

OBVIOUS

MEDIA KIT

OBVIOUS

MISSION STATEMENT

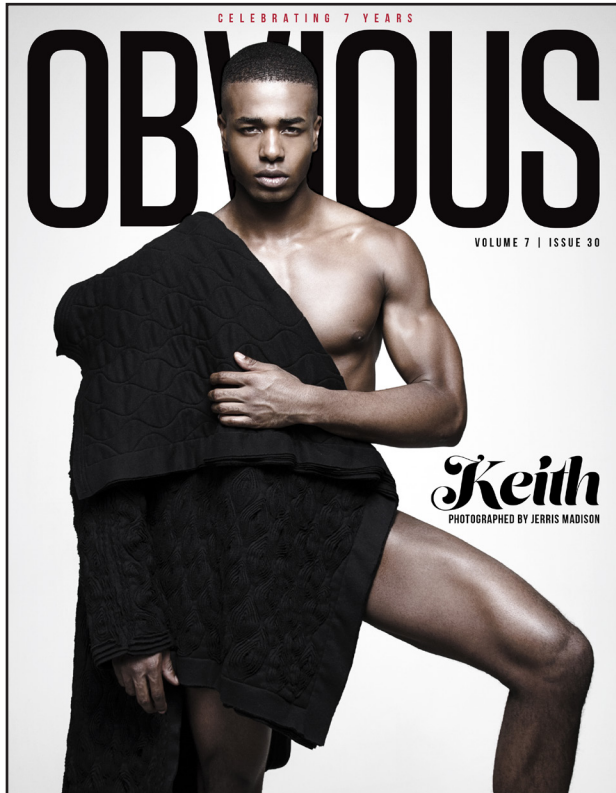
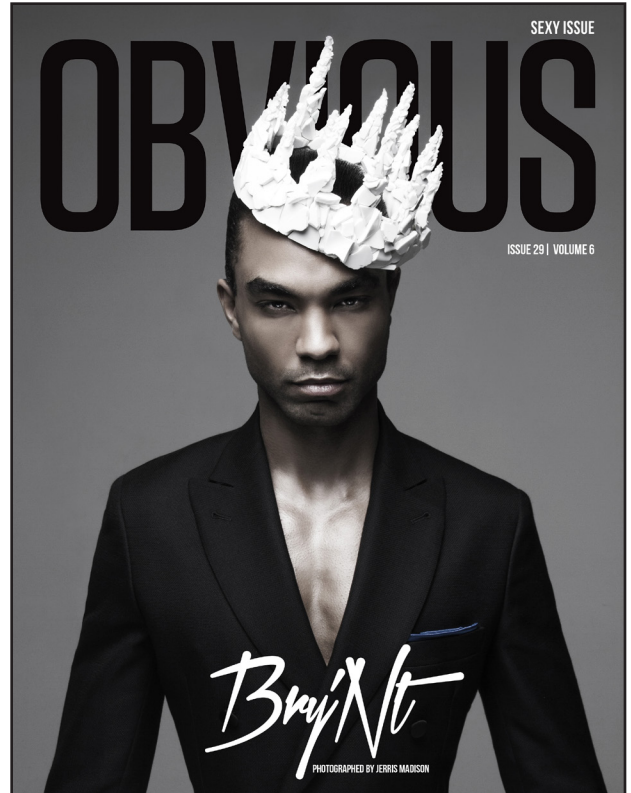
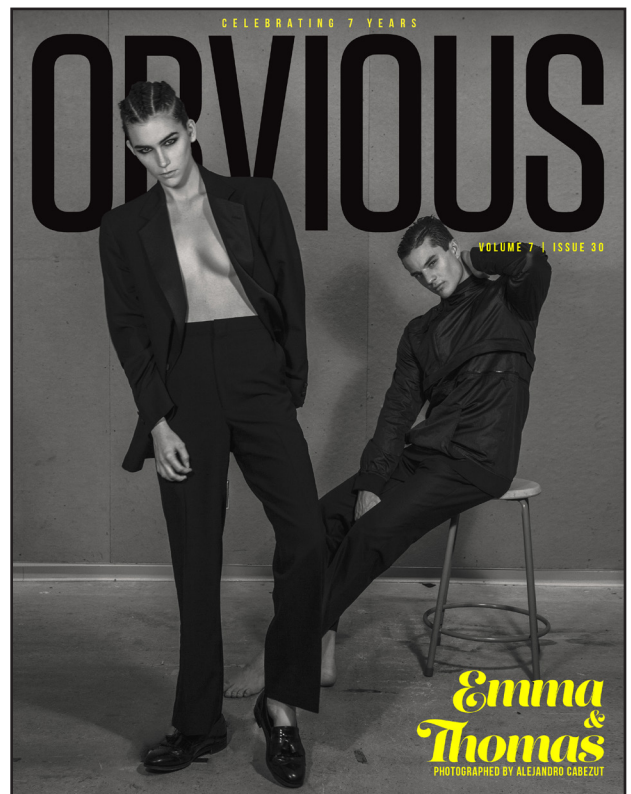
OBVIOUS represents empowerment, diversity and change. Our growing audience is our biggest asset. They inspire us to create thought provoking uplifting content, which in return presents the opportunity for inspiration, imagination and evolution. We are the voice for those that do not yet realize they have a voice. We are a team of visionaries dedicated to empowering our readers and making a difference in culture, fashion and lifestyle.

"We treat each issue as if its our first." – Jerris Madison, Publisher | Creative Director | Editor in Chief

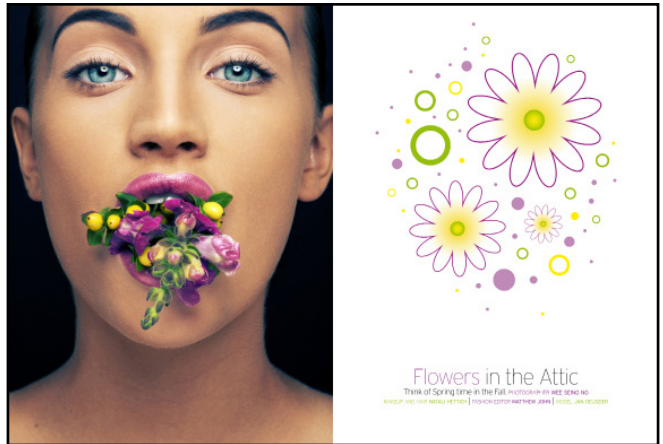
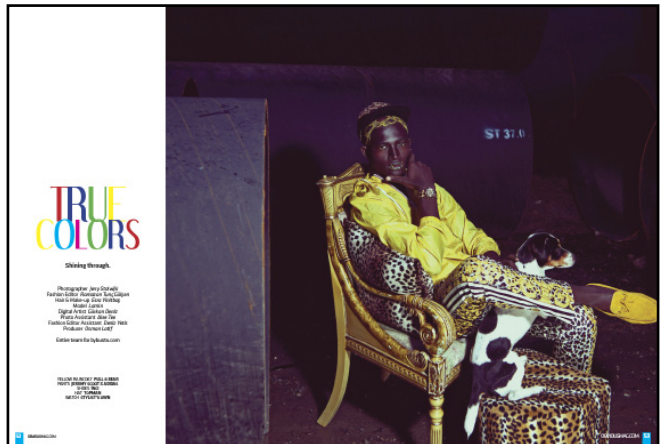
OBVIOUS Magazine is a Los Angeles and New York City based, bi-monthly print and digital publication; focusing on Men's and Women's Fashion, Lifestyle, Culture, Empowerment and Trends.

OBVIOUS MAGAZINE

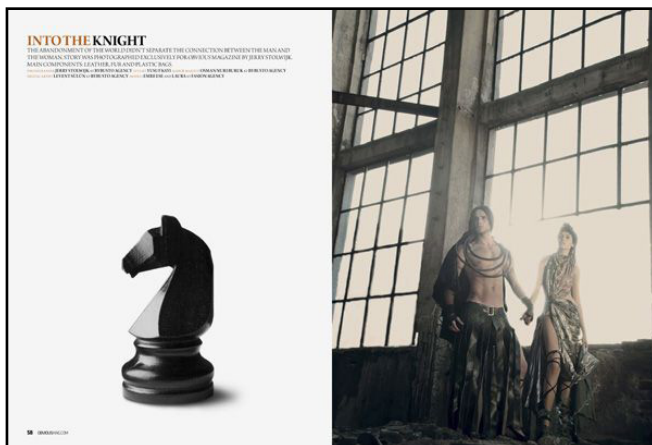
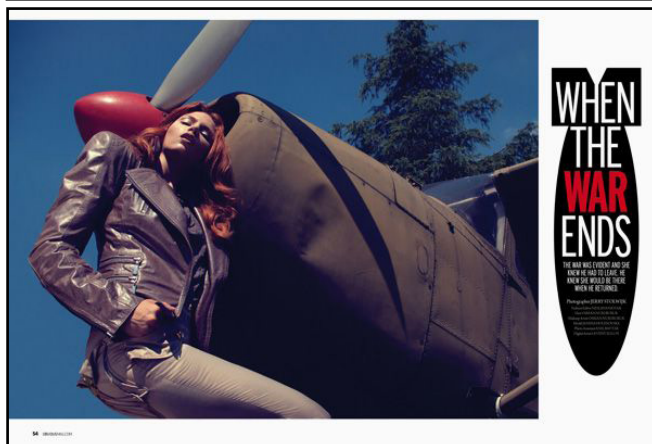
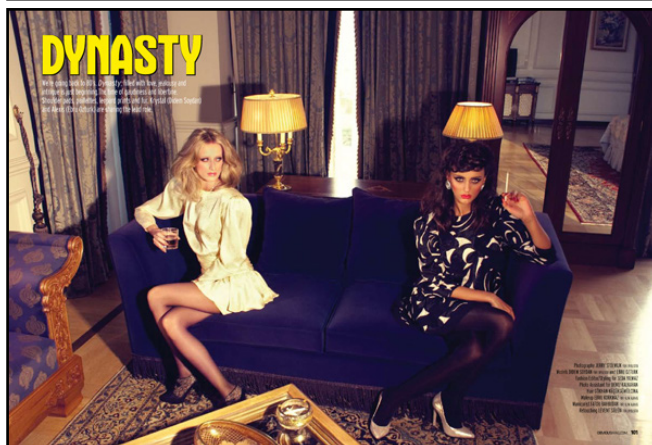
COVERS



EDITORIALS



EDITORIALS



OBVIOUS

EDITORIAL CALENDAR 2016 – 2017

ISSUE /SPACE MATERIAL	CONTENT/AD CLOSING	ON-SALE DATE
March 2016 April 2016 THE MODEL ISSUE 4 COVERS DIGITAL & PRINT New Models Role Models Aesthetics Spring Fashion Runway New Faces	February 9, 2016	February 23, 2016
May 2016 June 2016 THE SUMMER ISSUE 2 COVERS DIGITAL & PRINT What's Next? Movers & Shakers Art Trek Summer Fashion Chow Music	April 12, 2016	April 26, 2016
July 2016 August 2016 THE SEXY ISSUE 2 COVERS DIGITAL & PRINT Sex Appeal at Any Age Books Gadgets Art Fall Fashion Preview Design	June 14, 2016	June 28, 2016
September 2016 October 2016 THE FASHION ISSUE 4 COVERS DIGITAL & PRINT New Faces New Designers Best Beards Holiday Preview Fall Fashion	August 16, 2016	August 30, 2016
November 2016 December 2016 THE EMPOWERMENT ISSUE 2 COVERS DIGITAL & PRINT Fitness Holiday Aesthetics 2016 Recap Gadgets Advice	October 11, 2016	October 25, 2016
January 2017 February 2017 THE BEAUTY & BODY ISSUE 2 COVERS DIGITAL & PRINT Music Finance Award Season Fitness Spring Preview Advice	December 13, 2016	December 27, 2016

*EDITORIAL CALENDAR IS SUBJECT TO CHANGE

OBVIOUS

DEMOGRAPHICS

AGE: 25-34 **SECONDARY AGE:** 18-24
FEMALE | MALE | OTHER: 65% / 34% / 1%
MEDIAN AGE: 31

AUDIENCE: Art/Design/Photography/Fashion 62% - Professionals 38%

Female | Male Readership: 65% / 34% / 1%
Average Individual Income: \$63,175
Average Combined Household Income: \$105,113

INTERESTS

Dining Out, Dating, Attend Movies, Visit Lounges more than Clubs, Entertains at Home, Volunteers, Read Books, Travel, Investing, Foodie, Donate to Charities and Inspiring People.

Source: OBVIOUS Magazine Online Poll via email, newsletter and obviousmag.com.

Responses: 75,174. **Date:** November 2015.

TOP 12 CITIES

Quezon City, Manila
New York
Houston
Chicago
Los Angeles
Lagos State, Nigeria
West Bengal, India
Johannesburg, S. Africa
Dallas
Philadelphia
London, United Kingdom
Detroit

TOP 12 COUNTRIES

United States
Philippines
India
United Kingdom
Canada
Australia
South Africa
Brazil
Egypt
Mexico
Pakistan
Malaysia

ONLINE PRESENCE

Facebook, Twitter, and Instagram and our newsletter allow us to connect with our audience worldwide. We listen to their recommendations and their needs. This helps us to build a stronger presence for our brand and advertisers.

Website: 3,500 hits per day (105,000 a month). **Page views:** 5. **Average Time:** 3.75 minutes. **Impressions:** 413,000 per month
Facebook: 1.2 Million+ **Engagement:** 60%. Facebook is our #1 Social Media Platform.
Instagram: 13,000+ **Engagement:** 30%.
Twitter: 3,440+ **Engagement:** 10%.

OBVIOUS

WHY ADVERTISE WITH US?

Looking to work with us? We love working with brands. We offer many different ways to work together and highlighted below are some of our partnership options. We are growing so fast. Why not be a part of our success and get a return on your investment? Building lifetime relationships is key.

OBVIOUS readers are decision makers, influencers, CEOs, brand and marketing managers, opinion leaders and as well as specialists in their field of expertise. We have 1.2 Million+ fans on Facebook, 13,000+ followers Instagram, and 3400+ followers on Twitter. We've just added Google+ to our social media reach. Engagement is key and important to us.

OBVIOUS is one of the largest community-driven publications for men and women with superb UX and XI online experience for our readers linking to our content, and routinely sourced by the media for story ideas.

ONLINE SPONSORSHIPS

MENTORSHIP TOUR

CONTEST AND GIVEAWAYS

SPECIAL ONLINE EVENTS

Opportunities include: Sponsoring, Advertising Bonuses, Prize Donations.

ADVERTORIAL OPPORTUNITIES

Get your products featured on our website, newsletter and/or print magazine. Our editorial team will craft your advertorial campaign and promote it through our social media channels (Facebook, Twitter, and Instagram) and print and digital platforms. We've partnered with Layurd's Supply Chain to help create engaging content for ROI, brand focus and consumer buying power.

Advertorial content must fall within the editorial subject matter of OBVIOUS: Luxury & Lifestyle, Fashion, Beauty, Travel, Food, Music, Empowerment, etc.

OBVIOUS will create the advertorial content based on key points provided by the client (alternatively, copy submitted by the advertiser must be original in content and not published elsewhere on the Web).

EVENT SPONSORSHIPS

NEW YORK FASHION WEEK EVENT
LA FASHION WEEK EVENT
HOMELESS CHILDREN CLOTHES DRIVE

Opportunities include: Co-Hosting, Exhibitor's Table, Product Donations, Liquor Sponsorship.

BRAND AMBASSADORSHIP

We would love the opportunity to represent your brand. Ways we can work together in an ambassador relationship is by sharing your product on obviousmag.com, creating original post using your products, Social Media parties, etc.

PRODUCT REVIEWS AND GIVEAWAYS

Do you think your product is the perfect fit for OBVIOUS readers? We're happy to offer an honest and comprehensive review of your product. Please reach out to learn about our giveaway and review policies.

BRAND SPONSORED TRAVEL AND RETREATS

We're available for brand retreats, events, and media trips. We will share your companies message via social media and can arrange for a possible follow-up post on obviousmag.com, print, and digital media.

OBVIOUS

DISTRIBUTION

OBVIOUS is currently working on limited print retail distribution to start March 2016 in the following five cities: Los Angeles, New York, Chicago, Atlanta and Houston.

Additional retail for the following five cities to start September 2016: Washington, DC; Philadelphia, Dallas, Miami, and Detroit. International cities: Amsterdam, The Netherlands; Milan, Italy; Istanbul, Turkey, and London, UK. (Locations are subject to change)

OBVIOUS has secured retail distribution with Barnes and Noble, Hudson News and select independent newsstands.

Every issue of Obvious Magazine is shipped to an exclusive comp list of trend-setters, taste-makers, influencers, movers and shakers ensuring the publication reaches its target audience.

OBVIOUS is available for purchase on obviousmag.com.

PRINT RUN TO START: 10K MARCH 2016 (50,000 SEPT 2016)

Frequency of Publication: **Bi-Monthly; Six times a year.**

March/April and September/October are Special Edition, Double Issues.

Pages: **96 Pages** Regular Editions. **192** Double Editions.

Newsstand for 10K (secured): **5,250**

Subscriptions/Comps for 10K: **4,000 / 250**

Promo / Events for 10K: **500**

Newsletter: 14,252 (36% open rate)

Retail (USA): **\$5.95 per issue / \$9.95 per issue** (Special Edition; Double Issue)

Retail (CANADA/FOREIGN): **\$9.95 per issue / \$14.95 per issue** (Special Edition; Double Issue)

Yearly Subscription: **Introductory Rate \$19.95.** Print and Digital Yearly Subscription combo: **\$29**

One year subscriptions to start March 2016. **PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**

SPECIAL EVENTS

#WORKINGMODEL TOUR

Spring 2016. A 10-city nationwide tour promoting healthy eating, skin care, portfolio development, social media presence and self-empowerment. Keynote speakers are in attendance at the events. Attendees are working models, unsigned talents, agents, bookers, managers, and new faces.

LOS ANGELES | NEW YORK | BERLIN | LONDON FASHION WEEK EVENT

OBVIOUS takes part in fashion week in Los Angeles and New York City. We will host our own event and partner with select brands and support up-and-coming designers in fashion, accessories, shoe design and more. The events take place one a year in each city. Our Fashion Issue is distributed heavily during each event. We're planning expansion into London, England, and Berlin, Germany in 2017.

OBVIOUS

PRINT RATES | TABLET RATES

Single Page \$5,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)
Double Page Spread \$10,000 (16.50 X 10.75 with 0.125 bleed or full bleed; CMYK)

Inside Front Cover Spread \$9,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)
Outside Back Cover \$10,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)

Inside Back Cover (Single Page) \$7,500 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)
Opposite TOC \$6,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)
Opposite Foreword \$6,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)

Opposite Masthead \$6,000 (8.25 X 10.75 with 0.125 bleed or full bleed; CMYK)

Open rates are negotiable based on committed paging levels. These page rates are NET and do not include agency commission. It is the responsibility of the agency to add on their commission.

TABLET | DIGITAL APP ONLY: SUBTRACT -25% FROM RATES ABOVE.

TABLET | DIGITAL APP COMBO: ADD +25% TO RATES ABOVE.

PLEASE SUBMIT RGB FILES. Single Page (8.25 X 10.75 with 0.125 bleed or full bleed; RGB)

Double Page Spread (16.50 X 10.75 with 0.125 bleed or full bleed; RGB). Video

PAYMENTS/CONTRACTS

CONTRACTS

Acceptance of contract advertising rates by customer constitutes contract agreement. In the case of unfilled yearly contracts, charges will be adjusted in accordance with the rate applicable to the number of insertions actually placed.

PAYMENT TERMS

Full payment must be received within 30 days of issue on sale date. Any additional fees or charges inclusive of but not limited to foreign currency exchange, clearance, and wire transfer will be added on to the customer's account. There will be an interest charge of 1.5% per month on all overdue balances.

CANCELLATION FEE

\$5,000 for any ad canceled after published space close date. No cancellations will be accepted after published material close date.

GENERAL

OBVIOUS Magazine reserves the right to decline any advertisement. In the event of an error, OBVIOUS Magazine's liability shall not exceed the cost of the space booked. The publisher is not liable for delays in delivery or nondelivery of advertising material affecting production.

ADVERTORIALS

OBVIOUS can create custom advertorials to help promote your brand/product(s). **Advertorials start at \$2,500** and handled by **Layurd's Supply Chain**. Final rate is based on overall needs for design, imagery, copy, etc. Advertorial are about 4-8 pages. Please send email to: **Advertising Op** at **obvious@layurd.com**. Use: **OBVIOUS ADVERTORIAL INQUIRY** in subject line.

**Introductory Offer*:* All full page and double page advertisements will receive a banner ad placement on www.obviousmag.com homepage. Ad placement online will match the duration of the print advertisement placement (2 months; 60 days) for one issue.

Ad sales and Inquiries are handled by Layurd's Supply Chain. Email: **Advertising Op** at **obvious@layurd.com**. Use: **OBVIOUS ADVERTISEMENT INQUIRY** in subject line.

OBVIOUS

ONLINE RATES (2 MONTH DURATION)

300x250 | \$750 per month (sidebar; right side)

728x90 | \$1500 per month (Top of website)

300x600 | \$1000 per month (sidebar; right side)

160x600 | \$500 per month (sidebar; right side)

Rates are based on 60 day placement via obviousmag.com. Paid in full.

These page rates are NET and do not include agency commission. It is the responsibility of the agency to add on their commission.

PAYMENTS/CONTRACTS

CONTRACTS

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PAYMENT TERMS

Full payment must be in advance. Any additional fees or charges inclusive of but not limited to foreign currency exchange, clearance, and wire transfer will be added on to the customer's invoice.

CANCELLATION FEE

\$500 for any ad canceled after published space close date. No cancellations will be accepted after published material close date.

GENERAL

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NEWSLETTER BANNER ADS

Rate: \$250 flat rate. One-time placement. Paid in full.

SPONSORSHIP POST VIA SOCIAL MEDIA

OBVIOUS Magazine will post your ad via our social media pages. Starting rate: \$500 per one time post. All post with hyper-link to your desired destination. Facebook post add +\$1,000. All post must be approved and fit our demographic.

GUEST ARTICLE POST

Rate: \$250. All articles must be approved to fit the mood of OBVIOUS. No porn allowed. Rate must be paid in full before article goes live. Once article goes live, you cannot add additional verbiage and/or hyper-links. We have the right to update title of article for fit our voice. SEO keywords must be in place but not overused. All images must have written permission from photographer.

