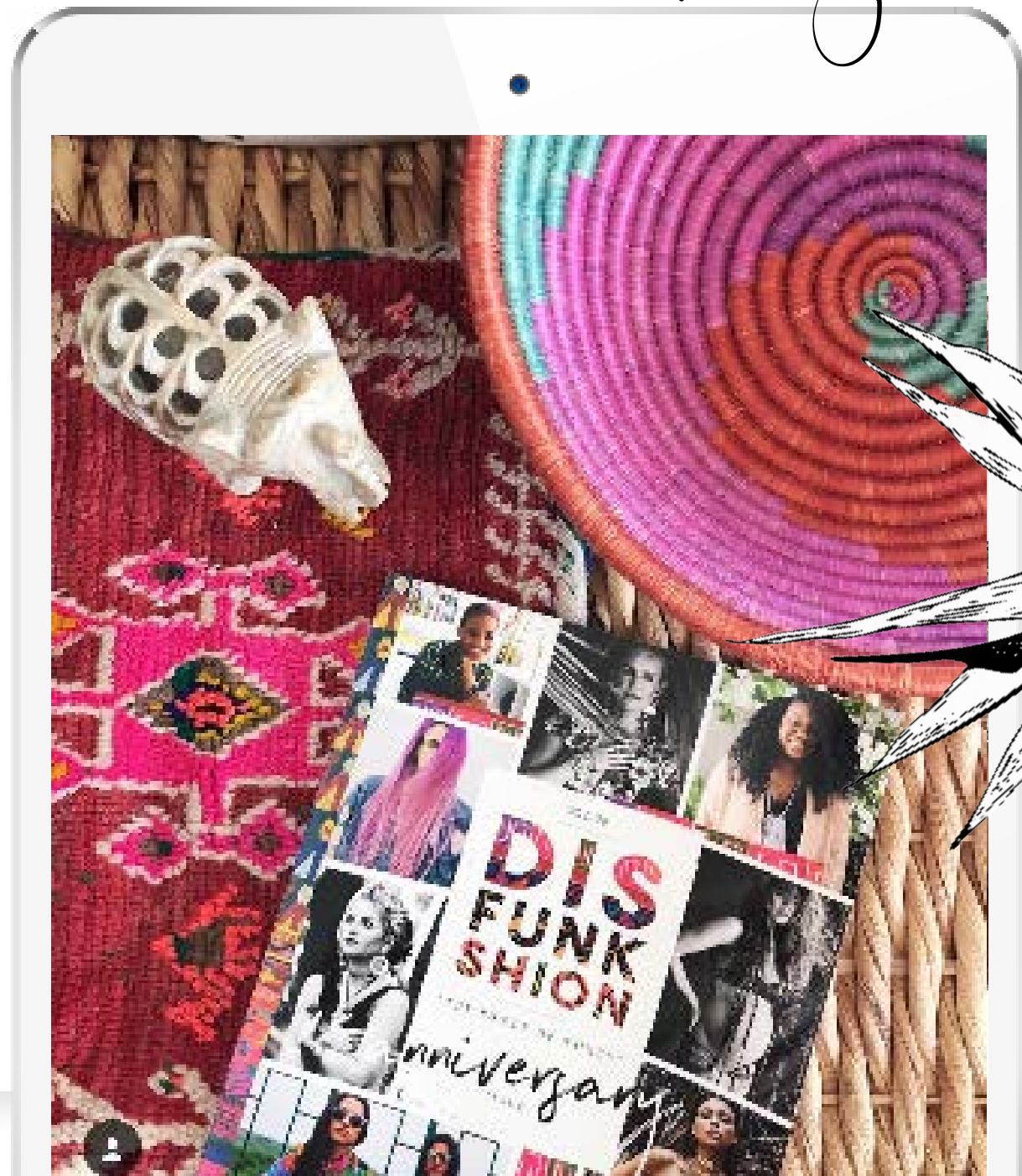
SPONSORED

— Giveaway

\$1,500

INVESTMENT

- Giveaway shared on Instagram
- 2 static IG stories promoting g/a
- One video story promoting g/a
- Directs to desired website
- Outcomes: social growth and/or email list growth.



Insta Post

Static feed post / Image creation included

\$1,500

INVESTMENT

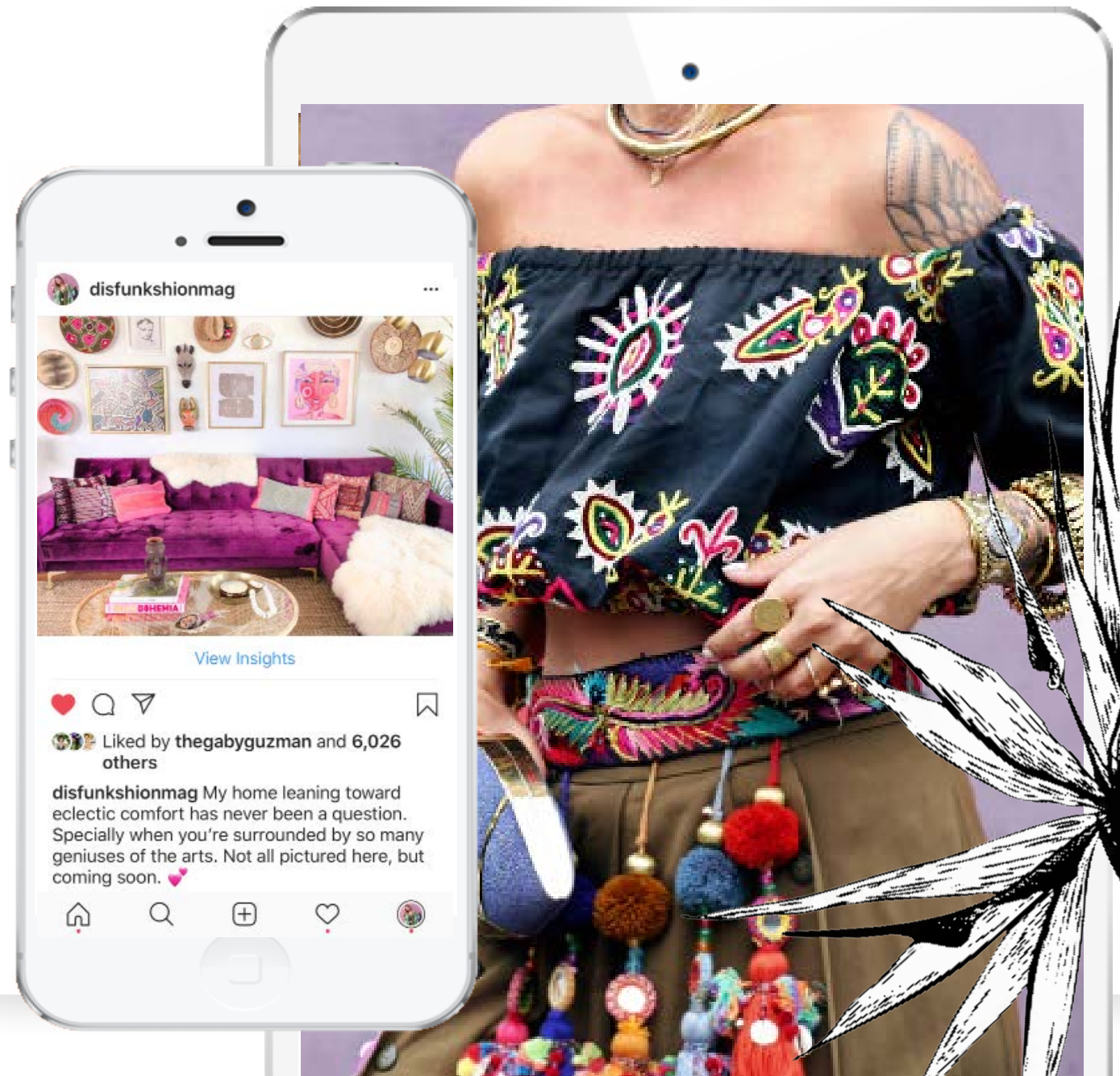
Insta Story

Video stories post with Disfunkshion approval

\$1,000

INVESTMENT

— **Insta** *grah*
LOVE





LET'S PLAY AND MAKE SOME *magic*
together.



CONNECT@DISFUNKSHIONMAGAZINE.COM



the end / my sweet



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